

# Beyond Real-time Monitoring: The My Voice Service Improvement Platform



# Goals for Today

- 1) Introduce Reboot & our real-time service improvement platform, My Voice
- 2) Surface lessons from My Voice that are relevant other health initiatives



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# About Reboot

**REBOOT** is a NYC-based social impact firm dedicated to inclusive development and accountable governance.

From our office in Abuja, we improve service delivery, make government more transparent, and strengthen independent media.



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# The Problem

In rural Nigeria, primary health centers have **no formal way of collecting patient feedback.**

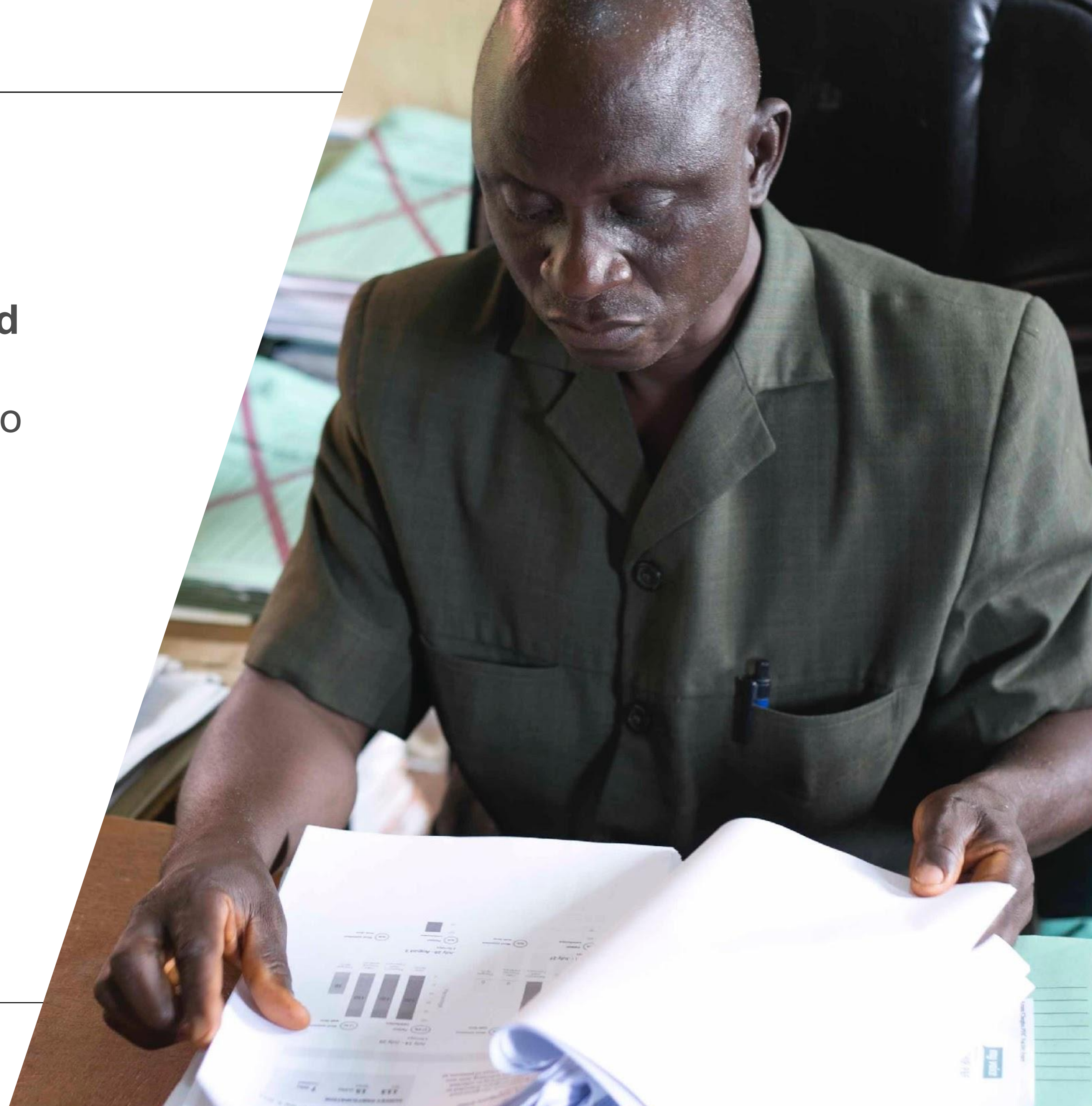
This gap strips patients of the rights they deserve, deprives clinic management of valuable inputs for improving quality of care, and limits the ability of state and federal policymakers to oversee the clinics.



