December 2, 2021

Designing or Implementing a Family Planning Program? How to Introduce Digital Solutions Sustainably and at Scale

PRB

PACE
Policy
Advocacy
Communication
Enhanced

TMC GROUP
THE MEDICAL CONCIERGE GROUP

Knowledge
SUCCESS

Maternal & Infant
Health Consulting℠

THE MEDICAL CONCIERGE GROUP

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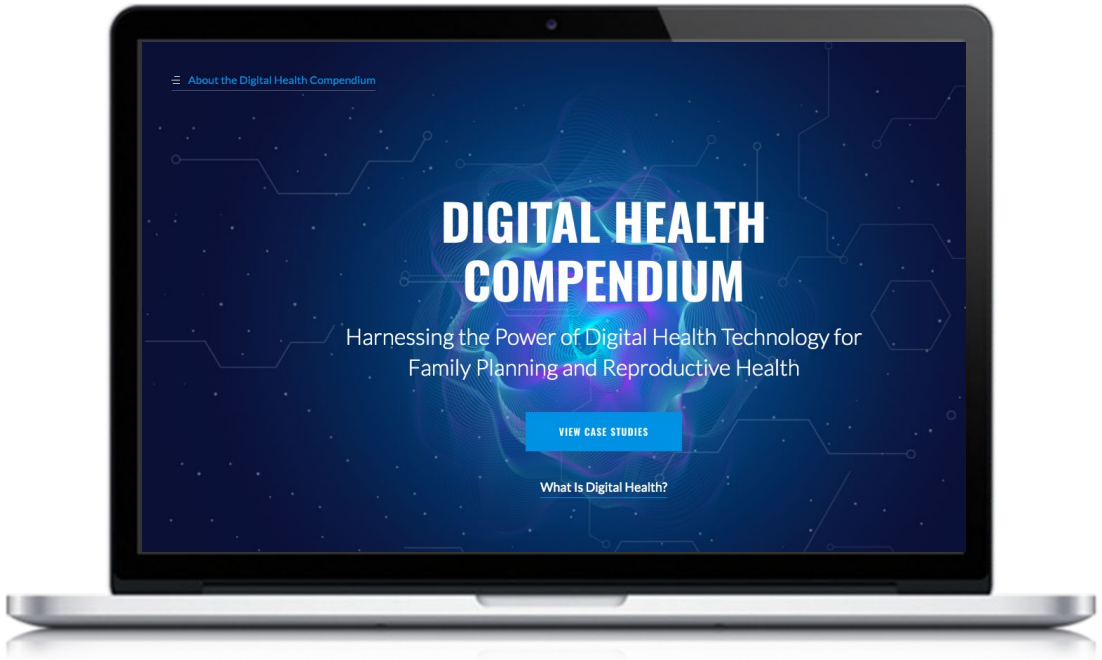
DIGITAL HEALTH COMPENDIUM



Dr. Louis H Kamulegeya (MBChB, MPH)

Projects & Research Manager, TMCG

DIGITAL HEALTH COMPENDIUM



Advance adoption of **digital health technology in family planning programs** by identifying promising approaches and sharing lessons learned to **increase efficiency** and **enhance family planning services and access** in SSA and LMICs.

DIGITAL HEALTH COMPENDIUM

- Consolidate emerging information and data on applications **of digital technology in family planning programs**
- Inform **adoption** and scale-up of successful approaches

- <u>Key Information</u>
  - 52 case studies (14 added this week!)
  - Covers LMICs across the globe
  - Intervention details
  - Lessons learned
  - Monitoring and evaluation data

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SUSTAINABILITY AND SCALABILITY

1. Ministry Involvement
2. Revenue Models
3. Adaptability
4. Elasticity
5. Uptake
6. Partnerships
7. Integration

USAID FROM THE AMERICAN PEOPLE
PACE Policy Advocacy Communication Enhanced
PRB
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PROFILED PROJECTS

- mPedigree—Eugene Boadu
- Shujaaz—Bridget Deacon
- mHero—Caitlin Loehr and Loise Kwirica
- Aponjon—Bernard Christopher Halsana

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DESIGNING OR IMPLEMENTING A FAMILY PLANNING PROGRAM: *HOW TO INTRODUCE DIGITAL SOLUTIONS SUSTAINABLY AND AT SCALE?*

mPedigree

Bringing Quality to Life

THE MENACE OF COUNTERFEITING

- Experts believe the counterfeit trade is worth about $700 billion a year.
- But it is the trade in fake medicines in particular that has raised the greatest alarm
- Some estimates indicate it is currently around US$ 200 billion
- Some authorities argue that counterfeits make up much more than 30% of medicines in Africa. In the worst hit parts, as much as 40 to 60%.

Statistics can be impersonal

In practice this means the death and suffering of millions of our children, families, friends, countrymen and women.





mPedigree
Bringing Quality to Life

This is their cost of production…









…and the buyer decides…

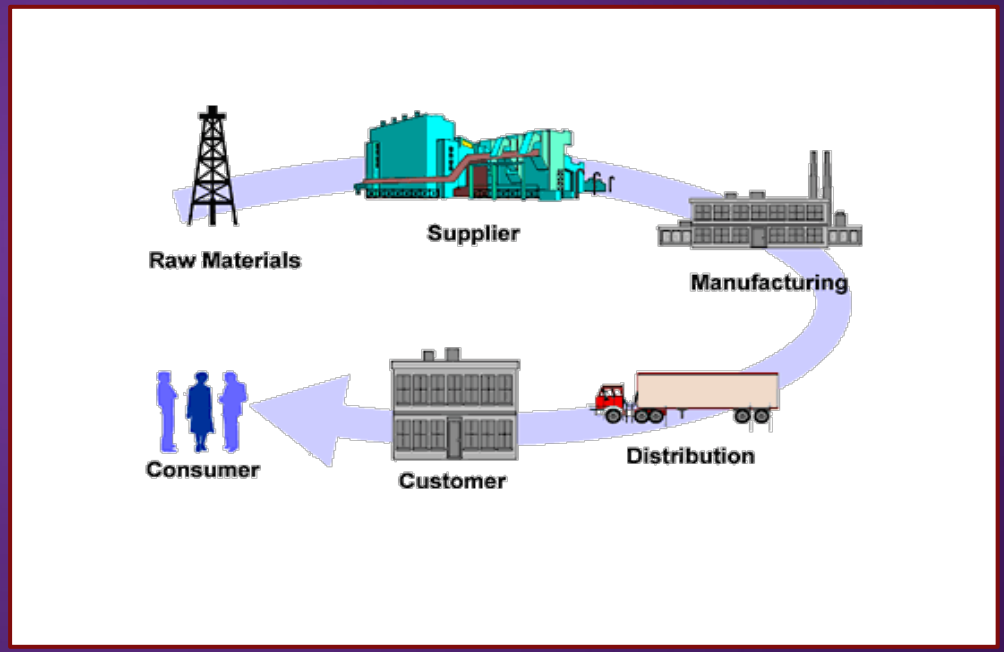


Which one of these is original? The consumer has about 2 minutes to decide…usually even less

mPedigree
Bringing Quality to Life

Effects

- Intellectual Property (IP) rights owners require more protection to safeguard their brands.
- Counterfeiting affects distributors, retailers and other suppliers throughout the distribution chain.
- Undercuts legitimate businesses, drives them out
- Loss of state revenue, jobs



Some Solutions

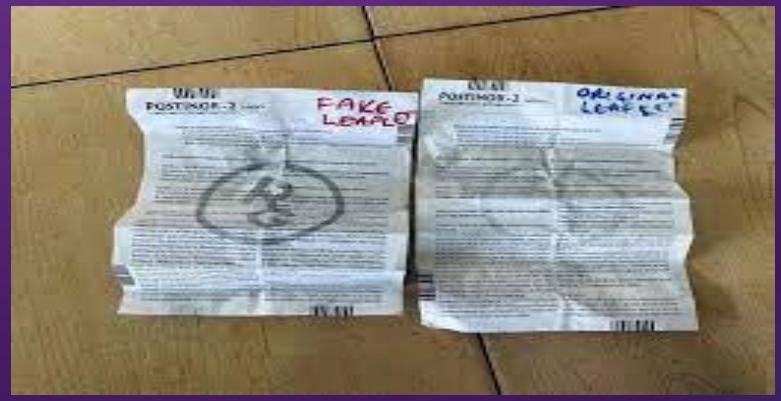
- **Holograms**
- **RFID Tags**
- **Constantly Changing Packages**



Do you really trust a
Cheap to print Hologram?



Is the cost practicable?
At $0.5 each, with the cost of detection equipment?



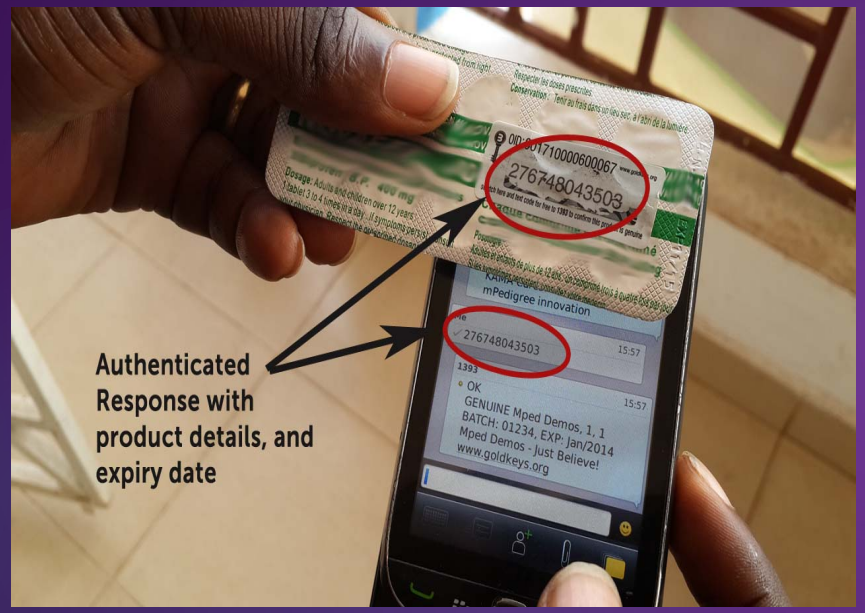
A TRUE STORY



On the Product Package:



Then With Their Cellphone…





Within 10 Seconds, the unique code gets checked and a response comes via text, telling you whether it's a genuine product or not.

It even comes with basic product details!

