



# Q3 IMPACT REPORT

JACARANDA HEALTH

JULY-SEPTEMBER | 2022



## Reflecting on Q3

Q3 was a demanding, but rewarding quarter. In July, we hit a milestone of 1.5 million moms engaged with our digital health tool PROMPTS, served by a country-wide cohort of 610 government nurses championing high quality care across 940+ partner facilities (page 3). We solidified conversations with partners in Ghana and Eswatini (page 19), launching into an ambitious new 'global' chapter.

In August, Kenya's new government was decided in its five year election cycle and leadership changed in 85% of our partner counties. Our Partnerships team was quick to engage and sensitize the incoming Governors with our work. Most importantly, they had a solid story to tell; one of tangible impact on government priorities, a deep connection with mothers, and an unrivaled scale across Kenya.

We hope you enjoy reading.



## Snapshot of Scale and Impact

Between July and September

**15**  
**new health facilities**  
partnered with us, totalling  
940+ facilities across 20  
counties.

**84**  
**new government nurse  
champions** were trained  
through our MENTORS  
program (total 610).

**280K+**  
**new mothers** signed up to  
PROMPTS, totalling 1.8m  
and exceeding 2022 targets  
by 35%.

Our solutions are also having a measurable impact on the health seeking behaviors of mothers and the capacity of providers to support them and their babies.

**87%**  
**of PROMPTS mothers**  
attend the recommended  
4+ prenatal care  
visits.

**92%**  
**of all essential  
steps** are followed  
by providers  
during delivery.

**77%**  
**of PROMPTS mothers**  
exclusively breastfeed  
their baby, linked with  
better newborn survival.



## PROMPTS

# Improving response and referral to get high-risk moms to care, faster

A focus of Q3 was to improve the speed and accuracy by which high-risk mothers are connected to care on PROMPTS, our AI-enabled digital health tool. At our current scale (1.8 million moms), achieving this means strengthening our two-way connection with moms while improving our back-end capacity to triage a growing volume of priority cases.

More proactive risk screening will mean high-risk cases can be identified earlier and connected to care with greater accuracy. We are currently exploring ways to spot risk sooner, like collecting clinical history at enrollment and testing the timing, frequency and format of messages to drive engagement with mothers. **In Q3, we saw progress on three metrics for faster referral;**

**Engaging with moms** The helpdesk recorded a **daily average of 5,500 messages from moms**, helping us support a greater number of priority cases earlier.

**Time to response** Our expanded machine learning capacity brought our response time down to under **15 minutes for high-risk moms**.

**Receipt of care** On average, **91% high-risk mothers reported receipt of care** at a recommended hospital.



## MENTORS

# Cascading Lifesaving Skills across Kenya

In Q3, 84 new frontline nurses were trained within our peer-to-peer MENTORS program. 610 mentors now champion quality, respectful care across 360 high-volume facilities, with a proven impact on service delivery.

In Q3, 90% of PROMPTS moms reported quality, respectful care across MENTORS-partnered facilities, and preliminary findings from our qualitative independent evaluation show promising evidence for the program's effectiveness on quality and provider knowledge.

**80%**

said that training delivered in facilities helped build skills without compromising services.

**87%**

reported improved knowledge and capability to manage emergencies.

**The program's growing scale and impact is also reflected in and facilitated by the increasing financial commitments from our county partners.**

**63%**

of MENTORS running costs are now covered by counties (with Busia County leading the way at 91%).



**‘I feel empowered to deal with preventable emergencies. If I do, they should too’.**

In the maternity ward of Mtwapa, a clinic in the coastal county of Kilifi, midwife and MENTOR Adelaide noticed a worrying pattern. Moms were being referred at the last minute from nearby facilities for preventable complications. By the time they reached Mtwapa, it was often too late.

Adelaide gathered midwives from nearby facilities at Mtwapa for short, immersive training sessions, or CME's, to learn the basics of risk detection and response. Now, complications are identified earlier and handled at these facilities, or referred quickly if there is need for additional support.

# County Projects

We are working with specific county governments to test how our innovative approaches can be applied in conjunction with other local implementing partners to plug gaps in complex networks of care for moms and babies.