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# The Solution

**Reboot designed and implemented My Voice** to help change this status quo: to give patients an opportunity to provide feedback on the quality of care that they receive, and to give clinics more information about their patients' needs.



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# How it **Works**

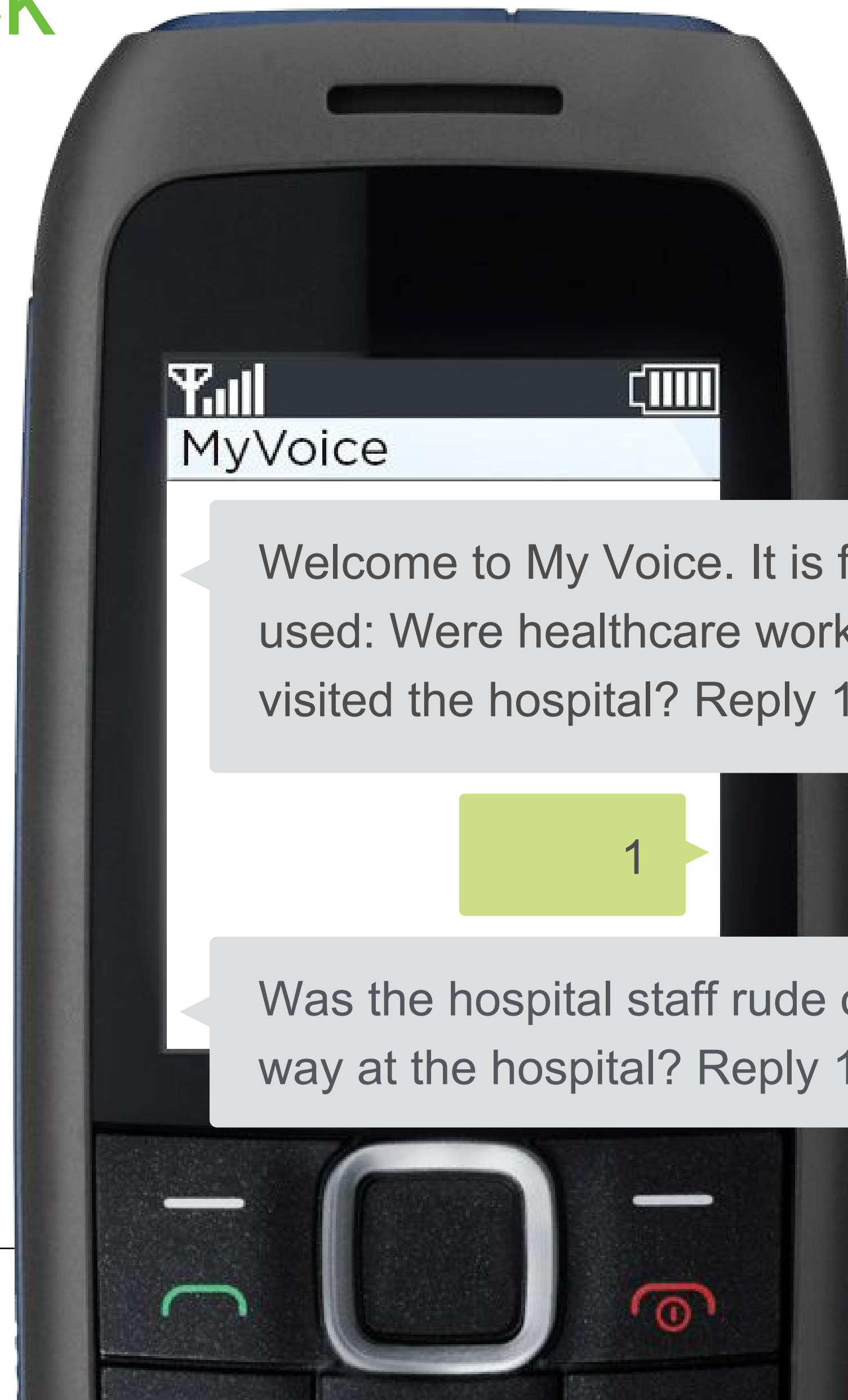
My Voice is comprised of two integrated and mutually-reinforced components: an **open source technology platform** and **programmatic model**.

