

PROMPTS

A personalized digital health navigator for new and expecting mothers.



PROMPTS empowers mothers to seek and connect with the best care

PROMPTS is a personalized digital health navigator that empowers new and expecting mothers to own their health care journeys and connect with the care they need.



SMS messaging

Personalized information to improve health seeking during pregnancy



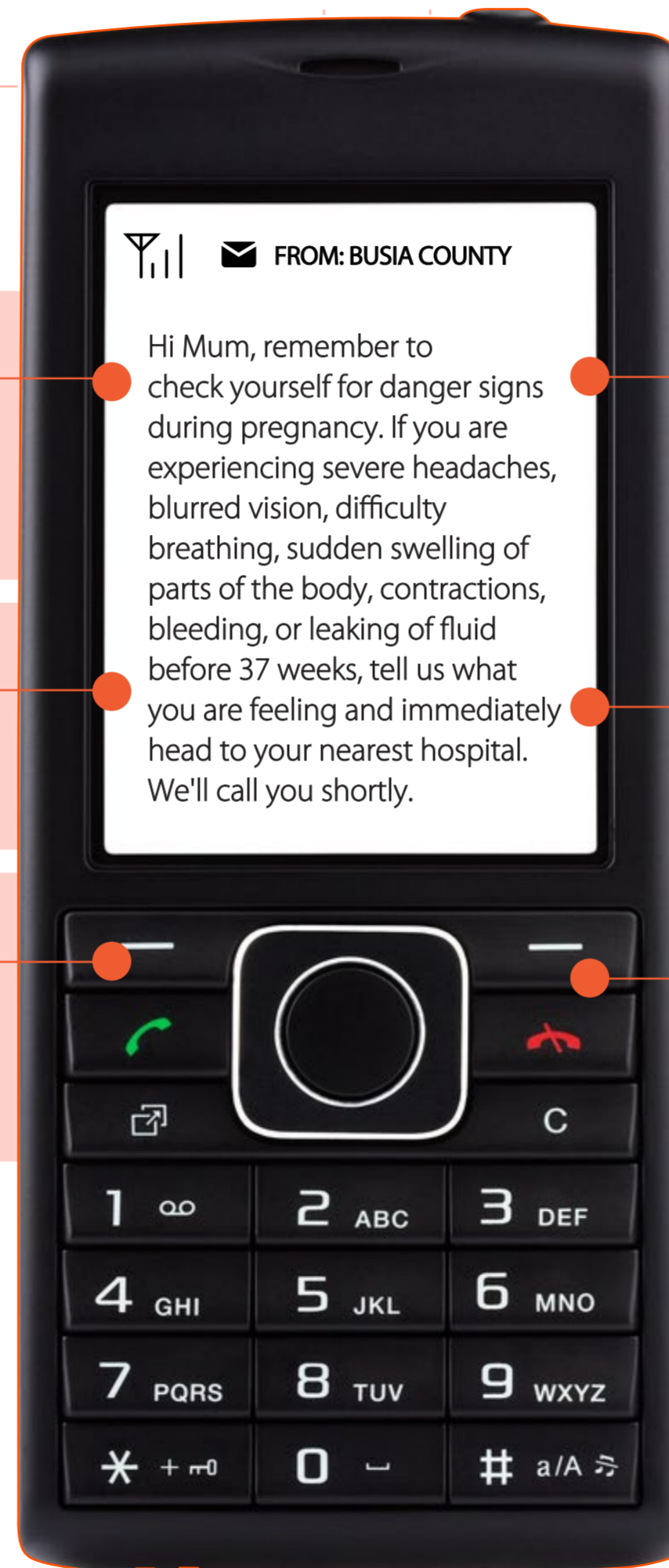
Appointment reminders

Pregnancy stage-specific nudges for key check-ups



Q&A

Real-time, personalized responses to pregnancy-related questions



AI-based triaging

Rapid identification of pregnancy or postpartum danger signs



Human helpdesk

1-1 touchpoint with trained clinical nurses



Patient feedback

Anonymised channel to share feedback on care experiences



A rapidly-scaling solution driving measurable impact on care seeking and quality

81% of pregnant PROMPTS users attend 4 ANC visits

90% of high-risk mothers flagged by PROMPTS get care at the hospital

2x more likely for PROMPTS users to take up postpartum family planning

89% of PROMPTS mothers exclusively breastfeed for six months postpartum

'It starts with chat'