## In Kakamega

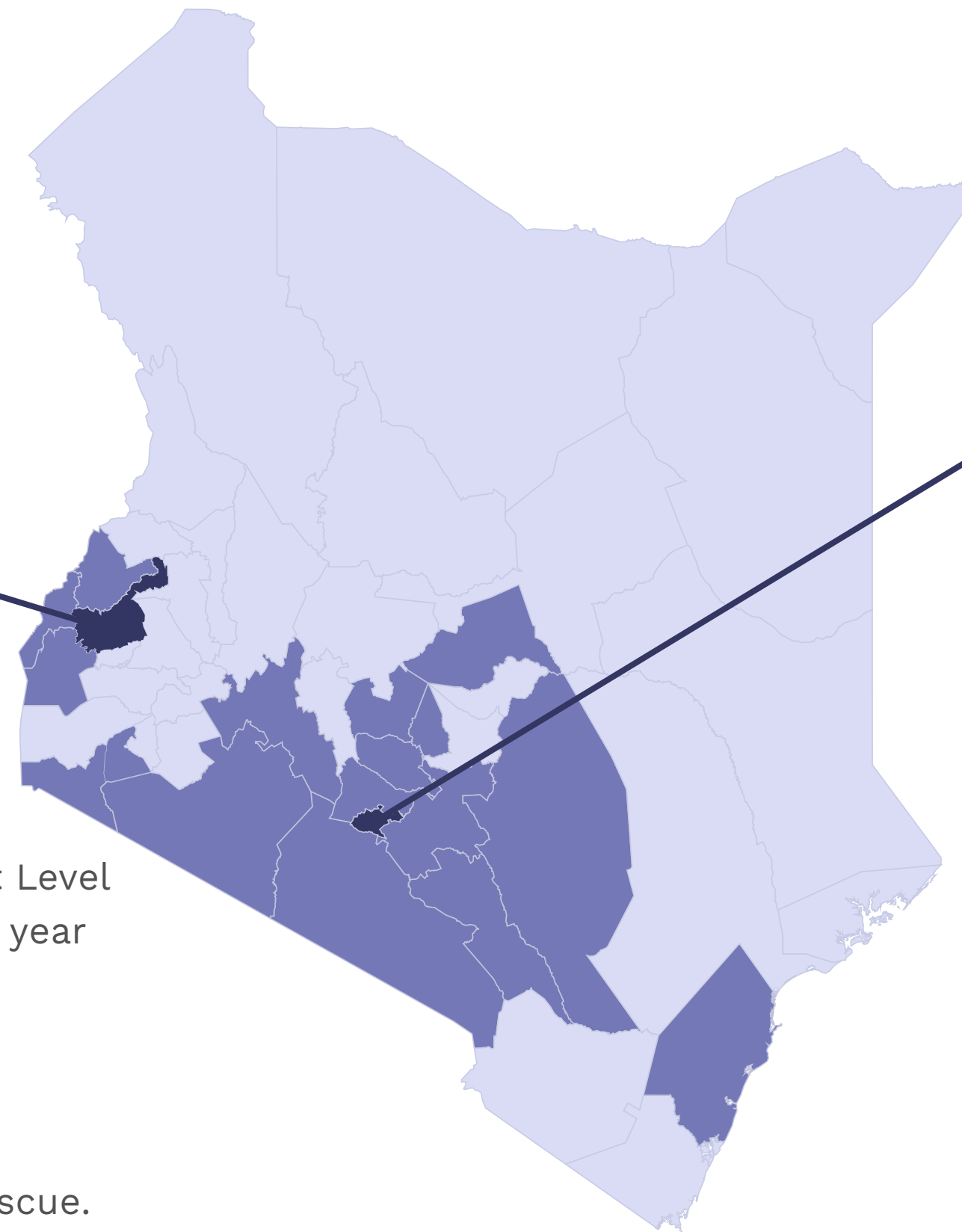
We are supporting the county government implement a cross-sectoral strategy aimed at improving maternal and newborn survival by ensuring that mothers deliver in or nearby well equipped hospitals. Q3 saw the culmination of 36 months of assessment and improvement of core health services and facilities, readying us to start directing all deliveries to well-equipped Level 4 and 5 hospitals.

