

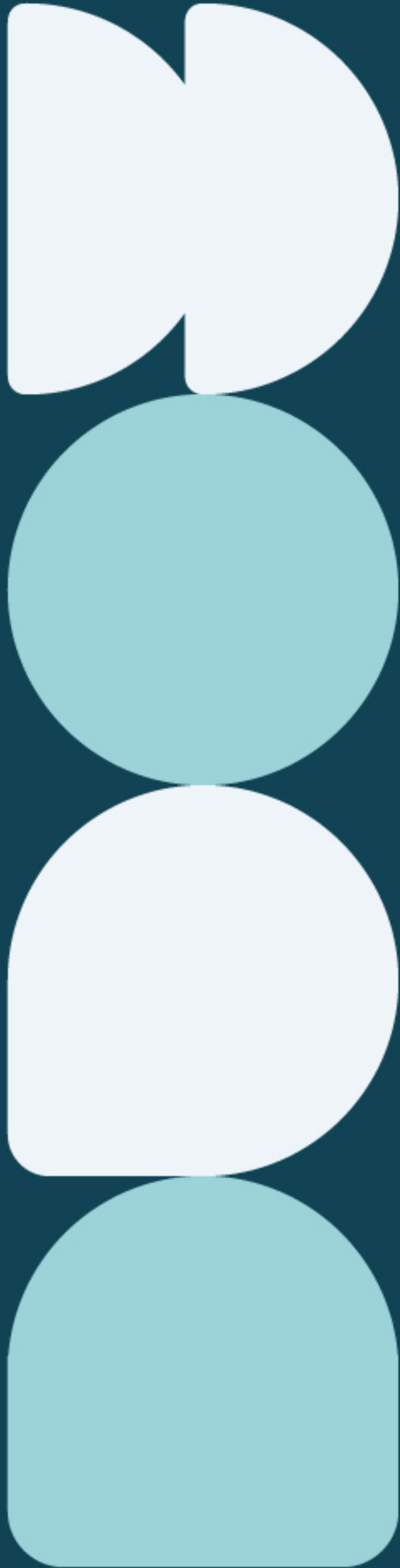
# ImpulsoGov Annual Activity Report

2024



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# Message from the Board

## Health as a right: our commitment to strengthening public healthcare

We believe physical and mental health is a human right, not a privilege. Brazil has one of the world's largest public healthcare systems: the **Unified Health System (SUS)**. It guarantees **free medical care** for more than 200 million people, covering everything from routine check-ups to complex surgeries. However, like many public systems, it faces challenges in funding, efficiency, and access to cutting-edge solutions. Thousands of lives could be saved each year if SUS had access to more effective tools to prevent, diagnose, and treat diseases. At ImpulsoGov, our mission is to transform this reality, ensuring every person receives the care they need—regardless of where they live or their socioeconomic status.

## Internal organizational growth

In 2024, we made important institutional strides to expand our impact and address increasingly complex challenges. A significant sign of ImpulsoGov's maturity was when, for the first time, one of our co-founders and directors took maternity leave, fully trusting the strength and autonomy of our leadership team. We also strengthened the organization to handle more rigorous processes, such as complying with the requirements of the Brazilian Development Bank (BNDES), one of the country's main public financing institutions. We made significant progress to ensure **long-term impact**.

We hired our first-ever **CTO, Victor Souza**, who joined us from McKinsey, bringing the technical leadership needed for our technology strategy. His work ensures that our digital products are **intuitive, effective, and scalable**—further expanding our reach.

## Sustainable growth and international recognition

A rare achievement in Brazil's nonprofit sector: with nearly 60 employees, we secured enough cash—or committed funding—to sustain the organization for almost two years. This stability enabled us to expand our Institutional Relations team, growing both the staff and the scope of activities. This solidity also opened doors to new sources of fundraising, especially international ones.

ImpulsoGov became the first Latin American NGO selected for the **100x Impact Accelerator** at the **London School of Economics (LSE)**—a global recognition of the relevance and impact of our work.

The trust of both new and longtime partners remains a cornerstone of this sustainable growth. And the numbers reinforce our trajectory:

- From 2023 to 2024, our team grew from 46 to 58 people—a planned and sustainable expansion.
- Our revenue increased from **USD 1.56 million to USD 1.9 million**, ensuring financial stability for further expansion.
- The number of municipalities supported grew from 88 to 217—reaching more than **19 million people across multiple states**.

With the resources already secured, we project expanding our reach to **320 municipalities by December 2025**—serving an even larger portion of the Brazilian population.

## Strengthening partnerships to build lasting solutions

In 2024, we strengthened our relationship with the Ministry of Health, expanding our ability to contribute directly to national public health policies.

We also got even closer to healthcare professionals and the public. Throughout the year, we sent WhatsApp messages to more than **30,000 public healthcare professionals and 12,000 people registered in primary care**, ensuring vital information reached those who need it most.

These initiatives deepen our understanding of the opportunities and challenges of partnerships and bring us closer to making our solutions increasingly sustainable within SUS.

## In 2025, we continue to believe it is possible to transform SUS

The advances of 2024 are just the beginning. We remain committed to expanding our impact by strengthening partnerships, investing in technology, and deepening our commitment to public health.

Every new municipality reached, every improved tool, and every life impacted reinforces our belief: we can transform SUS and ensure a healthier future for millions of Brazilians.



**Victor Souza**, CTO

**João Abreu**, Co-founder & Executive Director

**Isabel Opice**, Co-founder & COO

**Pedro Drummond**, Product Director



## Our Work



# Physical and mental health are a human right, not a privilege.

In Brazil, **57,000 deaths could be prevented annually** with ImpulsoGov's services for **SUS, one of the world's largest public healthcare systems, which provides free care to over 200 million people**. Despite its scale, SUS faces challenges in funding, efficiency, and technology. By addressing these gaps, we could save 6 lives every hour.

Diseases like diabetes, hypertension, cervical cancer, and depression — which alone affects 9 million Brazilians — continue to harm the population despite being treatable. We work to change that.

In a country where **7 in 10 people rely exclusively on the public healthcare system (SUS)**, ImpulsoGov supports governments to ensure that location or income is not a barrier to receiving proper care.

We develop solutions to guarantee access to quality healthcare for all, using data and technology to save lives.

Our solutions are data-driven, locally adaptable, and focused on identifying at-risk patients, enabling early diagnoses and timely interventions.

\*Rely exclusively on SUS" is defined as not having private health insurance, based on ImpulsoGov data from January 2025.

In 2024, we paved the way to reach all 5,570 Brazilian municipalities by 2027, saving lives and improving public health.



We reached **217 municipalities**, home to **over 19 million people**



We delivered quality content to **more than 32,000 public health professionals**



Our funding increased from **USD 1.56 million in 2023 to USD 1.9 million in 2024, reaching a total of USD 5.2 million since our founding**

## ImpulsoGov has directly supported:

- 📍 217 Brazilian municipalities through various projects
- 👤 Home to 13 million people who rely solely on the public health system\*



\*People without private health insurance

📍 Municipalities supported by ImpulsoGov

📍 Projections of future municipalities to be reached by Dec/2025



# Projects



## Impulso Previne

A free digital platform that supports SUS professionals by centralizing data, analysis, and recommendations on key health prevention indicators. It presents this information in a simple, quick format, helping healthcare workers make informed decisions and improve patient care.


With these tools, professionals can easily identify **unvaccinated babies and children** or **send reminders to adults about preventive exams**, ensuring timely interventions.





## We expanded our reach and impact:

→ Onboarded and kept active **74 new municipalities**.