PROMPTS sends mothers personalized, gestation stage-specific messages to help them navigate the health system - from the moment of conception to one year postpartum.

- **Advice** on pregnancy, postpartum, newborn care, and danger signs.
- **Reminders** for pre and postnatal check-ups, family planning services, and infant immunization by schedule.
- **Milestone Messages** helping mums track their baby's safe development through pregnancy and after delivery.

📶 FROM: PROMPTS

Hi Mum, it's almost time for your next prenatal care check-up. At this appointment the nurse should examine your abdomen to check your baby's well being, as well as check your blood pressure.



Inclusive design to reach all mothers

PROMPTS is designed to ensure its broad inclusivity and relevance for different demographics of women.



Equitable Enrollment

through public facilities, where most underserved women receive care, or via a Community Health Worker.



Free for Moms

for the entire time they are on the platform



Inclusive Technology

(eg. SMS) to include both basic and smartphone users without costly data charges.



Human-centered Message Testing

to continuously ensure the accessibility and relevance of our content.

PROMPTS combines 'tech' with 'touch' to safely engage and triage moms at scale

AI helps us rapidly respond to thousands of daily questions from mothers, and identify 'red flags' for escalation to specialist support and referral. We maintain humans-in-the-loop at every stage - from vetting responses before they're sent to moms, to having clinical nurses dictate the referral pathway for higher risk cases.

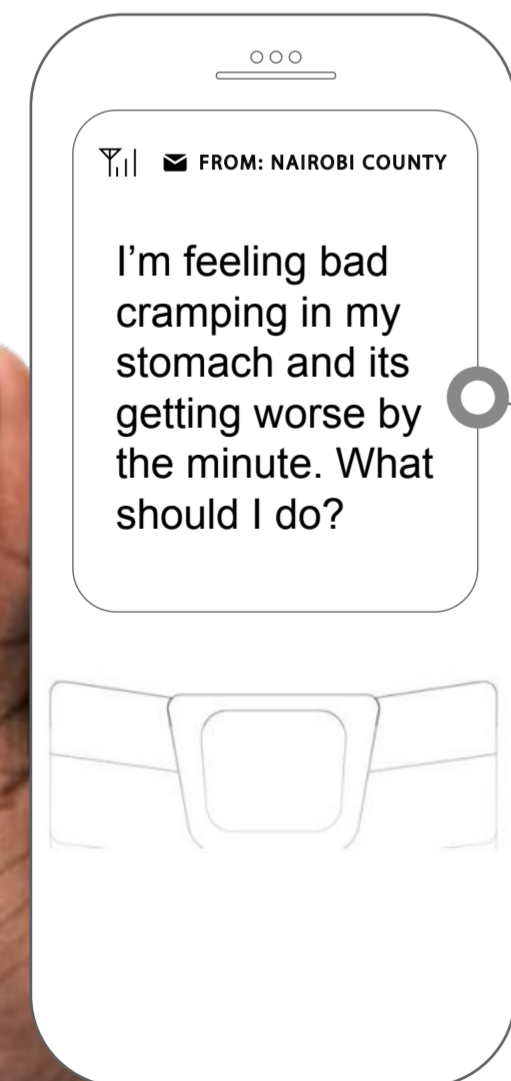
→ [Jacaranda's Principles for Responsible, Human-Centered AI](#)

10,000 questions from mothers answered by the helpdesk daily

10 minute response time for high-risk cases

90% of high-risk mothers referred by the helpdesk report receipt of care

Proactive Risk Screening: Beyond directly screening for danger signs, PROMPTS collects additional risk-related information from mothers - including clinical, conversational and environmental risk factors - and uses it to further personalize support and referral for higher risk cases.



