Our vision is a world where all mothers experience childbirth safely and with respect, and all newborns get a safe start in life.
Connecting women to care at the right place and at the right time

Jacaranda Health partners with governments to deploy affordable and scalable solutions through government hospitals, where the majority of underserved mothers and babies receive care. One of the most significant drivers of maternal deaths in Kenya is that mothers and their families are not empowered or informed to seek care at the appropriate time. In 2014, a national committee identified that delays in care-seeking contributed to ~30% of maternal deaths. Empowering women with knowledge is critical — studies have found that 91% of women would seek care at health facilities if they knew and recognized severe pregnancy and postpartum danger signs. Jacaranda’s low-cost, scalable digital health platform - PROMPTS - is designed to improve care-seeking behavior at key moments during and after pregnancy by empowering expectant and new mothers with information to seek care at the right time and place. Since its inception, our AI-enabled platform has reached over 1 million women across Kenya, with health providers enrolling mums to the platform in 950+ health facilities in partnership with local governments.

Impact

85% of mums flagged for danger signs go to hospital

2x increase in uptake of postpartum family planning

20% increase in women achieving 4+ of the recommended prenatal care visits

0.74USD lifetime cost of one mother (and always free for the mother)

I lost two pregnancies before I came across PROMPTS. I signed up for the SMS service in a hospital near me. I’ve since learnt through the messages that bleeding during pregnancy is a danger sign - I know where and when to look for support now.

PROMPTS User, Murang’a County

Our SMS-based digital health platform combines:

- **SMS “Nudge” messages**
  - Influencing key behaviors linked with better outcomes, including antenatal visits, postnatal care, postpartum family planning, and breastfeeding.

- **A Clinical Helpdesk**
  - Responding to mothers’ questions about pregnancy and the postpartum period, and referring urgent cases to life-saving care.

- **Artificial Intelligence**
  - Triaging and categorizing mothers’ questions and flagging clinically urgent questions to the helpdesk for follow-up and referral.

- **Data & Dashboards**
  - Capturing data on mums’ experience and clinical quality of care in facilities to help health management teams make targeted improvements to service delivery.
HOW IT WORKS

The platform improves care-seeking behavior by sending mothers rigorously-tested “nudge” SMS messages tracked to their stage of pregnancy, alongside a two-way helpdesk service which - through machine learning - triages and responds to thousands of messages from mums each day in English or Swahili. Critically, the service identifies at-risk women in real-time. Natural Language Processing (NLP) prioritizes messages for clinical danger signs, allowing helpdesk agents to rapidly refer urgent cases for care. Data generated through PROMPTS is used by our government partners to identify client-sourced challenges in real time, rapidly deploy resources and identify areas that require targeted public health campaigns.

Tips, reminders & two-way Q&A

- Mother enrolls in a public facility or via other channels. Over 1 million mothers enrolled.
- She receives gestation-specific tips, reminders for appointments.
- A helpdesk service answers questions mothers may have. 2,500+ questions a day.
- Mother receives newborn care tips & immunization appointment reminders.
- Surveys are sent to mums to check on their experience at the facility & services received.

Care referral & follow-up

- Mothers showing danger signs - through questions or surveys - are called within 1hr by clinical helpdesk agent and referred to care.
- After 2 days, clinical staff follow-up to assess quality of care received.

CENTERING MUMS’ VOICES TO DRIVE BETTER QUALITY OF CARE

Giving women a platform to hold governments accountable for delivering quality, respectful health services.

It’s impossible to improve health systems without first understanding the experiences of those they serve. Each month, PROMPTS mums across 950+ facilities in Kenya receive an SMS. It asks them to fill out a client experience survey, aimed at better understanding the quality of care they received in facilities. The data is collected in ‘scorecards’ that rate facilities on factors such as respectful care, or number of clinical steps performed which, in turn, helps them take targeted action. By giving mums a voice in the health system, Jacaranda is able to close the feedback loop between patients, providers, and health system managers and drive targeted improvements in care quality.

205,000 PROMPTS users across Kenya have shared feedback on their experience of care.

The weekly scorecard responses shared have greatly impacted our supervisions. We now have a targeted supervisory mechanism where we go to specific sub counties and facilities to address a specific issue.

Margaret Gitaiba, Reproductive Health Coordinator (RHC), Nakuru County.
Case Studies
Josephine Mucoro, PROMPTS User, Bungoma County

Josephine Mucoro was in the later stages of pregnancy when she came across PROMPTS. After a few months, she received a message that would save her life. ‘It said pain in the upper abdomen is a danger sign,’ she explains. ‘One Thursday, I started feeling this pain. I thought it’d pass, but it persisted.’ Realizing this correlated with the warning, she headed to a nearby clinic where her blood pressure was tested and found to be high, and she was referred and admitted into urgent care at Chwele Hospital. The referral proved life saving. ‘For three days, my baby didn’t move,’ explains Josephine. The hospital took action, performing an emergency caesarean section that would save her, and her baby’s life. ‘I’m so grateful for these messages,’ she says. ‘I was able to recognize the pain I was feeling was not normal and I got help. I don’t know what might have happened to me and the baby otherwise.’

I understand what signs to look for now and when to get help. It was just in time for me, and I hope other mothers can also use this service.

By generating real time data through PROMPTS, we help our government partners identify priority areas within public health systems, such as low quality, infant immunization, and facility challenges during COVID-19, and more effectively target their resources. Data collected through PROMPTS offers a low-cost, scalable approach to closing the immunization gap in Kenya by mapping where, when and how to reach the last mile of underimmunized infants. By asking our PROMPTS users about their child’s vaccination status and reasons they might not have attended the clinic, we’re able to identify geographic hotspots of weak immunization, address barriers like vaccine stock-outs, and help our government partners improve immunization coverage in a resource-efficient way. Similarly, when COVID-19 hit Kenya, the real-time data we collected from mums navigating care helped track changes in essential maternal and child service delivery - such as hospital closures, reduced service hours, and staff shortages - and therefore which facilities would need what support. By combining data on women’s experiences of health services through PROMPTS and that of facility resources and staff capacity through our nurse mentorship program, we offer a robust evidence-base to help county and sub county health managers make better decisions and distribute resources equitably to where they’re most needed.

As the uptake and impact of PROMPTS rapidly grows in Kenya, we see exciting opportunities to replicate the platform to improve health outcomes for more mums and babies across Africa. Jacaranda is working with national governments and other strategic partners to ensure our platform remains contextually relevant to mothers in new geographies, and supports national maternal and newborn health priorities.