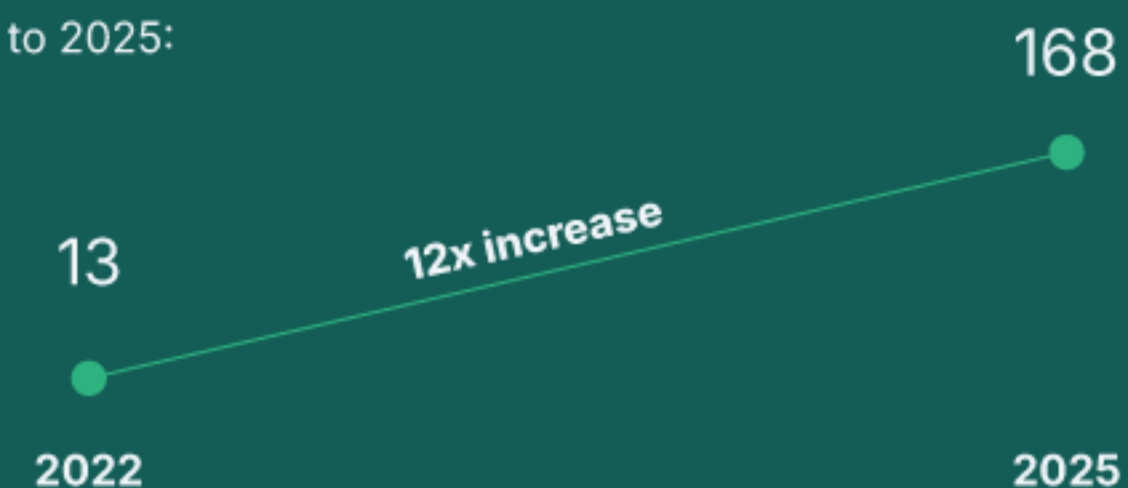
→ **51** of them located in the North and Northeast regions through the **Juntos Pela Saúde program**, in partnership with **BNDES**, Brazil's national development bank, which funds economic and social initiatives.

 Over **32,000 public healthcare professionals** received email updates about Impulso Previne, its features, and best practices in public health.

 More than **1,500 professionals** received SMS messages with quick updates, event reminders, and specific guidance.

 **2 online training events** reached more than **6,900 people**.

From 2022 to 2025:

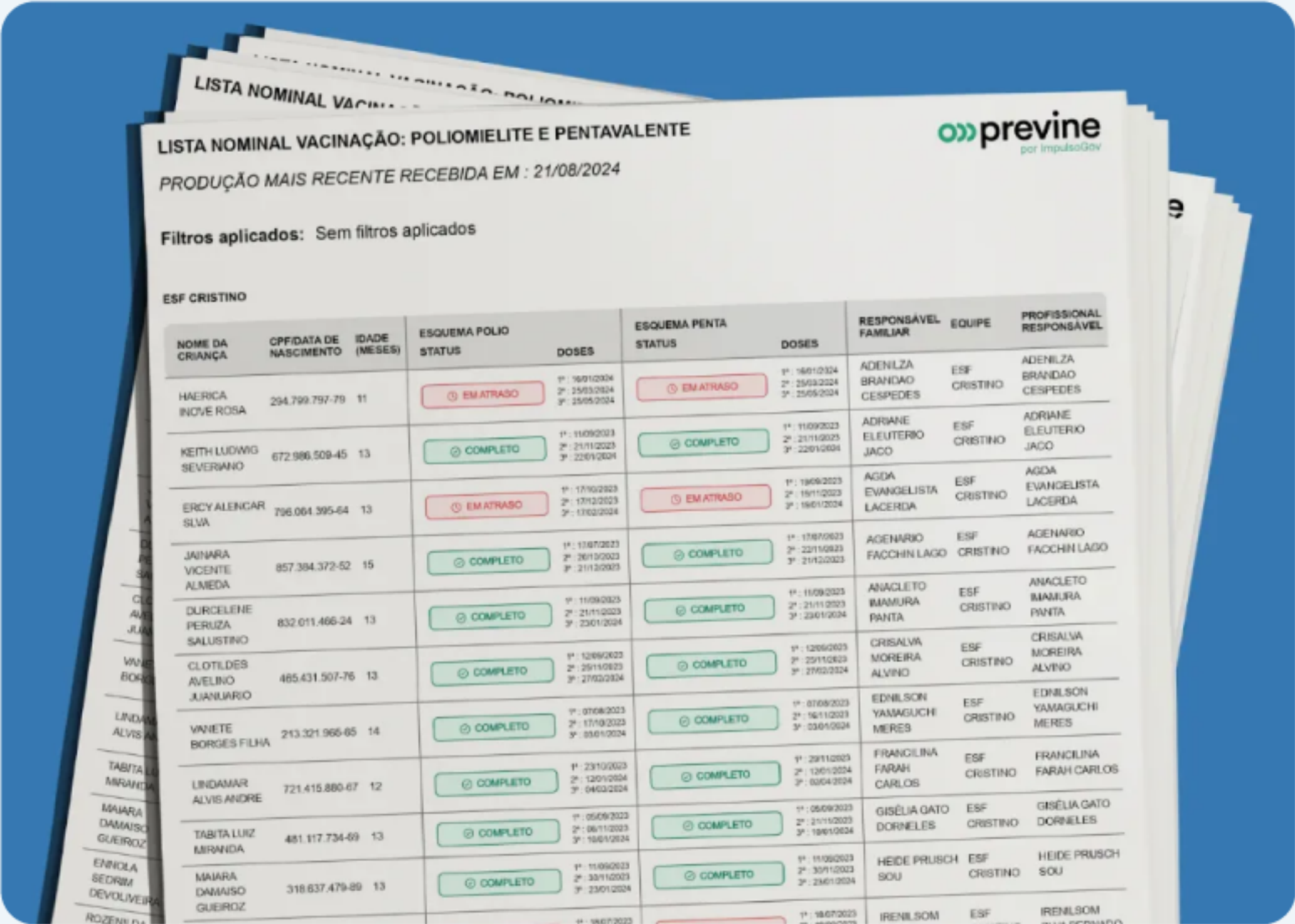




# 4 New Features Launched

## Printing Functionality:

Available to team coordinators and Primary Care coordinators, who oversee frontline healthcare services within SUS. This feature allows them to print segmented data by team or Community Health Worker directly from the platform, making patient tracking easier.



Impulso Previne. Image illustrating the printing of patient lists

## New Home Screen:

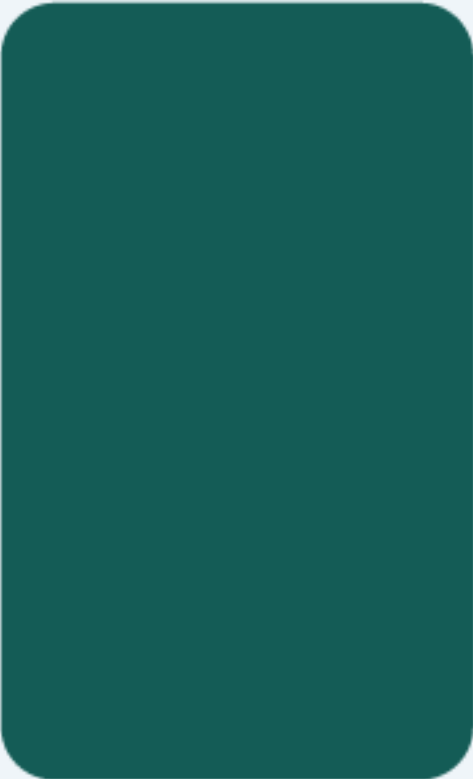
Now displays how many people were not attended to. By clicking on each condition, users can see who those individuals are.

## Guided Tutorial:

Created for new users, guiding them through the platform — especially during their first days of use.

## Automated Communication Workflows:

We implemented automated message flows for onboarding and re-engagement during the first 30 days — optimizing user interaction and improving retention.





