



Q4 IMPACT REPORT

October - December 2022
Jacaranda Health



We don't compromise when it comes to improving outcomes for mothers and babies.

In October last year, our Management team sat down to cement our 2025 Strategy. At the end of the two-day intensive, one word was used to summarize the approach; 'uncompromising'. Q4 was no exception.

'Uncompromising' applied to our approach to PROMPTS message testing (p4), ensuring mothers get the most accurate information in the most interpretable format. It informed how our in-house teams built complex dashboards to generate systems-level insights (p7), and supported our government partners to use data for financial decision-making.

At our current scale of 2 million mothers, we are acutely aware of our growing social responsibility towards mothers' wellbeing, but also the opportunity this presents for setting new standards of care in Kenya, and beyond. The work included in this report lays strong foundations to harness this opportunity as we move into the new year.





REACHING 2 MILLION MOTHERS ACROSS KENYA

In the final days of 2022, our 2 millionth mother signed up to PROMPTS, our AI-enabled digital health service. It gave us pause for reflection. PROMPTS started out in three facilities in Kiambu County. **Now, mothers sign up to the service in 1,200+ public facilities across 20 Kenyan counties, and early operations in Ghana and Eswatini signal the start of a new global chapter.** These 2m mothers

represent different demographics, geographies and stages of pregnancy with different, evolving needs. Our journey to scale is, therefore, characterized by a ‘test, adapt, and test again’ approach, learning directly from mothers, using data to inform changes, and maintaining open communication with our government partners. **[Here’s three things we’ve learnt along the way.](#)** ✨

Snapshot of Scale and Impact

Q4 signaled the end of a year, but also the start of a new strategic cycle. The figures below set an encouraging benchmark for future scale and impact.



976,000+
safe facility-based deliveries



2+ million
mothers enrolled to PROMPTS
(255,000+ new in Q4)



705
nurse
mentors trained in emergency
maternal care (52 new in Q4)



1,110+
government health facilities partnered
with Jacaranda (65 new in Q4)

