

INCREASING ACCESS TO FAMILY PLANNING SERVICES: NIVI



PLACE Kenya

TIMEFRAME August 2015 – October 2016 (Phase 1 pilot)

PARTNERS MSD for Mothers, Population Council

OVERVIEW

Women are more likely to use family planning if they have knowledge of and access to a full range of options. Yet, too often, women don't know what options are available or how to get the services they need or prefer. In some cases, providers are also unwilling to offer a mix of contraceptive services due to their preferences for certain methods.

Due to widespread use of mobile technologies, digital innovations can provide a low-tech way to improve quality and access for both women and providers. In partnership with Population Council, *MSD for Mothers* provided support to develop and implement a solution called Nivi, a simple mobile phone-based service that uses interactive voice response to help women learn about their family planning options, identify the method(s) they want and find local providers who offer quality services and have their preferred options available.

KEY FEATURES



Educates women on the full range of modern methods to help inform their choices based on medical eligibility and preference



Refers women to providers who carry their preferred methods and improves demand for more contraceptive options



Allows women to rate the quality of services received to drive quality improvement among private maternity providers

HOW IT WORKS



Method Selection: A woman dials Nivi to learn about the different contraceptive methods available and narrows them down to the ones that best suit her needs. Through interactive voice response, Nivi asks questions about her health profile and contraceptive preferences, helping to improve her knowledge and refine her method choice.



Referral: Following the initial assessment, Nivi sends an SMS message referring her to nearby health facilities that offer the method(s) she chose. In order to be included in the referral network, providers must offer a full range of methods and have those options readily available.



Feedback Loop: After going to the health facility, Nivi will call the woman back and ask her to rate the quality of care she received, and whether she was able to obtain her preferred method. This information will be used to hold local providers accountable to the women they serve and drive quality improvement.

WHAT'S NEXT

During the next phase, Nivi's functionality will be scaled and expanded across mobile and web applications, and will include integrated mobile payment systems and automated GPS location services. Additionally, providers will have access to performance-based facility dashboards that provide consumer feedback as well as information on consumption to help with demand planning.