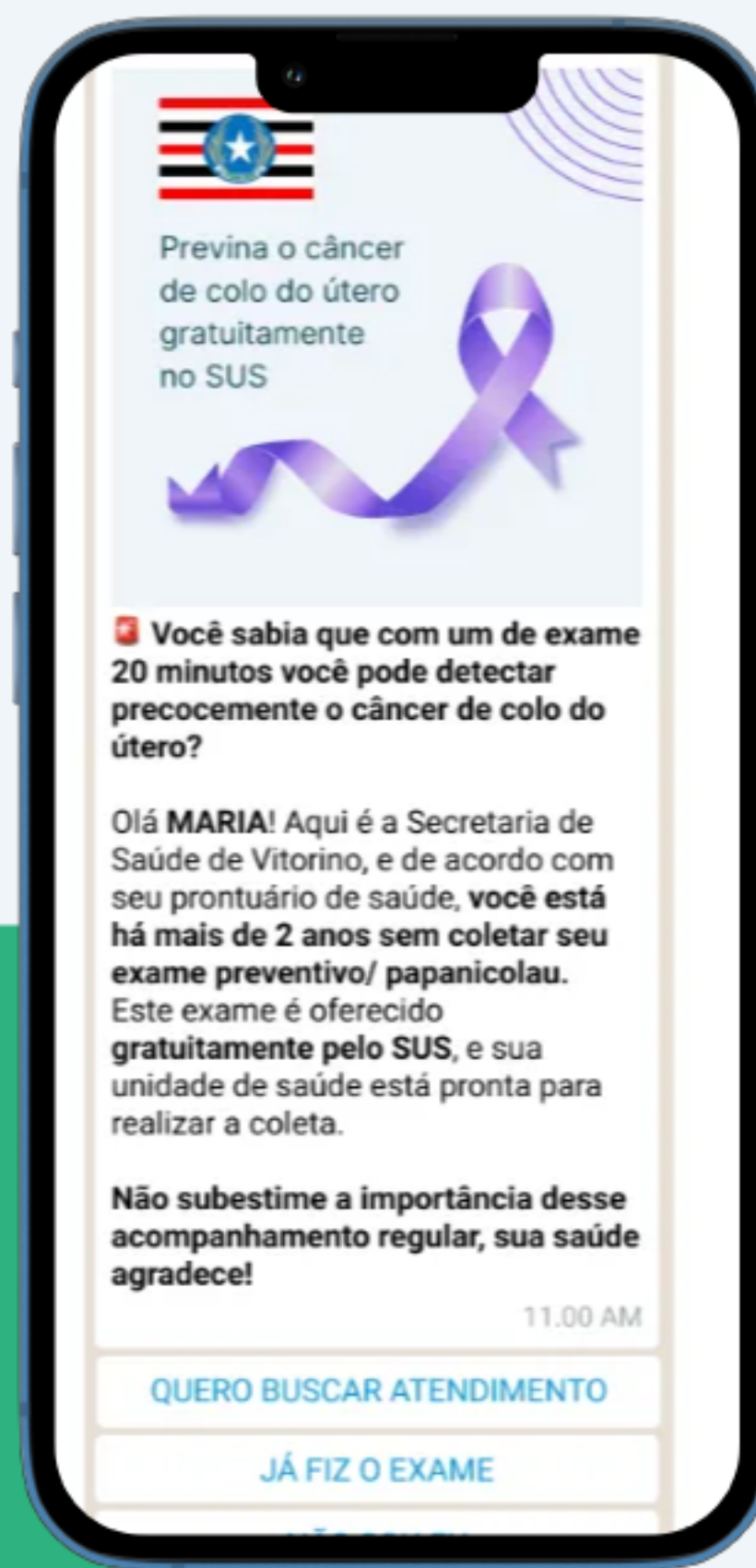
## Citizen Messaging

This feature sends **WhatsApp messages** to remind citizens about preventive exams, reduce missed medical appointments, and improve access to healthcare services.

16 municipalities used the Citizen Messaging feature in 2024.

"It helped me because I was disinterested, but then I realized I needed to get the exam done. If it could always notify me, I'd like that. (...) I thought it was really practical, I just showed the phone and now my health is up to date without having to wait in line."

Patient from Palmeira das Missões (RS) on the Citizen Messaging initiative



## Up to 147% increase in exam completion:

In an initial analysis covering **4 municipalities using the feature**, we observed high engagement and significant effectiveness of the messages sent.



Messages encouraging visits to health units led to a **147% increase in preventive exams** compared to the control group.



To measure the effectiveness of this initiative, we launched an **impact evaluation study** in partnership with the Institute for **Health Policy Studies (IEPS)** and **Johns Hopkins University**.





# Field Visits

In 2024, the ImpulsoGov team visited partner municipalities in the states of **Bahia, Minas Gerais, and Ceará** — including **Pacoti, in Ceará**, to monitor the use of **Impulso Previne**.

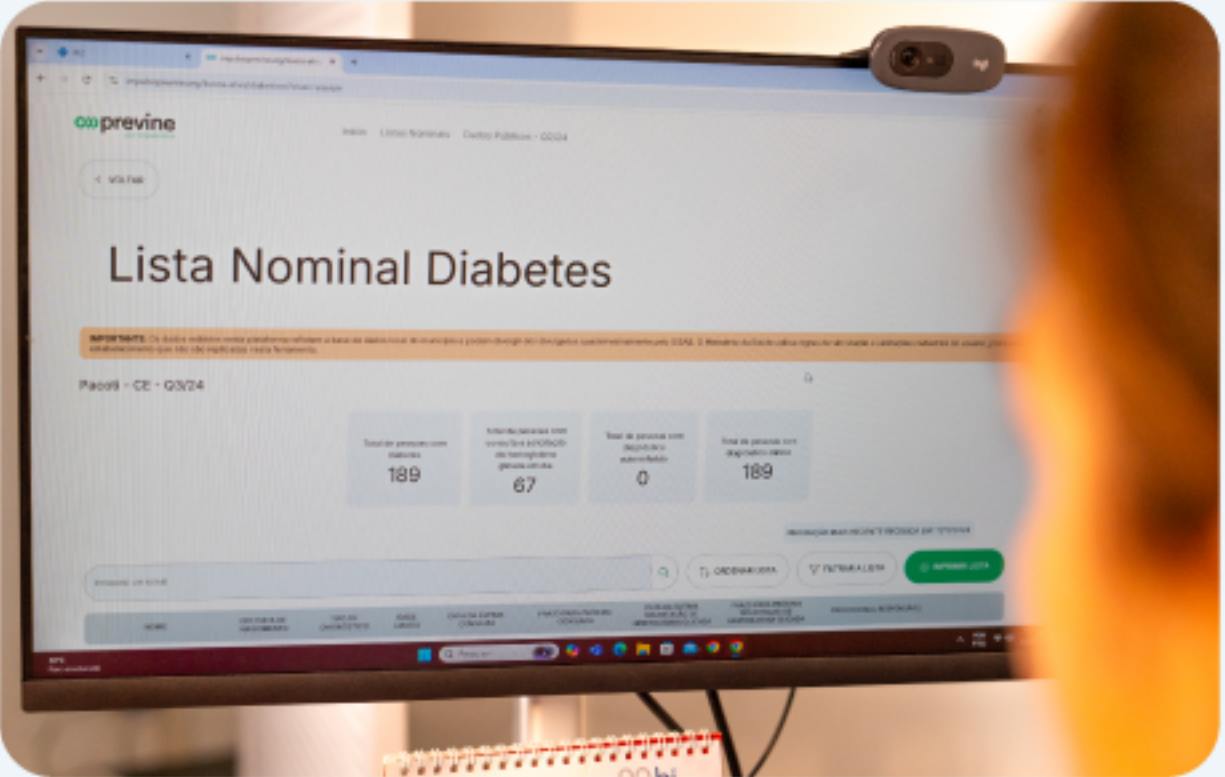
Despite challenges like lack of professionals and infrastructure, Pacoti's primary care management stands out for consistently using data to monitor the population.

The platform has become part of the professionals' routine — used daily to cross-check and update records in the Citizen Electronic Health Record (PEC), enabling them to eliminate patients with self-reported hypertension and diabetes who had no medical confirmation.