How improving message accuracy is helping

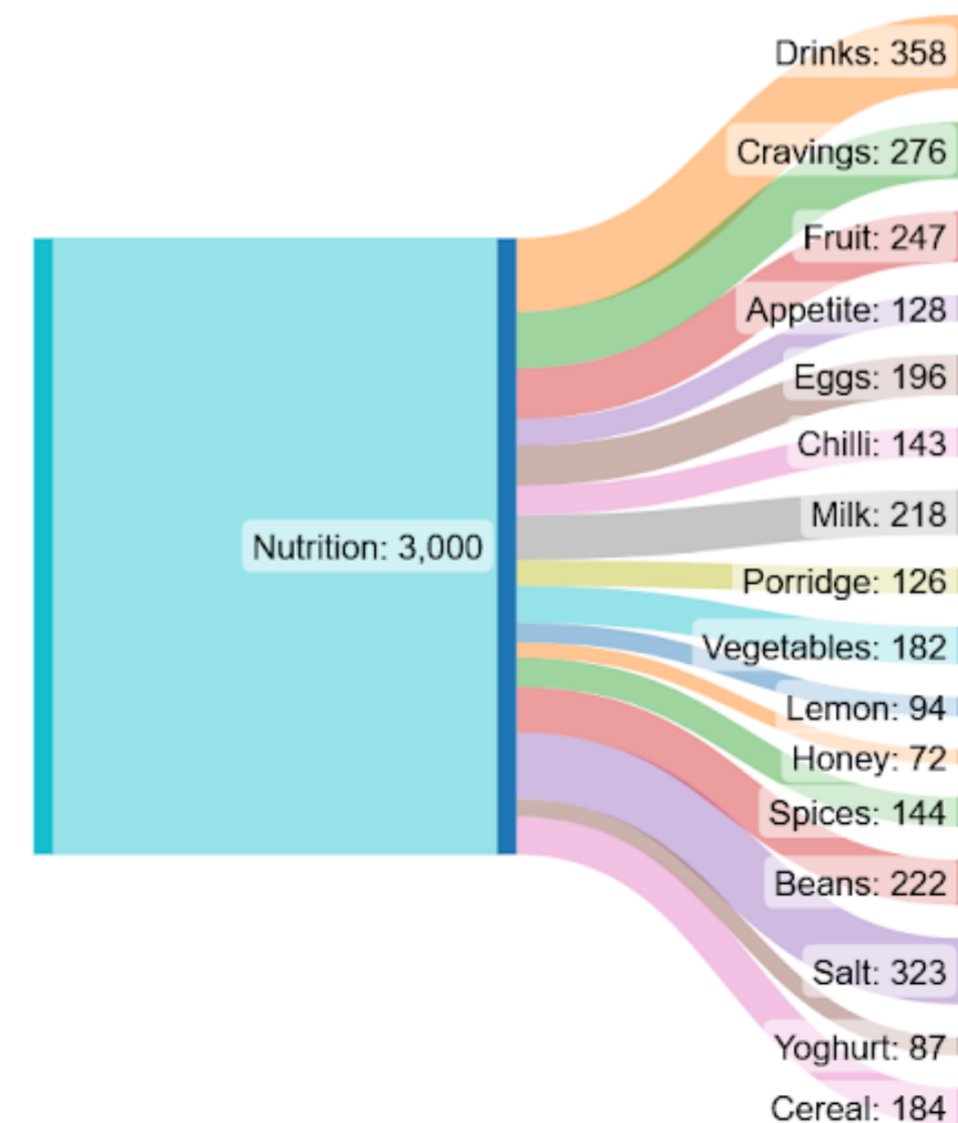
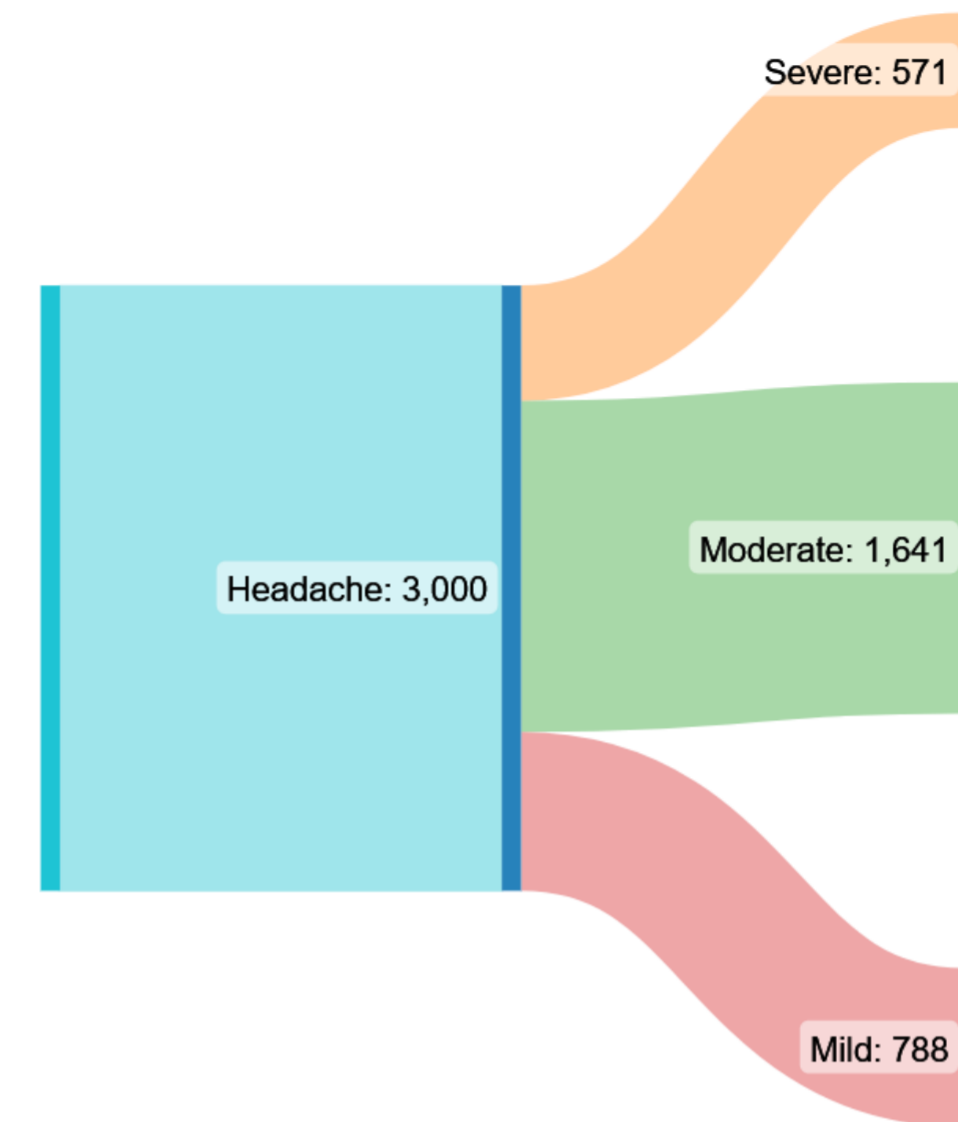
ADDRESS THE HEADACHE OF HEADACHES

