



Simon de Haan
CTO and Co-Founder

Turn.io & Praekelt

Event Sponsor :



Mobile phones
give women the
power to build an
entire new life.

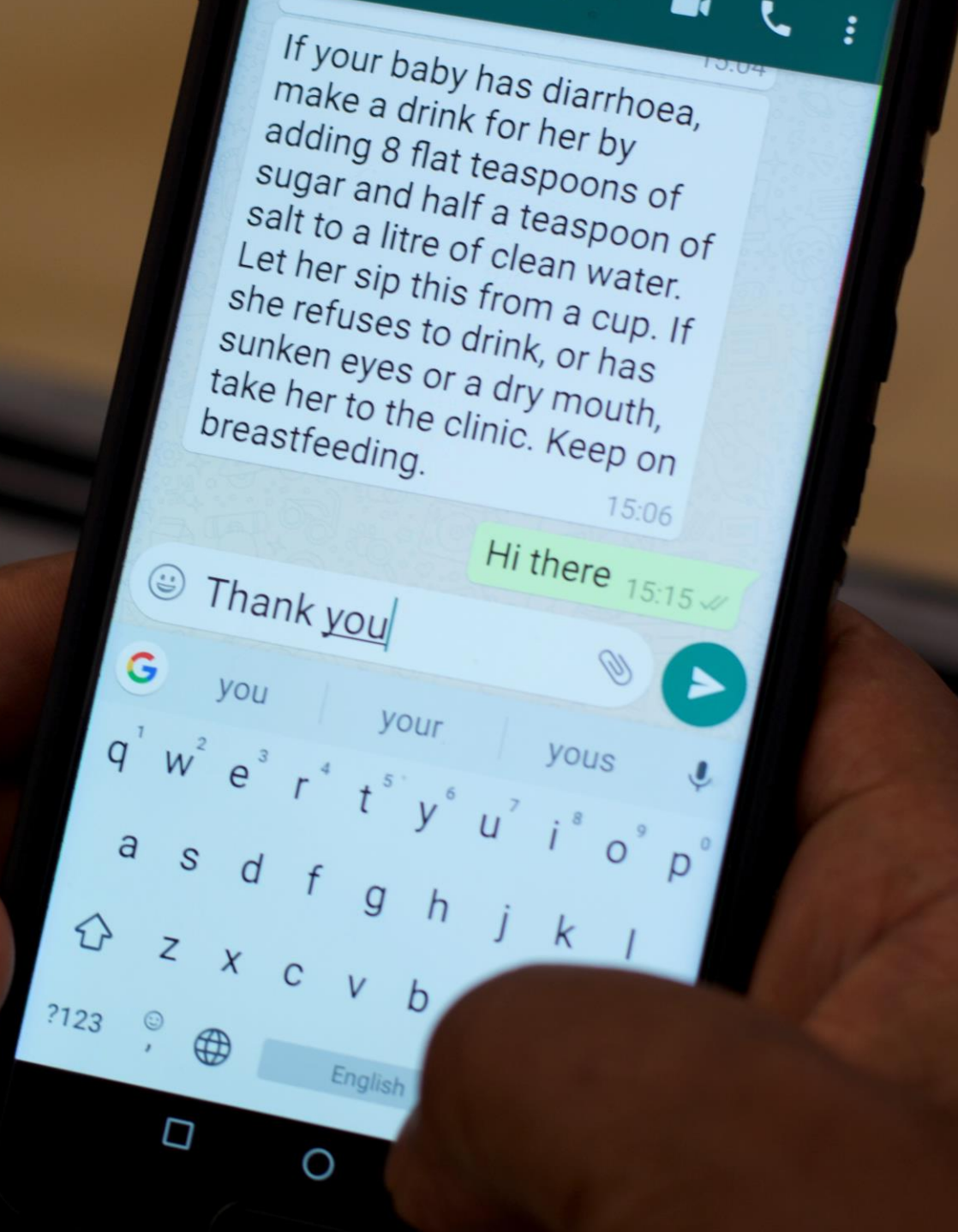


SURPRISE #9

**Mobile phones are
most powerful in
the hands of the
