



# PMS HEALTH PROGRAM

**SERVING WITH  
COMPASSION  
ADVANCING HEALTH  
FOR ALL**



**21** years of  
**Serving the  
Unreached**



## Vision Statement

A Pakistan where every person especially the most vulnerable has access to dignified, inclusive, and quality healthcare, enabling communities to thrive in health, resilience, and hope.



## Mission Statement

To deliver holistic, equitable, and climate-resilient health services through community-led systems, innovative technologies, and compassionate care prioritizing women, children, adolescents, and marginalized groups across underserved regions of Pakistan.

## INTRODUCTION

Pak Mission Society (PMS) is a Faith-Based National Humanitarian and Development Organization, registered under Section 42 of the Companies Act, 2017, with the Securities and Exchange Commission of Pakistan (SECP). PMS holds a valid Memorandum of Understanding (MoU) with the Economic Affairs Division (EAD).

PMS has been dedicated to empowering vulnerable and unreached communities across Pakistan, with footprints in over 47 districts and strong outreach through 11 regional offices. PMS has been serving communities to live with dignity, hope, and self-reliance, and has directly impacted more than 1.7 million beneficiaries since its inception in 2004, without any discrimination based on religion, ethnicity, gender, or social background.

### But our impact doesn't stop there

The PMS Health Program is building resilient, community-owned health systems by integrating digital innovation, climate adaptation, and gender-transformative approaches. From telemedicine in electricity-deficient villages and inclusive BHU retrofits, to youth helplines, mental health services, and emergency-ready health infrastructure, we are ensuring that no one is left behind especially women, girls, adolescents, persons with disabilities, and religious minorities. At PMS, we don't just deliver services. We transform lives, strengthen systems, and empower communities so they can own their health journey with dignity and resilience.

*Serving with Compassion. Advancing Health for All.*

## 21 YEARS OF SERVING THE UNREACHED

### Over 21 Years of Health Service Delivery

PMS has a proven track record of delivering quality healthcare across Pakistan for more than two decades, especially in low-resource and crisis-affected settings.

### Expertise in Emergency Health Response

From earthquakes and floods to disease outbreaks, PMS has led rapid, effective health responses mobilizing trained teams, mobile clinics, and essential supplies to save lives when it matters most.

### Transformative Work in Kohistan

In one of the lowest-performing districts of Khyber Pakhtunkhwa, PMS has improved maternal and child health, expanded immunization coverage, and built trust through localized, community-based interventions.

### Impact at Scale

Through integrated programming, PMS has improved the health and well-being of millions of Pakistanis, especially women, children, and other vulnerable groups across rural and underserved regions.

### Locally Rooted, Community-Driven Approach

PMS's strong ties with local communities, health workers, and district systems ensure culturally appropriate, sustainable, and inclusive service delivery.



# PROBLEM AND SOLUTION

“Every 50 minutes, a woman dies due to pregnancy related complications in Pakistan.” **UNFPA**

“For every 1,000 babies born, 42 die as newborns, and 62 before their first birthday.” **UNICEF**

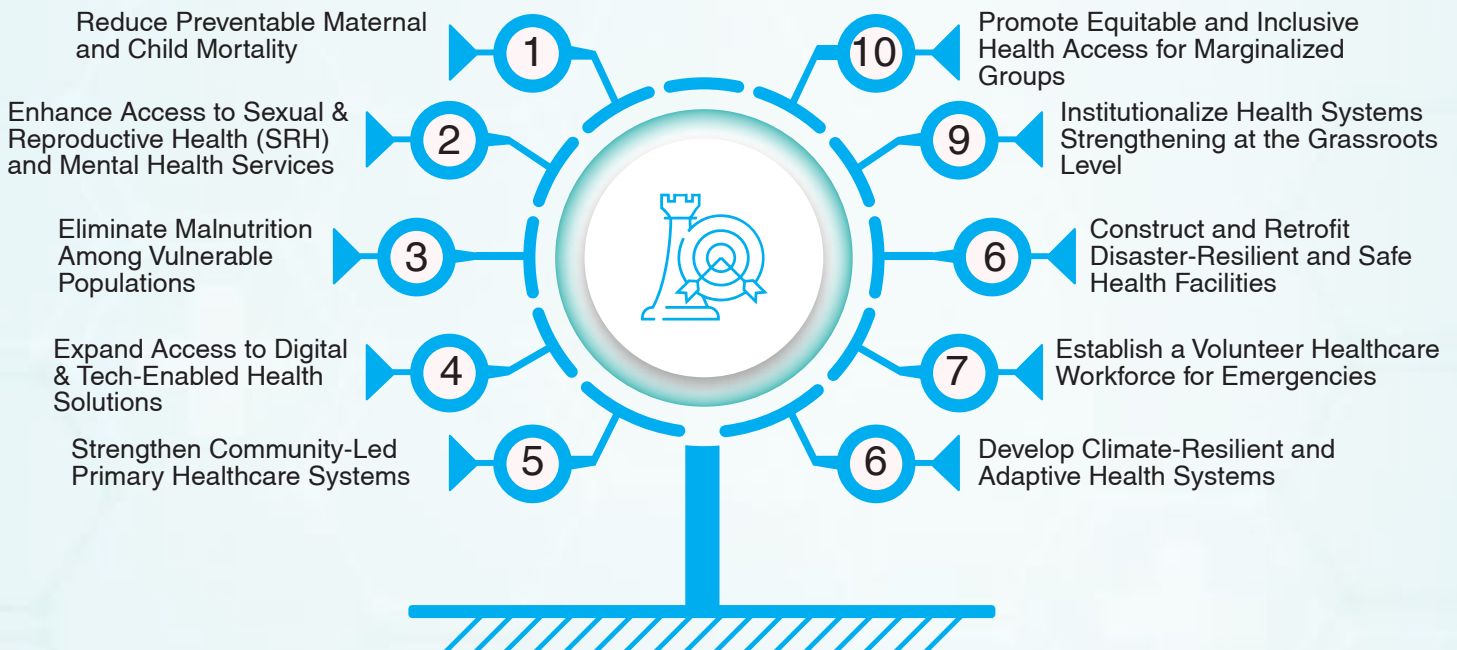
Pakistan continues to face a critical public health crisis, particularly in rural and marginalized communities:

- High maternal mortality
- Unacceptably high child mortality
- Widespread malnutrition
- Gender-based and social barriers to healthcare
- Limited access to mental health and SRH services
- Digital divide in health access
- Fragile health systems

An equitable, tech-enabled, and community powered health transformation that ensures equitable access and system strengthening through the following core pillars:

- ↑ Prioritizing the most vulnerable
- ↑ Community-first approach
- ↑ Integrated health systems
- ↑ Digital health for all
- ↑ Gender-transformative and inclusive care
- ↑ Emergency-ready health infrastructure

## STRATEGIC OBJECTIVES







## CORE PILLARS

- ⦿ Women and Child-Centered Health Systems
- ⦿ Gender-Responsive SRHR and Mental Health Access
- ⦿ Nutrition Security and Early Childhood Development
- ⦿ Tech-Enabled Health Access in Underserved Regions
- ⦿ Grassroots Health System Strengthening
- ⦿ Climate-Resilient and Emergency-Ready Health Infrastructure
- ⦿ Inclusive and Intersectional Health Services

## INNOVATIONS DRIVING IMPACT

### Telemedicine and Health Expansion

Mobile-based health consultations, appointment scheduling, and follow-up systems in low-connectivity areas.

### Inclusive and Intersectional Health Services

Ensure health access for the most marginalized including persons with disabilities, trans individuals, and religious minorities through inclusive design and community engagement.

### AI-Enabled Youth Helplines and Chatbots

Confidential and stigma-free access to mental health and SRHR information for adolescents.

### Community Nutrition Dashboards

Digitally track stunting, wasting, and underweight cases in real time for targeted response.

### Green energy Digital Health Units

Portable, green-energy-supported health kiosks for electricity-deficient communities.

### Climate-Adapted Facility Infrastructure

Retrofitting BHUs with flood-resistant designs, and energy-efficient systems.

### Women and Girl Friendly Spaces (WGFS)

Safe, accessible platforms for GBV case management, psychosocial support, and empowerment services.

### One Health Integration

Holistic focus on human, animal, and environmental health, particularly in zoonotic disease-prone and agrarian communities.

### Inclusive Facility Design

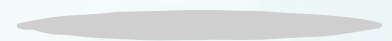
Disability-accessible BHUs and waiting spaces, equipped with visual and audio aids.

### Digital Feedback and Citizen Voice Tools

Real-time client satisfaction and complaint systems to improve accountability in service delivery.

### Health Education

Engaging local young leaders to promote behavior change around maternal health, SRH, immunization GBV prevention & risk mitigation ,Nutrition and other relevant topics



## FUNDING FOCUS AREAS

### **Reducing Maternal and Child Mortality**

Expand access to quality MNCH services in remote and low-performing districts like Kohistan.

### **Combating Malnutrition**

Scale nutrition-sensitive and nutrition-specific interventions for children under five and pregnant/lactating women.

### **Expanding Digital and Mobile Health Solutions**

Invest in telemedicine, mHealth platforms, and community-based digital tools to reach underserved populations.

### **Strengthening Climate-Resilient Health Infrastructure**

Retrofit and construct disaster-resilient safe health facilities and community health centers in vulnerable regions.

### **Improving Mental Health and SRHR Access**

Establish adolescent-friendly mental health and SRHR services, especially in areas with high gender disparities.

### **Training Community-Based Health Workforce**

Support the recruitment and training of women, youth, & volunteers as frontline health workers in underserved areas.

### **Building Emergency Health Response Capacity**

Equip rapid response teams and pre-position essential supplies in disaster-prone districts.

### **Scaling Inclusive and Equitable Health Services**







Ensure access to healthcare for marginalized groups, including persons with disabilities and ethnic minorities.



## OUR PARTNERS





**21** years of  
**Serving the  
Unreached**

 [pakmissionsociety.org](http://pakmissionsociety.org)  [pakmissionsociety.org](https://www.facebook.com/pakmissionsociety.org)  [pmspakistan](https://twitter.com/pmspakistan)  [pak\\_mission\\_society](https://www.instagram.com/pak_mission_society)  [PakMissionSocietyOfficial](https://www.youtube.com/PakMissionSocietyOfficial)  [PakMissionSocietyOfficial](https://www.linkedin.com/PakMissionSocietyOfficial)

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For complaints/suggestions contact us at

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