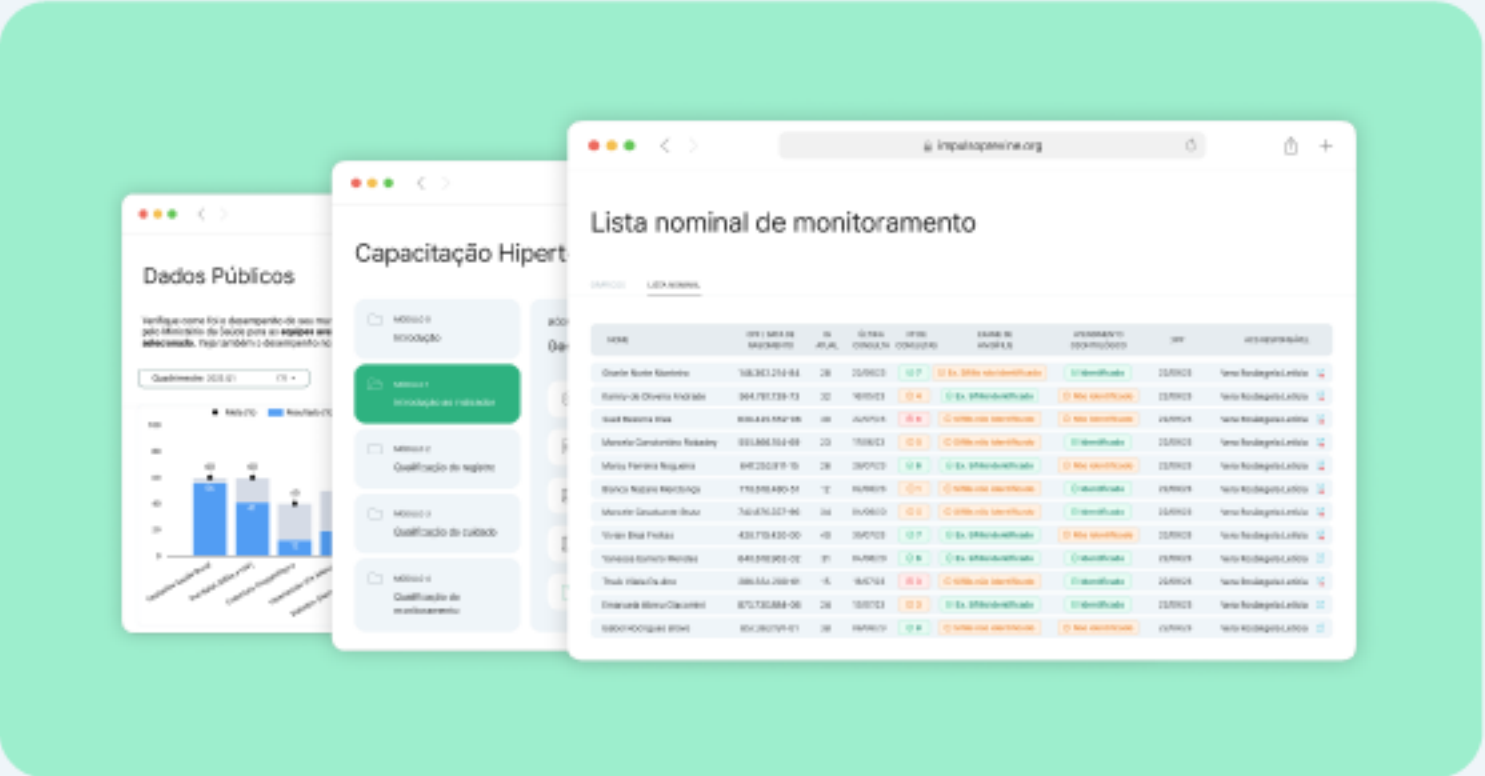
“With the ImpulsoGov list, I was able to eliminate the self-reported patients. Those who were truly diabetic or hypertensive received care, because most self-reported cases had never been treated or were overdue.

I use it every day! With ImpulsoGov's list, everything improved 100%. I highly recommend it.”

Virgínia Souza, Team Coordinator, Pacoti (CE)



PRÉ-NATAL    HIPERTENSÃO    DIABETES    CITORATOLÓGICO			
NOME	Nº DE CONSULTAS	EXAME DE HIV/SÍFILIS	ATENDIMENTO ODONTOLÓGICO
Aline Rodrigues Souza	6	Ex. HIV identificado	Não identificado
Isabela Dias Ferreira	4	Ex. HIV não identificado	Não identificado
Melissa Carvalho Gomes	8	Ex. Sífilis identificado	Identificado
Valéria Santos da Silva	7	Ex. Sífilis identificado	Identificado
Mayla Oliveira Matos	3	Ex. Sífilis identificado	Não identificado
Débora Vieira Paes	5	Ex. HIV não identificado	Identificado





# Impact Bulletin: What would have happened without Impulso Previne?

Results identified that thanks  
to Impulso Previne:



**1,540 women** received  
6+ prenatal consultations



**1,468 women** received  
prenatal dental care



**69,120 people** monitored  
for hypertension



## What is the Impulso Previne Impact Assessment?

In 2024, our **Monitoring and Impact Evaluation team** conducted the first formal impact evaluation of Impulso Previne, our main project.

We published a **Bulletin** outlining how the project is contributing to better health indicators through our tools and technical support.

This methodology enables us to **track results consistently**, generating valuable insights to guide project decisions and strengthen partnerships with municipalities.

In the bulletin, we also present our **best estimates** of what the outcomes would have been if the project **had never existed** in those regions.





## »saúde mental

### Mental Health in Primary Care

The Mental Health in Primary Care project strengthens mental health services within **Brazil's Unified Health System (SUS)**, the country's public healthcare system that provides free medical care to over 200 million people. The initiative trains healthcare professionals—including nurses and community health workers—to identify and support individuals experiencing mental health issues **early and effectively**.

This initiative is built on three key pillars:

#### Training and capacity building:

Equipping nurses, community health workers, and other professionals with the skills to recognize and assist individuals showing depressive symptoms—quickly and effectively.

#### Integration into routine care:

Embedding mental health screenings and support into the daily work of healthcare teams and community clinics (Basic Health Units).

#### Ongoing monitoring and supervision:

Tracking patient progress, ensuring high-quality care, and engaging both healthcare professionals and municipal health leaders.

The project follows the [World Health Organization's \(WHO\) guidelines for non-specialist providers](#), using the [Interpersonal Counseling \(IPC\) method](#), a brief psychosocial approach for managing depression.



# Expansion and Strengthening of Care

In 2024, the project grew significantly beyond its pilot in São Caetano do Sul, in the state of São Paulo, reaching a new capital: Aracaju, in the state of Sergipe.

We developed robust materials and practical activities and strengthened our training team.



We developed robust materials and practical activities and strengthened our training team.



From **16 to 78 trained professionals**



From **0 to 38 certified mental health care agents** (after 6 months of supervised care)



**23 new professionals** in the process of supervised internship to be certified



Over **20 community clinics** (Basic Health Units) now have trained professionals offering mental health care



Professional dropout rate reduced from **54% to 18%** (from the first to second cohort)



## Training and Supervised Internship

The project trained nurses, technicians, social workers, community health agents (CHAs) and psychologists, with high engagement and satisfaction in conducting care.



