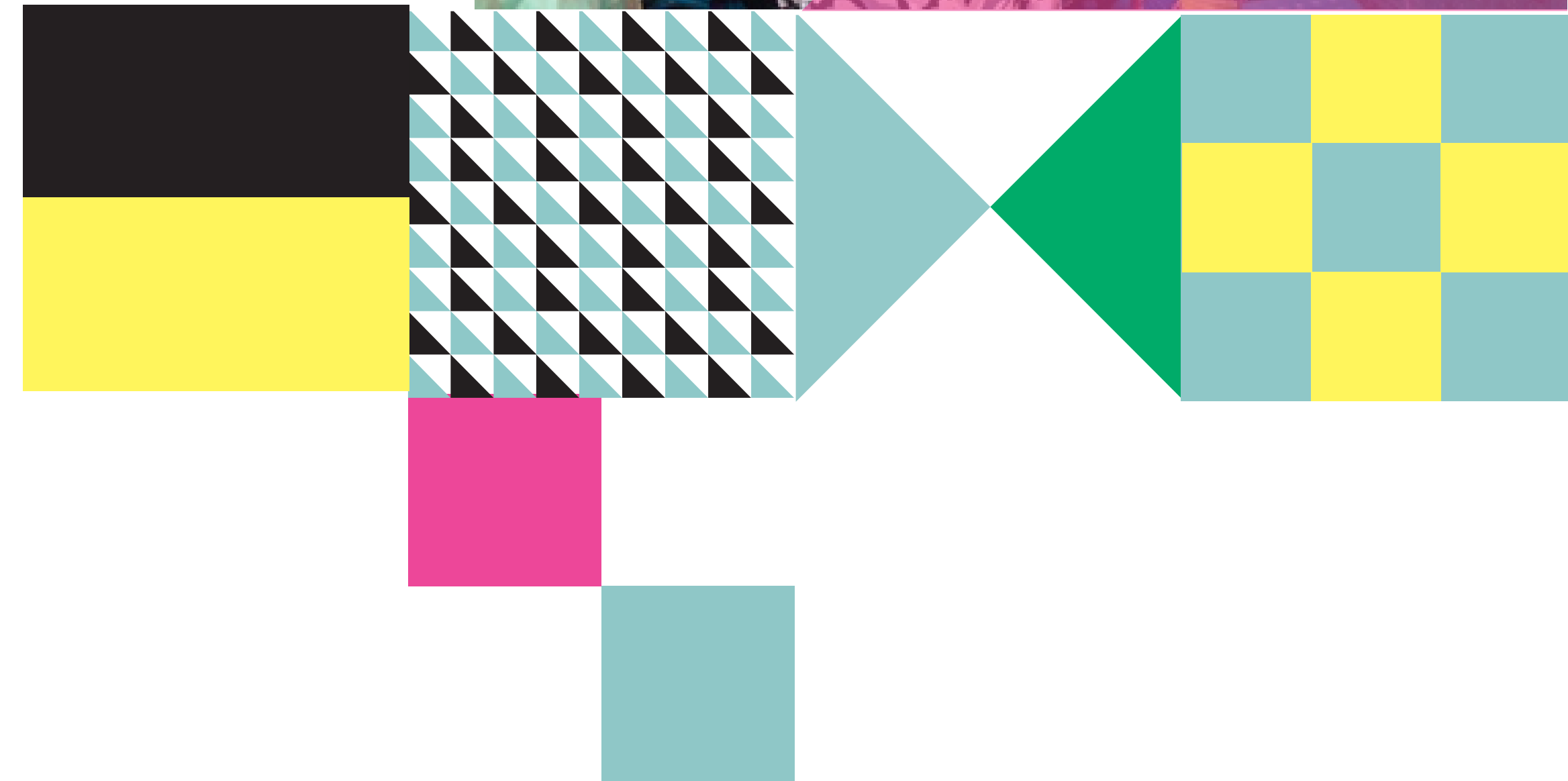




Digital Tools and Data Systems that Empower Communities.

WYCLIFFE WAWERU,
HEAD, DIGITAL HEALTH & MONITORING



ABOUT PSI

PSI work with the public and private sectors as well as local communities, prioritizing people's voice and choice and developing solutions to meet their essential health needs.

