Reaching 1 million Mums through PROMPTS

The Team & Technology Behind Our Rapidly Growing Digital Health Solutions for New and Expectant Mothers

Nairobi, Kenya – This year started with a milestone; we enrolled 1 million mothers and empowered them with information through PROMPTS (Promoting Mums through Pregnancy Through SMS). 1 million expectant and new mothers across Kenya now receive information and advice about pregnancy, delivery, and the postpartum period, and a lifeline to quality care when they need emergency support. These mothers represent a diverse cross-section of the population; from different wealth quintiles, age groups, geographies and with vastly varying levels of digital connectivity.

While digital health remains an underfunded aspect of global health, there’s clear evidence to show that digital tools, when designed and adapted with the voices of those they’ll serve, have the potential to expand primary healthcare coverage, strengthen health systems, reduce costs, improve care quality, and accelerate progress towards Universal Health Coverage (UHC).

Since its beginnings, PROMPTS has proven its effectiveness in addressing poor health seeking behavior amongst women, a delay accounting for a third of all maternal deaths in Kenya. For instance, we know that mums who interact with PROMPTS are around 20% more likely to achieve the recommended 4+ antenatal care visits, 3.5 times more likely to seek treatment if they experience signs of potential risk after delivery, and ~2 times more likely...
to take up family planning. This, in turn, has a knock-on effect for other areas of their wellbeing. Uptake of family planning solutions means longer birth spacing and therefore more time to safely return to work and support themselves and their children.

Increasing a woman’s ability to make and act on decisions related to her health is pivotal for improved health outcomes. The data and feedback we collect from women on the platform is also giving them agency within the health system and affect change in the care they receive. We share feedback scorecards with facilities, and are helping improve quality of care across our network of 1,000+ partner facilities and 20 local county governments, meaning mums receive better quality of care from providers and are served by systems responsive to their needs. The volume of data has been significant. **300,000 mothers have already shared their feedback on factors like respectful care,** and we’ve seen an increased demand from mums to receive all the appropriate clinical steps during their prenatal care appointments. **By combining a care bundle and a quality improvement mechanism under one umbrella, our mums are empowered to access care they can trust, and governments are held accountable to sustaining these improvements.**

**We recognize that 1 million mums is a figure of scale, not necessarily one of impact, but it is indicative of growing uptake of a tool that is actually working for women.** This has always been a priority for us as we scale - ensuring the platform remains responsive to the unique, evolving needs of mothers in different contexts. One Nairobi-based mum shared that she had been pleasantly surprised that the nutritional advice she received from PROMPTS featured easily sourced carbohydrates like ugali (over more expensive options like pasta or rice), another from Bungoma County shared that PROMPTS had helped her build toys for her newborn out of pre-used materials she already had in her home. Routine surveys of our user base mean that we’re never making assumptions about what mums want or need at any given time - and our direct line to facility in-charges and county health managers helps us marry these needs with quality maternal health care and county resources.

As we secure greater buy-in from local governments, expand our technology infrastructure, and grow our team here in Kenya, **we're working with national and private sector partners to make PROMPTS a national digital health solution that equitably supports mothers across different contexts and circumstances.**