poorest women.**

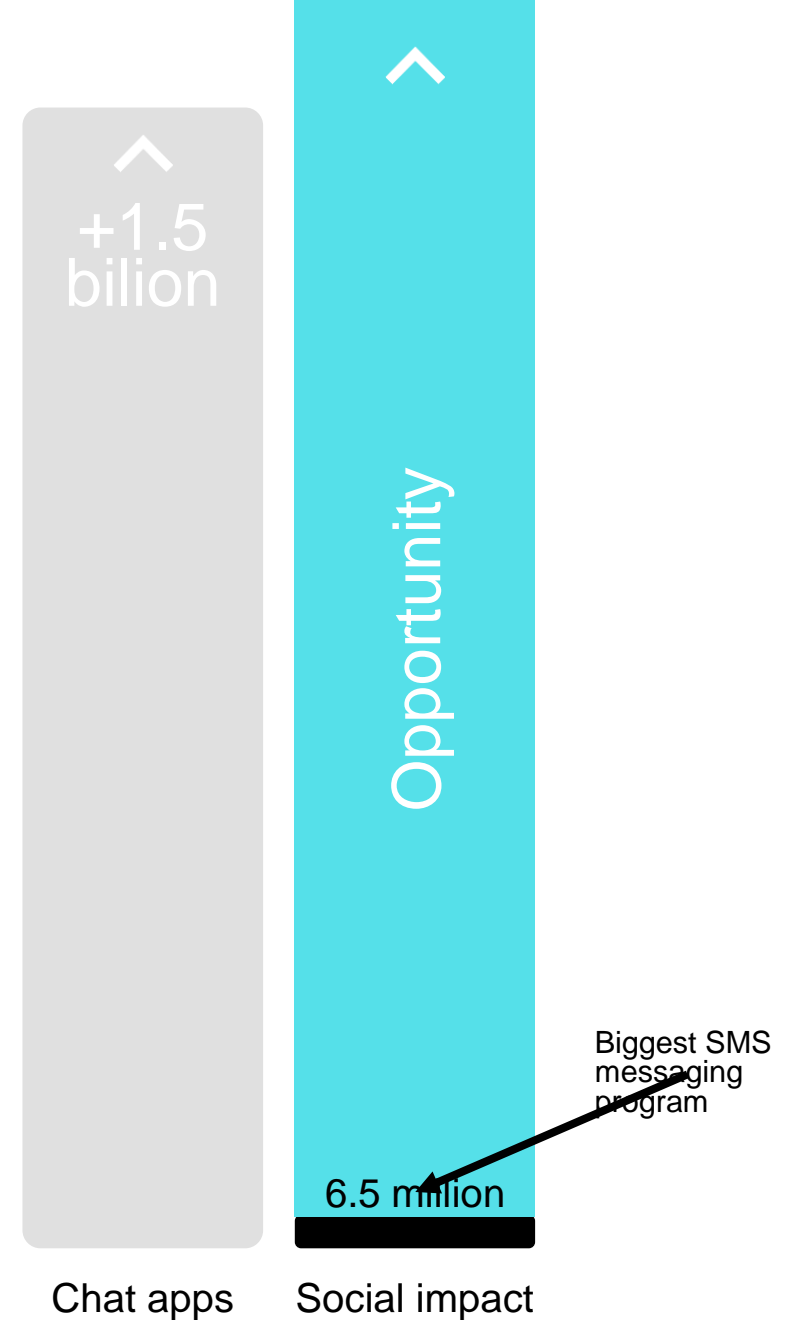
turn

Guided
conversations
for health

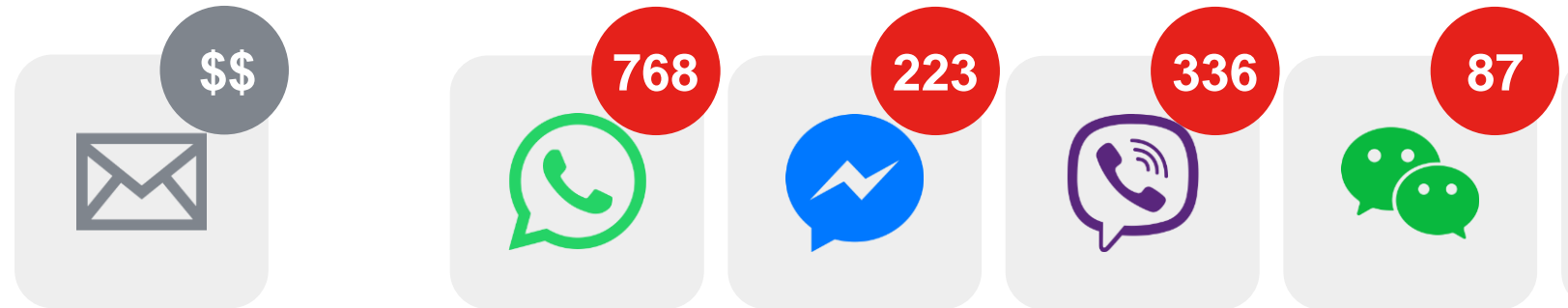


FEBRUARY 2019

Every day we could be having **2 billion conversations** with people about their health