Case Studies on Family/Reproductive Health: Emergency contraceptives



Case Studies on Family/Reproductive Health: Emergency Contraceptives



Case Studies on Family/Reproductive Health: Emergency Contraceptives



Case Studies on Family/Reproductive Health: Emergency Contraceptives



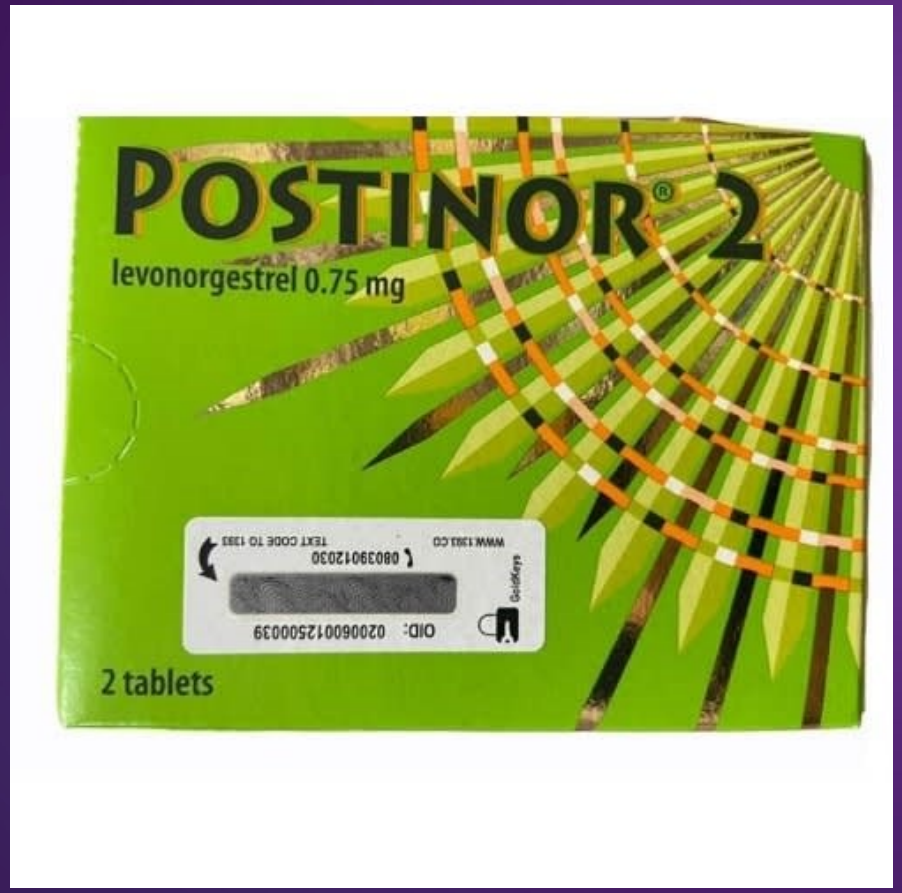
Case Studies on Family/Reproductive Health: Emergency Contraceptives

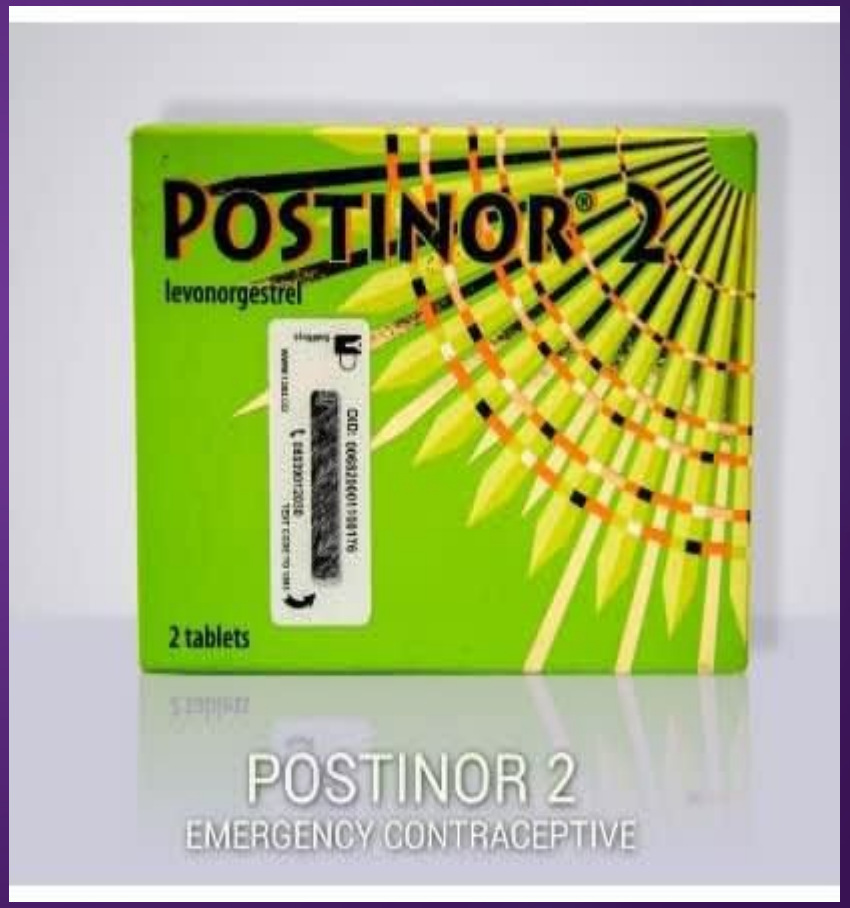


Case Studies on Family/Reproductive Health: Emergency Contraceptives

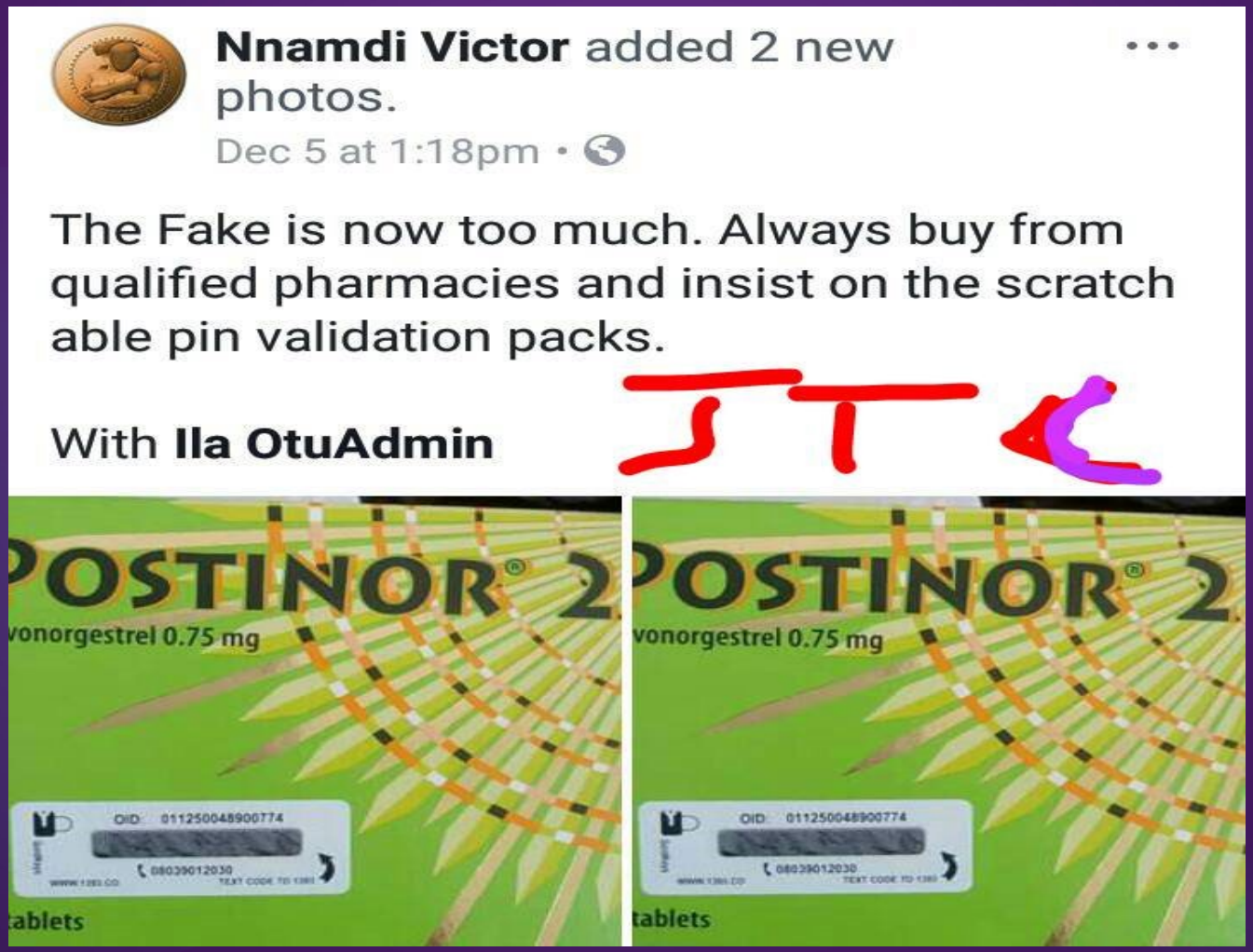


Case Studies on Family/Reproductive Health: Emergency Contraceptives

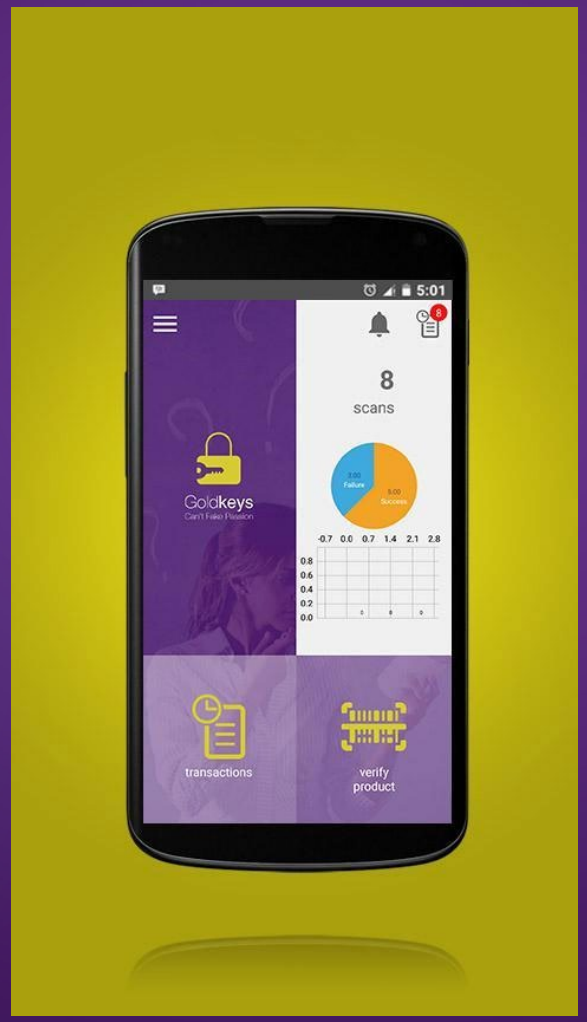




Case Studies on Family/Reproductive Health: Emergency Contraceptives



Market Intelligence



Where has it been tried?

- India, Ghana, Nigeria, Kenya, Uganda, Rwanda, Tanzania, Zambia, Egypt, Sierra Leone, South Africa
- Constantly expanding to other territories
- Service available in English, Arabic & French

mPedigree
Bringing Quality to Life

Global leadership..

- Global leader in the use of mobile and web technologies in securing products against faking, counterfeiting and diversion.
- mPedigree Network prides itself as offering the best pricing, technology, speed and logistics.
- Online-based software is the most comprehensive in this space.

mPedigree
Bringing Quality to Life

Unique Pricing Model /Commercial Strategy

- **Free to consumers, patients and end users**
- **Free to government**
- **Industry is charged a small levy**

Unique Pricing Model /Commercial Strategy

- **Market validated: Prices of prescription medicines in Nigeria remained same for some three years after our adoption**
- **Proof industry was able to accommodate cost of technology and not pass it on to consumers**
- **Constantly adapting and finding better ways of increasing value at sustainable prices**

BEYOND PHARMACEUTICALS: Need for a multisectoral approach to health

- Kenya (KEPHIS – seeds protection)
- Ghana (textiles industry, cosmetics, cables)
- Food, beverage items
- Helping build a robust regime of grass root quality assurance
- EU – now catching up to Nigeria





Global Recognition



Winner, 2016 West Africa Mobile Awards - Innovation Category



5th Most Innovative Company in Africa, 2016



Technology Pioneer Award, 2008



Economist Innovation Shortlist, 2009



IET Runner Up 2009



All Innovators Prize, 2009



The Tech Award, 2009



Global Security Challenge Prize, 2010

Global Recognition

UNECA	UNESCO	THE WALL STREET JOURNAL. WSJ	WSA WORLD SUMMIT AWARD MOBILE CONTENT
Technology in Government Award, 2011	Grand Prix NetExplorateur, 2011	Technology Innovation Award, 2011	World Summit Award, 2012
1st ANNUAL AFRICA INNOVATION FORUM Theme: Unleashing Innovation Leadership in Africa	Massachusetts Institute of Technology	The FT ArcelorMittal BOLDNESS IN BUSINESS AWARDS	Foster School of Business University of Washington
Lifetime Achievement Award, 2013	Technology Review TR35 Award, 2013	Financial Times – ArcelorMittal Boldness in Business Shortlist, 2014	Global Social Entrepreneurship Award, 2009

Contact Us:

Eugene Boadu
mPedigree Network Ghana.
eugene@mpedigree.net



Goldkeys
Can't Fake Passion

SHUJAAZ

INC.