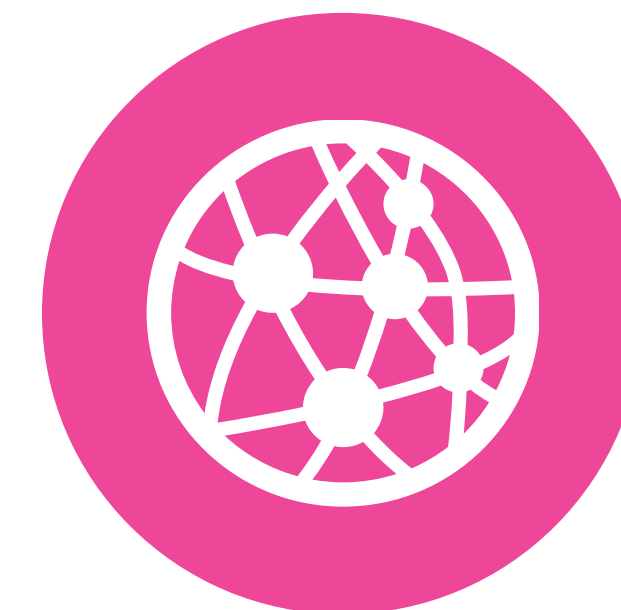
PSI uses the insights we have gained from 50 years of experience working directly with **consumers, markets, and health systems** to transform health.



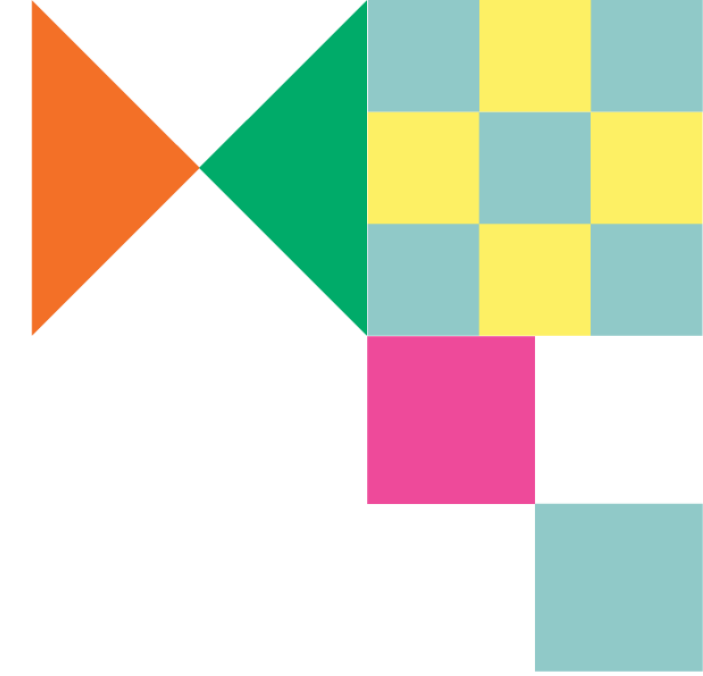
CONSUMER
We activate **people**
& **communities**



MARKETS
We grow **markets** for new and
underused products/services



HEALTH SYSTEMS
We help build **resilient**
health systems



INTERACTIVE DIGITAL JOB AIDS FOR COMMUNITY HEALTH WORKERS



Smart Start (Ethiopia) Co-created with adolescent girls to reframe contraception as a tool for achieving life and financial goals

13% Increase in uptake of services, compared to paper-based job aids (75% vs 62%)