**56%**

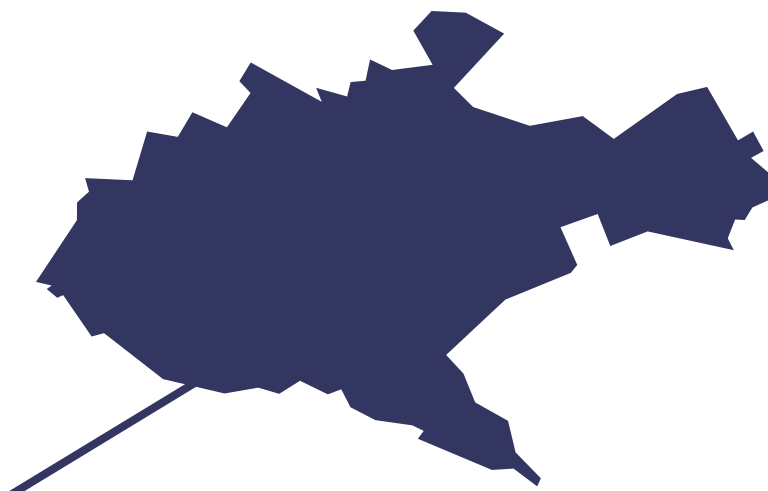
increase in deliveries at Level 4 /5 facilities in Q3 this year vs. Q3 in 2021.

**25 minutes**

average time for the Rescue. co ambulance team to reach a PROMPTS mom in an emergency (vs. ~3 hrs).



Counties where Jacaranda operates



## In Nairobi

We are working with local partners on a USAID-funded implementation research project focussed on maternal and newborn health improvement in two informal settlements. In Q3, we completed data collection, forming the evidence base from which Nairobi's leadership can address typically-siloed challenges impacting moms (eg. poor quality care, environmental drivers) with increased coordination.

**56,400+**

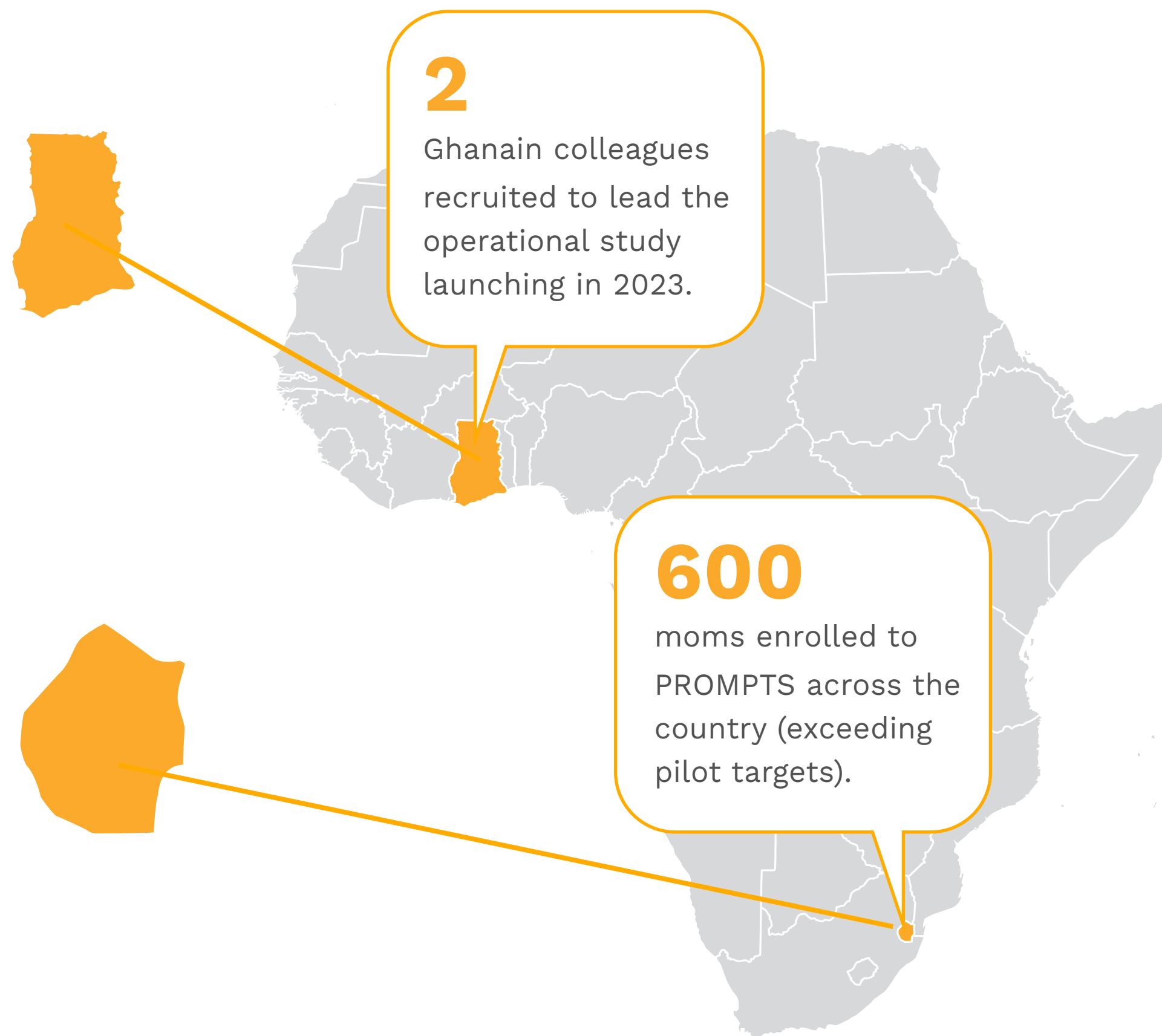
mothers enrolled to PROMPTS.