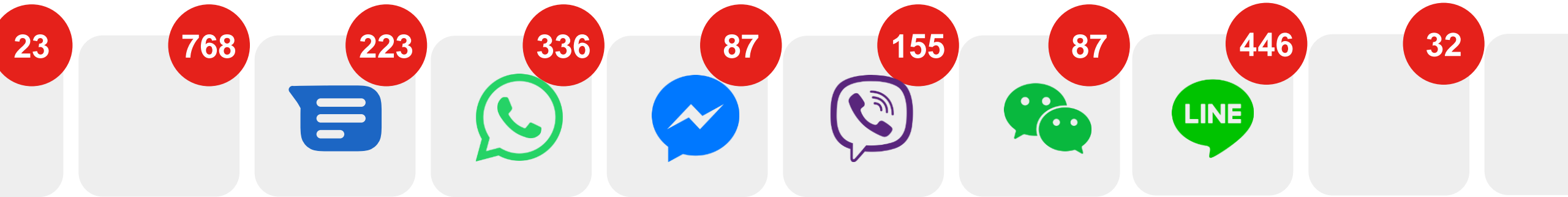


Conversations don't happen on SMS anymore.



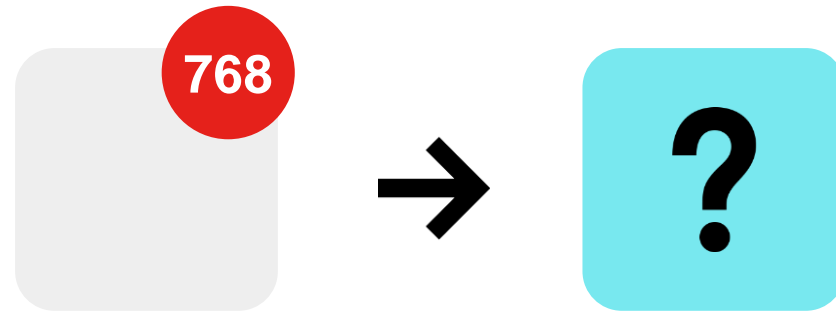
They happen on chat

Conversations can get overwhelming



Without an easy way to manage them

Conversations only have value if they have impact.



How do we know?

**What if there was a way
for organisations
to have personal,
guided conversations that
improve health at scale?**



Nado Husa

10:02



I want to know my legs are becoming big and its pain so wats wrong



NLP +ML

HealthConnect

10:03

It is common to have swollen feet and ankles, particularly during the last months of pregnancy. The swelling should go down overnight. If it does not, go to the clini, you could have high blood pressure.



Auto-suggested FAQ



Nado Husa

10:15

its been like dis since yesterday



HealthConnect

10:16

Please to the clinic as soon as possible to get your blood pressure checked.



Nado Husa

13:25



stil in the q 😊



HealthConnect

13:17

Hi Nado. Just wanted to check in with you. Did you manage to go to the clinic earlier?



Automated follow-up

Patient Check-in

HealthConnect

13:25

Don't worry Nado, I can help you manage your high blood pressure. Would you like that?

Stage-based messaging

Beyond chat.

Towards impact →

Connect

Using WhatsApp, Chat or Messaging.