WEBINAR FOR DIGITAL HEALTH WEEK.

ABOUT US

WE ARE SHUJAAZ INC*

A NETWORK OF SOCIAL VENTURES BASED IN NAIROBI

*HEROES INCORPORATED

AN INTRODUCTION

ABOUT US

WE BELIEVE THIS GENERATION CAN TRANSFORM SOCIETY FOR THE BETTER.

AN INTRODUCTION

SHUJAAZ INC.

THAT'S WHY...

WE BREAK DOWN BARRIERS SO YOUNG PEOPLE CAN TAKE CONTROL OF THE FUTURE.

AN INTRODUCTION

SHUJAAZ INC.

ABOUT US

AT A GLANCE

9.1M

YOUNG PEOPLE IN OUR NETWORK
FOUNDED IN 2009

SHUJAAZ

THE BIGGEST YOUTH BRAND IN EAST AFRICA
STARTED IN PRINT, NOW A DIGITAL COMMUNITY

60+

YOUNG EAST AFRICAN RESEARCHERS, STRATEGISTS, ARTISTS AND PRODUCERS
BASED IN NAIROBI

71%

0F 15-24 YEAR OLDS
HUGE IN KENYA

23%

0F ALL 15-24 YEAR OLDS
BIG IN TANZANIA



ROOTED IN DATA
EXPERTS IN KNOWLEDGE, LEARNING AND CHANGE

ABOUT US

OUR YOUNG (2x EMMY AWARD WINNING) TEAM RUN OUR THREE SOCIAL VENTURES



SHUJAAZ

Our multi-media youth platform



HUSTLA MBA

Our peer-to-peer learning venture



MESH

Our online community for entrepreneurs

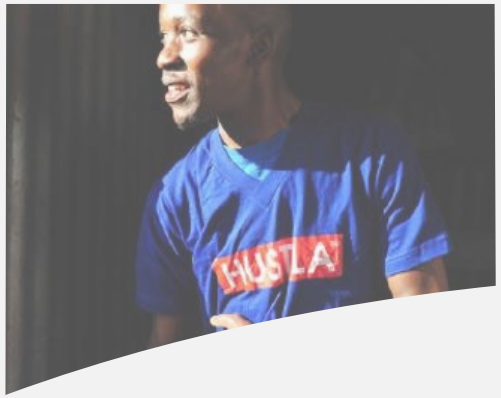
QUICK INTRO

OUR YOUNG (2x EMMY AWARD WINNING) TEAM RUN OUR THREE SOCIAL VENTURES



SHUJAAZ

Our multi-media youth platform



HUSTLA MBA

Our peer-to-peer learning venture



MESH

Our online community for entrepreneurs

AN INTRODUCTION

SHUJAAZ INC.

THEORY OF CHANGE

CHAKRUOK USER JOURNEY







LOCUS OF CONTROL

HEALTH + OTHER

Entry into an **authentic** world:
- Familiarity
- Reflects reality
- = **trust**

Engagement with other young people like you

– Surfacing taboo & sensitive issues
– Challenging myths and stereotypes
– Discussing true stories
– Role models and positive deviants

Young people feel they are in control of their lives & have a voice in what happens to them

Multi-dimensional behavior change

SHUJAAZ INC.

ABOUT US

TRACKING OUR IMPACT.

Over the last ten years, our in-house research team has worked alongside leading international research institutions and academics to track the impact of our social ventures on the lives of our fans.

Together, we've proven that when young people take control of their lives, they create transformational change.




URBAN TEENAGE GIRLS IN OUR NETWORK ARE TAKING CONTROL, THEY ARE:
2.4x MORE LIKELY
TO DELAY CHILDBIRTH
THAN NON-FANS
SHUJAAZ INC.



DIGITAL FANS IN OUR NETWORK ARE TAKING CONTROL, THEY ARE:

43% MORE LIKELY TO USE CONDOMS

THAN NON-FANS

SHUJAAZ INC.


URBAN TEENAGE GIRLS IN OUR NETWORK ARE TAKING CONTROL, THEY ARE:
2.7x LESS LIKELY TO MARRY IN THEIR TEENS
THAN NON-FANS
SHUJAAZ INC.

CASE-STUDY: UNLOCKING SOCIAL CHANGE THROUGH DIGITAL-MEDIA

SHUJAAZ INC.





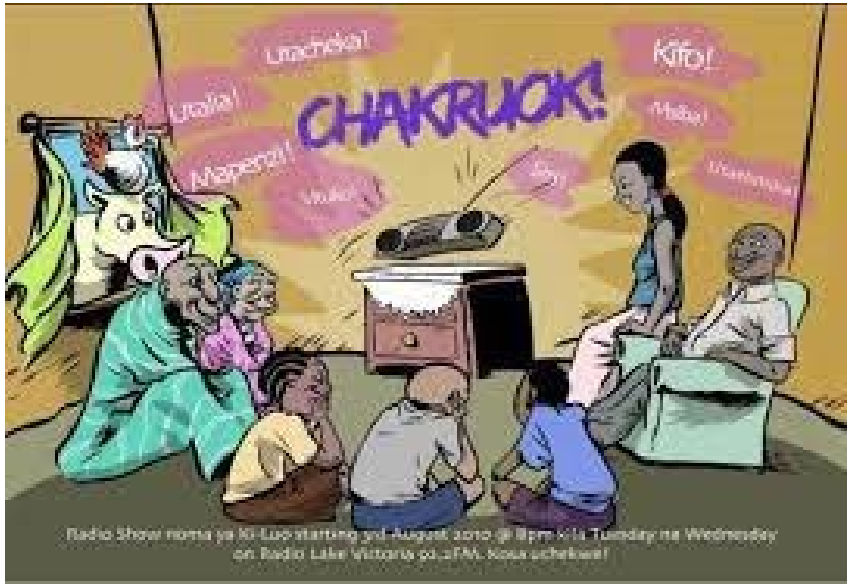


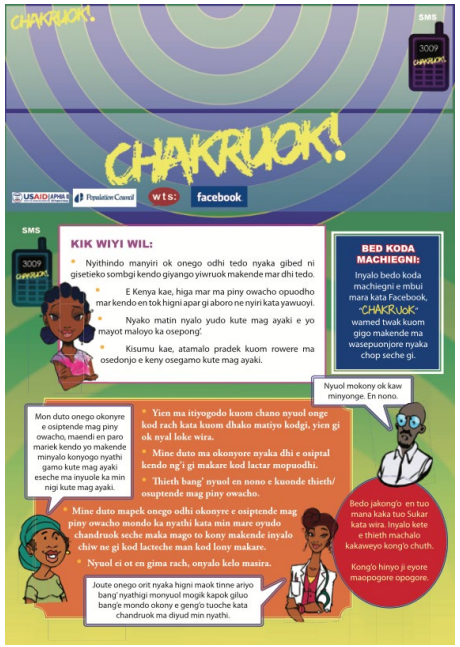


INFORM

CHAKRUOK (Beginnings)

Launched in 2010, Chakruok was a 24-part serial radio drama and weekly discussion show designed to expand access to integrated Reproductive Health and Family Planning and HIV services for married adolescent girls in rural Nyanza district in Kenya.







ABOUT US

LISTENING = ADAPTIBILITY.