## Growing our Footprint

Our mission has always been to transform maternal and newborn health outcomes for all mothers and babies. Our impact in Kenya has paved the way to expand into new geographies, starting with Eswatini and Ghana.

### In Ghana

In Q3 we began a pilot of our digital health tool PROMPTS to improve infant immunization tracking in partnership with the Ministry of Health and Clinton Health Access Initiative Eswatini.



### In Eswatini

We are in early discussions with the Ghana Health Service to explore how PROMPTS could support government health priorities, including the use of digital health tools to enhance care access and quality.



## Announcements and Exposure: A Q3 Snapshot

**MSD for Mothers and other partners are co-funding a \$3 million commitment to improve quality of care for Kenyan mothers.**

As part of the Strengthening Systems for Safer Childbirth initiative, next year will see Jacaranda and local health financing partner Thinkwell design a Quality Ecosystem that links health data and women's voices to investment in lifesaving MNH innovations.

**Jacaranda engages global audiences at UNGA77.**

Country Director Cynthia Kahumbura and Co-Executive Director Sathy Rajasekharan represented Jacaranda at two UNGA77 panels, exploring the importance of locally-led, integrated solutions to strengthen maternal health systems and why collaborative research is needed to fully harness the power of AI for health.



*Cynthia Kahumbura, Country Director, speaks on an MSD for Mothers and Devex-hosted interview at UNGA77.*

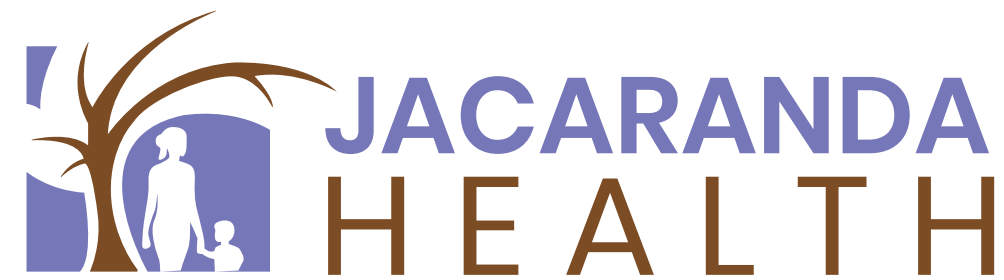


The scale and impact touched on in this report sets a benchmark for ambitious future growth. Q3 culminated with a rigorous strategic planning process, where we collaboratively discussed what's next, and how we get there.

Our 2025 Strategic Plan offers a ruthless approach to sustainably reshaping healthcare delivery and, more broadly, health systems.



READ OUR 2025 STRATEGIC PLAN



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