DIGITAL HEALTH AT PSI CONSUMER



Consumer Digital Health at PSI focuses on interventions that leverage mobile technology in the hands of consumers to power their health journey. There are three priority areas.

PERSONALIZED HEALTH INFORMATION ON-DEMAND

Consumers in LMICs often do not have quality health information at their fingertips. PSI takes advantage of mobile phones as an entry point to bring consumers a 'click' away from health information curated in a manner that makes it easy for them to access, digest, understand and apply to making informed health choices. The key entry point is the consumer's mobile handset, always considering consumer mobile engagement preferences (Voice, SMS/USSD, WhatsApp, Facebook Messenger, etc.) in the contexts in which we work.

Spotlight: Chatbots have been launched in Latin America, the Caribbean, Cote d'Ivoire and Kenya to provide personalized, actionable information on Sexual and Reproductive Health through popular messaging platforms including WhatsApp, Facebook Messenger and microsites. The chatbots are currently reaching many thousands of users, with good interaction rates and positive consumer experience ratings.

ON-DEMAND LINKAGE TO QUALITY PRODUCTS AND SERVICES

Consumers in LMICs are not always aware of where they can access quality healthcare. PSI signposts consumers to the products and services they need on-demand through their mobile phones by providing: a) locations and general information of service providers situated near the consumer, b) linkage to third-party e-commerce providers for product delivery (where applicable), and c) linkage to third-party telemedicine providers for remote consultation (where applicable).

Spotlight: In Uganda, we partner with Viamo to use their interactive voice response (IVR) platform principally targeted at basic handset users. This platform receives approximately 80,000 unique engagements with health content each month, with one third of engagements on Sexual and Reproductive Health topics. PSI worked alongside Viamo to incorporate provider location services to facilitate users' connections to care. In 2020, 15,000 users opted to be pointed to high quality providers.

MAINTENANCE OF HEALTHCARE UPTAKE

Discontinuation and irregular healthcare uptake are major barriers to improving health outcomes of consumers in LMICs. PSI amplifies consumer voices, and captures consumer experiences with regards to their interaction with health providers and use of products and services. We subsequently aim to use this information to improve the offering to consumers, in a manner that will facilitate more consistent health behavior. With the consumer's consent, PSI seeks to develop their digital health profiles, to track their health engagements over time and provide better continuity of care, thus improving their health systems offerings. Digital back-end architecture has been developed that enables PSI to piece together the different interactions consumers have along their health journey. This architecture is currently being incorporated into existing interventions, early results expected in 2021.

KEY DIGITAL ARCHITECTURE NEEDS

Rapid integration with third party platforms capabilities to drive digital engagement with consumers for example, integration with communication platforms such as WhatsApp, or third-party digital solutions such as an e-commerce platform.

- **Digital solutions**: Integration and API management platforms such as Dynamic Web Service (back-end API management architecture developed by PSI).

Digital companion and virtual assistance capabilities to provide on-demand, interactive health information and ongoing support through the digital channels consumers already use.

- **Digital solutions**: Google's Dialogflow (back-end chatbot architecture).



Health provider location services capabilities to provide consumers with reliable signposting to healthcare through both smart phones and basic phones.

- **Digital solution**: Provider locator (back-end architecture developed by PSI).

Effective data management capabilities - data capture/storage (client unique ID/digital profile), analysis and visualization of consumer data

- **Digital solutions**: MongoDB, DHIS2, and Microsoft Power BI.

ABOUT PSI

Population Services International (PSI) is a global non-profit organization focused on encouraging healthy behaviors and delivering affordable health products and services around the world. We bring innovation to scale through our presence in 50 countries and a network of over 10,000 health clinics and pharmacies. We shape mixed health systems through consumer powered healthcare (CPH) and private sector interventions, in pursuit of Universal Health Coverage (UHC).

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