Together they enable My Voice to collect, manage, and analyze citizen inputs, and to support governments in providing meaningful responses to citizen needs.



# Patient Feedback

## SMS Survey



MyVoice

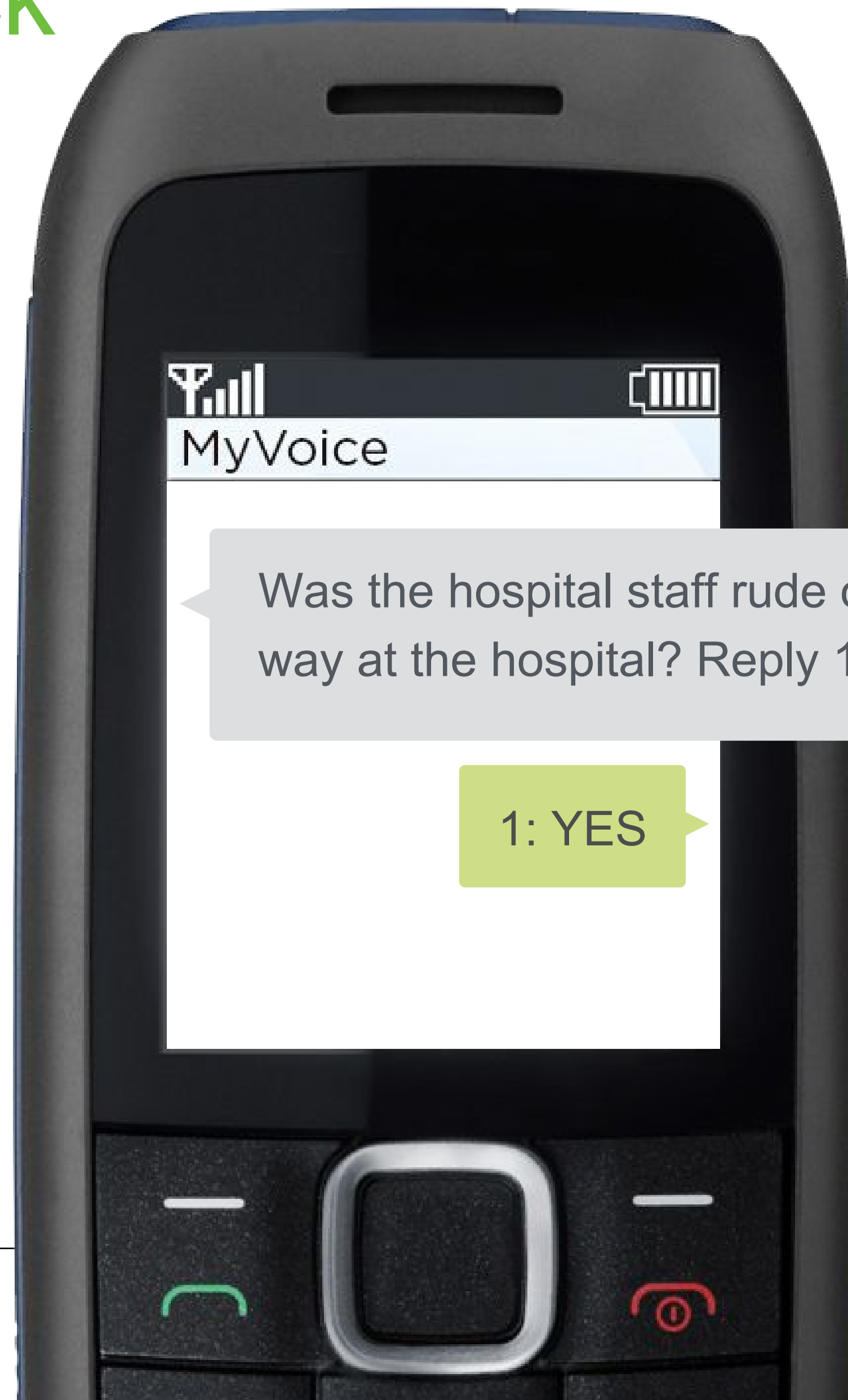
Welcome to My Voice. It is free, and no names are used: Were healthcare workers available when you visited the hospital? Reply 1 for YES, 2 for NO.