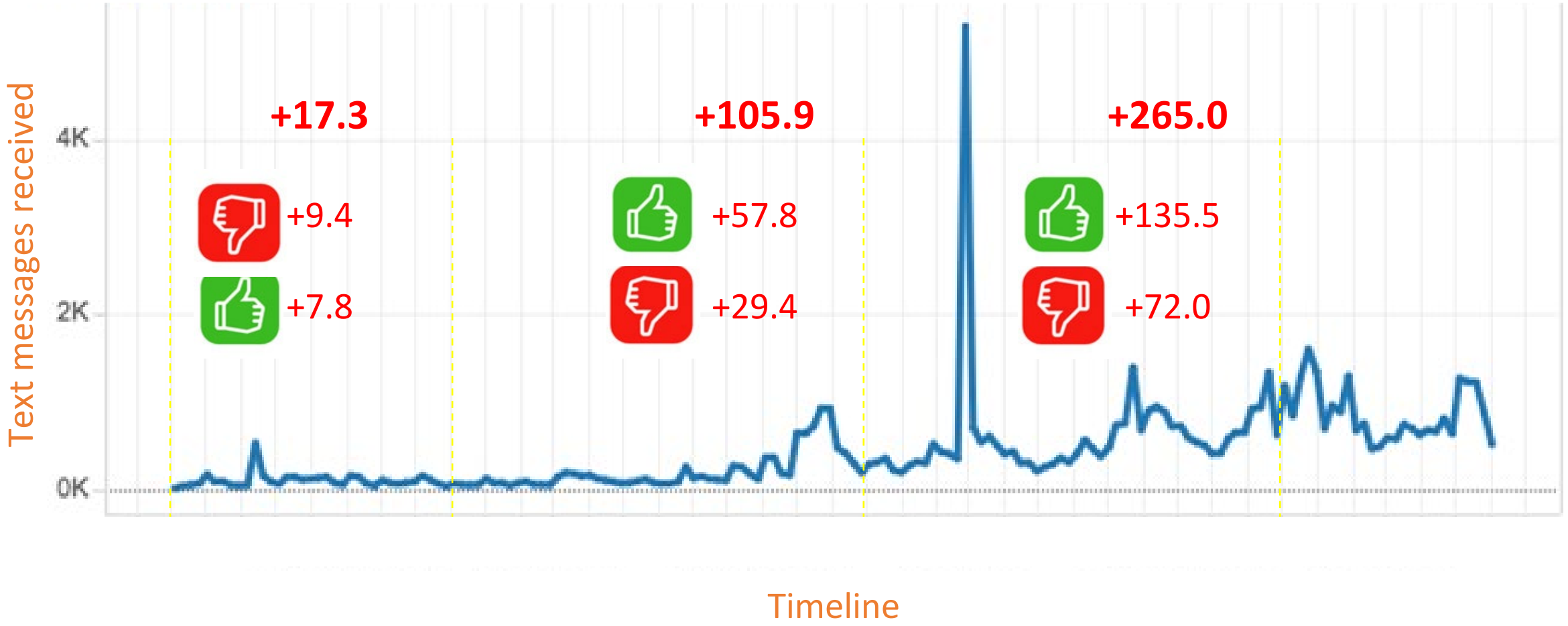
GROUND TRUTH

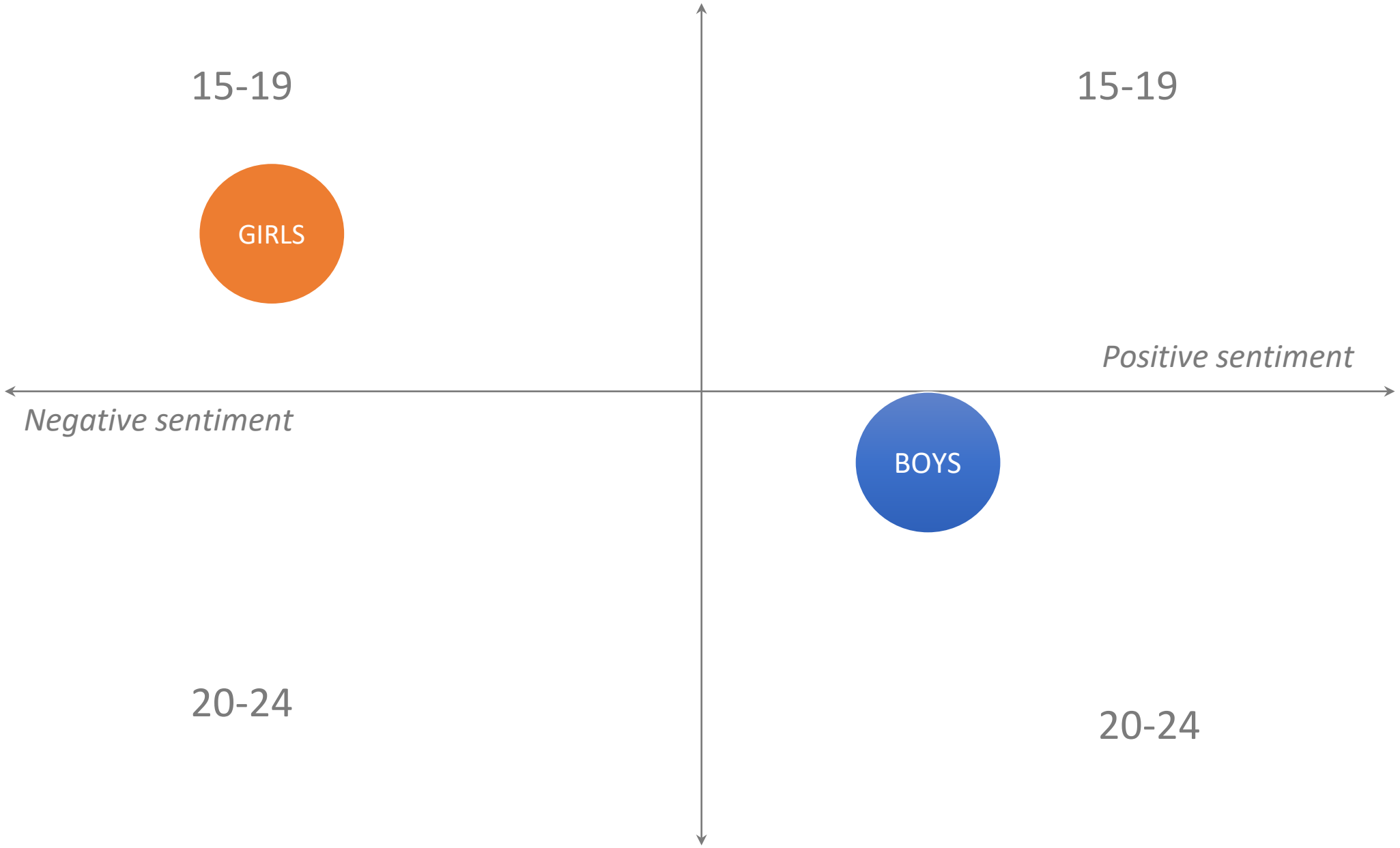
SMS & SOCIAL

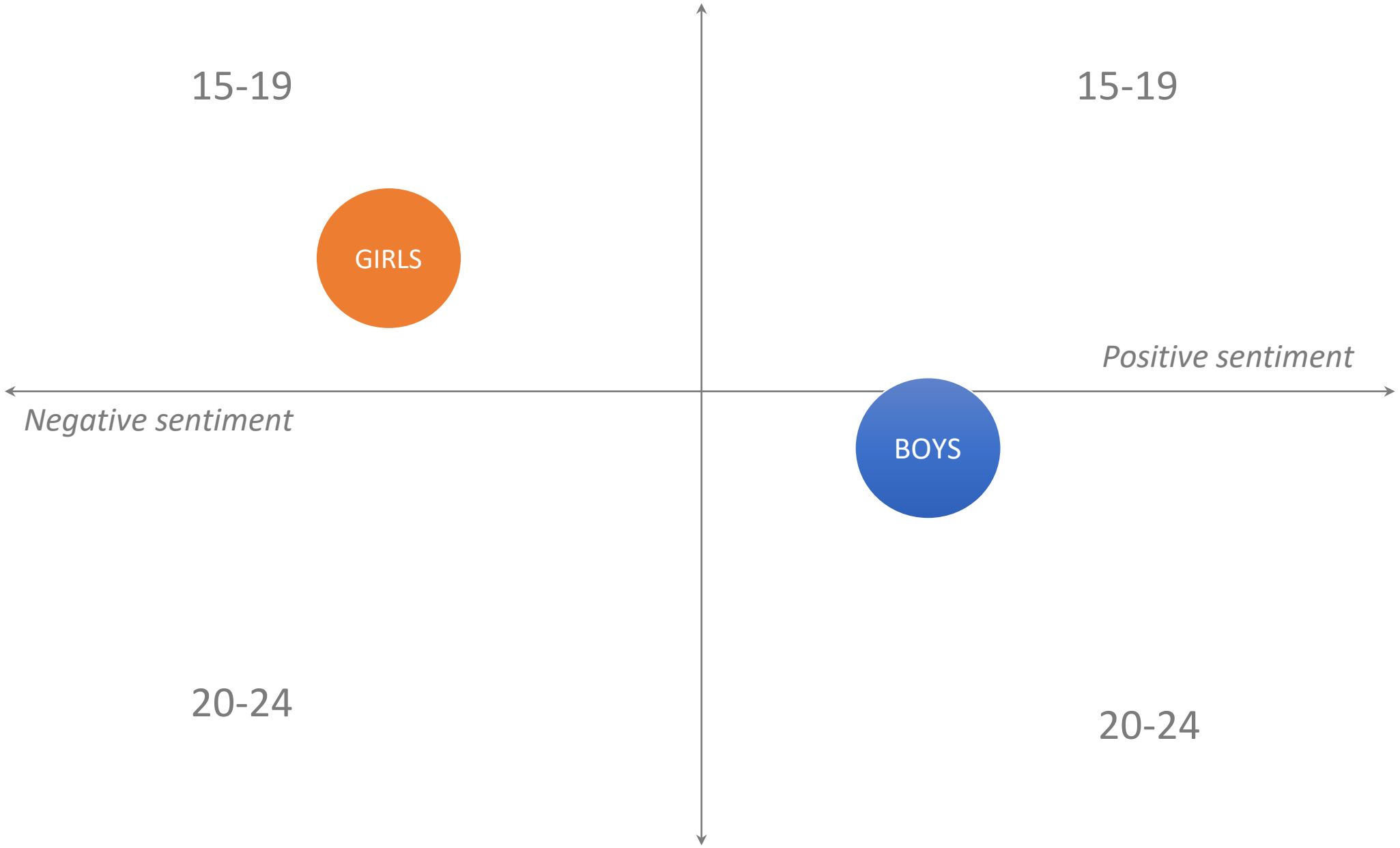
USER-LED INTERVIEWS

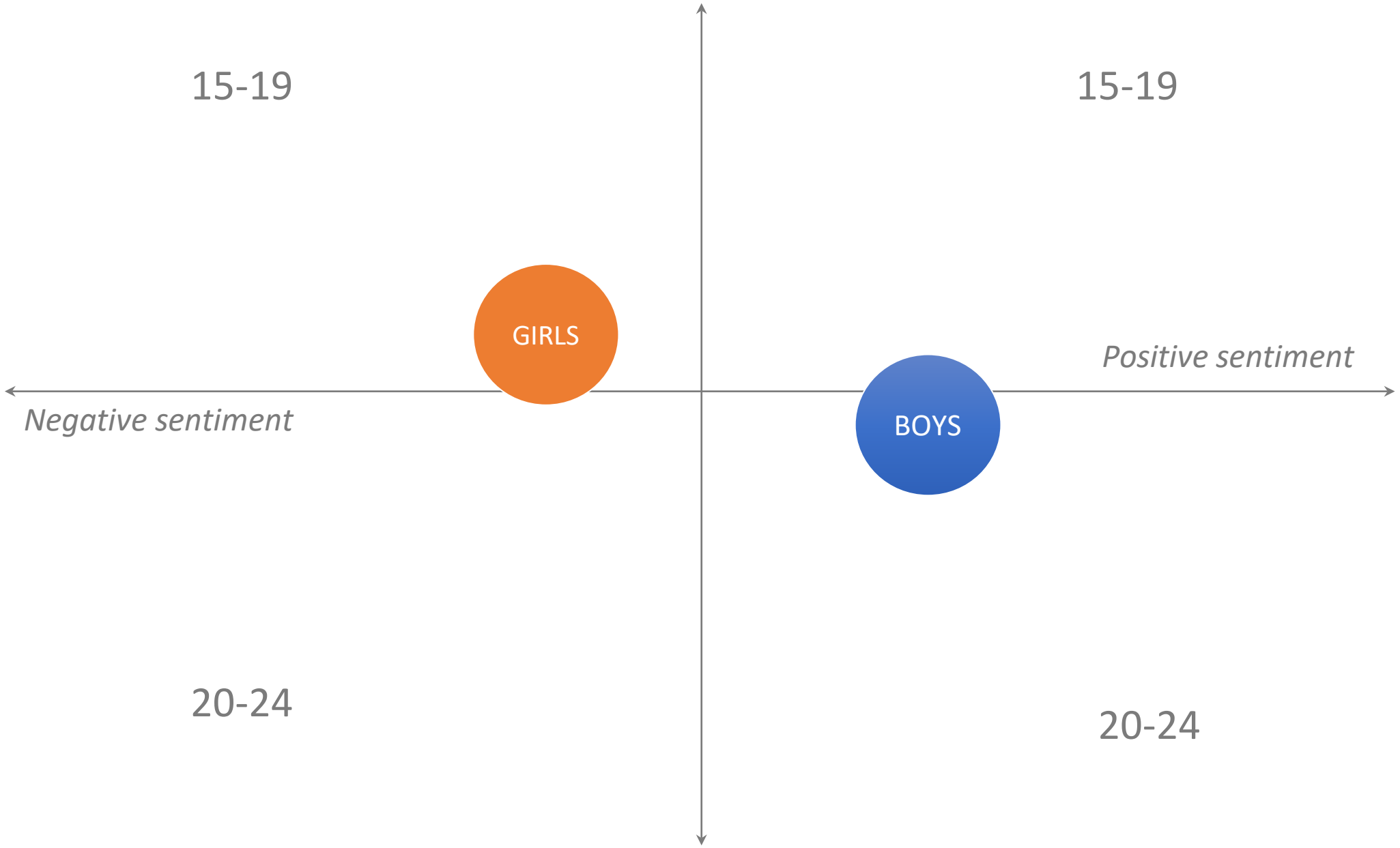


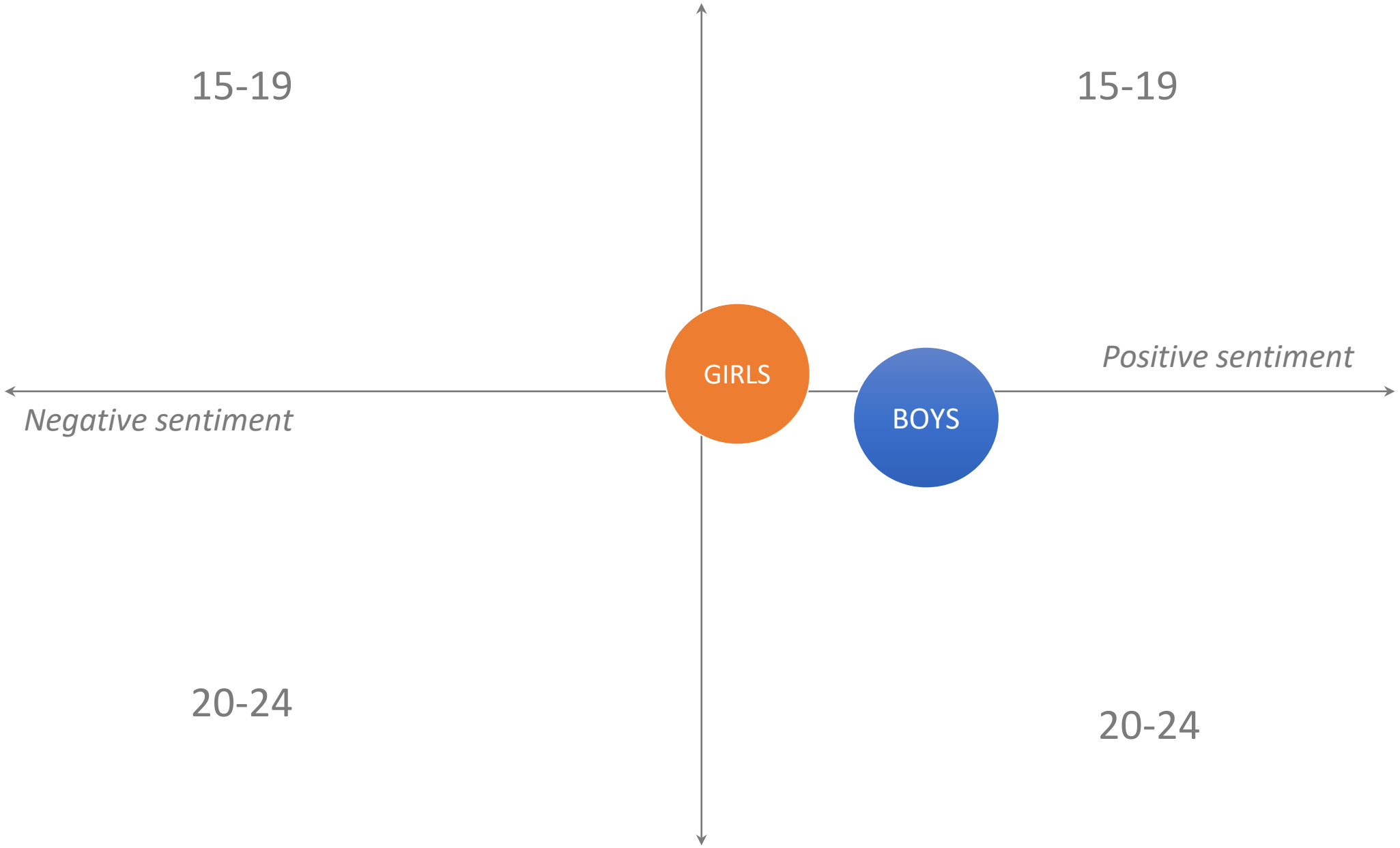
Total Volume of Text Messages (SRH only) = 73,165




15-19
15-19
GIRLS
Positive sentiment
Negative sentiment
BOYS
20-24
20-24


15-19
15-19
GIRLS
Positive sentiment
Negative sentiment
BOYS
20-24
20-24


15-19
15-19
GIRLS
Positive sentiment
Negative sentiment
BOYS
20-24
20-24


15-19
15-19
GIRLS
BOYS
Positive sentiment
Negative sentiment
20-24
20-24

CO-CREATED

LISTENING = SUSTAINIBILITY.

EVIDENCE BASED proof of impact was critical to ensuring Chakrouk had a longer life than the original plan.

UPTAKE user demand was also critical. Listeners of the show wanted more & so the show was repeated 3 times & broadcast on other local stations.

ADAPTABILIITY new insights from girls' response to the show informed new request for funding



NEW INSIGHTS