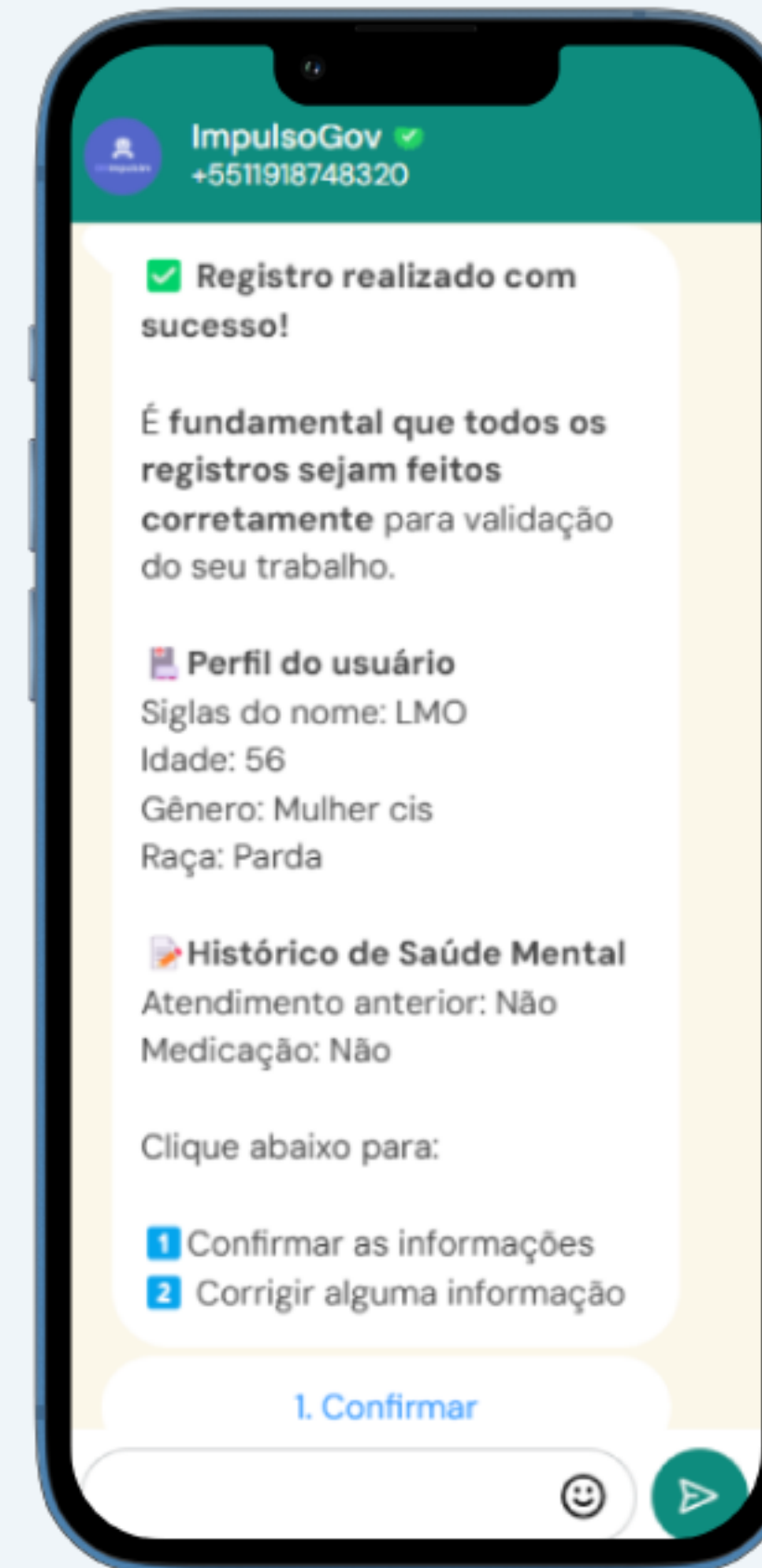
**25 hours of in-person training**

Nurses, assistants, social workers, community health agents, and psychologists were trained using a mix of lectures and simulated consultations with feedback.



**250+ hours of technical supervision**

Weekly sessions led by a network of 7 supervisors trained by ImpulsoGov.



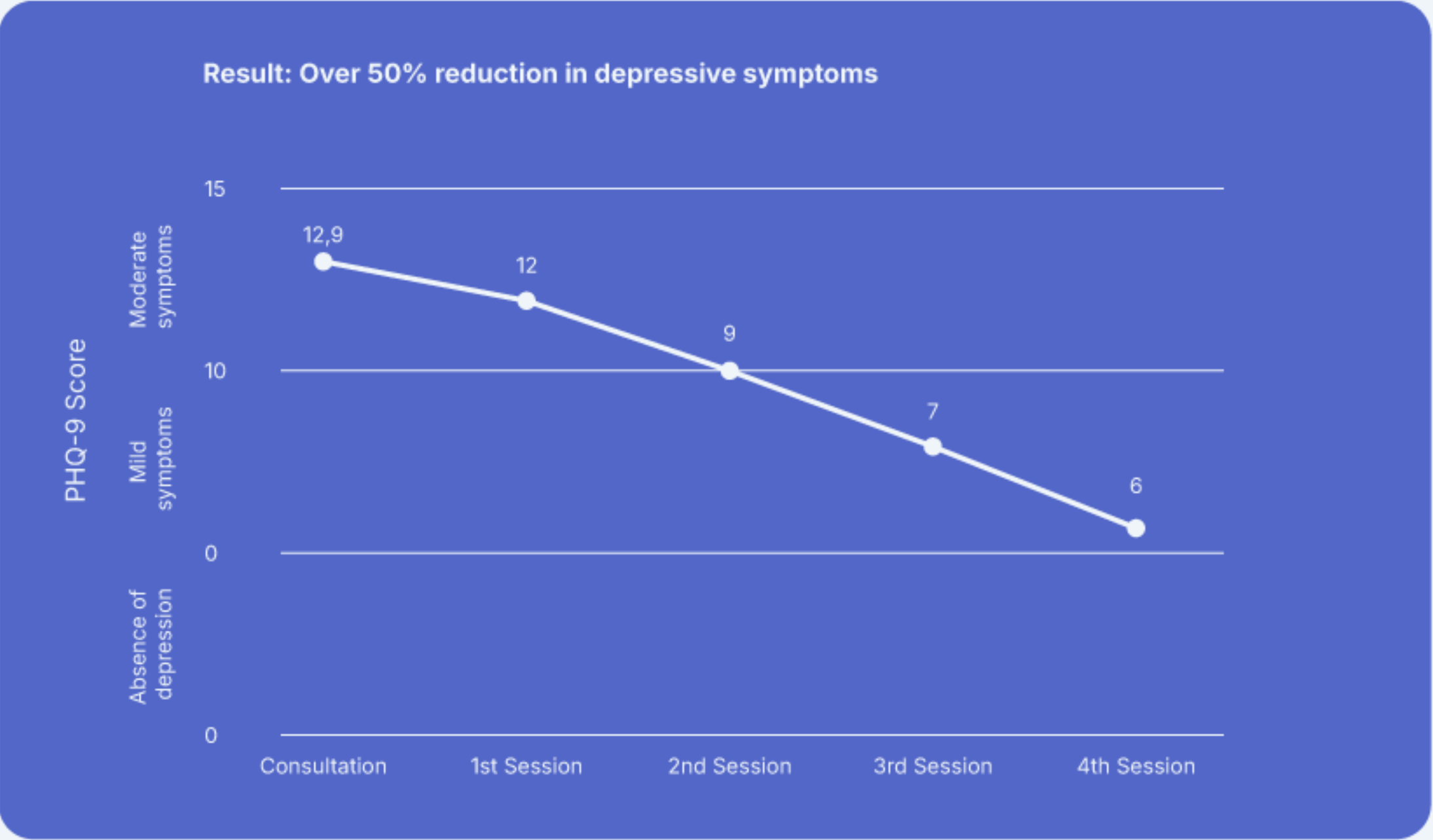
### Real-time monitoring and engagement via WhatsApp:

We developed a continuous monitoring operation using weekly WhatsApp check-ins to track care implementation and symptom improvement, and quickly resolve issues with local managers.



# Reduction in Depression Symptoms

The **PHQ-9** is a mood scale used to identify depressive symptoms. The chart shows the average PHQ-9 scores over the course of treatment (based on a sample of 125 users, Oct/2024).



The PHQ-9 is an instrument that aims to help identify symptoms based on a mood scale. The graph illustrates the average PHQ-9 scores throughout the care provided by professionals. The data were obtained in October 2024, through the analysis of a sample of 125 users participating in these services.

# O projeto de Saúde Mental na APS evoluiu:

- From **15 to 175 users** screened or treated
- From **10 to 125 users** who completed 4 full sessions
- From **60 to 600+** screenings/treatments





### Mental Health Indicators Platform

This tool consolidates **publicly available data** to offer an overview of **mental health services within Brazil's public healthcare system (SUS)**.

It focuses on the **Psychosocial Care Network (RAPS)**, a specialized network that provides community-based mental health support, and its integration with other local healthcare services.

## Expansion and maintenance of the Mental Health Indicators platform

In 2024, we expanded and implemented the platform in **10 new municipalities** in the North and Northeast regions, allowing managers to have access to structured data to qualify their service networks:





# Platform Maintenance and Ministry Dialogue

## Platform maintenance:

Since August, we have **focused on maintaining** the platform rather than expanding it—ensuring **automated monthly updates** and providing **dedicated technical support** to users.

## Dialogues with the Ministry of Health:

We started discussions with Brazil’s **Ministry of Health** to explore **nationwide expansion** of the platform, including testing the integration of its health indicators into federal data systems.

“Before I had access to the platform, when I needed some data, I did a bit of everything, using spreadsheets in Word and Excel, asking for information from the surveillance sector and the CAPS coordinators. With ImpulsoGov, we have materials available that we can use, which helps us not to get lost and to build together.”

Manager who uses the platform





### Public Health Management Support (AGP - Saúde)

In partnership with **Instituto Votorantim**, the AGP project strengthens Primary Health Care in Brazil's public healthcare system (SUS) by providing specialized mentorship to local health teams. The program focuses on improving **funding strategies, healthcare quality indicators, service organization, and care for patients with hypertension, diabetes, and pregnant women.**

## Strategic diagnoses and action plans to improve services, reduce inequalities and improve the health of the population

In 2024, AGP was present in **15 municipalities distributed across the five regions of the country**. Since the beginning of the project, 51 municipalities have been served, with valuable exchanges and constant learning.

Last year, **30 field trips were carried out**, providing close and personalized monitoring for each supported location.

"The AGP form improved our workflow by 80%. Now we can investigate cases in real-time.

It ensures data quality and avoids rework."