Engage

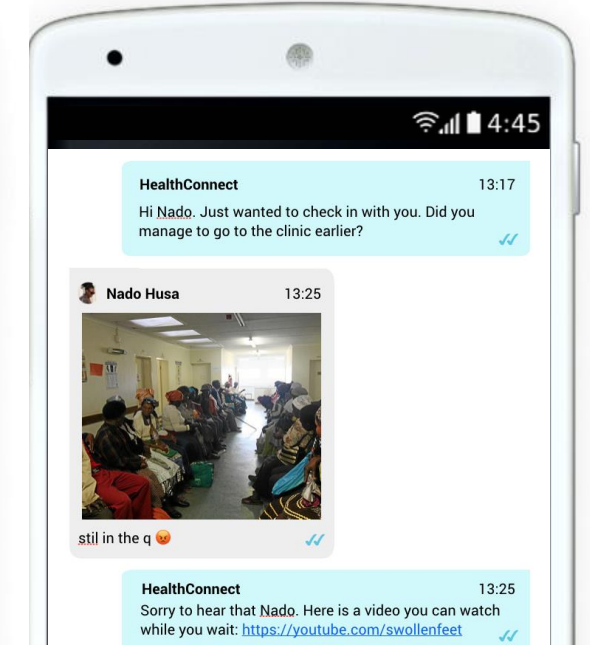
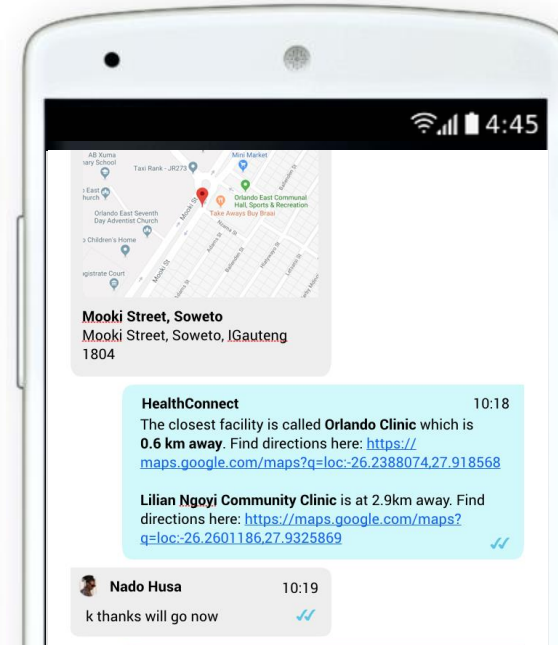
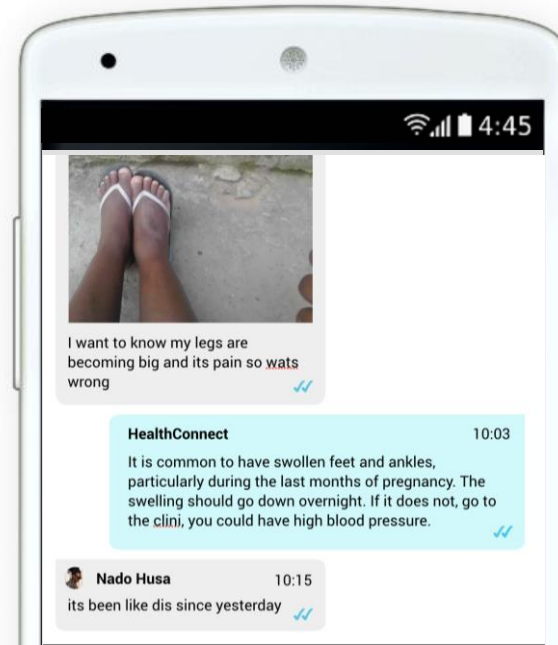
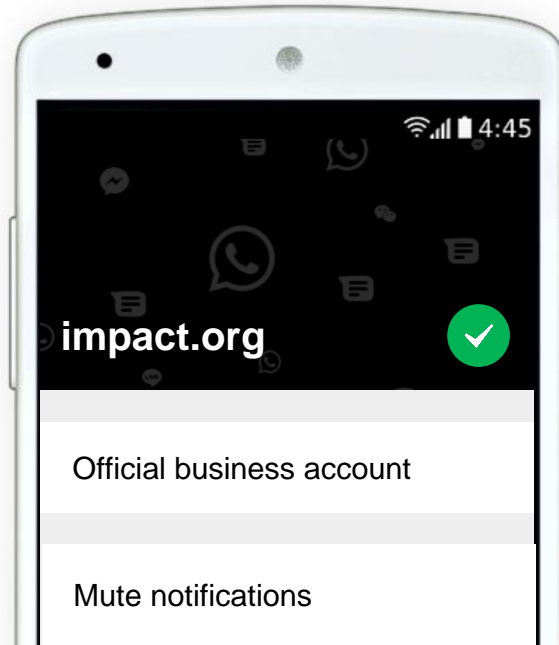
with AI-supercharged operators for efficient responses at scale

Guide

with evidence-based tools that drive progress towards key milestones

Check-in

to verify individual or group journeys



The Goal: Connecting *all* mothers to life saving maternal health information.

Context

Every pregnant woman in South Africa can register to receive free, informative, stage-based messaging until the first year of her baby's life.

