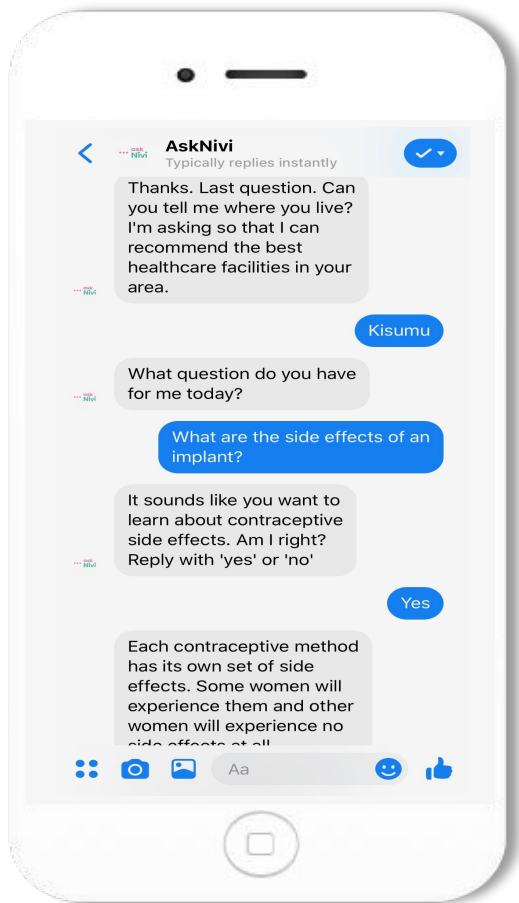




The agency of self-care:

**How centering users
in healthtech
benefits everyone**



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PROPRIETARY :: PLEASE DO NOT SHARE

● ● ● What is “self-care”?



● ● ● What is “self-care”?

SELF-CARE INTERVENTIONS BRING HEALTH SERVICES TO PEOPLE

SELF CARE REQUIRES:



Acknowledging people as active participants in informed health decision-making



Respecting human rights, ethical considerations and gender equality



A holistic approach to health and well-being across the life course



Quality, evidence-based products and interventions





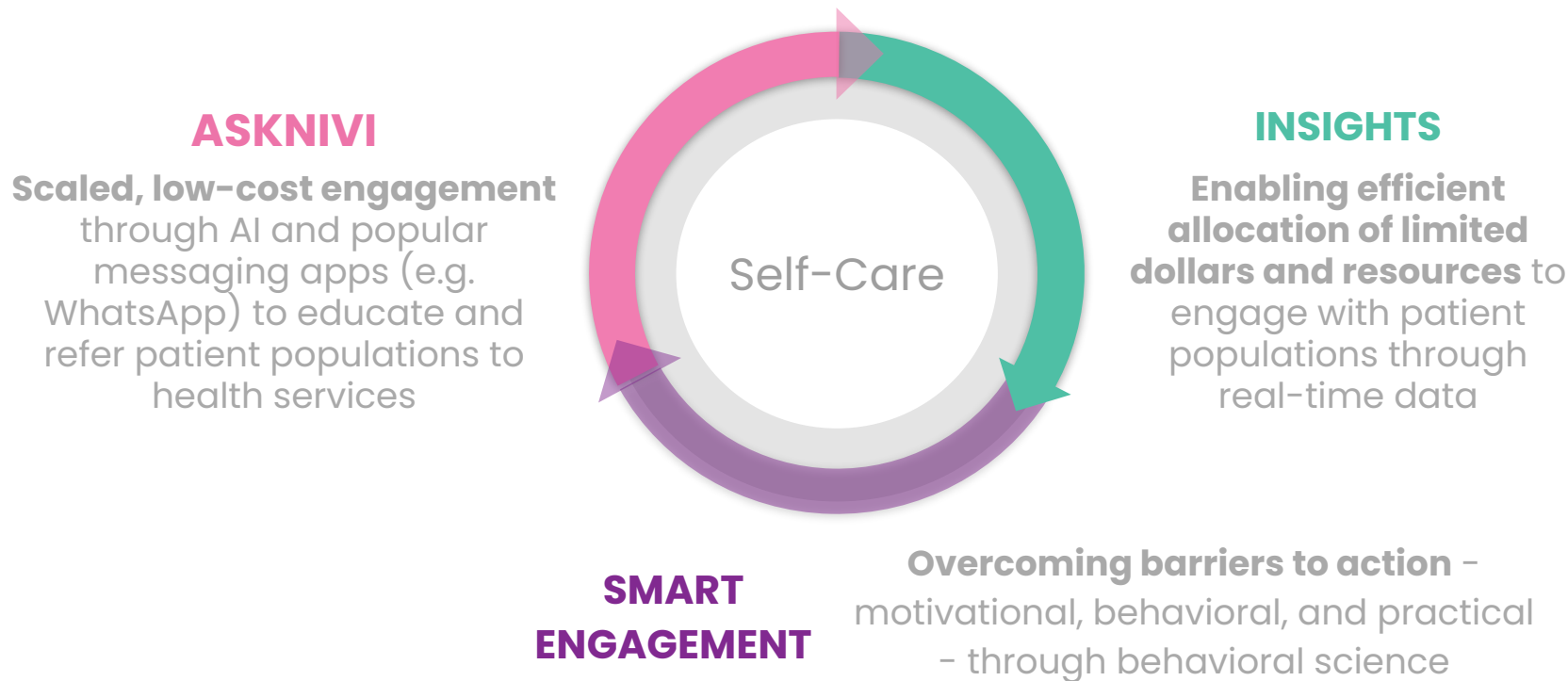
Information Scarcity in Healthcare Markets