**Mara Fiamoncini, nurse in Apiúna (SC)**



## Rosário da Limeira (MG): Reinstating the Prenatal Support Group

During the pandemic, Rosário da Limeira suspended its prenatal support group — a key touchpoint for expectant mothers after their first visit to the local health center. Even after the critical phase of the pandemic had passed, the group remained inactive.

To address this, the AGP (Primary Health Care Support Group) proposed the development of a **Planning Guide**, covering essential prenatal care topics and primary care health indicators. A **collaborative schedule was also created** to distribute responsibilities evenly and prevent staff burnout.

The result: the group was successfully reinstated in July. The first session, led by Community Health Agents, focused on the importance of prenatal care and welcomed around 10 pregnant women. **This initiative marks a vital step toward strengthening maternal and infant health in the community.**





### Strengthening Primary Care in Recife

The “Support for Primary Health Care in Recife” project helps local primary care professionals correct inconsistencies in patient records—preventing errors that hinder proper identification and impact health services.

This free initiative offers a digital solution that enables Community Health Agents to update and correct data efficiently. It also includes training and engagement through educational materials and events, reinforcing their role in delivering accurate and effective care.

## Technology Transfer and Project Completion



Throughout 2023, we identified key issues in health records, developed **tools to support data correction**, and conducted training sessions with dedicated working groups focused on **improving data quality**. These efforts led to a more efficient, organized, and integrated registration process.



In 2024, we expanded the initiative to include 57 teams from Districts I and IV, achieving significant reductions in data inconsistencies—**ranging from 75% to 98%**.



**We also finalized the first Technical Cooperation Agreement for technology transfer to the municipal government**, ensuring the sustainability and long-term impact of the initiative.



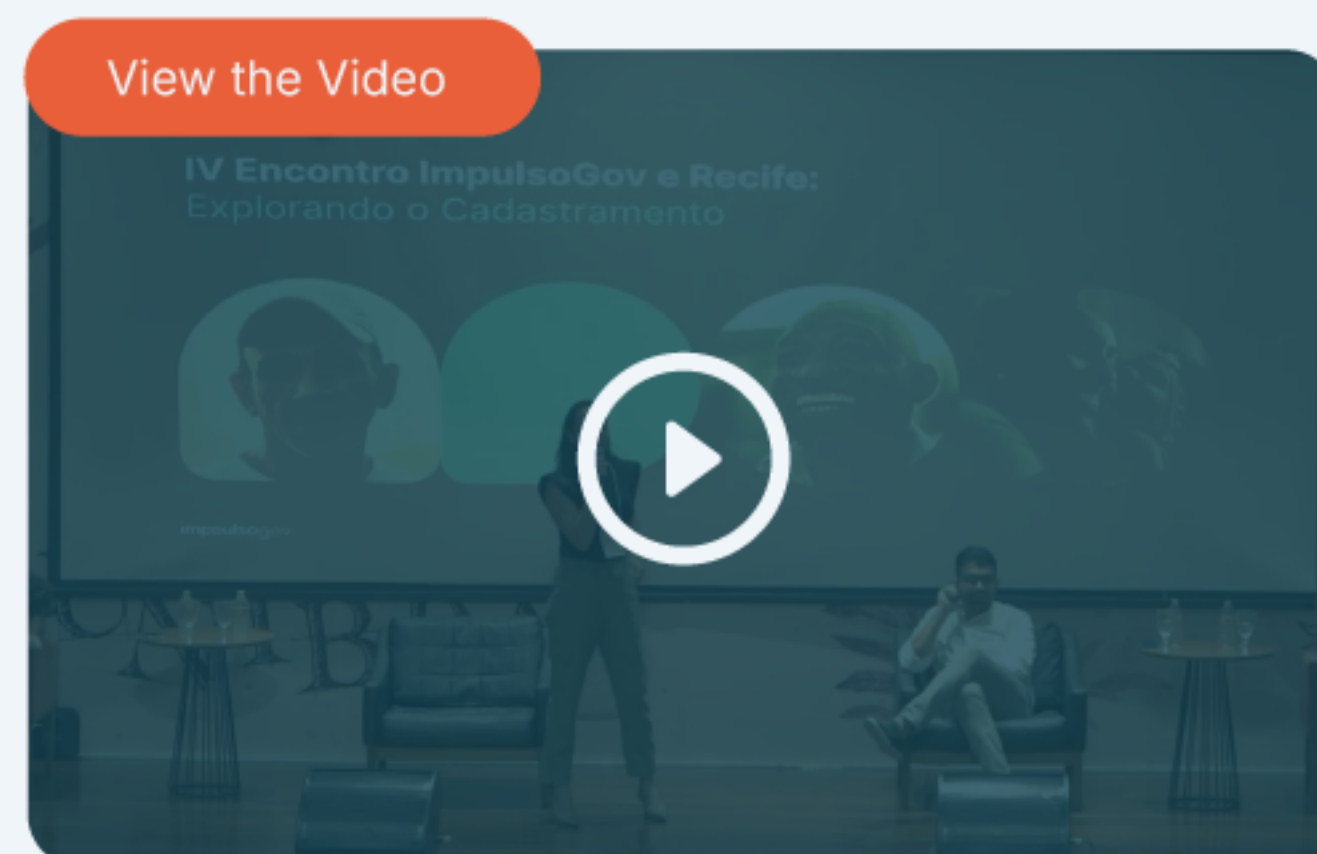


## 4th ImpulsoGov–Recife Meeting: Advancing Patient Registration Systems

Organized by ImpulsoGov in partnership with the Executive Health Department of Recife (PE), the event focused on **improving registration processes and data management within Brazil's Unified Health System (SUS)**.

Held in person and free of charge, **the event was designed for Community Health Agents and Territory Supporters**. On January 30, 2024, it brought together approximately **200 participants**.

The primary goal was to train professionals to identify and correct inconsistencies in citizen records within the scope of Primary Health Care (PHC).





# 2024 Highlights

## First Brazilian NGO selected for the 100x Impact Accelerator – LSE (UK)

ImpulsoGov was **the only Brazilian NGO** selected to join the 2024 cohort of the **100X Impact Accelerator**, a prestigious social impact program run by the Marshall Institute at the London School of Economics (LSE).

Participation includes **£150,000 in funding** and access to **specialized mentorship** from partners such as J-PAL, focusing on impact evaluation, and IG Advisors, with a focus on **scalability, institutional development, and leadership**. The program, which runs from September to November, will generate key outputs to inform ImpulsoGov's future strategy.

[Learn more here.](#)



## Additional Highlights:

### Participation in the Ministry of Health Committee:

With recent changes to the co-financing model for Primary Health Care in Brazil, ImpulsoGov maintained an ongoing dialogue with the Ministry of Health. The organization took part in the Interdisciplinary Thematic Committee on Primary Health Care (RIPSA), which aims to establish a set of indicators that reflect the key functions carried out by PHC services.