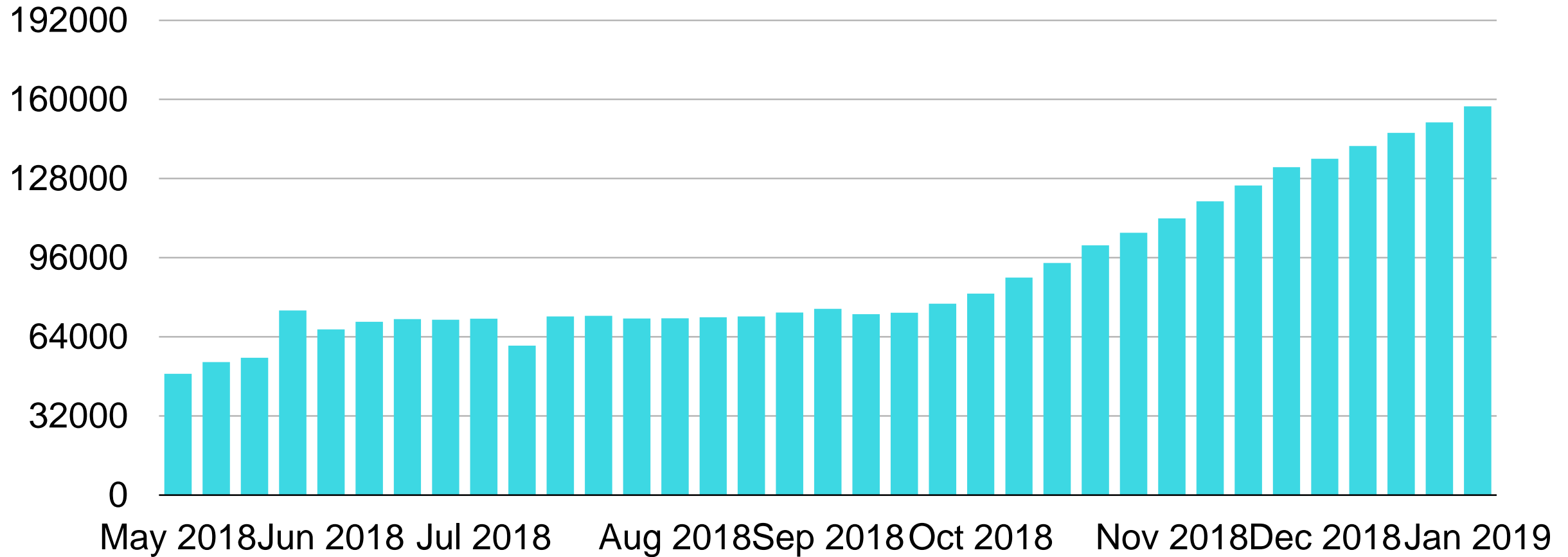
The problem

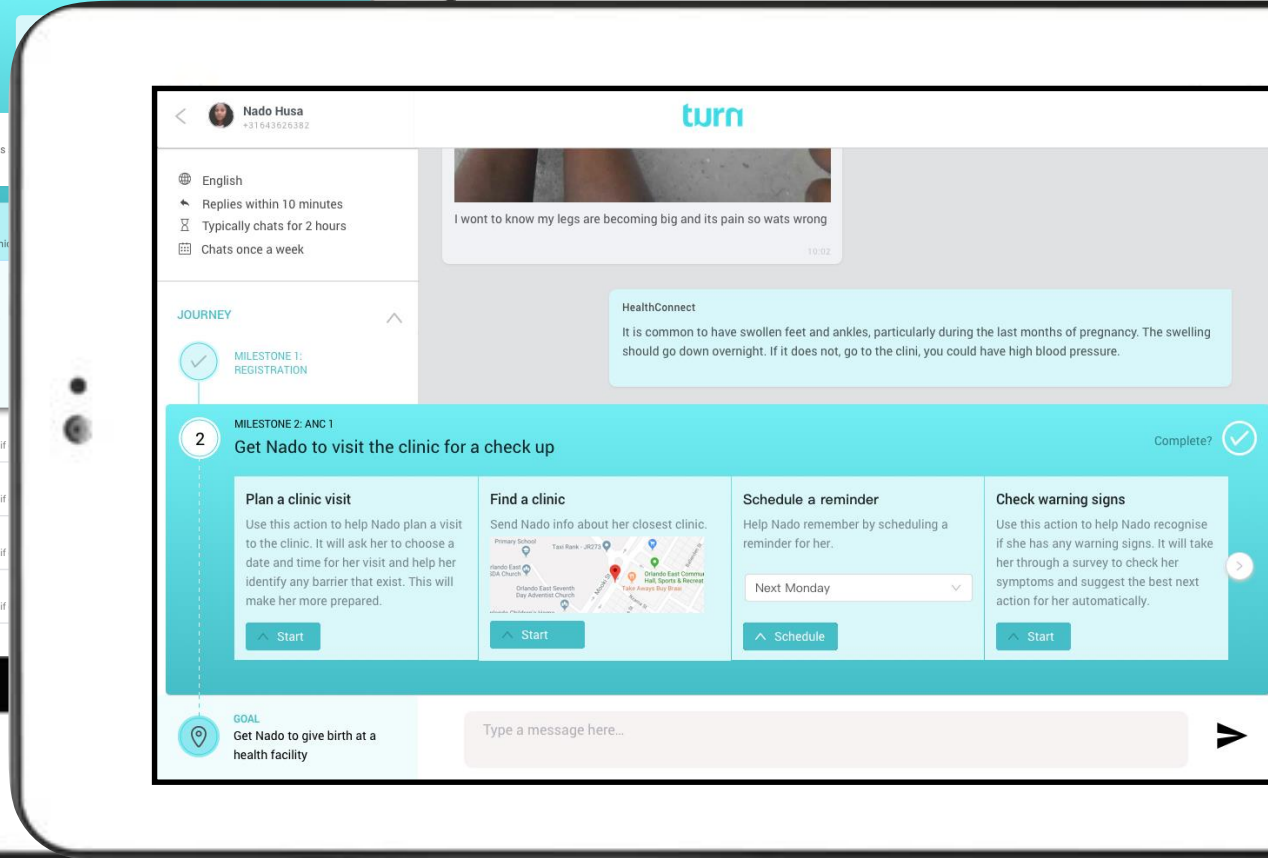
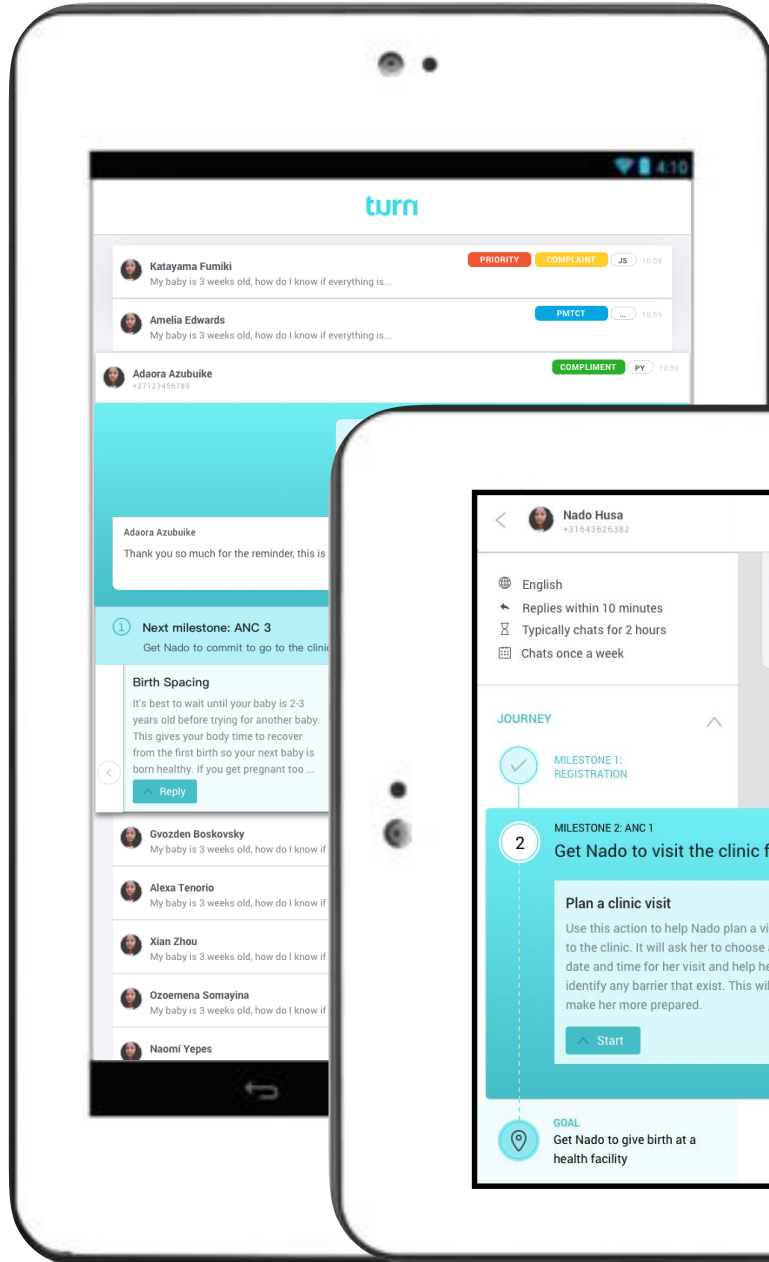
The high costs and low interactivity of traditional SMS communication threatened the sustainability of the service.

How we helped

Delivering maternal Health messages to women through IP Messaging using Turn.

