Summary

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Highlights
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Jacaranda Health is transforming maternal healthcare with high-quality, sustainable care in the public and private sector. We work with a growing number of government partners to integrate our cost-effective innovations into public hospitals and improve outcomes for mothers and babies across Kenya.
2018 and the first half of 2019 saw rapid growth of our public sector partnerships, including opening an office in western Kenya, and expansion to over 40 public partner hospitals that deliver over 100,000 babies per year.

We demonstrated that these innovations could be delivered at costs low enough for government budgets, with significant improvements in nurse performance and patient outcomes.

Our private hospital became financially self-sustaining and saw over 30,000 client visits in 2018.
Challenge & Approach
Poor quality of care is at the root of poor maternal and neonatal outcomes in Africa. Over 90% of the maternal and newborn deaths in hospitals are preventable through provision of better skilled care before, during and after childbirth.

- **33%** of maternal deaths are caused by delays in seeking care – moms not reaching care in the moments before or after birth.
- **55%** of maternal deaths are caused by inadequate care by providers. Frontline nurses are often ill-equipped to handle obstetric emergencies.
Jacaranda’s innovations address these two critical problems directly.

1. **PROMPTS**
   our two-way SMS platform that leverages A.I. to get mothers to seek care at the right time and place.

2. **Mentors**
   our nurse mentorship program that creates a culture of quality and improves how providers handle obstetric emergencies.
Our package of innovations is evidence-based and affordable for government partners. We are scaling them in partnership with Kenya’s county governments, with a goal of becoming standard of care across the country and the region. We have seen increasing demand to deploy our programs, and in 2018 set up an office in Bungoma county to provide support to western Kenya.

By mid-2019, Jacaranda has partnerships with 5 county governments: Kiambu, Bungoma, Nairobi, Makueni and Muranga.

By 2021 we will expand to 10 strategic counties where improvements in 150 facilities represent 40% of Kenya’s deliveries.
Jacaranda Health has developed a free text messaging (SMS) platform called PROMPTS to empower mothers to seek care at the right time and place with carefully designed nudge messages.
Messages designed and proven to change behavior and improve care seeking at key moments.

30% of questions from moms need to be triaged for medical urgency.

Increases accountability for facilities that need data on client experience to improve respectful care.

It costs only $0.71 per mom to scale.

Our vision is 250,000 moms enrolled in the next 3 years.
A Randomized Controlled Trial with 900 mothers revealed that our SMS messages encourage mothers to seek care at appropriate times, and to take up family planning after delivery. Mothers who receive PROMPTS are:

- 22% more likely to know danger signs and seek care
- 20% more likely to get 4+ prenatal (ANC) visits
- 1.6x more likely to take up postpartum family planning

Impact of using SMS platform to change behaviour
We are on track to reach 40,000 moms in 2019 across 100 facilities, and 250,000 by 2021. We have answered 32,000 questions from moms to date.
“THE MESSAGES HELPED ME IDENTIFY A FEVER IN MY BABY AND I ALSO NOTICED JAUNDICE THREE DAYS AFTER I GAVE BIRTH.”
Nurse Mentors
Our Nurse Mentorship Program takes the classroom to public hospitals and is driving sustained improvement in life-saving skills.

Jacaranda’s Nurse Mentors work alongside government nurses in public hospitals to build a culture of quality and to sustain improvements in obstetric skills.

The mentorship program is sustained by a group of government ‘champions’ who are equipped to continue mentorship support at the facility. During a 4-6 month rotation, these mentors use a combination of tools.
In mid-2019, 30 mentors were active across 47 facilities. 400+ nurses improved their skills. Each frontline nurse trained serves thousands of mothers a year. Our program costs only $152 per nurse to scale, 60% of the cost of more traditional one-off training programs.
Nurse mentorship impact to date

Quality is sustained over time: Unlike traditional training, scores are sustained months after mentors end their rotation in a facility.

- **50%** improvement in newborn resuscitation skills.
- **90%** nurses consistently perform 90% of key steps in a delivery.
- **90%** Partograph documentation improves from 42% to 90%.
“After practicing newborn resuscitation with the mentor at our facility, a baby was born not breathing during the night and I was called to come resuscitate her. My colleagues who had not been trained asked the mentor for a refresher training the next day after seeing how confidently I handled the case”

– Nurse Mentorship program participant
Next generation innovations, research, and partners
AI FOR POSTPARTUM DEPRESSION

We are partnering with a research team at Duke University and with A.I. experts to test feasibility of a chatbot to screen and treat postpartum depression.

RESPECTFUL MATERNITY CARE

We worked with a UCSF-led coalition of partners to demonstrate that quality improvement initiatives can improve respectful and person-centered care.
ULTRASOUND & FETAL GROWTH RESEARCH
We partnered with researchers at Harvard and Oxford universities to wrap up a 2-year INTERGROWTH study to assess the feasibility of using new fetal growth curves with nurse-led ultrasound.

GROUP PRENATAL CARE
Jacaranda is now adapting its successful group antenatal care curriculum for use in public facilities that are overcrowded and faced with staff shortages.

BREASTFEEDING AND INFANT NUTRITION
The Saving Brains program is supporting us to build on our successful PROMPTS platform to expand content to improve exclusive breastfeeding and early infant nutrition.
Jacaranda Maternity
Kenya’s most innovative maternity hospital

While Jacaranda Health scales its approach to improving maternal health care in the public sector, our sister social enterprise Jacaranda Maternity continues to pioneer in delivering high-quality, affordable, respectful private maternity care.
Jacaranda Maternity: Highlights of 2018

Highlights:

- Jacaranda’s maternity hospital broke even in 2018 and began the process of raising funds from investors to expand to two new hospitals.

- Received the Geneva Forum for Health Award for “substantial contributions and fundamental improvements in delivering high quality, sustainable, patient-centred healthcare at scale”

- Impact: We saw over 30,000 client visits, $700k in revenue, and maintained our best-in-class maternal and newborn health outcomes.