### Featured in the GovTech Map

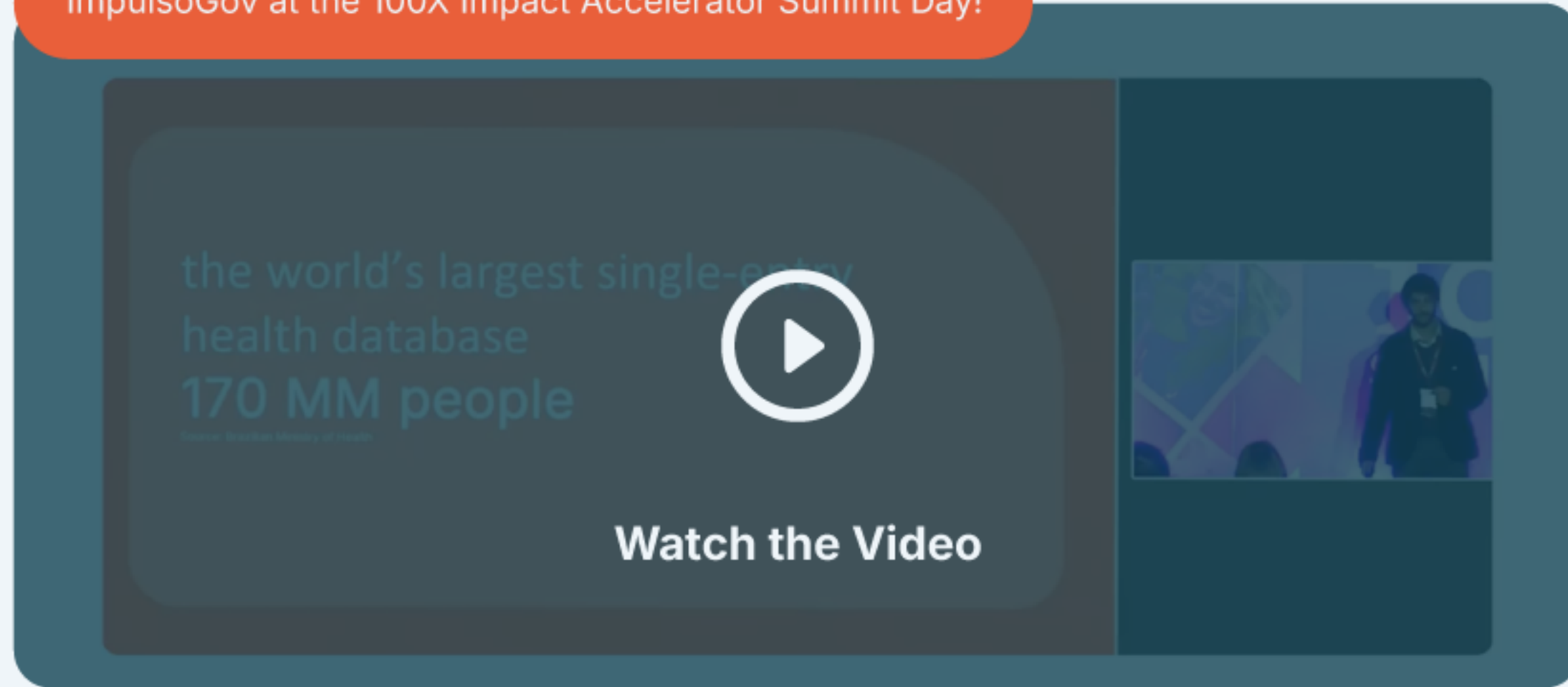
ImpulsoGov was **recognized as one of the leading Brazilian organizations** featured in the GovTech Map — a study conducted by BrazilLAB with support from Oracle.

[Learn more here.](#)



## Events

ImpulsoGov at the 100X Impact Accelerator Summit Day!



States of the Future



AEbr Summit



ImpulsoGov at Rede Conecta #2



11th "All Together Against Cancer" Congress



Brasa em Casa 2024





# Media Mentions



More than 280 media stories featured ImpulsoGov in 2024

**news**

Mammography equipment is insufficient in Brazil's public network  
[Access the full text here](#)

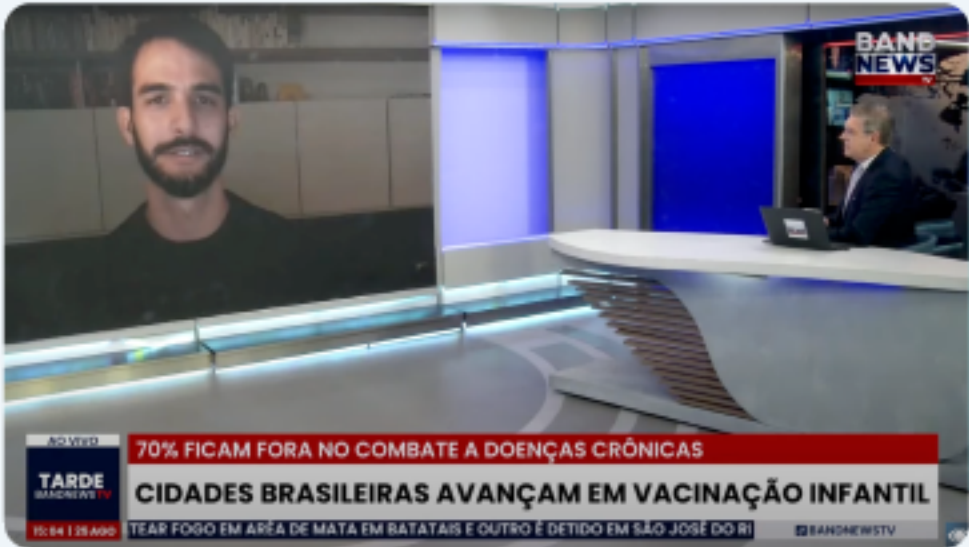


**FOLHA DE S. PAULO**

Health professionals unprepared for gambling addiction, survey says  
[Access the full text here](#)

**O GLOBO**

Software that reveals SUS blind spots raises \$2.4M with BNDES and Umane.  
[Access the full text here](#)



**BAND NEWS**

Cities improve in childhood vaccination  
[Access the full text here](#)

**FOLHA DE S. PAULO**

Brazilian cities advance in prenatal, still lag in diabetes/hypertension control  
[Access the full text here](#)



**NEGÓCIOS**

How João Abreu plans to use Big Data to transform SUS  
[Access the full text here](#)

**FOLHA DE S. PAULO**

Infectious diseases and mental disorders should be SUS priorities  
[Access the full text here](#)



# Our Team



In-person team retreat, Nov 2024

In 2024, we reached **58 team members** working remotely across Brazil — and abroad!

We gathered in person for planning retreats and connection.



Victor Souza joins us as **Chief Technology Officer (CTO)**, bringing extensive experience from **McKinsey, Accenture, and Accurate Software**. He has led **cloud and technology projects** in the finance, insurance, and retail sectors.

Now, he applies this expertise to **enhance technology in public healthcare**, helping improve access, efficiency, and data-driven decision-making.



Interested in working with us at ImpulsoGov?

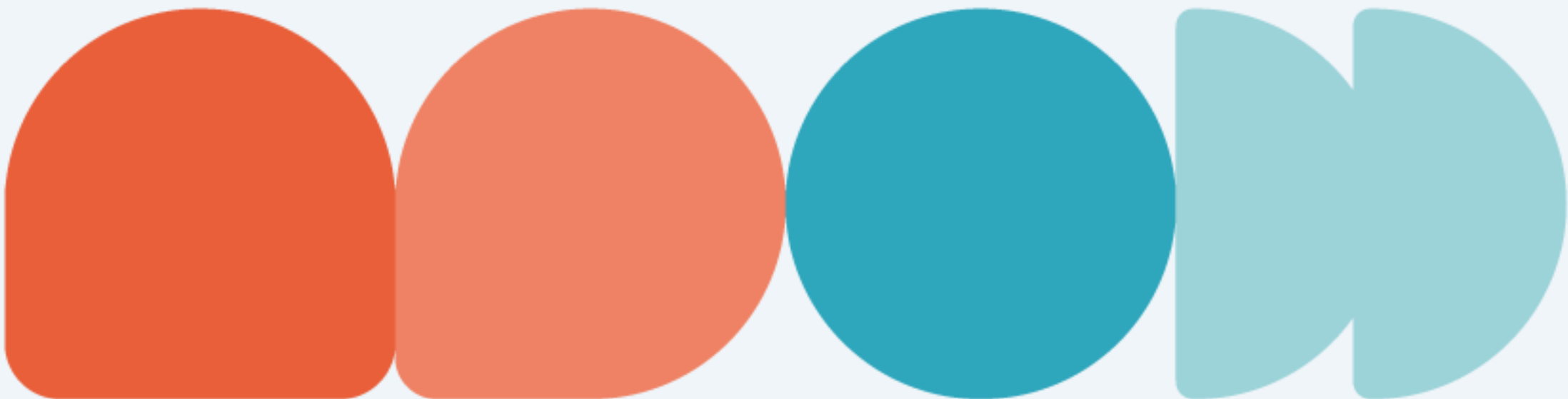
Let's talk!