If, today, you messaged PROMPTS about an acute headache, you'd receive a response specific to that type of headache. Simple.

Right? In early Q4, our Helpdesk team manually categorized 30,000 'headache-related' questions from mothers into three types, ranging from mild, moderate, to severe. This matters because different types of headaches signal different things in pregnancy, from simple cases of dehydration to life-threatening complications like preeclampsia. Reacting to these nuances can be the difference between a mother reaching or not reaching lifesaving care in time.

Headaches are just one example of the ruthless approach we've taken to improving the accuracy of all messages we send mothers.

The combination of training our AI to detect nuances and improving its functionality to respond to them faster resulted in some significant wins to close the year; **an 83% accuracy on all AI responses, a 15% increase in engagement from mothers, and a 24% reduction in questions answered by human agents, helping them prioritize support to urgent cases.**



83%
of all messages on PROMPTS are accurately detected and responded to by AI.

Examples of the upgraded AI detection for 'Headache' and 'Nutrition'-labeled messages, ensuring mothers receive accurate and nuanced responses.

A dual solution to ADDRESSING HEALTH WORKER ATTRITION

Motivated, confident midwives are a prerequisite for quality maternal care. But in Kenya, amidst many more women choosing facility-based delivery, health worker attrition is a real, and pressing issue.

87%
of program nurses have improved confidence and competence to manage emergencies.

Jacaranda takes two approaches to support its nurse network. PROMPTS collects feedback from mothers on their experiences of care and shares this with facilities, promoting faster resolution of issues and bringing them closer to their clients. MENTORS, our facility-based nurse training program, combines clinical learning with traditionally-labeled ‘softer’ skills, like problem-solving, conflict resolution, resource management, and communication to help them thrive in their workplaces.

In October, we received early results from a qualitative independent evaluation, Development Innovation Ventures (DIV) showing promising evidence that both solutions could build confidence and reduce ‘workplace stressors’.

Nurses felt more empowered to independently deal with emergencies, organized, with improved skills in decision-making, and supported to continuously build skills in their workplaces via didactic training and drills.



▲ Nurse Mentor Terry Ngare talks through a birth plan with a prenatal mother in the maternity ward of a Busia-based hospital.

“Sometimes we receive feedback from mothers [via PROMPTS] saying they are grateful for the care they received. This motivates us’
– Christine Nowerukoi
Head Nurse, Lanet Health Center, Nakuru East



TACKLING QUALITY OF CARE AND ACCESS GAPS for urban populations

Mothers in Nairobi’s informal settlements face a double burden; that of increased exposure to the economic and environmental drivers of poor health, and the difficulties of navigating fragmented health systems. The mFwaternal mortality rate in these areas is twice the national average.

