

PRAEKELT.ORG

Planning for Scale

A close-up photograph of two young girls of African descent looking at a smartphone together. The girl in the foreground has long braids and is wearing a blue shirt. The girl behind her is wearing a pink jacket and a white beanie. The background is a plain, light-colored wall.

Evidence



Reduce Loss to Follow Up

Improved Knowledge of healthy practices

Improved coverage of 4 ANC visits

Smoking cessation

and more...



**mHEALTH
COMPENDIUM**
SPECIAL EDITION 2016:
REACHING SCALE

Airtel Insurance

Aponjon

cStock

iCCM

Kilkari, Mobile Academy, & Mobile Kunji

mHERO

Mom Connect

mSOS

RapidSMS Rwanda

U-Report

A close-up photograph of a person's hands holding a black smartphone. The person is wearing a black, textured, sleeveless top. The background is blurred, showing other people in a social setting, including a person in a blue shirt and another in a plaid shirt. The lighting is soft and indoor.

Personal, Relevant and Empowering

Build for Scale and Universal Access



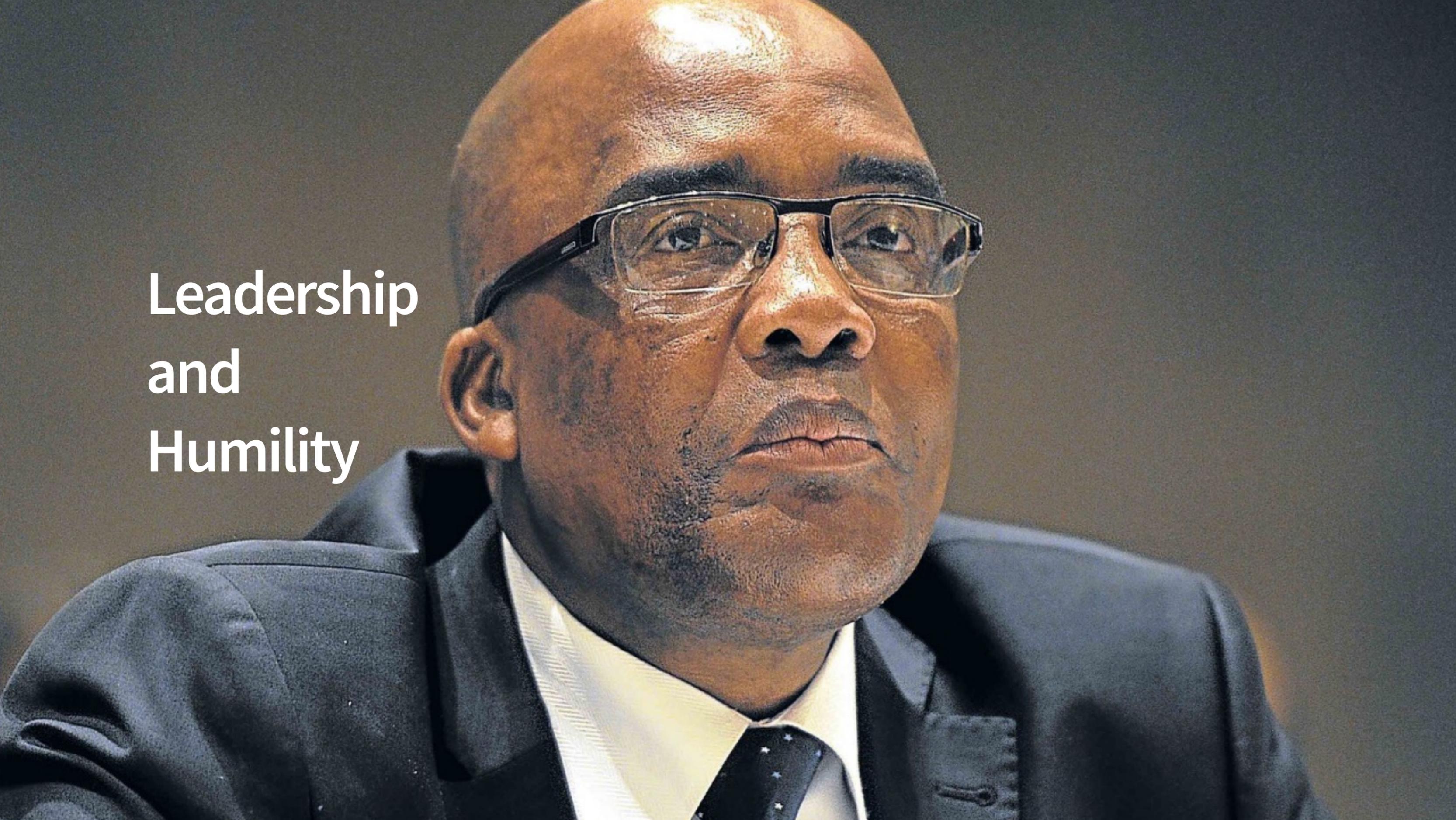
Co-Design



Integrate and be aware of context

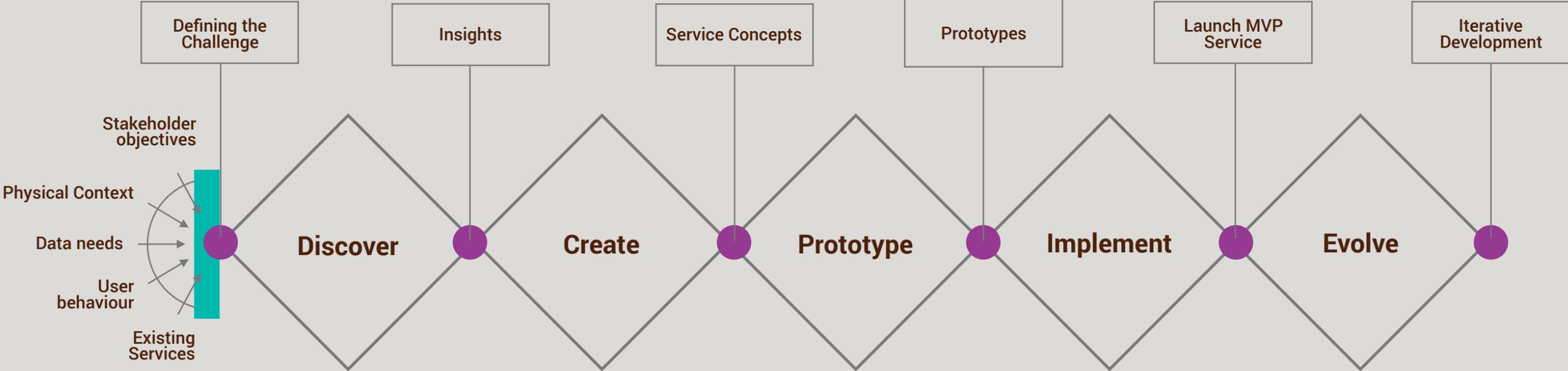


**Leadership
and
Humility**



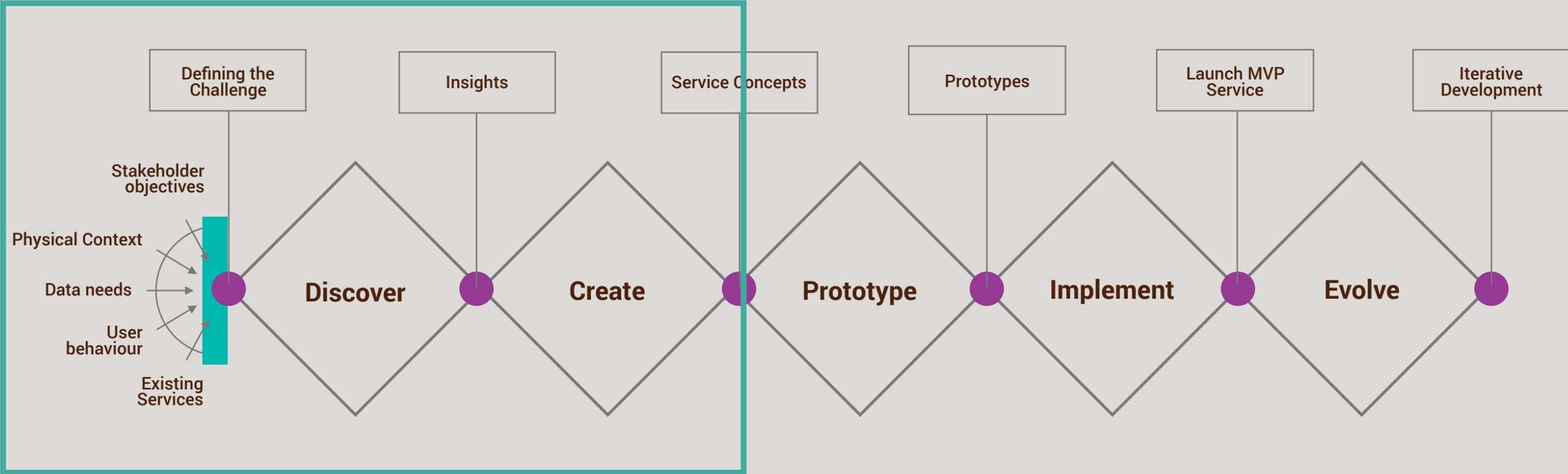
But the first step is designing for scale