I want to continue my education and make something of my life and the life of my child. But it is not accepted for a girl with a child to return. I fear my dreams are over.

My parents are refusing to let me go back to school now that I have a baby. I was a top student and I want to get my certificates so I can support my child.

SHUJAAZ INC.

INFORM

TING NYAKO MALO
(Lift Girls Up)

Following on from CHAKROUK, we launched a new programme to expand access to secondary school education for teenage mothers in Kenya.

.



SHUJAAZ

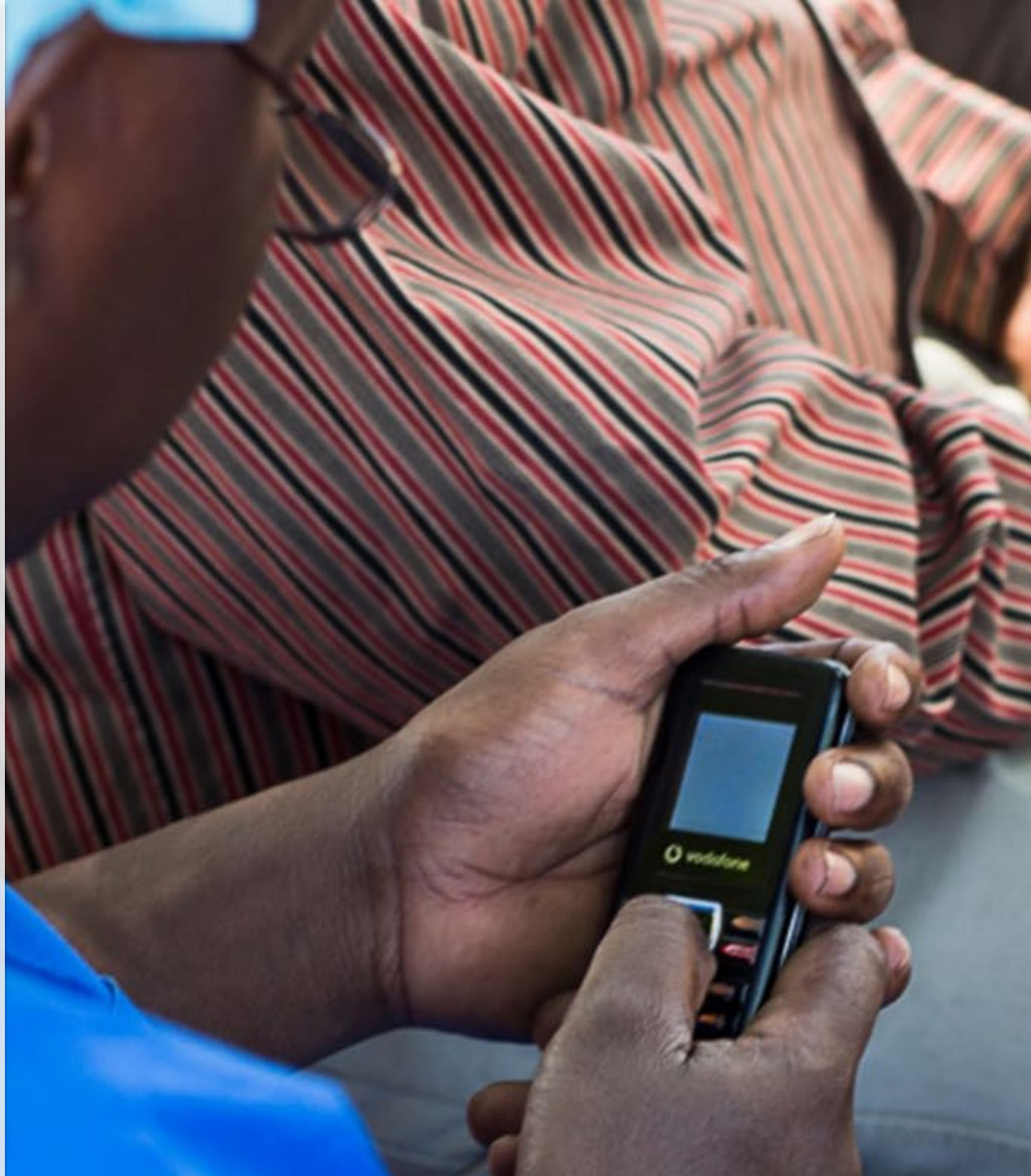
INC.

WEBINAR FOR DIGITAL HEALTH WEEK.

IntraHealth INTERNATIONAL

Because Health Workers Save Lives.

Sustainability and Scalability of mHero



What is mHero?

- **Connects** health workers to their support at all levels of the health system
- **Communicates** information about on-the-ground needs in real time
- **Adapts** to health information system infrastructure and dynamic needs
- **Strengthens** health systems before, during, and after a crisis