- Headache
- Bleeding
- Nutrition
- Vaccines
- Newborn
- Fetal**

- Mild
- Moderate
- Severe**

- Urgent**
- Moderate
- Low

Contact
ab853c96-2813-4255-a69e-1eb74884e984

Thika Level 5 Hospital ANC 7 months pregnant

Intent: Fetal

Priority: Urgent

Risk: HIGH

Risk Profile

- Age: 17
- Location: Nairobi
- History of preterm labour
- Previous reports of back pain

AI suggested response

Hi Mum, Teenage mums are more likely to experience preterm labour. Signs of labour include rhythmic, painful cramping or back pain, vaginal bleeding or excessive leaking of fluid. Please take note of how far apart your contractions are. A nurse will call you shortly.

[CLICK TO MAKE EDITS](#) [SEND TO MUM](#) 1

Data-driven improvements in quality of care, informed by the voices of mothers

PROMPTS offers a rapid, low-cost way to assess client service utilization and experience of care.

Uptake Of Key Services

Mums asked if they attended their last ANC check-up, received infant vaccines, or took up family planning.

Clinical Quality

Mums prompted to share which clinical steps (eg. blood pressure) or information (eg. birth plan) were missed.

Respectful Care

Mums prompted to feedback on experiences of care, including disrespectful care, refusal of services, or abuse.