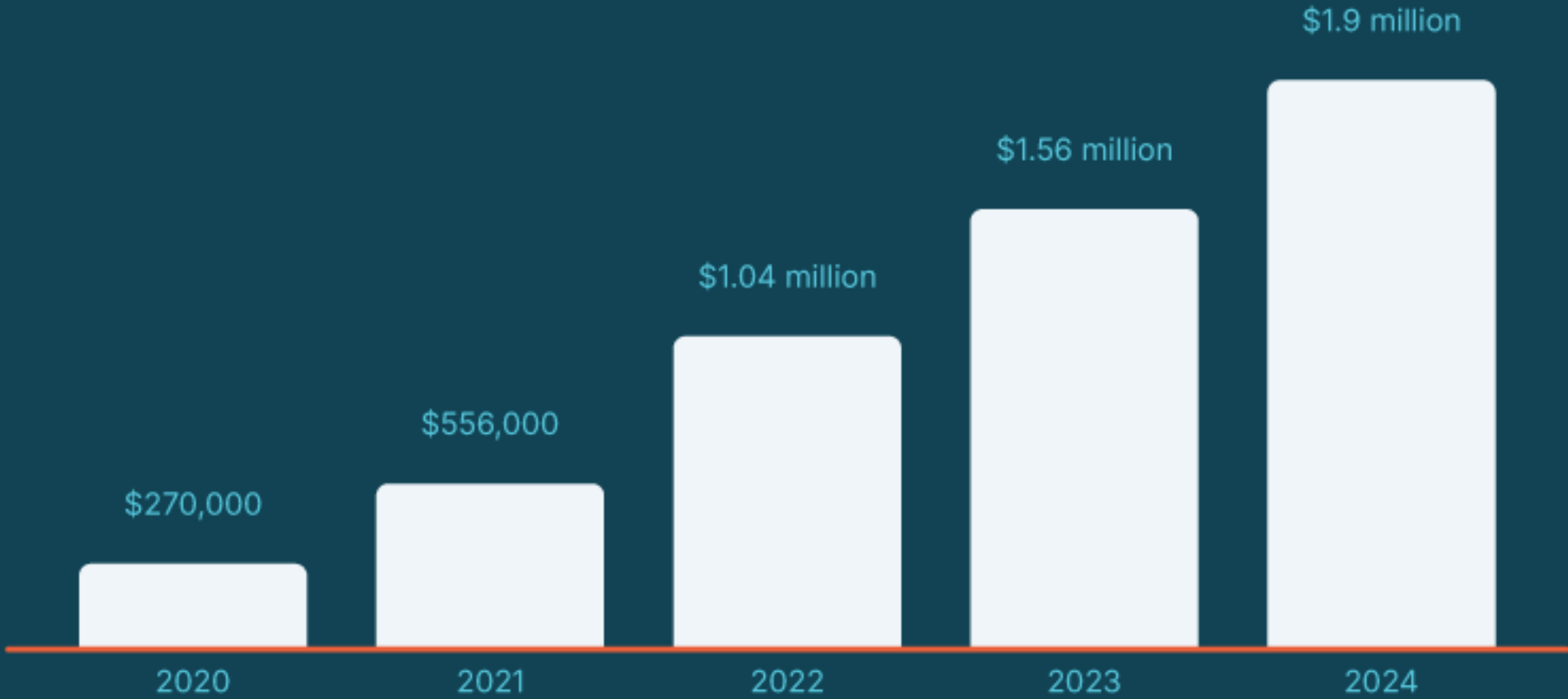
A mission-driven nonprofit powered by philanthropists, private sector partners, individuals, and public resources — all working together to deliver life-saving services.

All of ImpulsoGov’s projects are free of charge for municipalities and public health professionals. This is made possible **thanks to our supporters**, who have donated more than **R\$26 million** since the organization was founded. In 2024 alone, donations exceeded R\$9 million.

Thanks to this generous support, we’ve already reached **over 217 municipalities** — and we’re just getting started. Our goal is to reach all 5,570 municipalities across Brazil, delivering free, scalable, adaptable, and people-centered solutions to strengthen public health.



### Cumulative Donations Over the Years





We would like to express our gratitude to our key partners, whose support was essential to achieving our goals in 2024:



"ImpulsoGov's data-driven model is a powerful example of how to advance global women's health. Its proven impact and ability to scale through partnerships make it a formidable force against health inequality."

Georgia Kewley, Head of 100x Impact Accelerator (LSE)

"Devive's mission is to strengthen public health for NCDs. Our successful partnership with ImpulsoGov confirms we are on the right path — scaling innovation in public health is already a reality."

Renata Biselli, Executive Superintendent, Instituto Devive

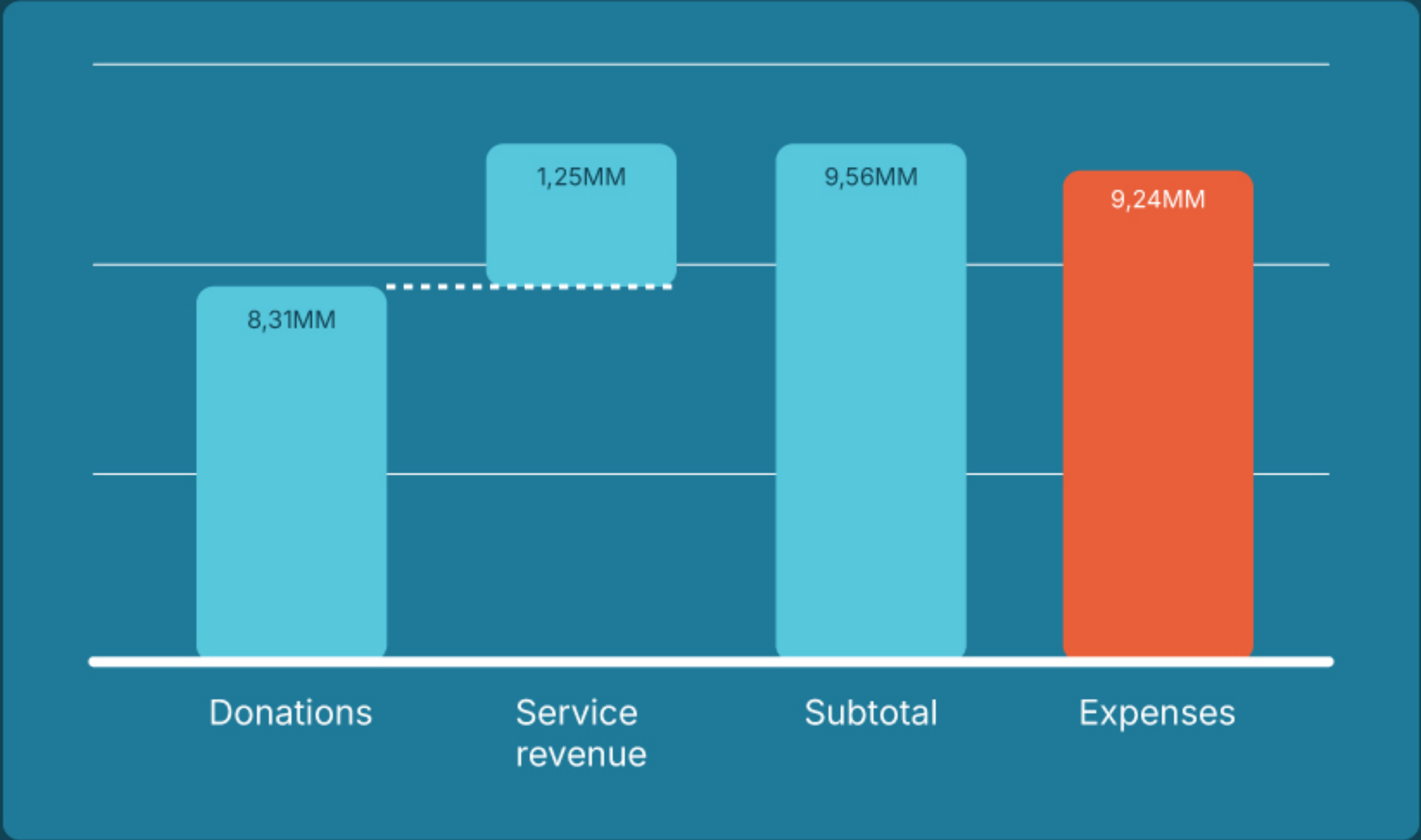


Want to help transform public healthcare in Brazil and become a donor?  
Get in touch with our team: [contato@impulsogov.org](mailto:contato@impulsogov.org)



# Financial Statements

2024 Income and Expenditures



ImpulsoGov's financial statements are audited by



# Advisors

## ADVISORY BOARD

**Denis Mizne**  
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Microcredit Manager, Itaú

**Rogiene Batista dos Santos**  
FGV



# Contact Us

To get in touch with the ImpulsoGov team, reach out via email:  
[contato@impulsogov.org](mailto:contato@impulsogov.org)

Learn more about our work by  
visiting our website:  
[www.impulsogov.org](http://www.impulsogov.org)

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2024