82%
OF MENTORS RUNNING
COSTS ARE COVERED BY
NAIROBI COUNTY.

In Q4, we completed a three year USAID-funded project - Kuboresha Afya Mitaani - in Mathare and Kawangware, two informal settlements home to 60,000 mothers and babies with ‘in Nairobi’. The project used implementation research to dig deep into the unique contextual factors impacting health outcomes for mothers in these areas, and brought together siloed actors to improve care quality.

Since the start of the project, **56,900+ mothers in Nairobi have received pregnancy-related information through PROMPTS, and 25 government nurses trained to champion high quality care in their facilities through MENTORS.** In one year, labour and delivery knowledge, measured through pre and post-testing of providers increased by 52%. Rigorous research has helped understand the lived experiences of unique groups in these contexts, like adolescent mothers and unregistered providers, and catalyze political interest in services to support them.

With the project set to end in March this year, we’re delighted that NMS, Nairobi’s governing body, will continue to adopt, implement and scale these solutions as part of their wider health agenda going forward.

This project is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the cooperative agreement no. 7200AA19CA00026. The contents of this implementation research project are the sole responsibility of the “Kuboresha Afya Mitaani: Urban MNCH Project” and Jacaranda Health and do not necessarily reflect the views of USAID or the United States Government.

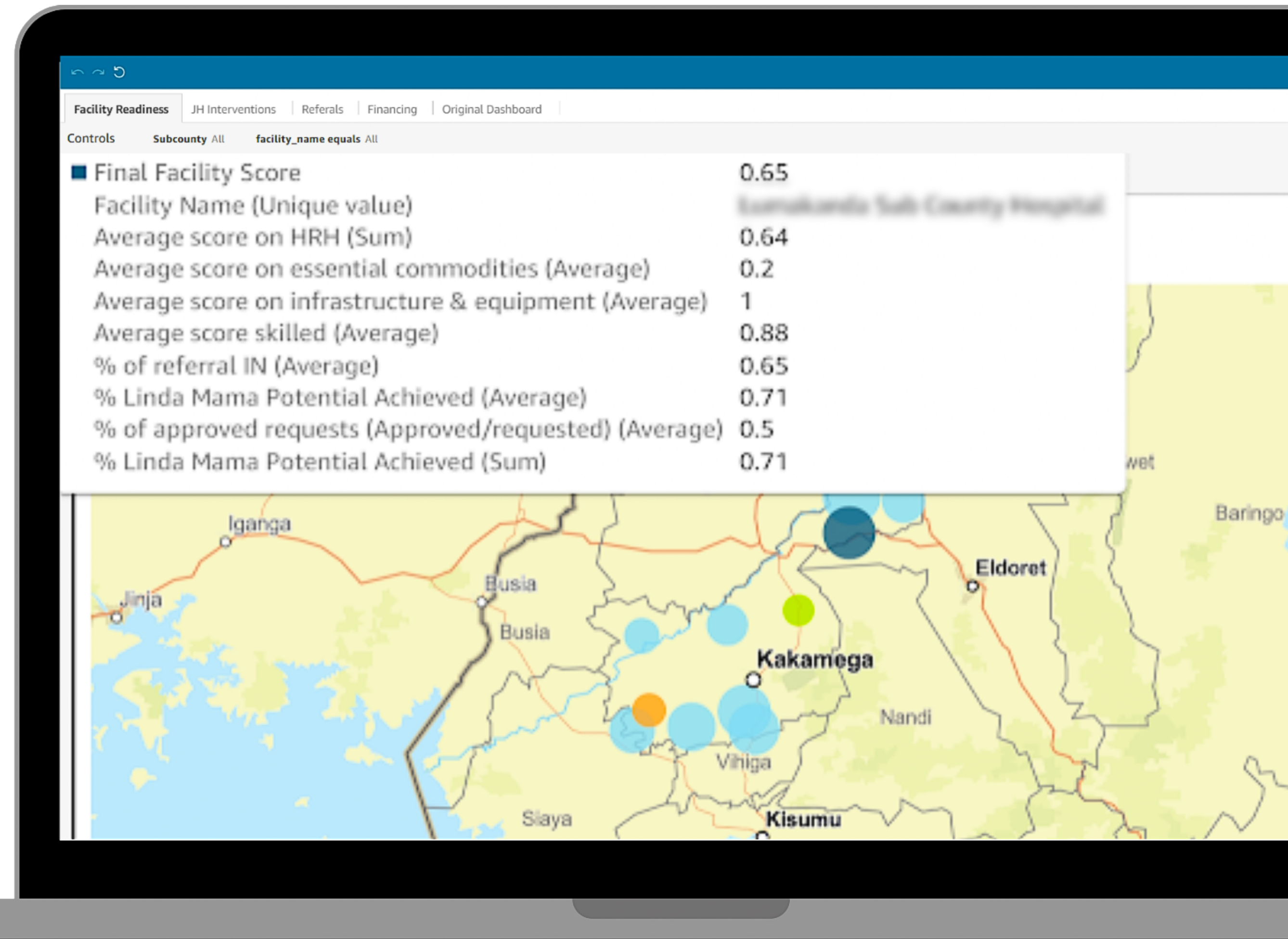
DATA SNAPSHOT

How real-time data from mothers, providers, and facilities is transforming models of care

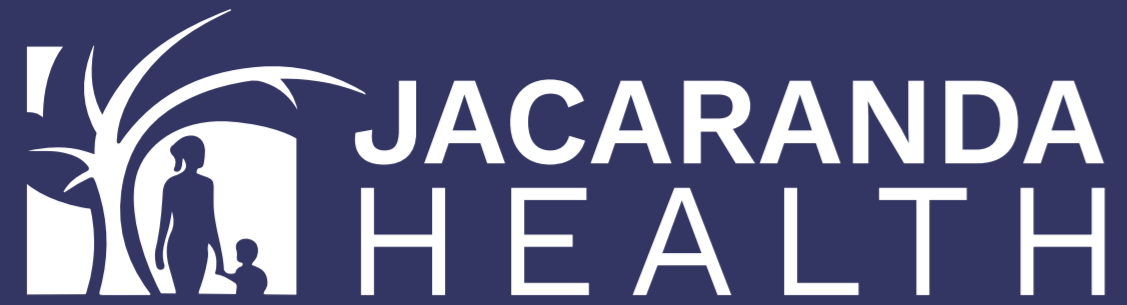