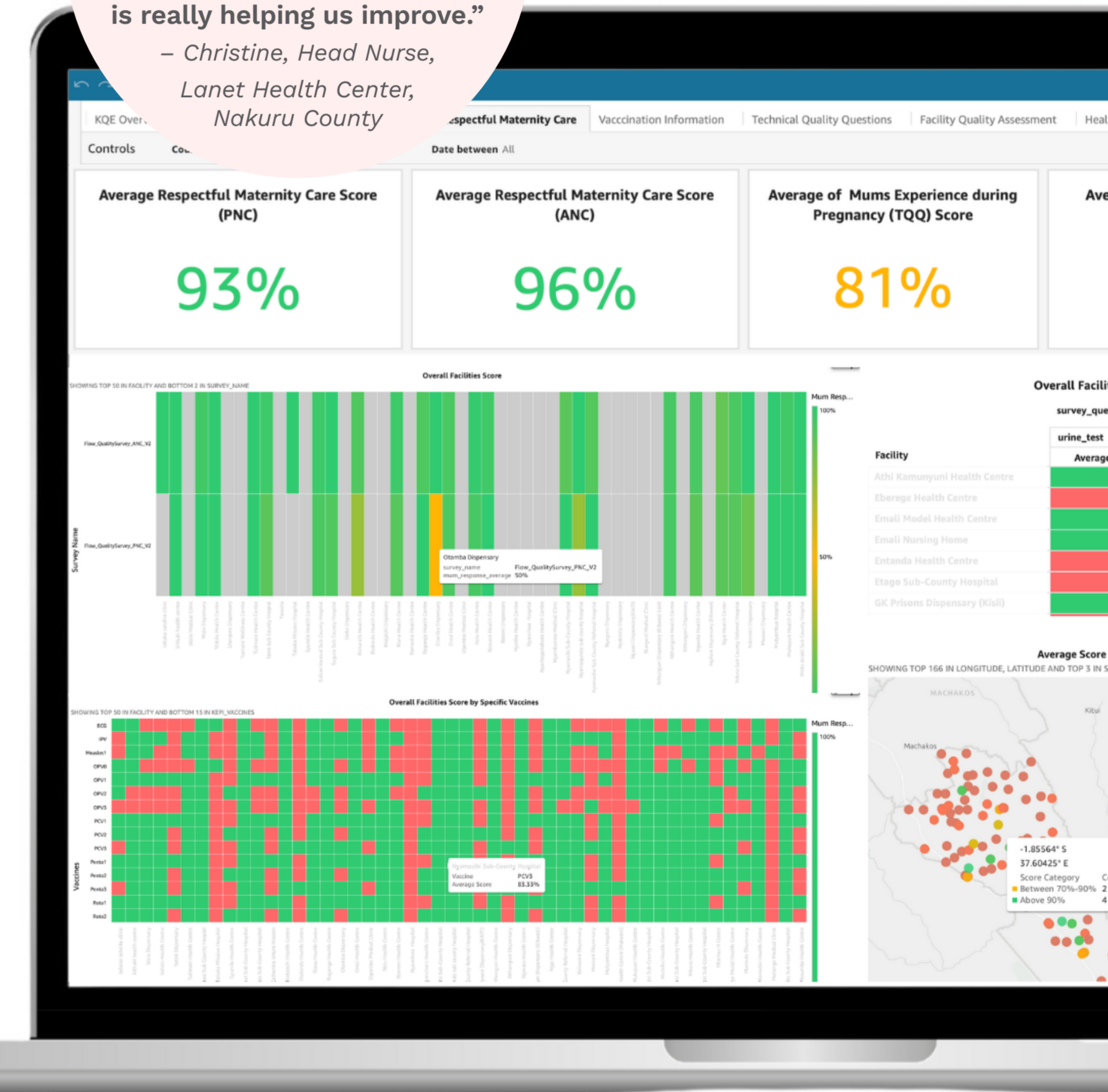
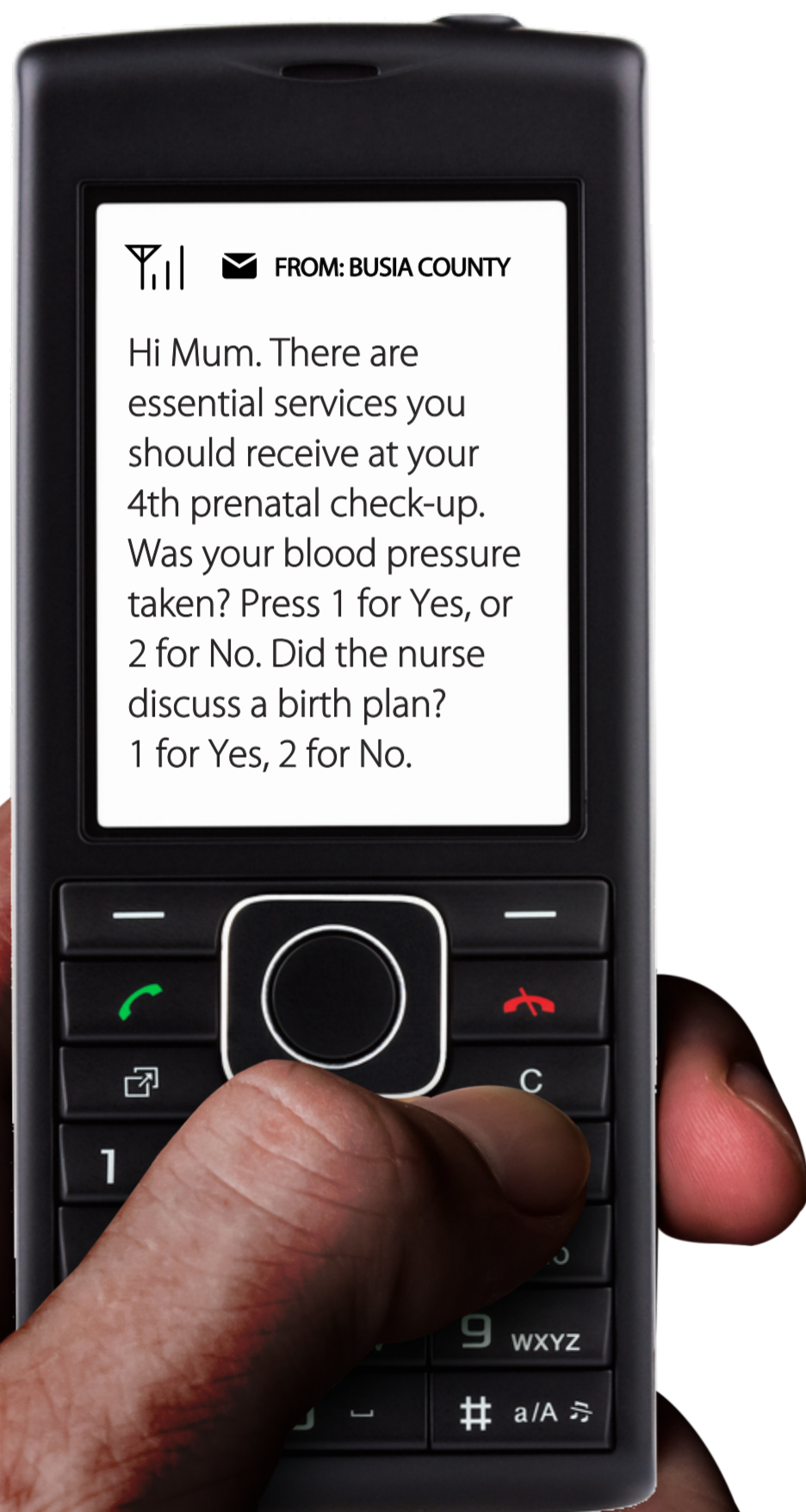
Data from PROMPTS ensures that mothers voices reach and influence the people making decisions about their care.