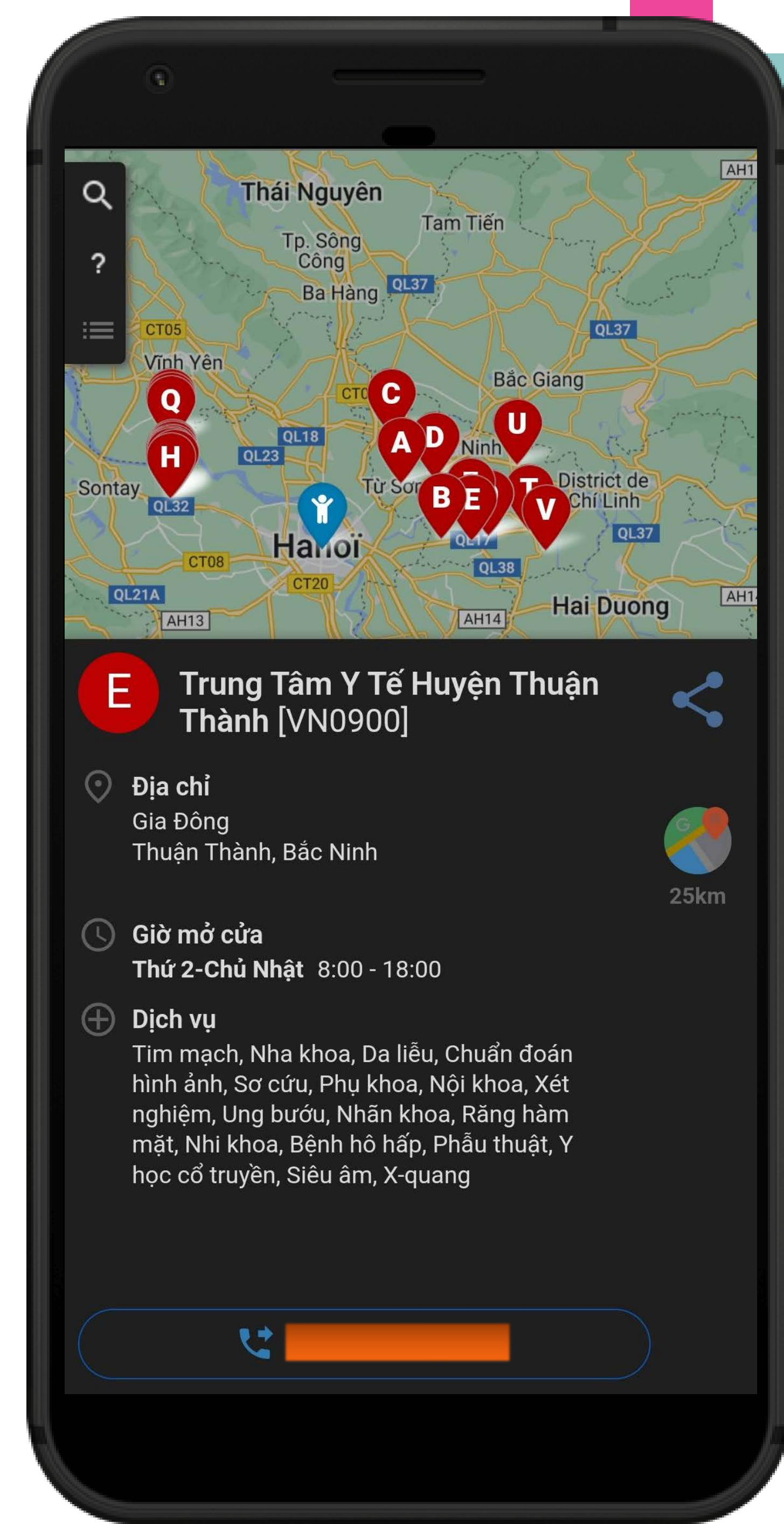