1

Was the hospital staff rude or disrespectful in any way at the hospital? Reply 1 for YES or 2 for NO.

# Patient Feedback

## SMS Survey



Was the hospital staff rude of disrespectful in any way at the hospital? Reply 1 for YES or 2 for NO.

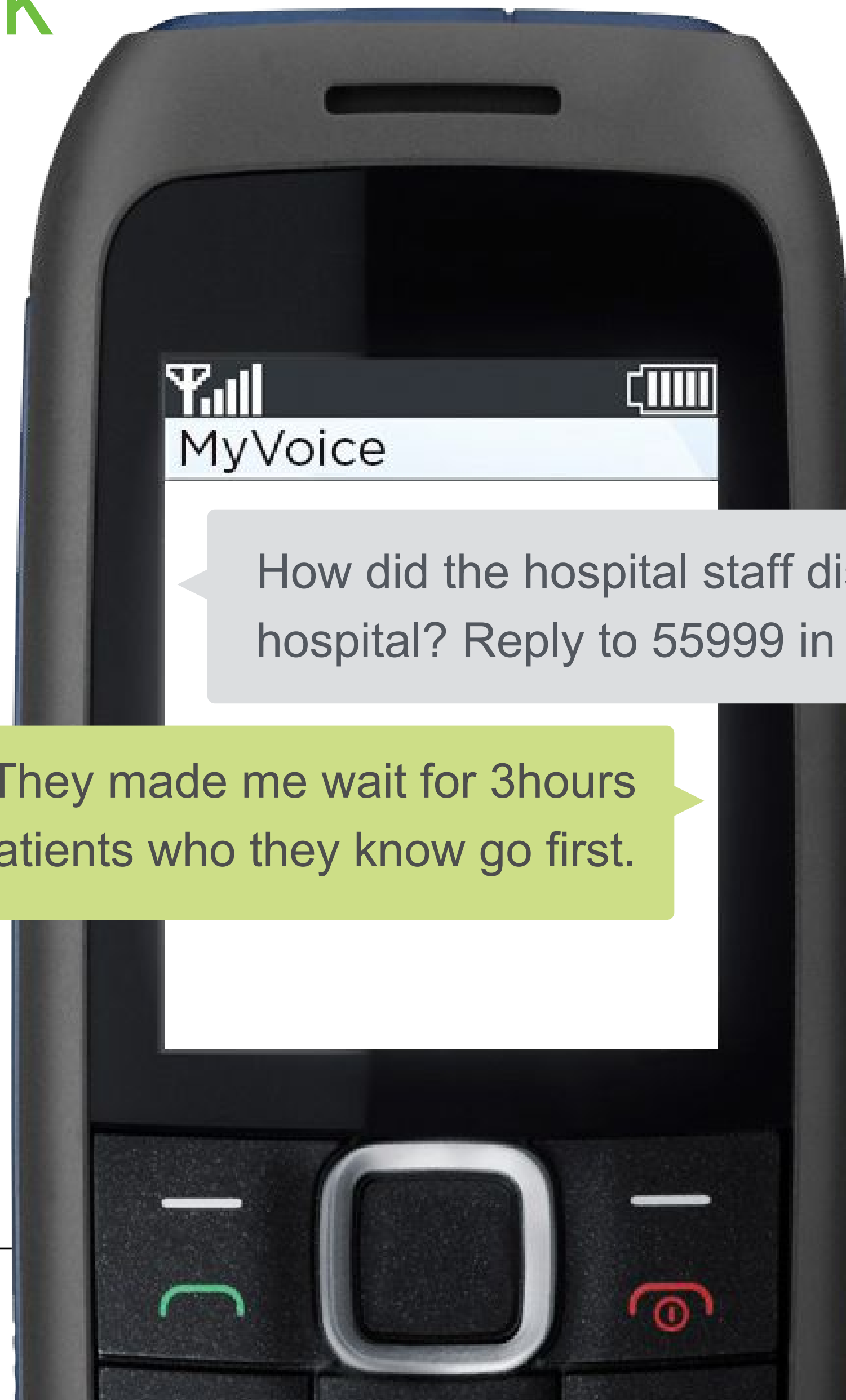
1: YES



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# Patient Feedback

## SMS Survey

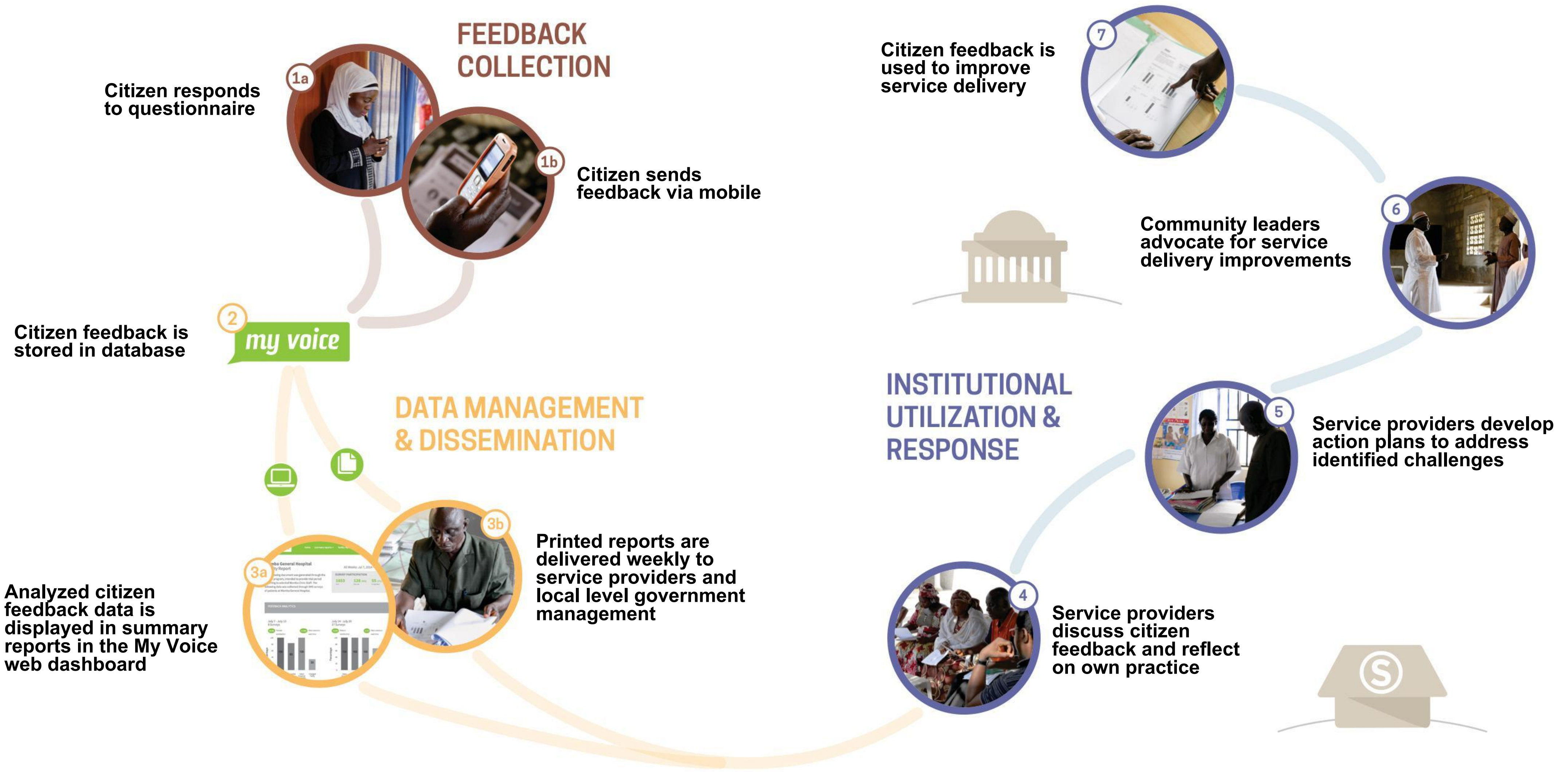


MyVoice

How did the hospital staff disrespect you at the hospital? Reply to 55999 in details.

I came from another town. They made me wait for 3hours and would let other patients who they know go first.

# Data into Action



A photograph of a group of people in a room. In the foreground, several women are seated on chairs, looking towards the right. They are wearing light-colored, short-sleeved blouses. In the background, more people are standing, some in white uniforms and caps, suggesting a clinical or community health