mHero Use Cases

Routine communication

reminder to submit monthly report

Non-routine communication

urgent alert about a health emergency

One-way

announcement of national campaign dates

Two-way

knowledge check 3 months after training

Sent by MOH

sharing new guidelines

Sent by Health Worker

restocking request for commodities

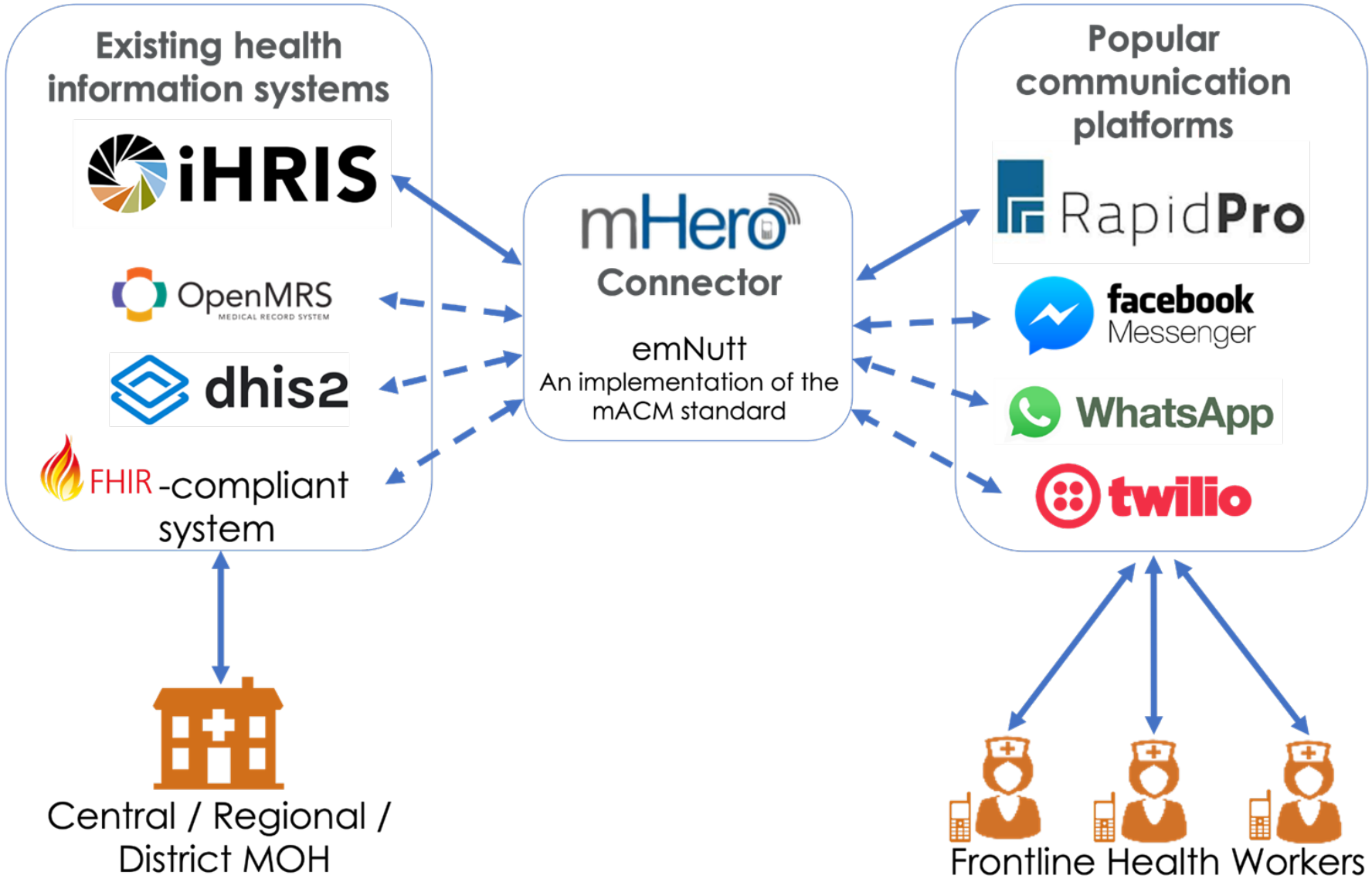
Broad reaching

words of encouragement and appreciation

Targeted

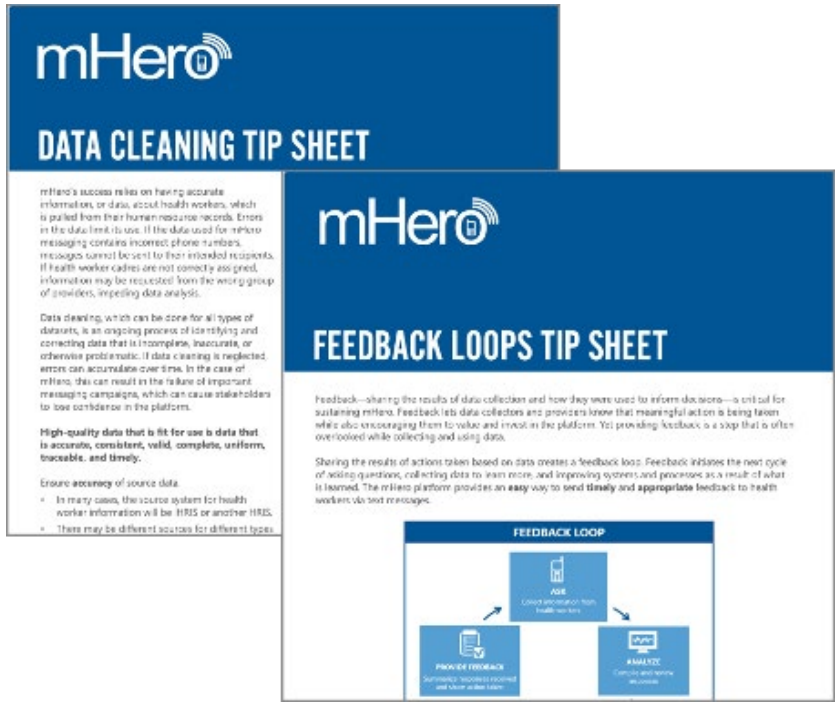
to all CHWs in a certain district: notification of new date for quarterly meeting

How Does mHero Work?



Resources and Support for Deploying mHero

- Readiness check/maturity assessment
- Implementation Steps
- Tip sheets
- Training materials
- And more…



Step	Time to complete	Who should be involved	Dependencies	Guiding questions / considerations
Clean data in health worker records	Several weeks	IH software developer, MOH developer(s)	iHRIS access	1) When was the data in health worker records last validated? 2) What is the scope of the data cleaning that needs to be done? 2a) How many records are in the system? 2b) How many records are missing phone numbers? 2c) How many records have improperly formatted phone numbers? 2d) How many records share phone numbers with another record? 2e) How many records have multiple phone numbers? 3) What resources are already available for cleaning the data? What additional resources will be needed to complete the data cleaning?

Kenya MoH and County Department of Health Involvement

- Initial batch of messages developed from various COVID-19 trainings developed/approved by **MoH Kenya**
- Messages refined in collaboration with **MoH Division of Community Health (DCH)**, **MoH Department of Health Promotion & MoH Information, Education and Communication (IEC) Material Development Committee** in August 2020 & a message review workshop in October 2020
- Messages approved by **Permanent Secretary Health** for dissemination via mHero
- Engaged with **county departments of health** in 2021 for using mHero in specific counties
- Several trainings of staff from **MOH**

mHero Adaptability in Kenya

- Initially, COVID-19 messages developed, covering 10 themes
- Appreciation of COVID messages spurred the development of messages on RMNCAH/FP themes
  - **Family planning & RH services**
  - Cervical/prostate cancer screening & STI management
  - Infertility
  - Focused antenatal care
  - Essential obstetric care & safe delivery
  - Essential newborn care
  - Post abortion care
  - Child health
  - Youth and adolescent health
  - Gender-based violence
  - Maternal perinatal health surveillance and response
  - RH in aging population

FP is a responsibility of both men & women, promote male involvement.

Emphasize Correct, Consistent Condom use to prevent pregnancy and infection where appropriate.

Provide comprehensive RH information to help make informed decisions on their sexuality

Adhere to client/ provider rights when offering FP services

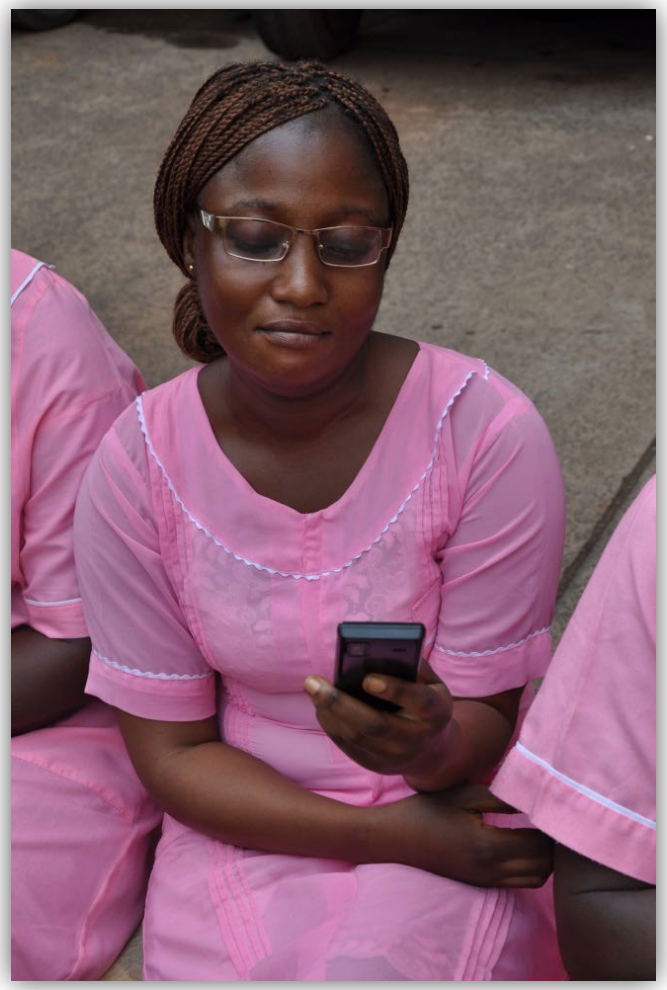
Uptake of mHero in Kenya

- Over **80** messages have been sent to approximately **25,000** HWs **nationwide**
- To date, **2,334,653** bulk SMSs have been sent out
- In July 2021, a stakeholders workshop was convened to discuss the **future of mHero**, to review new messages on more topics, and to train more stakeholders on the platform.



mHero Sustainability

- **Integrated** into iHRIS and other existing platforms so it is also **flexible**
- Uses **Open Source** software
- Supported **by worldwide networks** (Global Goods, iHRIS community, UNICEF Tech 4 Dev)
- **Adaptable** to be used for any type of health sector communication
- Easily **scalable** with a nationwide registry
- mHero **belongs to the ministries of health** where it's implemented





More at:

mHero.org

Contact us:

digitalhealth@intrahealth.org

IntraHealth INTERNATIONAL

Because Health Workers Save Lives.

Aponjon



Power of health in every mothers' hand

The Inception

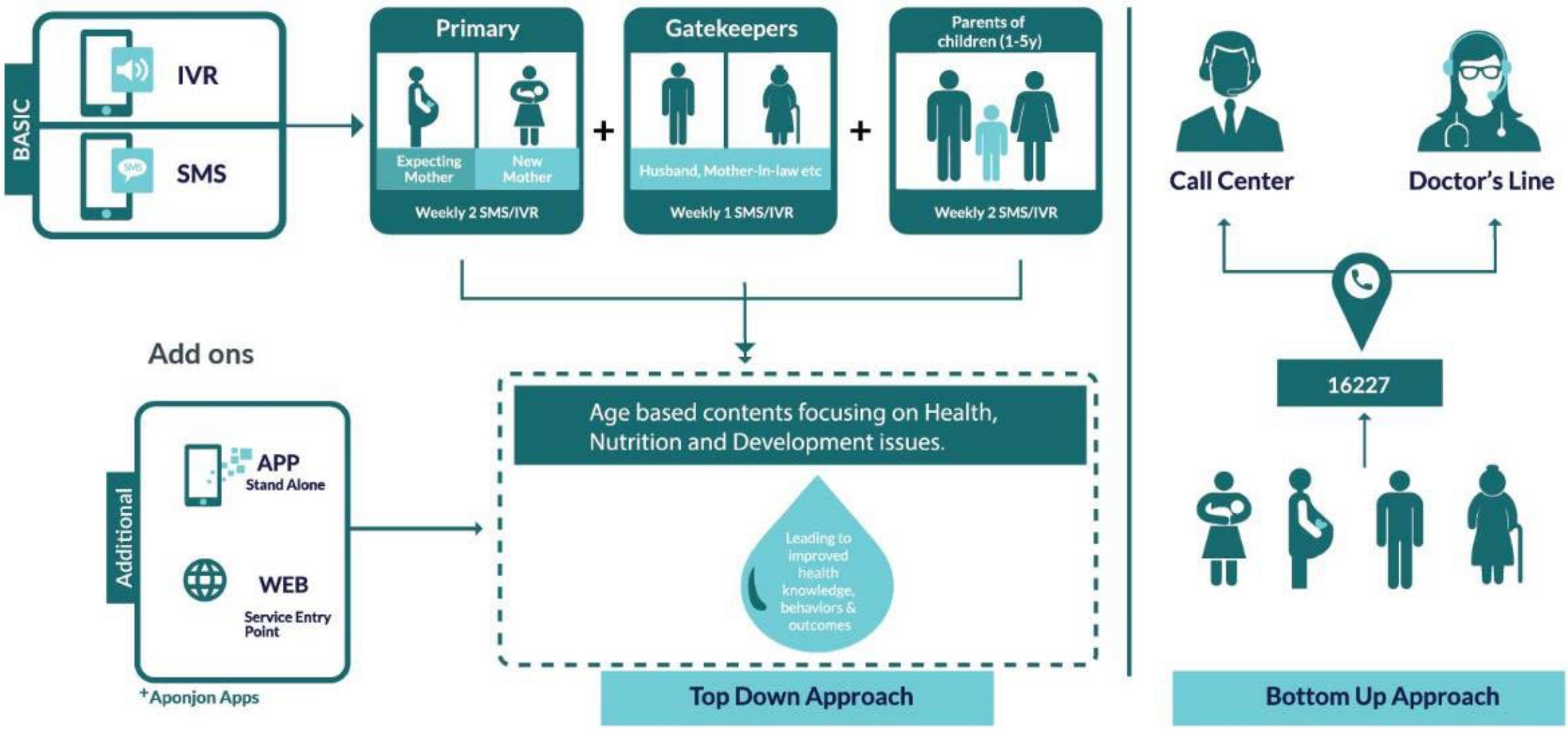
- In 2010, USAID under the Global Health Initiative intended to leverage the power of mobile technology for saving lives and ensuring happy and healthy motherhood
- Aponjon was born in 2011
- Aponjon became part of Mobile Alliance for Maternal Action (MAMA) in 2011, spearheaded by USAID with four Global partners
- Official launched in 2012

