



# Validating MiracleFeet's Impact

## Results of External Evaluation, April 2019

Driven by a desire to understand the long-term effects of our programs on the children, families, and healthcare providers we serve, MiracleFeet commissioned an in-depth external evaluation of long-running programs in India, Tanzania, and the Philippines. We wanted to know the extent to which we are fulfilling MiracleFeet's mission of changing the trajectory of children's lives by treating clubfoot and whether we are building sustainable local treatment capacity.

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**Sasha Dichter**  
Co-founder, 60 Decibels

We partnered with Acumen-founded Lean Data<sup>SM</sup> (now 60 Decibels) in late 2018 to conduct the evaluation. Their methodology helps impact investors, foundations, and nonprofits measure and better understand their social performance and gain actionable insights on customer feedback and behavior—offering a shift away from reporting and compliance toward measuring value for society. They have evaluated 350+ projects for leading organizations, including the Omidyar Network, World Bank, USAID, Ceniarth and many others.

Completed in March 2019, the results of MiracleFeet's evaluation were extremely positive, indicating levels of impact and consistency rarely seen by Lean Data. MiracleFeet exceeded, and in some cases nearly doubled, benchmarks of client satisfaction and success from their portfolio of evaluations. **This external review validates MiracleFeet's model and the extreme impact that providing high-quality clubfoot treatment has on children's lives.**

## The MiracleFeet approach works, and families and providers are extremely satisfied.

**98% of 470 guardians interviewed say their child's quality of life has improved** due to the treatment they received—and **94% of patients are always able to walk** without difficulty or assistance and can engage in activities that any able-bodied child their age can perform.

70% of guardians reported “very much improved” quality of life, a high percentage of respondents relative to Lean Data’s portfolio benchmark of 47%, demonstrating the depth of MiracleFeet’s impact on patients and parents.

Sasha Dichter, Acumen’s outgoing Chief Innovation Officer and now head of their spin-off, 60 Decibels, said, “The extent to which respondents gave positive feedback on the MiracleFeet approach was notable. MiracleFeet’s stood out positively relative to Lean Data’s portfolio of evaluations. We’ve done more than 300 projects, and to have 98% of your beneficiaries say that ‘the intervention you did worked’—and to report such high levels of satisfaction, with uniformity across very different countries and contexts—was quite notable.”

## Guardians and providers are extremely willing to recommend MiracleFeet and its partners.

We received exceptionally high scores when beneficiaries were asked how likely they are, on a scale of 0-10, to recommend MiracleFeet to a friend or family member. **Our aggregate Net Promoter Score, a measure of customer loyalty, was 83 from families and healthcare providers in the evaluation—outperforming the Lean Data portfolio average of 42.** Scores above 50 are considered excellent. (Apple, Amazon, and Netflix—brands that consistently score well for customer service—have Net Promoter Scores between 64-66.)

**The top reasons promoters cited for ranking MiracleFeet a 9 or 10 were that their child has healed, their clubfoot is cured, and clinic staff were friendly and knowledgeable.**

### Lean Data Spoke to 470 Guardians and 70 Providers

Lean Data spoke to 470 guardians of children treated at least two years ago by MiracleFeet’s network of partners in three countries—India, Tanzania, and the Philippines—where MiracleFeet has a long track record and has enrolled over 19,800 children in treatment so far. Guardians were asked:

- Are children able to engage in activities that any able-bodied child can perform?
- How satisfied are you with the treatment your child received and with their current condition? Did you experience challenges at the clinic?
- Are children still wearing their braces and how frequently?

They also spoke to 70 healthcare providers in 17 countries, who work for MiracleFeet’s partner organizations, and asked:

- Is MiracleFeet building its partners’ and providers’ capacity to treat clubfoot?
- How satisfied are providers working with MiracleFeet and its partners?
- How important is the support that MiracleFeet and its partners are facilitating to providers?

Visit **60 Decibels** ([www.60decibels.com](http://www.60decibels.com)) for more on the Lean Data<sup>SM</sup> approach.







## MiracleFeet's performance is remarkably consistent.

Measures of family and provider satisfaction, as well as treatment success were high and uniform across countries studied—evidence that MiracleFeet's model and the Ponseti Method are both highly effective and inherently scalable. The results also stand out relative to Lean Data's global portfolio of benchmarks.

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"The level of consistency in MiracleFeet's results is one of the highest we've seen," said Sasha Dichter, who oversaw our evaluation. "We see lots of interventions that seem like they should work the same no matter where you apply them. But most of the time, the same intervention in different contexts gives wildly divergent results, often much more than we or the implementers expect. MiracleFeet was different. We hypothesize that there is something inherent about the approach MiracleFeet is trying to scale (the Ponseti Method) that, when implemented well, makes the results particularly robust across different cultural and geographic contexts."

## MiracleFeet's services are easy to use and accessible.

Whether respondents experience challenges with an organization is a key indicator of their satisfaction and ease of engagement with the group. **Guardians and providers report fewer challenges with MiracleFeet's interventions compared with other Lean Data evaluations:** Only 14% of guardians and 26% of providers reported challenges, compared to their portfolio average of 33%

Staff turnover and clinic wait times were among the challenges some clients reported, lending useful insights into potential training needs and service delivery enhancements within each country. (40% of providers also report wanting more frequent trainings for clinical newcomers.) Caregivers' lack of adherence to or awareness of the treatment stages were a top challenge reported among providers, calling for more emphasis on parent education campaigns.

## MiracleFeet is reaching children at the right time to improve treatment success.

**83% of the patients in the aggregate sample were first treated at 1 year or younger.** MiracleFeet and its partners aim to identify clubfoot cases early in children's lives and start treatment as soon as possible. Children who started treatment before their first birthday were more likely to be described by guardians as "completely cured." Those who began treatment between 1-2 years old were least likely to be described as completely cured, with nearly half described as "somewhat cured."

## Guardians of children using the MiracleFeet brace report fewer problems.

The final stage in correcting clubfoot—and most likely to determine long-term success—requires a brace, consisting of shoes and a bar, worn every night for up to four years to prevent the feet from relapsing as the child grows. Bracing compliance can be a major hurdle to successful treatment.

**Only 26% of guardians in the Philippines said they had challenges getting their child to wear the brace.** This figure is twice as high in India (51%) and nearly three times as high in Tanzania (87%), where the MiracleFeet brace is not used. Most MiracleFeet-associated clinics in the Philippines began using the MiracleFeet brace in late 2015. The more user-friendly, award-winning brace may help explain why far fewer challenges were reported there.

## MiracleFeet is improving providers' ability to offer better care and reach more patients.

MiracleFeet aims to expand the capacity of its local partners and providers to treat children with clubfoot. Since they began working with MiracleFeet, **82% of local providers say their ability to treat clubfoot has significantly improved.** And more than **80% of providers say they would not be able to replace MiracleFeet's training,** and that the resources and support they receive are crucial to ensuring local capacity to treat clubfoot.

## Read the full evaluation and results on [MiracleFeet.org](https://www.miraclefeet.org)



**MiracleFeet works to unleash the potential of children affected by one of the greatest causes of physical disability in the world.** Over one million children who could be treated live with the condition, and 175,000 more are born with it each year, mostly in low- and middle-income countries with limited or no access to treatment.

While we cannot prevent the birth defect, we can eliminate the lifelong disability it causes and radically change the trajectory of millions of lives. 95% of cases can be completely treated through a proven non-surgical treatment—at an average cost of only \$250 per child. Curing a child's clubfoot generates an additional \$120,000 in estimated lifetime earnings—a social return of 480 times the initial investment.