setting. The room has yellow walls and a doorway in the background. A semi-transparent dark box is overlaid on the left side of the image, containing white text.

**RESULTS, LEARNINGS, &  
NEXT STEPS**

# Pilot Results

## Indicators of Success

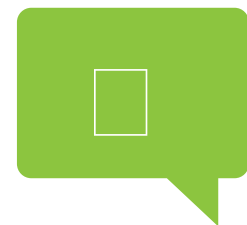
- **Registered 60%** of total patients, **22% completion rate**, remarkable especially given the context, and when compared to other similar initiatives.
- Users and stakeholders alike expressed **satisfaction with My Voice** program.
- The system **proved to be capable of generating changes** in service provision based on beneficiary feedback.



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# Design Approach

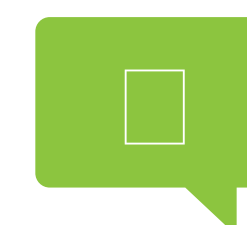
## KEY PRINCIPLES



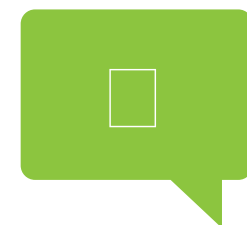
**Build deep contextual understanding and stakeholder trust by embedding in the local context.**



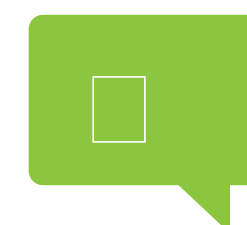
**Optimizing design and implementation through early, field based prototyping and continuous iteration.**



**Guide institutional change with tailored, just in-time training and support.**



**Encourage institutional buy-in by tailoring to existing incentives and processes.**



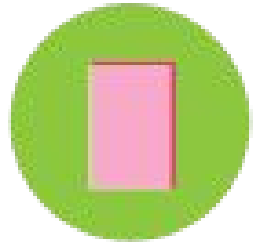
**Enable sustainability by respecting local capacity and building local ownership.**

# Learning: Institutional Integration

1 To record a patient visit and put them into the My Voice system, you need:



a mobile phone



the patient's hospital card



the patient's mobile number

2 In one text message, enter the **hospital code**, the **patient's mobile number**, the **patient's serial number**, and the **service code** they visited the hospital for.

Separate each item by one space.



Example:

**8 08142235832 123456 4**  
Wamba PHC Patient mobile Patient serial OPD

If the patient does not have a mobile number, enter "1" instead.