Service Design Process



Service Design is a creative, viable and **user-centred problem-solving process** used to develop **services based on users' needs, behaviours, constraints and the operating contexts** for the implementing organisation. Praekelt Foundation utilises this process to optimise the technology and tools to fit the context or the programme and address the most pressing MNCH issues within a certain country.

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Step 1: Desktop research

Time: 1 Week

Product: Country Cards

Step 2: In Country Research

Time: 2 Weeks

Product: Personas

Step 3: Service Overview Design

(80/20)

Time: 1 Week

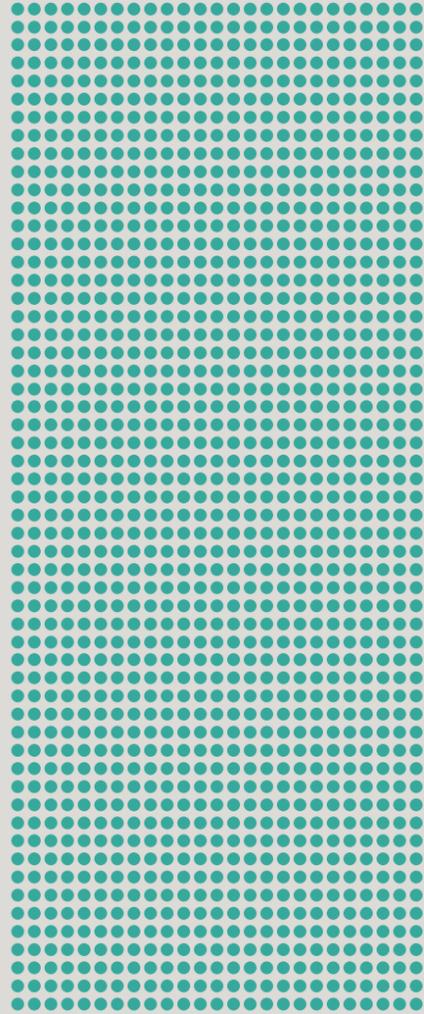
Product: Service BluePrint

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Thank you

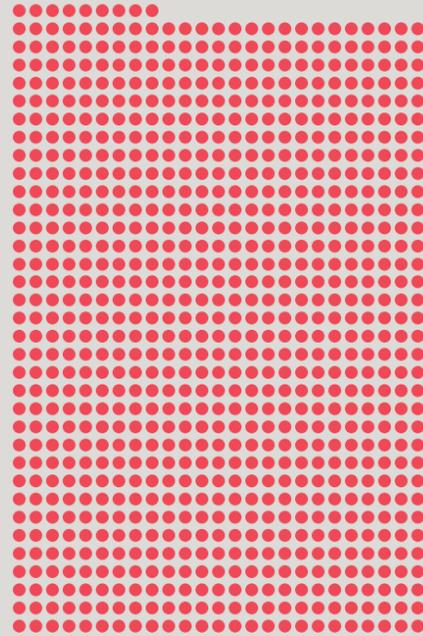


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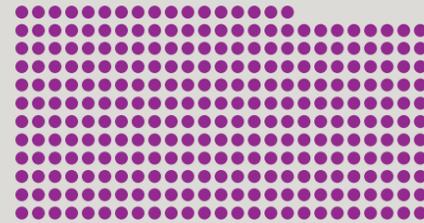
65m

SMS messages sent



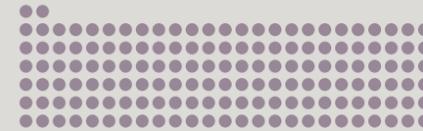
1,092,757

Unique Cell Numbers



349,113

Messages to Helpdesk



161,210

Completed Service Ratings



87,698

Opt Outs



3,357

Facilities registering women.

\$2.4

Inventory Cost
Per Mother

831,708

Full Registration

293,685

Self Subscription

93.8%

Questions

5.22%

Compliments

1.04%

Complaints

23%

Women Registered
Completing Service
Ratings

12.4%

Stillbirth

12.2%

Miscarriage

5.9%

Death of a Child

6.7%

Not Useful

95%

Of total facilities

Has remained stable for
10 months.