USAID আমেরিকার জনগণের পক্ষ থেকে | UNITED NATIONS FOUNDATION | Johnson & Johnson | babycenter | mHealth Alliance

About Aponjon



Aponjon Service model through a formative Research



Aponjon Services

Aponjon Shogorbha

Expecting Mothers
(6th to 42nd week of Pregnancy)



Aponjon New Mother

New Mother
(Birth to 1 Year age of Baby)



Aponjon Shoishob

Toddler & preschooler
(1+ Years+ to 5th Year)

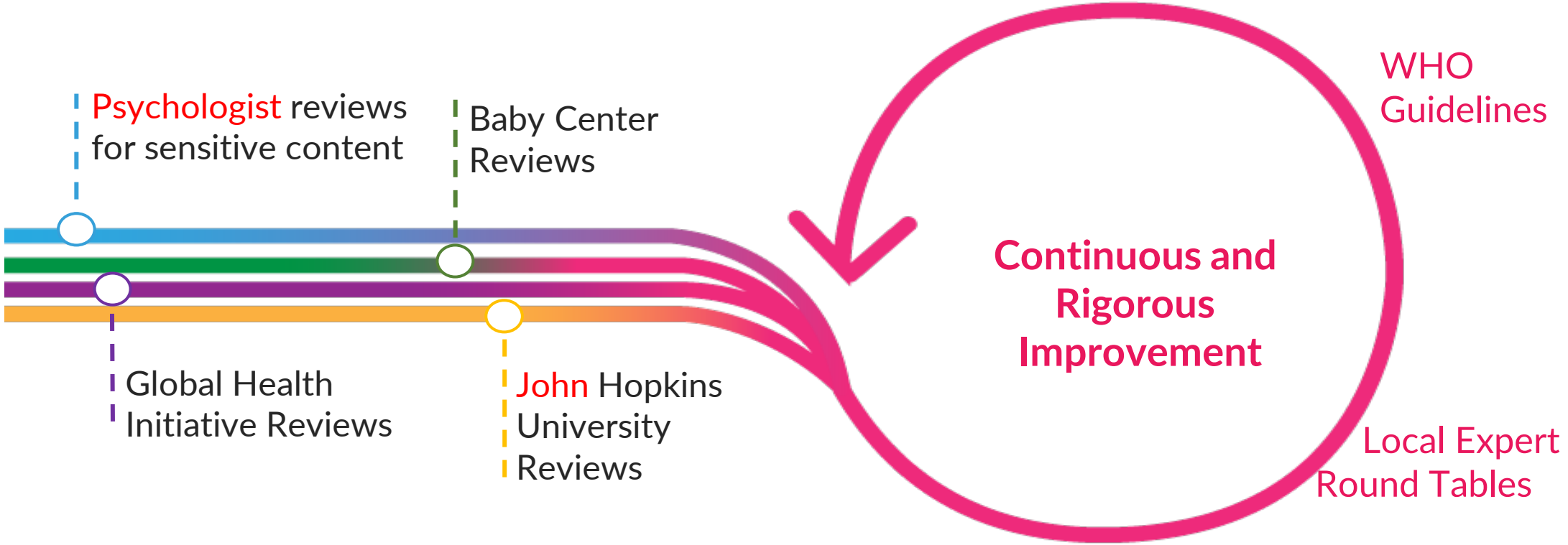


Aponjon Koishor

Adolescent Sexual & Reproductive Health
(10+ to 19 year)

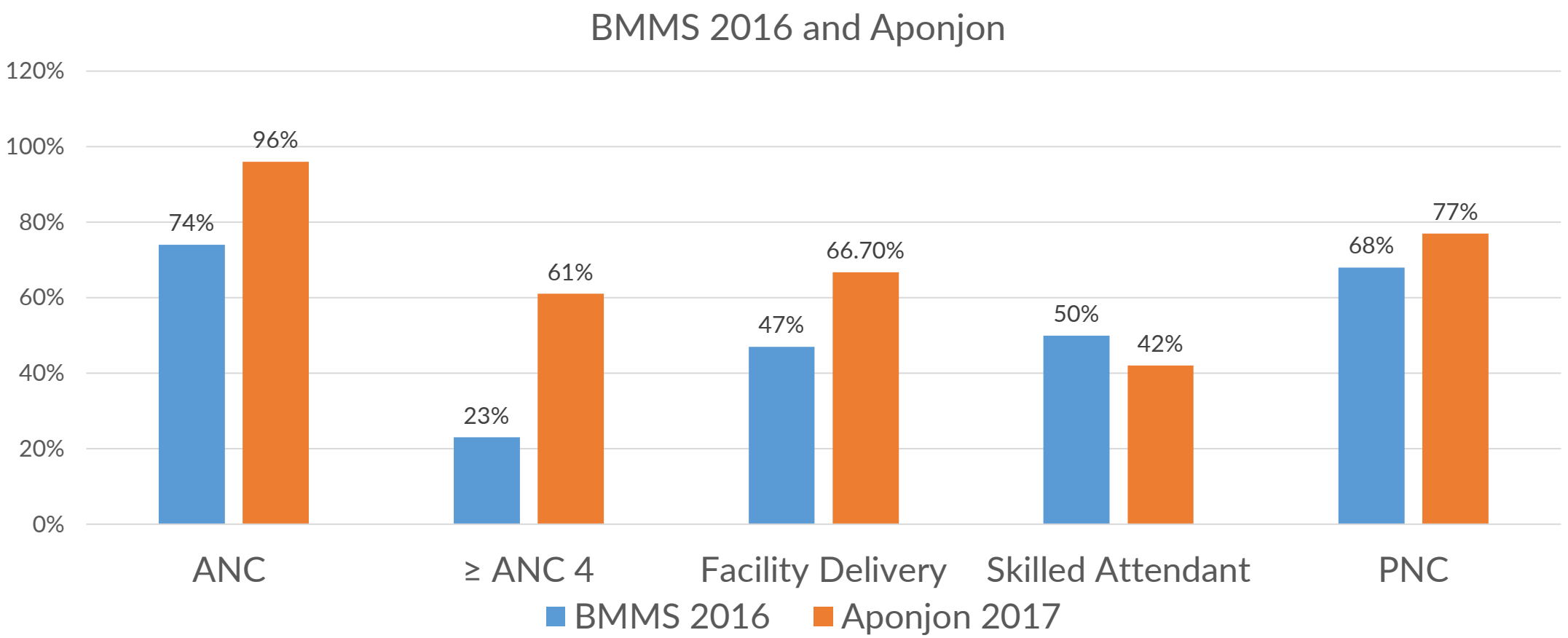


Content development process



- A Technical Committee on Content comprising of experts from government healthcare institutes, watchdogs and specialized INGOs sits twice a year
- All content is approved by the IEC committee of MoFHW

Is it going as intended?



Customer's Perception*



91% respondents graded Aponjon **"Excellent"**



82% respondents acquired **new knowledge** through Aponjon



83% respondents willing to **recommend** Aponjon

Aponjon Customer Survey Report 2016

Adaptation towards self sustainability

Partnership	Own Platform	Own Call Center	New product	Sales Channel
• Global • Government • National • Outreach • Corporate	• Service delivery • business logic • Integrated with Telco	• Customer care • Counselling • Psychosocial counselling	• Add new product • Increase Income of Sales force	• Introduce new sales channel to increase sales