Now mothers are **6,7x more likely** to reach out to the MomConnect Helpdesk with their questions and **2,7x more engaged** than SMS





turn

- Katayama Fumiki** PRIORITY COMPLAINT JS 10:59
My baby is 3 weeks old, how do I know if everything is...
- Amelia Edwards** PMTCT 10:59
My baby is 3 weeks old, how do I know if everything is...
- Adaora Azubulke** COMPLIMENT PY 10:59
+27123456789

Adaora Azubulke
Thank you so much for the reminder, this is

Next milestone: ANC 3
Get Nado to commit to go to the clinic


Birth Spacing
It's best to wait until your baby is 2-3 years old before trying for another baby. This gives your body time to recover from the first birth so your next baby is born healthy. If you get pregnant too ...
[Reply](#)

- Gvozden Boskovsky**
My baby is 3 weeks old, how do I know if
- Alexa Tenorio**
My baby is 3 weeks old, how do I know if
- Xian Zhou**
My baby is 3 weeks old, how do I know if
- Ozoemena Somayina**
My baby is 3 weeks old, how do I know if
- Naomi Yepes**

< **Nado Husa**
+31643626382

turn

- English
- Replies within 10 minutes
- Typically chats for 2 hours
- Chats once a week



I want to know my legs are becoming big and its pain so wats wrong
10:02

HealthConnect
It is common to have swollen feet and ankles, particularly during the last months of pregnancy. The swelling should go down overnight. If it does not, go to the clini, you could have high blood pressure.

JOURNEY
MILESTONE 1: REGISTRATION

2 MILESTONE 2: ANC 1
Get Nado to visit the clinic for a check up Complete? ✓

Plan a clinic visit
Use this action to help Nado plan a visit to the clinic. It will ask her to choose a date and time for her visit and help her identify any barrier that exist. This will make her more prepared.
[Start](#)

Find a clinic
Send Nado info about her closest clinic.

[Start](#)

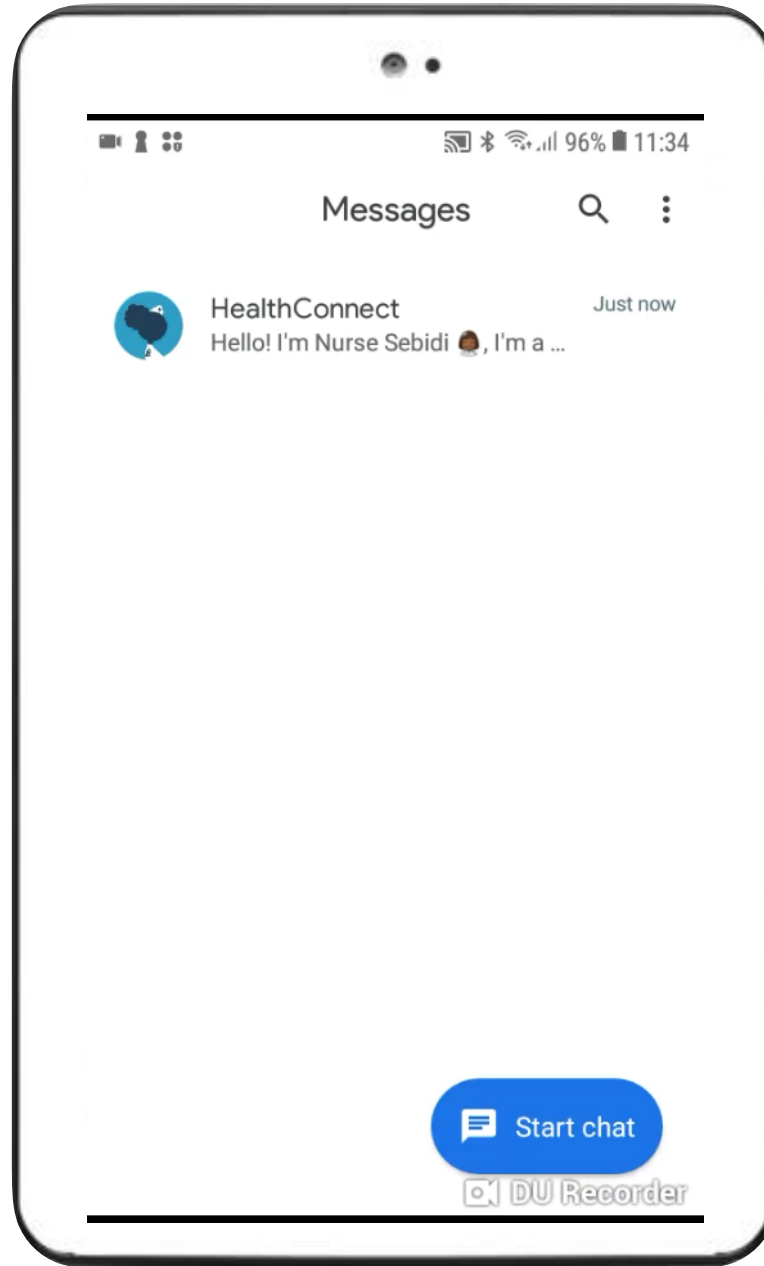
Schedule a reminder
Help Nado remember by scheduling a reminder for her.
Next Monday
[Schedule](#)