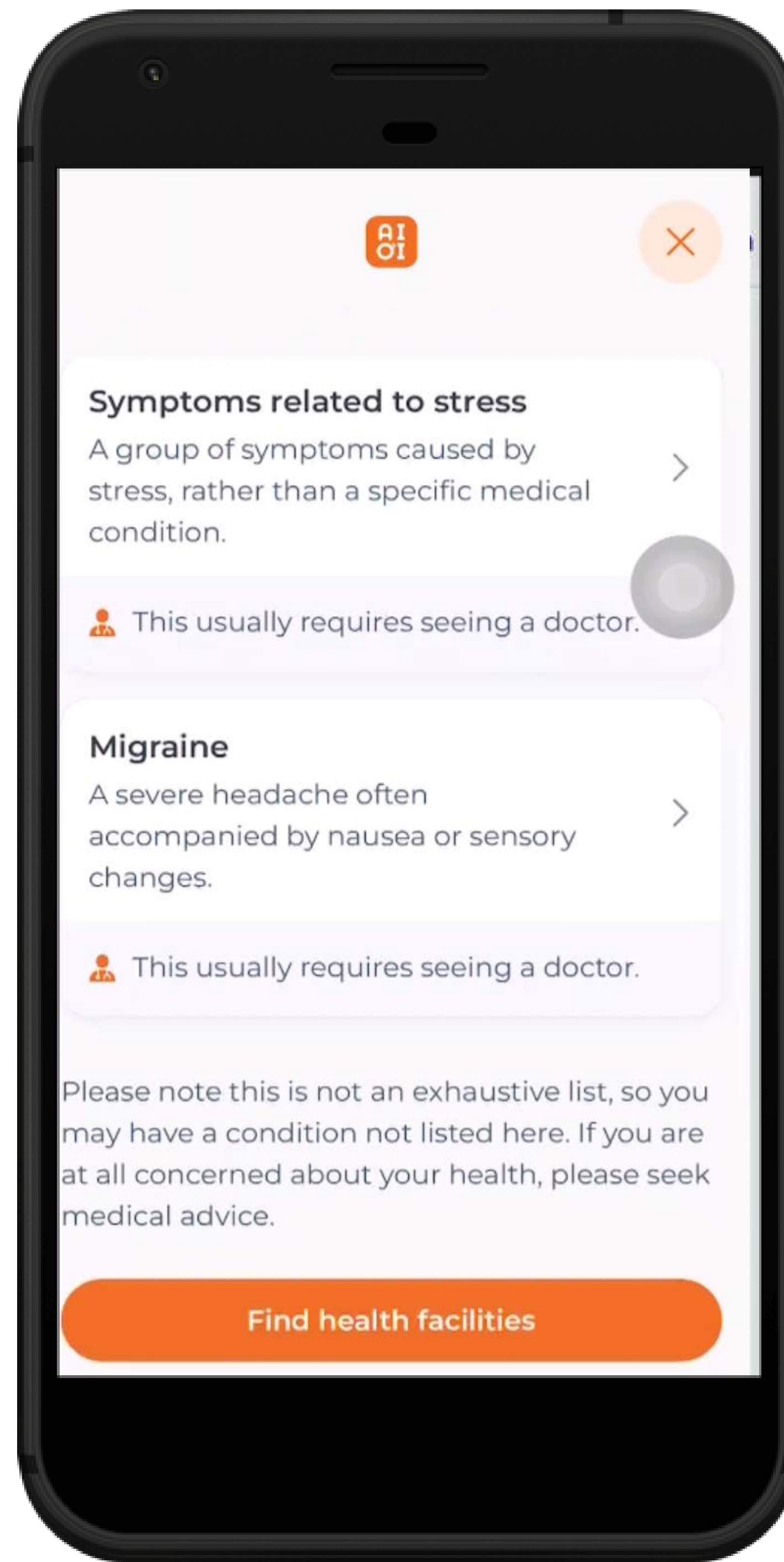
AI-POWERED SYMPTOM CHECKER



