Creating mobile health solutions for behaviour change
A study of eight services in the mNutrition Initiative portfolio
GSMA mHealth webinar
Thursday 24th May 2018
What we will cover in this webinar?

- Introduction to the mNutrition Initiative
- mNutrition Initiative learnings and results
  - Project implementation and life cycle
  - mHealth service design
  - Improved nutrition outcomes
  - Service sustainability
  - The future of mHealth services
- Questions & Answers
What is the mNutrition Initiative?

The GSMA mNutrition Initiative was launched in 2013 and is supported by UK Aid from the UK Department for International Development. It covers work-streams implemented under both mHealth and mAgri programmes at GSMA. The initiative aims to improve nutrition for underserved populations by promoting behaviour change through accessible mobile-based services, delivered at scale through sustainable business models.
The number of users reached through each of the eight mHealth services, from the first service launch in October 2015 to Dec 2017.
mHealth programme implementation
The global partnership structure
Project timeline and life cycle
Key lessons on project timeline and life cycle

- Conducting robust due diligence and research is essential to the success of mHealth initiatives, especially when entering a new market
- It is important to engage governments early in the project
- Content development should be closely aligned with broader product development
- Marketing should only be conducted after the service is proven to be of satisfactory quality
Adopting a human-centred design approach drives higher user activity

Growth in active and power mHealth user segments across the mNutrition Initiative portfolio

- Q1 2016: 16% active users, 27% power users
- Q4 2017: 36% active users, 53% power users
mHealth service design
The customer journey forms the foundation of the product development process

1. Users are made aware of the service
2. Users access or register for the service
3. Users use service to access information
4. Users value the service and use it on a repeat basis
5. Users pay to access service
Spotlight: Interactive education increases on-boarding success rates in Zambia

Welcome to MTN 667, a service that offers information on different topics. To continue, please press the 5 button on your phone.

If user presses 5

Welcome to MTN 667, a service that offers information on different topics. To continue, please press the 5 button on your phone.

If user presses 8


If user presses 7

You live in Zambia!
Thank you.

If user presses any other button:

You didn’t press the right button to tell us where you live. Let’s try this one more time.

You didn’t press the right button to tell us where you live. Let’s try this one more time.

You live in Ethiopia, you live in Zambia! Let’s try this one more time.

If user presses 8

You live in Zambia!
Thank you.

Welcome to MTN 667. For health and nutrition press 1, for agriculture press 2, to change language press 0.
The customer journey forms the foundation of the product development process.
Improved nutrition outcomes
Mobile is extending access to information among audiences who have no other sources.

The mHealth service is the only source of nutrition information for one in three users.
With increased access to information, users are improving their nutrition knowledge

- **16%** improvement in knowledge about vitamin supplements among users*
- **11%** improvement in knowledge about breastfeeding practices among users*

*Percentage point improvement
Improved knowledge is driving positive behaviour change among users

69% of mHealth service users are implementing appropriate nutrition practices

13% improvement in behaviours over non-users*

*Percentage point improvement
“I wanted to give the baby porridge once but after receiving the message from Toto I changed my mind. You see: Toto has made me change for the baby and the mother.”

– Urban user, Kenya
“Even when you are fed up and tired, the messages encourage you and make you feel special and even your own husband may not tell you that. It is very important to have someone who cares about you. They follow up and they do show that they care which encourages you to move on.”

– Urban user, Uganda
Positive user experience results in widespread sharing

mHealth VAS users across 8 markets

1.59m

43% share information with at least 4 other people

4.29m people reached
Service sustainability
Service sustainability

- **Potential to generate B2C revenue**, although the majority of the target market have low disposable income to pay for healthcare services.
- Services which are **free** to end users **achieve market scale faster presenting opportunities for B2B or B2G revenues**.
- Instead of relying on a single source of income, **successful services generate revenue from multiple sources**.
- Health service providers subsidise digital solutions when those **optimise their core business and reduce costs**.
- MNO partners can derive value, primarily through **indirect benefits of improved customer loyalty**.
### Select digital health use cases

<table>
<thead>
<tr>
<th>B2G or B2B</th>
<th>Healthcare systems</th>
<th>Healthcare centres</th>
<th>Healthcare professionals</th>
<th>Healthcare patients</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Examples</strong></td>
<td>Vodacom in South Africa: drug stock management and cold chain tracking</td>
<td>Telefonica in Brazil: monitoring chronic conditions</td>
<td>Philips and Telkom Indonesia: pregnancy monitoring</td>
<td>Telenor in Pakistan (My Health) and Bangladesh (Tonic)</td>
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<tr>
<td><strong>Digitisation of supply chain management</strong></td>
<td><strong>Digitisation of health centres</strong></td>
<td><strong>Workforce management</strong></td>
<td><strong>A2P health and wellness information</strong></td>
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<tr>
<td><strong>Digitisation of patient information (vital event tracking)</strong></td>
<td><strong>Remote patient monitoring</strong></td>
<td><strong>Education and training</strong></td>
<td><strong>P2P anonymous consultation</strong></td>
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<td><strong>Integrated digital platform for booking and payment</strong></td>
<td><strong>Remote diagnostics</strong></td>
<td><strong>Telemedicine</strong></td>
<td><strong>P2P medical advice</strong></td>
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<td><strong>Personal data hosting and storage</strong></td>
<td><strong>Mobile health records</strong></td>
<td></td>
<td><strong>Digital payment for health purposes</strong></td>
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<tr>
<td><strong>Data analytics (e.g. disease outbreak risk)</strong></td>
<td><strong>Imaging</strong></td>
<td></td>
<td><strong>Insurance</strong></td>
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*Note: some solutions apply to more than one use case*

The future of mHealth services

- Digital health stakeholders need to **demonstrate the value of digital solutions to drive greater government investment**

- Ecosystem collaboration is needed to **address current fragmentation** and create a **holistic digital health model**

- Industry collaboration is needed to **address current interoperability issues** and drive **healthcare data integration**
Want to learn more? Explore our resources

- mNutrition resource page:
  - ‘Creating mobile health solutions for behaviour change’ – report and infographic
  - ‘Living Goods Uganda’ – case study
  - ‘Healthy Pregnancy, Healthy Baby’ Tanzania – case study
  - ‘mHealth Design Toolkit’ – 10 principles to launch, develop and scale mobile health services in emerging markets
  - ‘Developing high quality mobile health content’

- ‘Scaling digital health in developing markets’:
Thank you for attending the webinar!
For further questions please get in touch:
mobilehealth@gsma.com