We know from mothers on PROMPTS and our network of nurse mentors that multiple, connected issues impact the provision of timely, quality maternal care. On the one hand, mothers might report refusal of treatment, or being ‘bounced around’ between facilities to find the right level of care.

On the other, nurses might be struggling with medicine stock-outs, or lack the infrastructure or training to respond to urgent cases.

Our dashboards offer a way to link these issues, bringing together multiple data sources to inform the ‘readiness’ of facilities to cater for different eventualities, from the availability of critical commodities, to the funds available to buy them.



▲ Our real-time dashboards link data from PROMPTS, MENTORS and referral data from Rescue.co to inform facility ‘readiness’ to receive mothers.



BEHIND THE LENS of 2022

Beyond the data, our impact is best conveyed through the lens of real people. After two years of COVID-driven isolation, we embraced the opportunity to get out into the field and spend time with our country-wide network of nurses and the mothers they serve, and bring their experiences to global audiences at international conferences, multi-stakeholder meetings, and summits.

Here are some of the images that spoke to us last year.

📖 [Read our 2025 Strategy](#)

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Disclaimer: This report discusses pregnancy and motherhood. While we use the term “mother” throughout the piece to mirror the language of the community we are collaborating with; we also acknowledge that not all pregnant people identify as “mothers.” We would like to recognize that pregnancy and motherhood can be experienced by people of all genders.