**AI OI – Hey AI
(in Vietnamese)**

February 2022 - July 2023

Credible source of health information
& signposting to a health facility



CONSUMER DIGITAL ENGAGEMENT VIA WHATSAPP

Kenya Ministry of Health Chatbot

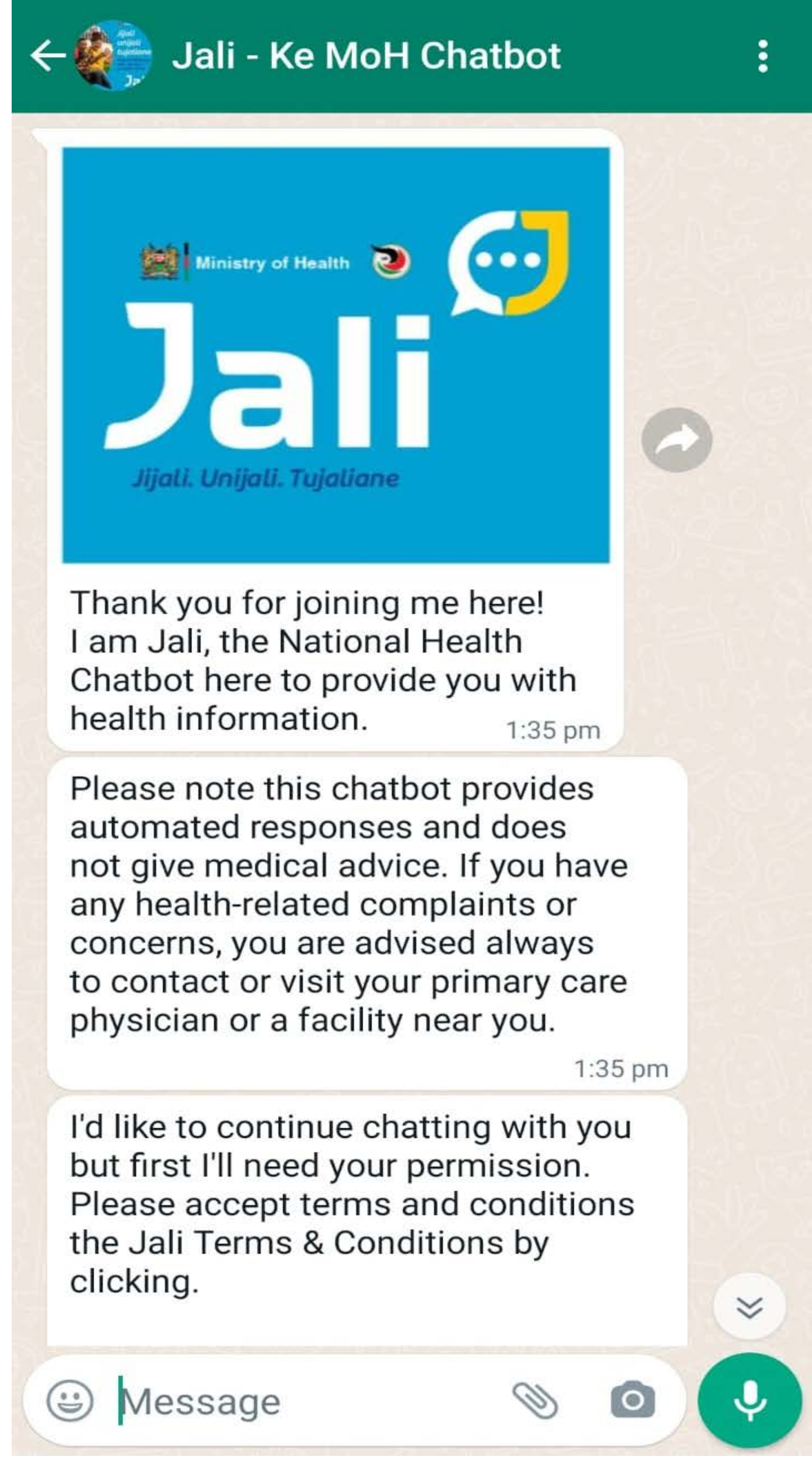
Co-developed with the MOH on WhatsApp to provide health & wellness information and signposting to health facilities.

Provides information on a wide range of topics including infectious diseases, SRH, mental health, health security & health financing.



Unique Users
150K+
Messages sent
1 Million +

Jali means 'care' in Swahili.