**8 1 123456 4**  
Wamba PHC 1 Patient serial OPD

#### HOSPITAL CODE

- 1 — Arum Chugbu
- 2 — Gwagi
- 3 — Kwabe
- 4 — Kwarra
- 5 — Mararaba Gongon
- 6 — Nakere
- 7 — Wamba General Hospital
- 8 — Wamba PHC Model Clinic
- 9 — Wayo Matti
- 10 — Yashi Madaki
- 11 — Zalli

#### SERVICE CODE

- 1 — ANC
- 2 — Normal Delivery
- 3 — Immunization/ Vaccination
- 4 — OPD
- 5 — Family Planning

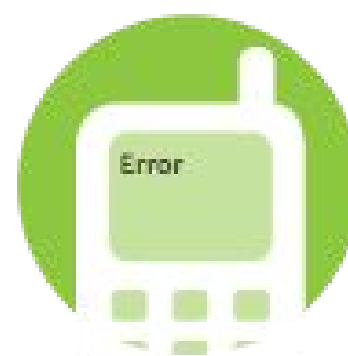
3 Send the text message above to: **55999**

4 After sending, you will receive a message in response.



✓ if everything is correct

OR



✗ if something is incorrect

5 Tell the patient that they will receive a survey on their mobile phone and it's very important that they complete it.

Encourage the patient to be honest, and respond with both positive and negative comments. **Good and bad is ok!** Their comments will help improve the hospital!



# Learning: Marketing Value

They care, so I share.

Was the hospital equipment clean?  
Reply 1 for yes or 2 for no to 55999.

1

Share your voice to help your hospital.

**FREE!** Report on your phone

TEXTING PERIOD  
July-September 2014

**my voice**  
Sponsored by NSHIP PBF

Visit the clinic.      Receive short SMS survey.      All responses collected and put into reports.      Reports distributed to national, state, LGA, and hospital staff.

**my voice** We are all working to make health care better!  
Sponsored by NSHIP PBF

We want to hear your complaints and praises on:

- Are health care workers available to provide treatment when you visit the hospital?
- Was the staff rude or disrespectful in any way at the hospital?
- Did staff explain your illness and treatment at the hospital?
- Did the hospital overcharge you?
- How long do you wait at the hospital?

Text "START" to 55999  
**FREE!** Your name will be unknown.