Feedback from mothers is combined into real-time, co-designed dashboards and shared with facilities and health system managers, building accountability towards targeted improvements and equitable resource allocation.

500K mothers have reported on their experiences of facility-based care.

“One of our challenges as nurses is that we don’t have a broader view of how our clients experience care, beyond what they tell us in person. Direct client feedback is really helping us improve.”

– Christine, Head Nurse, Lanet Health Center, Nakuru County

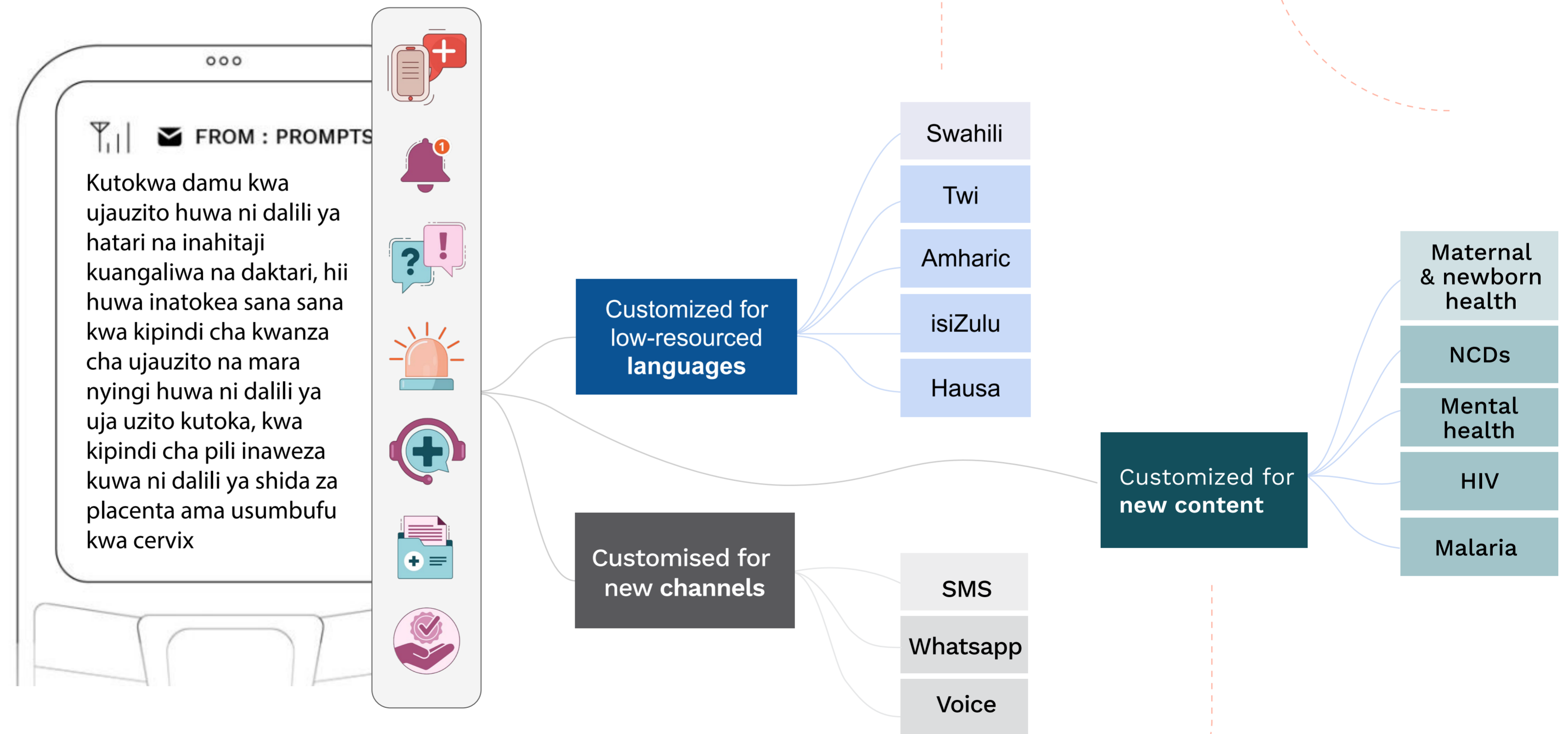


PROMPTS can be customized to engage communities in new languages, channels and domains

Our mission is to reach all mothers and babies, which means making PROMPTS accessible for and personalized to different demographics of women in multiple geographies.

The platform can be customized for multiple low-resourced languages like Amharic and Twi, and is omni-channel, helping users receive information according to their behavioral preferences and needs (eg. voice for low-literacy or sight-impaired mothers).

More recently, we have open-sourced the LLM that powers PROMPTS, helping other African innovators expand AI-driven support in different languages and sectors, like education, finance, and agriculture.



A plug-and-play digital solution scaled through government health systems to reach all mothers

We partner with national Ministries of Health, county governments, and local implementing partners to deploy PROMPTS in government health systems, where the majority of underserved women seek care.



2.9 million PROMPTS users reached (96% women, 4% male partners)



