Q4 HIGHLIGHTS

PROMPTS
- We enrolled 64,567 new mothers in Q4, reaching women from 417 healthcare facilities, across 8 counties. This is 2x more facilities than we were reaching at this time last year.

- The team launched a new phone calling system, connecting our agents with mothers in need faster, and have improved the AI to better identify potential danger signs in women’s incoming messages for a quicker and more effective response.

MENTORS
- We launched the EmONC Mentorship program in our newest partner counties, Machakos and Nakuru, training 75 new ‘In-Facility Mentors’ in EmONC skills and knowledge, empowering them as mentors in their 41 facilities.

- Members of our Mentorship team participated in a series of workshops to develop and finalize a National EmONC Mentorship Package for the National Ministry of Health. This package takes best practices from partner organizations and will be piloted in 2021.

Research & Design
- We launched a survey over PROMPTS to promote immunizations for children, aged 0-12 months. Over 17,000 women responded, sharing their experiences attending child wellness visits, and reporting whether or not their baby had received their vaccine. Women who reported not receiving a vaccine shared the reasons why, which will be shared with the healthcare facilities.

- Learn more about our work closing the healthcare feedback loop in the Data Showcase (p. 4)
REFLECTIONS ON A YEAR OF CHALLENGES & OPPORTUNITIES

As Q4 2020 came to a close, we looked back on a year that challenged us to adapt. With the onset of the COVID-19 pandemic, we have had to think and act creatively, ensuring that restrictions and fears did not deter mothers from seeking care when they need it.

Connecting more women to care

We enrolled over 230,000 new mothers throughout the year onto the PROMPTS digital health program. We also added new ways to connect with women, using both AI and human interaction with our trained, clinical help desk - introducing a tele-triage for mothers who had missed appointments. We improved automation throughout the mothers’ journey, and deepened the knowledge base of the help desk agents to better support the unique experiences of our users.

Digital learning for healthcare providers

We adapted our mentorship approach by piloting DELTA, an e-learning platform for healthcare providers, who can access learning modules across Emergency Obstetrics and Neonatal Health topics over their phones, and earn points towards their licenses. This will be launched in the beginning of 2021 to all of our in-facility mentors, with the plan of scaling nationally across Kenya.

Innovating on new approaches for MNH service delivery

We are launching an innovative Service Delivery Redesign (SDR) in Kakamega county. SDR focuses on ‘right place care’ for pregnant women and new mothers. The initiative envisions a health system where all deliveries take place in an advanced care facility that is equipped to provide life-saving emergency obstetric and newborn care, including surgical capacity, acting as a “delivery hub” for the area.(1) These delivery hubs are supported by primary care facilities providing high-quality antenatal, postnatal and newborn care.(2) This project is in collaboration with researchers from Harvard’s T.H. Chan School of Public Health, and the Kakamega County government, and we are excited to be launching into the design stage in 2021.

“The main objective here is to improve the quality of care for our mothers and our babies,” says Hellen. "Primary carers will really be taking care of the mothers, complications can be noticed early, mothers will be able to access services without any barrier... All of this is contributing to reducing maternal and neonatal mortality."

It requires significant commitment from government leadership, healthcare providers, and implementing partners, to be open to changes in resource allocation, staffing, training, and more. She says one of the main challenges will be convincing stakeholders of its potential to significantly improve maternal and newborn health outcomes. “When we started the questions were: ‘Do you think this thing is possible? Will it work?’ but with the commitment of our partners and the county I believe it will work.” She has been encouraged by the support from County leadership in Kakamega.

Jacaranda Health is working closely with the County to design, create a costed implementation plan, and build the public and private sector partnerships that are necessary to roll out SDR. In addition, Jacaranda will be rolling out our two programs - PROMPTS and EmONC Mentorship - as a part of this project, which will drive providers skills improvements, and empower mothers to seek care when they need it.

As we launch this project, we look forward to Hellen’s continued leadership, and to testing new innovations and systems to improve the lives of mothers and babies.
The Research & Design (R&D) team is the driving force behind the iterations and adaptation that take place within our programs. The objective is to be constantly learning, to improve on the quality of our programs. One of the primary focuses of 2020, especially with the onset of the COVID-19, was to close the feedback loop between our mothers on PROMPTS, and the healthcare facilities and managers who support them.

**Measuring quality care through PROMPTS**

**Facility Scorecards** are a key way that we connect facilities with the experiences of women. Facility managers can access these in real-time, and can speak with our Program Assistants to analyze and understand the data that is being presented.

We collect feedback from women on PROMPTS after they have attended an appointment via a short survey or poll.

PROMPTS users are asked "Were you treated with respect?" after each clinic visit. They also provide more detail on the challenge faced.

In the past quarter, we have been surveying mothers about the clinical services they receive. For example: "Was your blood pressure taken?". This feedback is also being shared with the facilities, to understand how they can improve the quality of care that their clients receive.

Sample Facility Scorecard sharing feedback from mothers on the quality of care they received at their appointment