Check warning signs
Use this action to help Nado recognise if she has any warning signs. It will take her through a survey to check her symptoms and suggest the best next action for her automatically.
[Start](#)

GOAL
Get Nado to give birth at a health facility

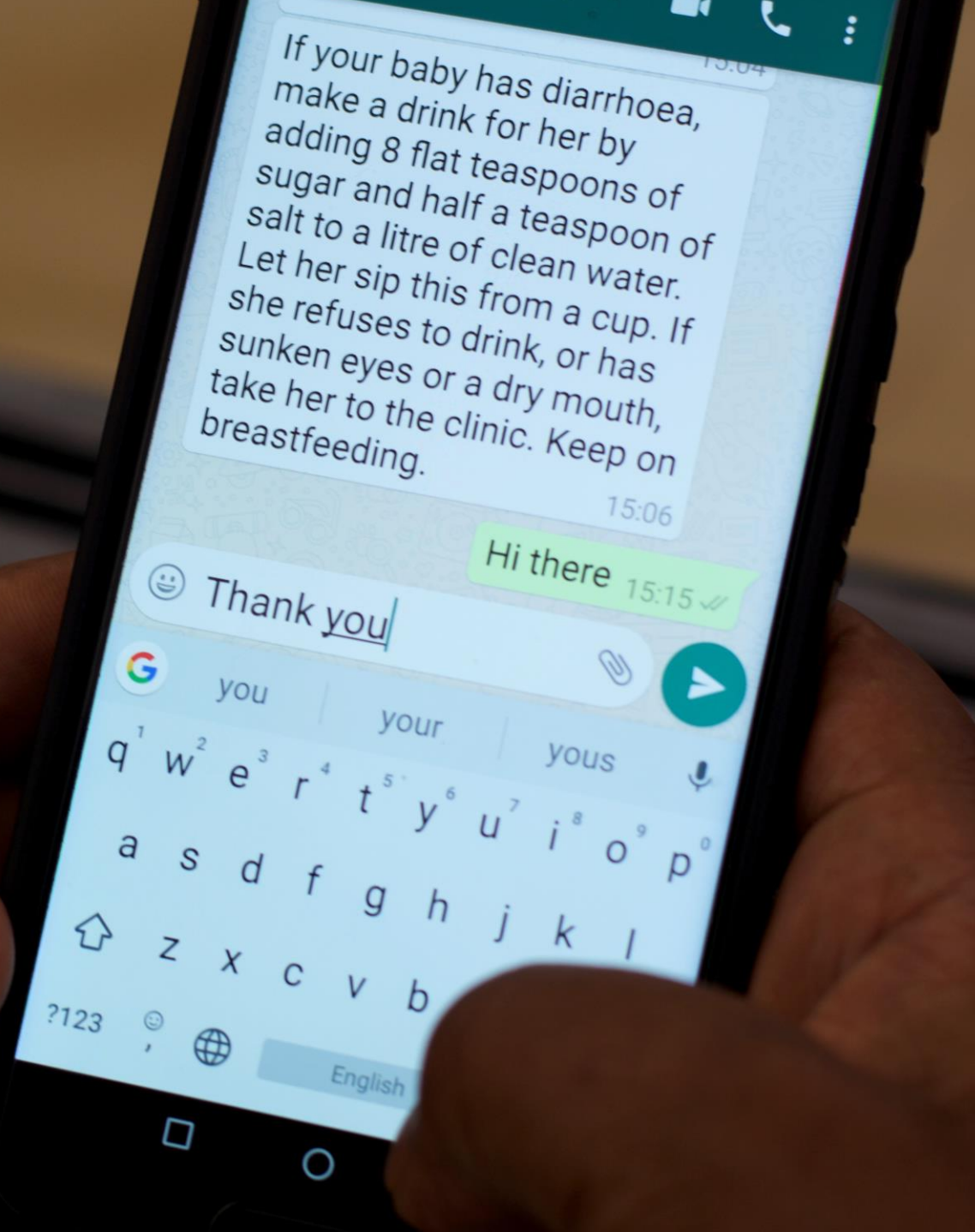
Type a message here... [➤](#)

Guided conversations for health



turn

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