**my voice**

# Learning: Low Bandwidth

my voice | home | summary report | **facility reports** | login | print

## Arum Chugbu Facility Report

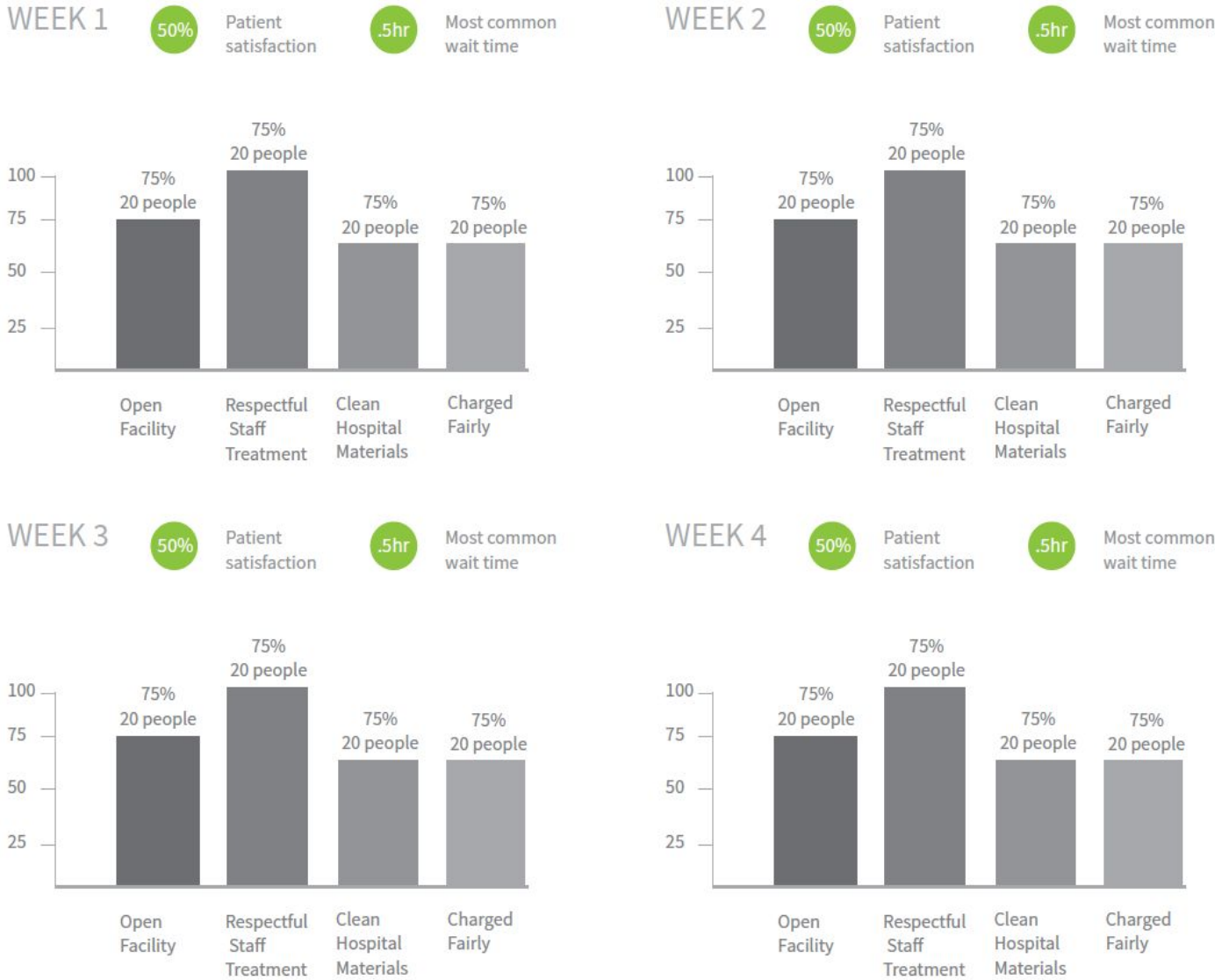
July 7-13, 2014

The following document was generated through the ICT4SA program, intended to provide trial period reporting to selected Wamba Clinic Staff. The following data was collected through SMS surveys of patients at \_\_\_\_\_ clinic.

**FEEDBACK PARTICIPATION**

**72** Patients registered for survey  
**48%** Completed surveys  
**#2** Participation ranking among facilities

**FEEDBACK ANALYTICS**



my voice | home | summary reports | **facility report** | logout | print

**FEEDBACK ON SERVICES**

Number of patients with this service who reported this feedback.

July 7, 2014 - September 8, 2014	Open Facility	Respectful Staff Treatment	Clean Hospital Materials	Charged Fairly	Most Common Wait Time (hrs)
ANC	100.0% (2)	100.0% (1)	100.0% (1)	100.0% (1)	<1 hr (1)
Immunization/Vaccination	100.0% (1)	N/A (0)	N/A (0)	N/A (0)	N/A (0)
OPD	90.0% (20)	100.0% (16)	100.0% (15)	79.0% (14)	<1 hr (13)
Family Planning	100.0% (1)	100.0% (1)	100.0% (1)	100.0% (1)	N/A (0)

**DETAILED COMMENTS**

Date	Comments
<b>CHARGE FOR SERVICES</b>	
24/07/2014	I paid for malaria drugs
02/09/2014	I PAY FOR DELIVERING 500N
<b>GENERAL FEEDBACK</b>	
31/07/2014	The improvement in the hospital is beyond expectation.
16/08/2014	They staff in the hospital are trying their best. But i am appealing to government should upgrade gwagi PHC. May God see us through nd i really appreciate this focus by the health organization.
20/08/2014	THE HOSP ARE DOING WILL TO US, IN WAMBA WEST



# Future Implementations

- State governments can pay for ongoing utilization, seeking donors to support institutionalization & change management
- Network of private primary health care clinics in Lagos interested in adapting monitoring system for private sector
- HMOs interested in building into service agreements across their providers





# Thank You

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