AI POWERED WHATSAPP HEALTH COACH



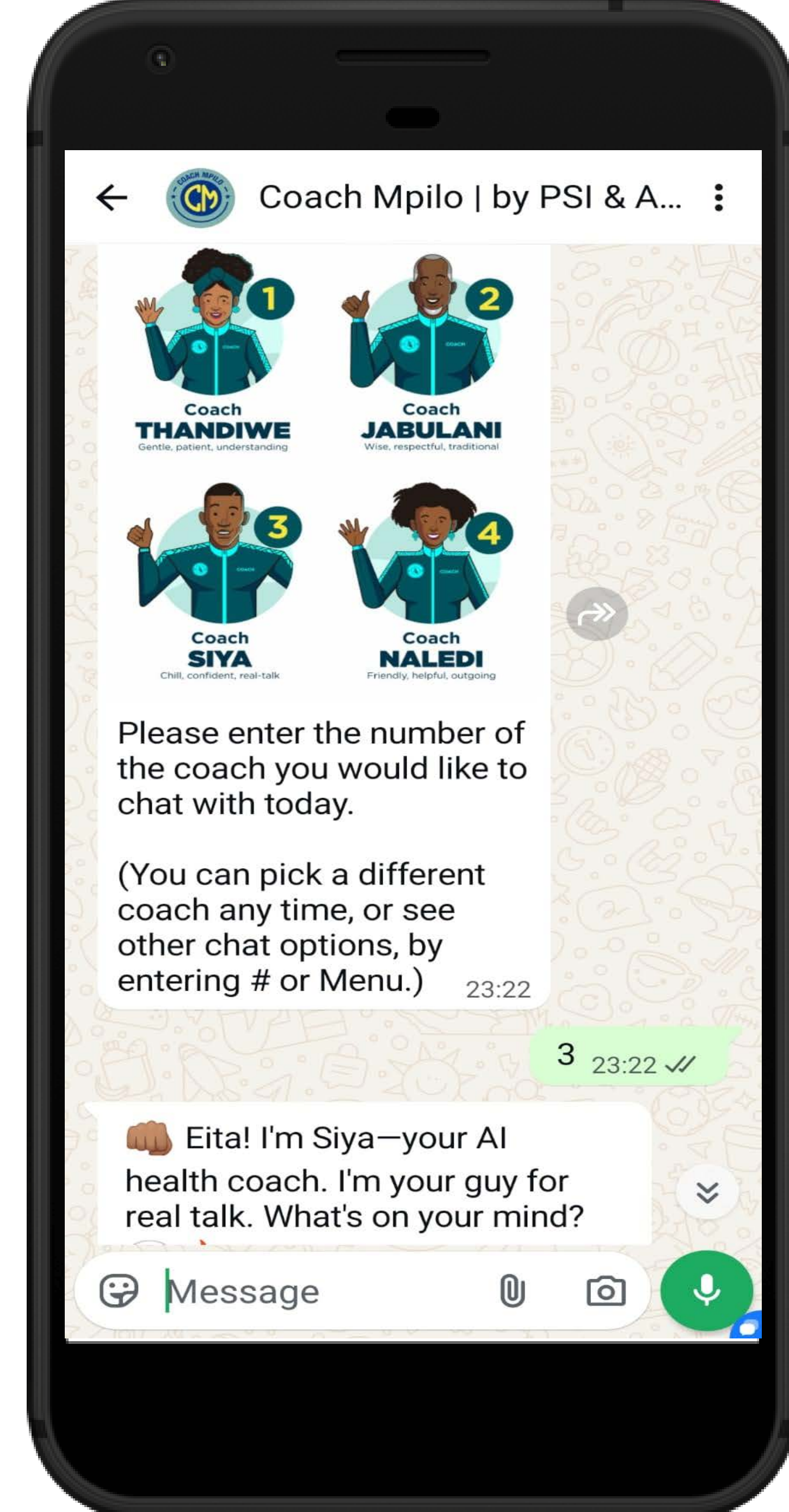
Supporting Person-Centred Approaches to Retention in Care (South Africa)