Physicians : 100,000 pop

United States --	261
Worldwide --	157
South Africa --	91
India --	86
Nigeria --	38
Kenya --	16

- **Lack of quality & trusted information**
needed to make health decisions
- **Missing or incomplete data**
on individual & population level health knowledge, attitudes, and behaviors
- **Poor means of engagement**
between patients & the health system

● ● ● Enabling Self-Care



● ● ● Foundations of Success

2.4 mil

users across
India, Kenya,
South Africa, & Nigeria

617 K

questions asked

>30%

active users asking
questions and engaging in
conversations

9

customers across NGO &
commercial health sectors

CASE STUDY

**Surgo Ventures Rural India
Outreach Campaign**

● ● ● **Select Partner & Implementation**

We are working with **Clinton Health Access Initiative (CHAI)** and **Surgo Ventures (SV)** to leverage our data-driven Nivi Insights to help understand and shape SRH/FP knowledge and behaviors in the rural context.

Together, we have:

- Engaged rural communities on FP topics using digital and offline promotional campaigns
- Connected people to nearby public health facilities for contraceptive services
- Helped to strengthen government family planning and abortion services in the state of Madhya Pradesh (MP)

● ● ● Nivi Impact

- In a six month pilot study, we found that **one-third of users who took a contraceptive screening indicated they do not use any form of contraception**
- However, users are **eager to take up safe and reliable family planning methods**

**18% of users received
facility referrals**

compared to

**8% industry average
for healthcare**

● ● ● Nivi Insights

- **Birth Control Misconceptions:**

- 45% of users that took the quiz believe you can only use one type of birth control ever
- 46% of users that took the quiz believe that IUCDs and injectables will cause infertility

- **MA Misconceptions:**

- 62% of users think that you can get an abortion without confirming your gestation period
- 63% of users think that MA is as easy as other FP options that prevent pregnancy
- 61% of users believe herbal methods of MA is unsafe

● ● ● askNivi Impact

// In my opinion phone is not a tool for entertainment only.
Platforms like this Chatbot are providing so much information and making people aware. Yes it is a learning tool also. Females can teach their children through many education Apps, they can learn making new dishes, they can learn stitching, etc.

- **Husband / Couples**

// We receive incomplete information from outside but from Chatbot you get **complete information** with full description including what it is, how to use to it and what can be the possible misconceptions, etc. As I have told you that I had heard about many side effects of copper T that it takes time to adjust in body and it is painful but now **after having information about it from AskNivi, I can think to give it a try.**

- **Woman**

● ● ● Digital Platform Use

- **Mobile** is increasingly becoming a tool for expression, gaining trust as a genuine **source of vital information**
- **Empowers users** to access the whole array of contraceptive methods on their own and to make an informed decision
- askNivi is perceived as **private, trustworthy, and balanced** in the information it provides

●●● Questions?



**Improved
Health**

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●●● **Nivi**