Partners


USAID
আমেরিকার জনগণের পক্ষ থেকে


MCHIP
Maternal and Child Health
Integrated Program




dnet


MAMA


UNITED NATIONS
FOUNDATION


Save the Children


Johnson & Johnson


babycenter


a2i


fhi360
THE SCIENCE OF IMPROVING LIVES


RAHIMAFROOZ


brac


iSocial
Infolady Social Enterprise Limited


World Vision


mHealth Alliance


BEXIMCO
PHARMA
here's to life


লাল তীর


Jhpiego
an affiliate of Johns Hopkins University


SMC


grameenphone


রবি


airtel


banglalink


TeleTalk
আমাদের ফোন


Citycell


Agora


সূর্যের হাসি
স্বাস্থ্যসেবায় আন্তরিক


BCDP


SPREEHA


MaMoni


সংশপ্তক
SONGSHOPTAQUE


আভাস
AVAS




SPGUS


Shobujer Ovijan
Foundation


NABANNO
নবান্ন


WAFFH
ওয়াফ


SBMSS
এসবিএমএসএস
পরিবার উন্নয়ন প্রকল্প


NSKS

KMUS

UPUS

AIMS
Rangpur

CDS

PSUS

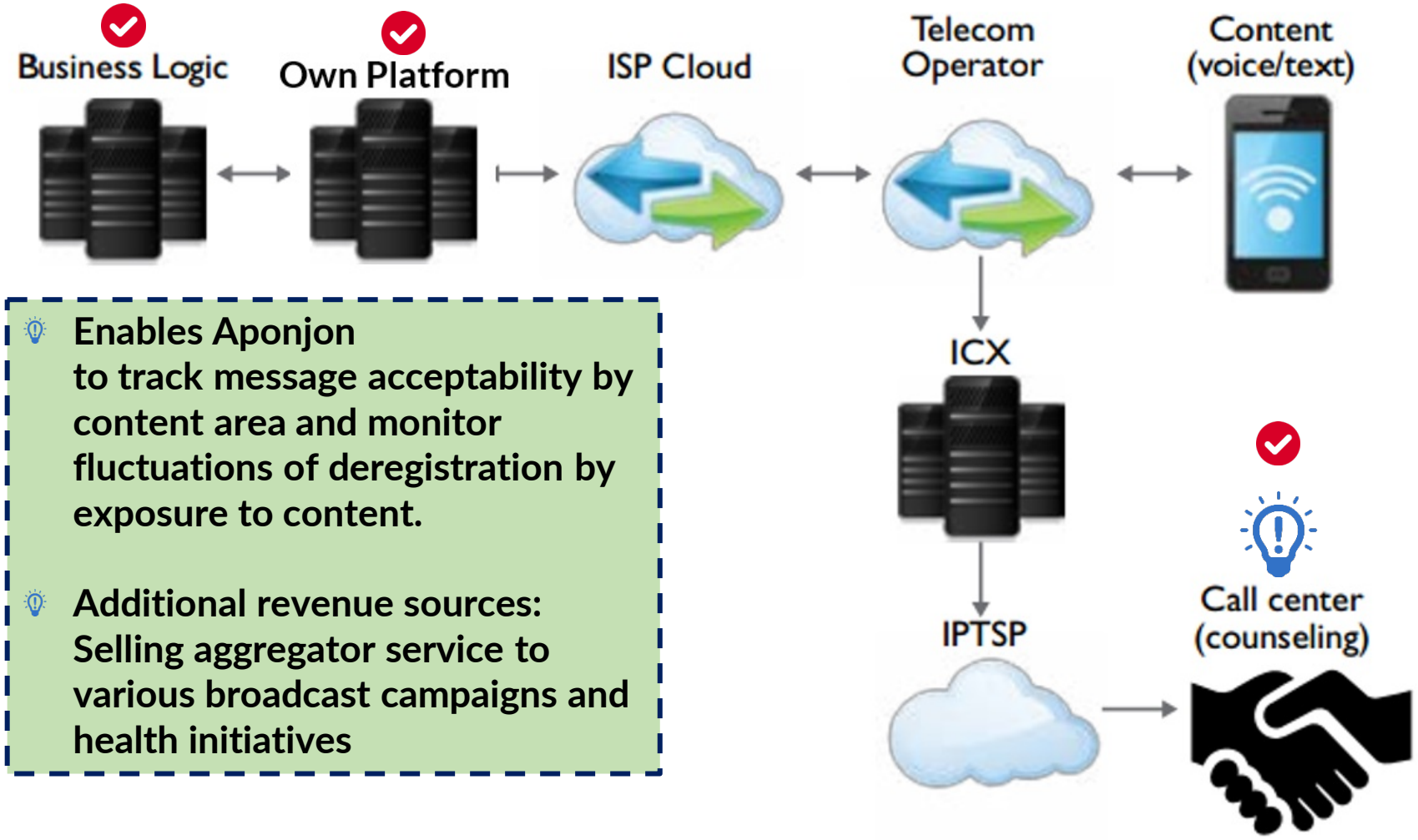
PASS

সীমান্তিক

ভিপিকেএ ফাউন্ডেশন

SANTHIRA MANAB KALLYAN SANGSTHA (SMKS)
BANGLADESH

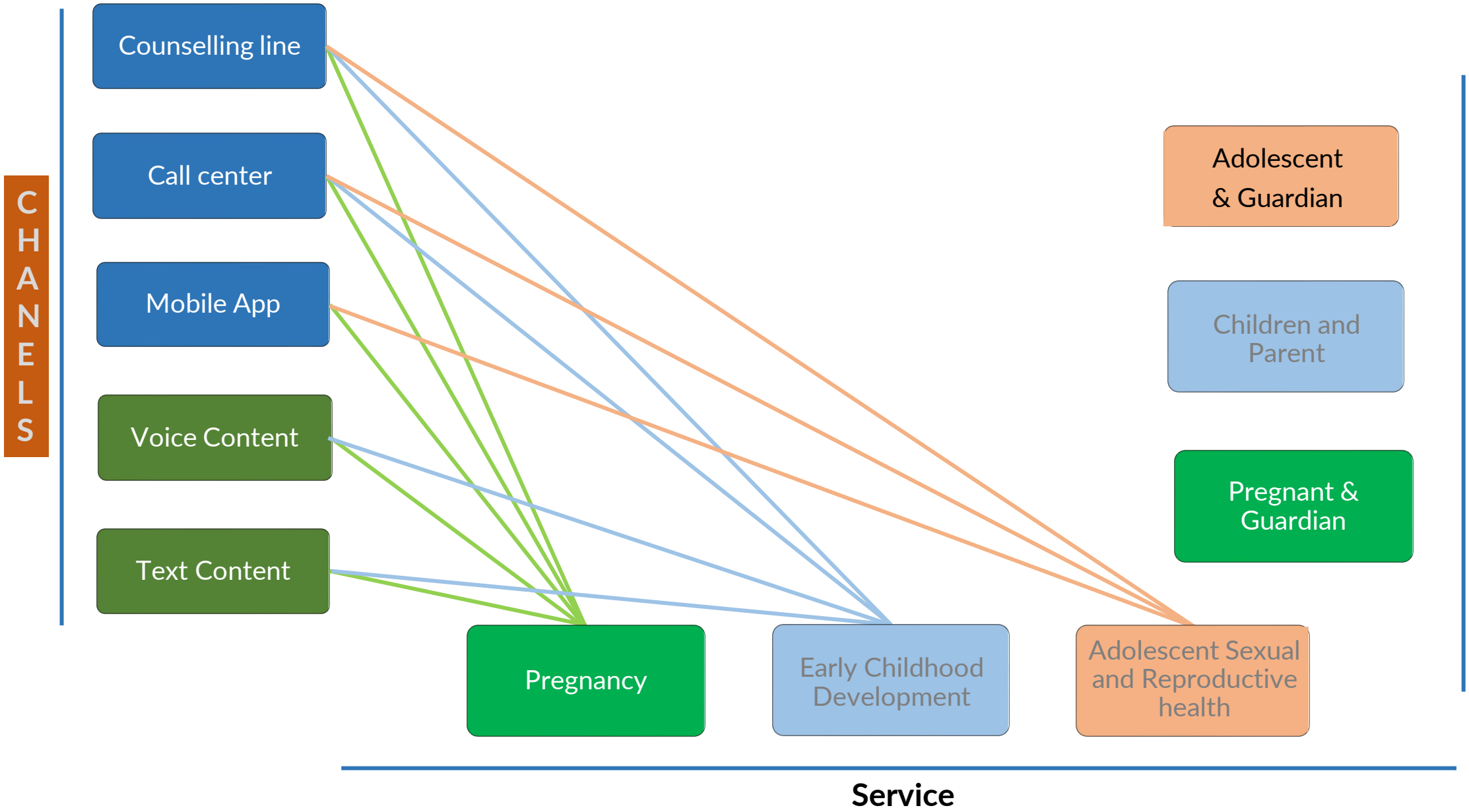
Won Service Delivery platform & Call Center



- Enables Aponjon to track message acceptability by content area and monitor fluctuations of deregistration by exposure to content.
- Additional revenue sources: Selling aggregator service to various broadcast campaigns and health initiatives

- In-house call center facility catering for service-related queries, doctors' consultations and counseling
- Migrating the helpline and counseling add-ons of all Aponjon services into the in-house facility will create huge payoffs

Value addition and Introducing new service



The Key features and strength of Aponjon

- 24/7 Counselling line
- Physiological Counselling
- Customer Care
- Stage based Content
- Content for Gatekeepers
- Preferred Time slot
- Differential Charging Model
- Content Development Team
- Platform for Content delivery
- Multiple Channels
- Strong Partnership
- Integration with all Telco

Recognition: Inspiration for Future Endeavors

Innovations by Design Award 2012

mBillionth Award 2013

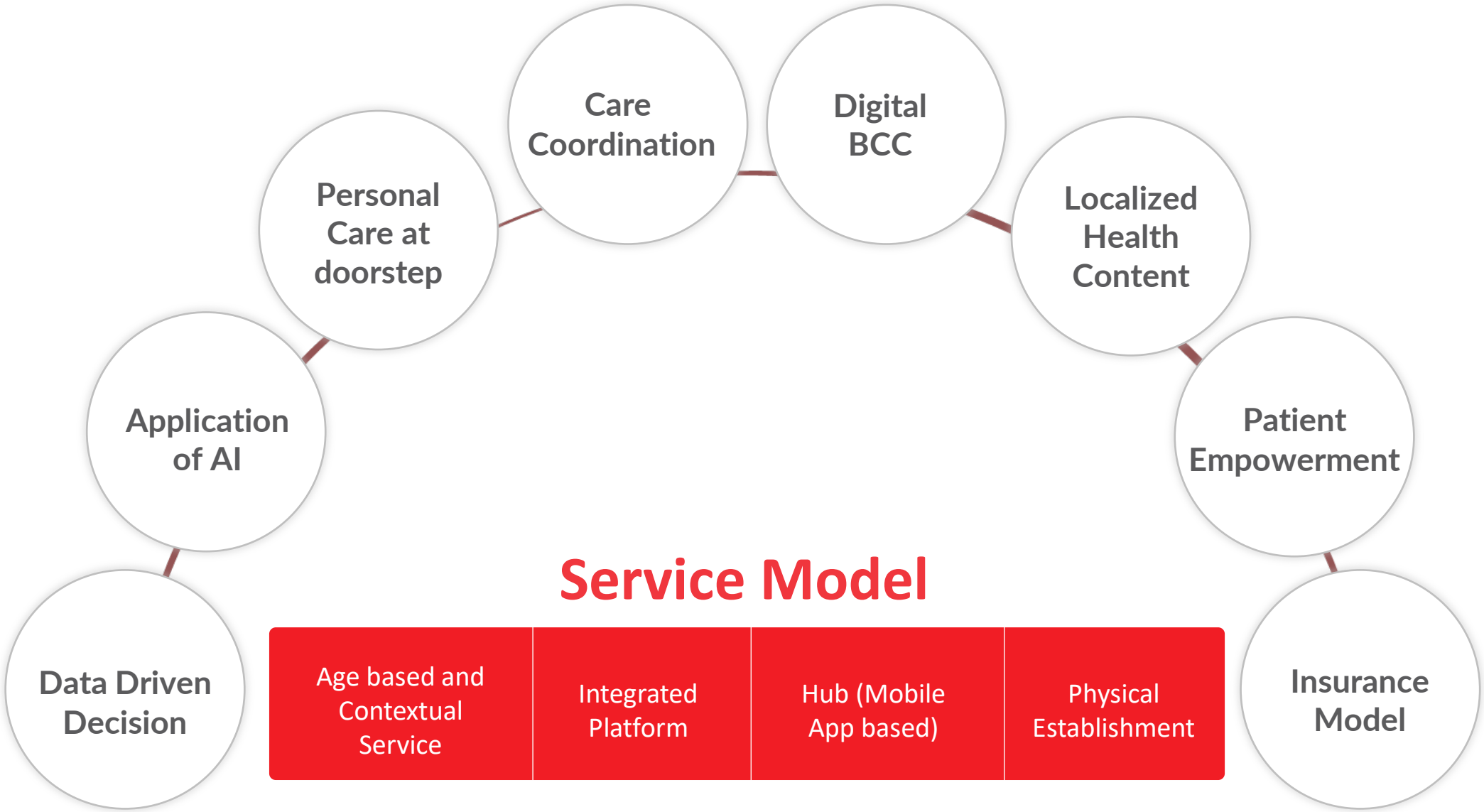
Recognition at ICTD Conference

100 Most Inspiring Digital Social Innovations 2014

mBillionth Award (Shogorbha App) 2017

Bangladesh Innovating Award 2018

Future aspiration





Aponjon

Dnet, 4/8, Humayun Road,
Mohammadpur, Dhaka, Bangladesh
bernard@dnet.org.bd, www.aponjon.com.bd

THANK YOU

For being with us

Question & Answer with M&IHC

- We have been continuously monitoring the Q&A panel for your questions
- Please continue to submit your questions through the Q&A panel!!
- Please note if question is directed toward a particular project(s) and/or presenter(s)
- I will do my best to divide the questions between each of the speakers.
- Submit questions publicly or privately (to Taylor Snyder)
- Submit questions in French or English

Contact Information

- Presenters
  - Aponjon: bernard@dnet.org.bd
  - Chakrouk: bridget.deacon@shujaazinc.com
  - mHero: cloehr@intrahealth.org lkwirica@intrahealth.org
  - mPedigree: eugene@mpedigree.net

- Organizers
  - PRB/PACE: hbrahmbhatt@prb.org
  - TMCG: louis@tmcg.co.ug
  - Knowledge SUCCESS: natalie.apcar@jhu.edu
  - M&IHC: taylor@mihealthconsulting.com

Thank You!


PRB


PACE
Policy
Advocacy
Communication
Enhanced


TMC GROUP
THE MEDICAL CONCIERGE GROUP


Knowledge
SUCCESS


Maternal & Infant
Health Consulting℠