2024 - 2026

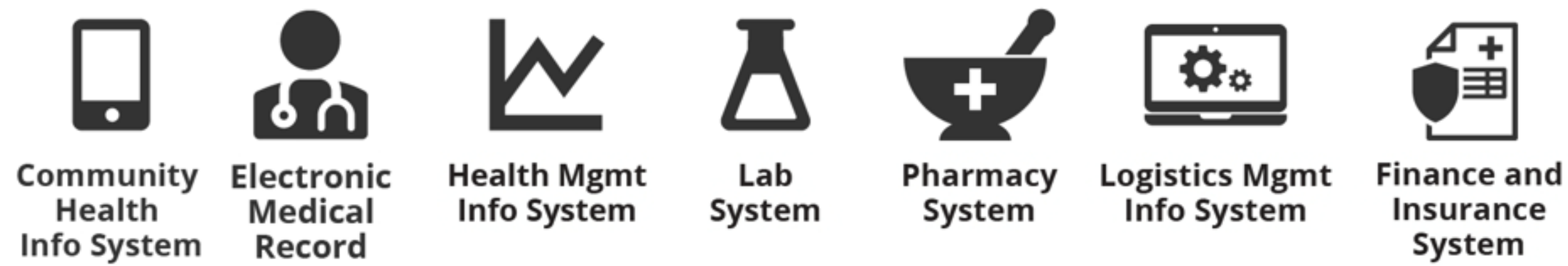
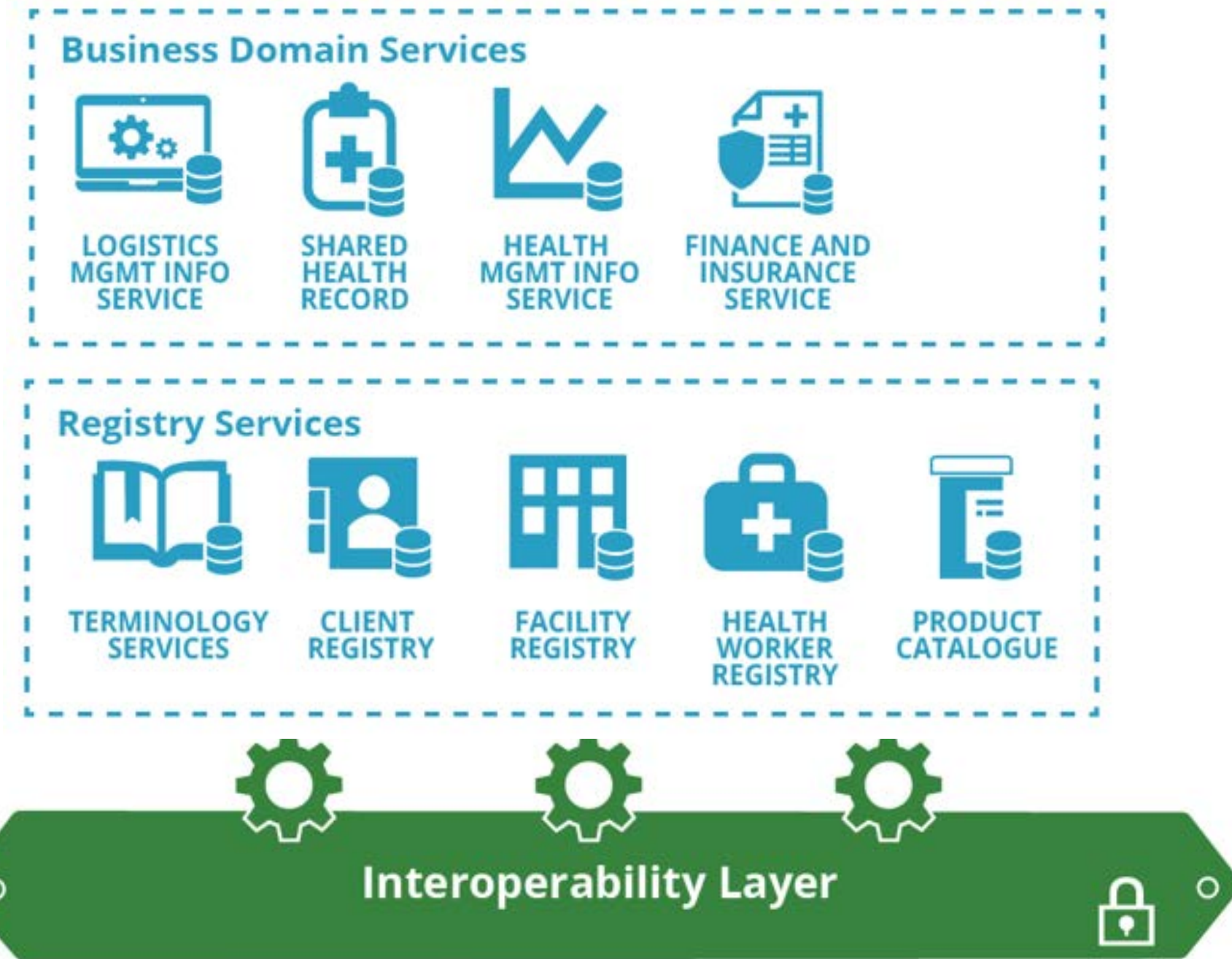
Designed with users to provide personalized, multi-lingual confidential and accessible support for HIV, TB, and other health & wellness needs.

Provides **quality-assured information**, **empathetic** support and timely **behavioral nudges** to encourage healthy habits

Human oversight: connects users with a real person, either at their request or in response to system triggers for potential self-harm and other acute needs.



LOOKING FORWARD: INTEGRATING CONSUMER ENGAGEMENT INTO THE DIGITAL PUBLIC INFRASTRUCTURE FOR HEALTH (DPI-H)



Whats Missing?

A centralized **Health Information Registry** within the Digital Ecosystem that enables health authorities to:

- Develop, manage and curate trusted health information for consumers
- Coordinate delivery through multiple channels
- Enable real-time consumer/community feedback



THANK YOU