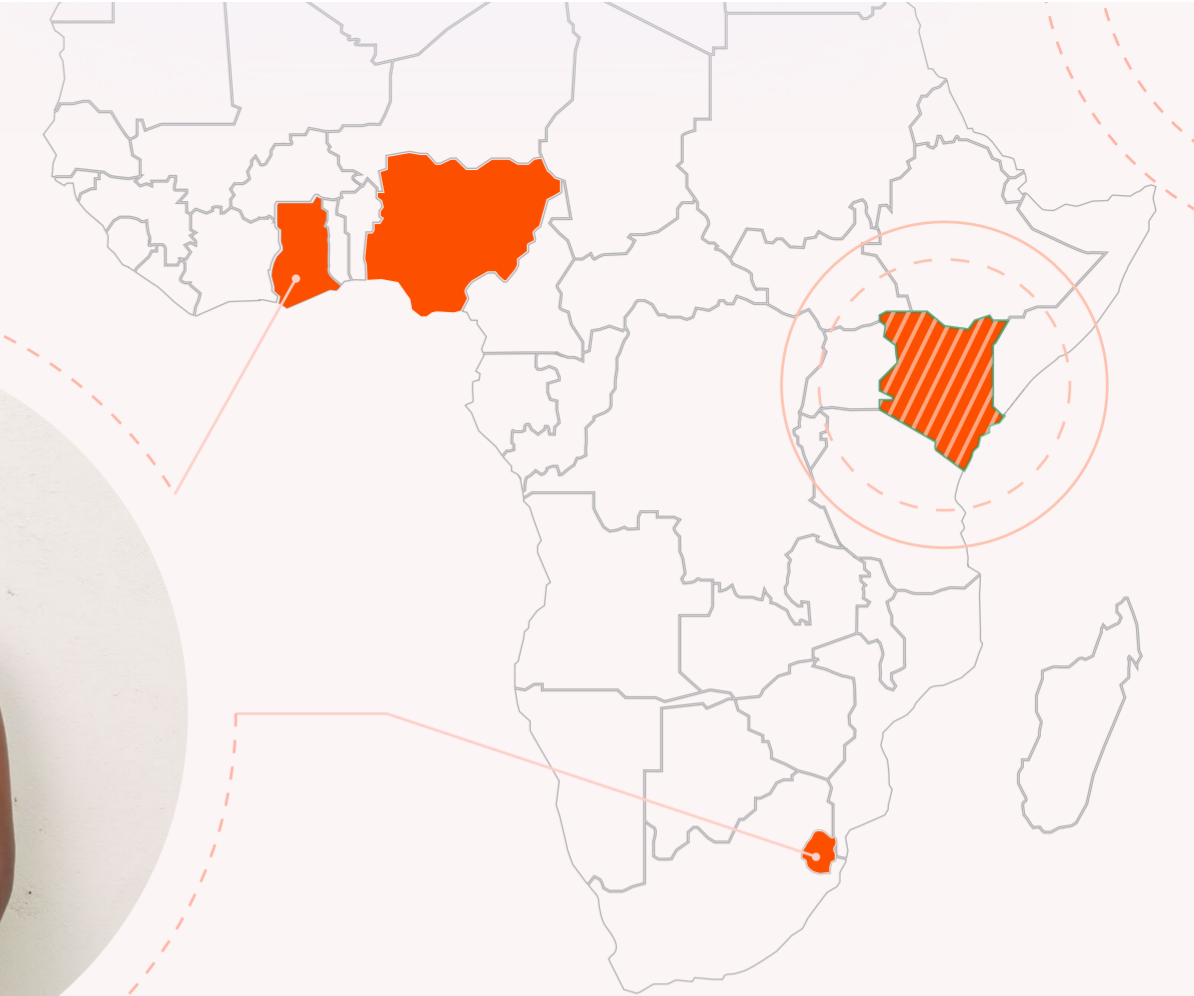
900+ partner health facilities (64% health centers, 36% hospitals)



22 partner Kenyan counties (18% urban/peri-urban, 82% rural)



4 countries deploying PROMPTS (Kenya, Ghana, Eswatini, Nigeria).



Piloting PROMPTS as a low-cost, scalable tool to improve care seeking behaviors and quality in new African countries.

In Ghana, Jacaranda partners with the Ghana Health Service (GHS) and Dodowa Health Research Centre to test how PROMPTS could support government health priorities.

In Eswatini, Jacaranda provides technical assistance to the Ministry of Health and CHAI to leverage PROMPTS for increased uptake of infant vaccines.

In Nigeria, we are working with eHealth Africa to pilot PROMPTS as a cost-effective tool to support 25,000 mothers in Kano State'

[→ Pilot results](#)



Improving quality of care and outcomes for every mother and every newborn

Get in Touch
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This report discusses pregnancy and motherhood. While we use the term “mother” 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.