DREAM BOOK

A digitally integrated MSI

JUNE 2019
Marie Stopes International (MSI) is a data-rich organization, yet today, all that data reside in multiple places. Triangulation of data is inefficient, data entry is manual and duplicative, and reporting to clients, stakeholders, and donors is challenging.

Looking forward and backward, we want to enable more clients to engage MSI in their own way, while also more readily telling donors and stakeholders the story around our impact.

MSI is at the middle of a digital transformation – by harnessing the power of data, the dream is to position MSI as the world’s leading advocate and provider of safe family planning and abortion services.
D3: DREAM, DESIGN, DELIVER

DREAM
2 days
Sample Deliverables
• Persona development
• Client experience
• Ideas and Themes
• Solution roadmap
• Dream Book

DESIGN
6-10 weeks
Sample Deliverables
• Proof of concept
• Transformation roadmap
• Economic impact model
• Change management plan
• Roles & responsibilities

DELIVER
6-18 months
Sample Deliverables
• Deployed solutions
• Operational playbooks
• Training & adoption
• Impact reporting
• Issue & risk tracking
PART 1: FLARE
UNDERSTANDING PERSONAS AND JOURNEYS
FIVE MSI PERSONAS

Salimata
CLIENT

A 19 year-old single mother living in Nambia who lives with her family and works long days in a market stall selling vegetables. She dreams of completing school and avoiding another pregnancy. She may be forced to marry a man who is not her choice.

Jane
OUTREACH NURSE

Provides field medical services to Salimata. Works long days in the field as the primary point-of-contact with clients; triaging them, capturing their data (Paper and laptop), ensuring data is uploaded to CLIC, and providing some medical services. Also responsible for managing stock.

Suri
OPS DIRECTOR

In-country resource and the primary go-to person between MSI and field resources, local partners, and government representatives. Provides oversight of field operations, including scheduling, services, and stock management. Responsible for managing LSO requests.

Amelia
TECH ADVISOR

London-based resource responsible for serving as MSI’s point-of-contact for several in-country operations directors. Will consult with many resources; LSO and operations directors, to solve issues, both incidents and system. Visits her assigned countries every two months for on-site interactions.

JR III
MINISTER OF HEALTH

A critical partner for MSI for each country which we operate. Relies on field data provided by MSI to lobby for department funding. Can struggle to balance conflicting demands of department goals, changing government policies, and outside forces; faith-based organizations and other governments.
MSI’S DATA JOURNEY – IDENTIFIED PHASES

1. Service Design
2. Client has a need
3. MSI Marketing / Awareness
4. Service Provisioning
5. Service Tracking / Data Collection
6. Prioritized KPI
7. Data Cleansing
8. Data Import and Modelling
9. Data Analysis
10. Reporting / Storytelling
11. Donor Management
12. Impact Evaluation / Adjustments

PRIORITY AREAS
A 19 year-old single mother living in Namibia who lives with her family and works long days in a market stall selling vegetables. She dreams of completing school and becoming a seamstress to provide a better life for her and her child. This means avoiding another pregnancy. She may be forced to marry a man who is not her choice.
JANE
Outreach Nurse

REPRESENTATIVE JOURNEY#2:

Provides field medical services to Salimata. Works long days in the field as the primary point-of-contact with clients; triaging them, capturing their data (Paper and laptop), ensuring data is uploaded to CLIC, and providing some medical services. Also responsible for managing stock.

I don't remember how to reconcile stock.

Can I scan this client record in?

I'd like to input data by voice

Are we low on implants?

I want to focus on the client

There's too much administrative work to do

Where am I going today?

I don’t remember how to reconcile stock.
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PART 2: FOCUS
IDENTIFYING THE RIGHT PROBLEMS TO SOLVE
KEY PROBLEM STATEMENTS

HOW MIGHT WE...

...increase data literacy and skills across the organization?

...improve client experience through streamlined triage and registration?

...allow our service providers to spend more time on service provisioning (and less on administration)?

...make our data available and real-time for everyone who needs it at the right time and right place?
PART 3: FLARE, AGAIN!

“THE BEST WAY TO HAVE A GOOD IDEA IS TO HAVE A LOT OF IDEAS”
We came up with a lot of great ideas…

- **Sustainable Improved Access for Clients** – Site-specific Predictive Analytics
- **F.A.S.T.** – Fast Accurate Stock Tool
- **STOGO** – Sensor-tagged commodities
- **The Single Use Revolution** – Single-use, 3D printed medical equipment
- **Enabling the moments that matter** – One tool for service providers
- **I.T.C.H.** – Integrated Technology for Client Health
- **Afya Pods** – Mobile self-service pods
- **HAM HAM** – Voice-activated data sharing

…but in order to make them a reality, we recognized the need to build a MSI data backbone first.

(All idea posters are available in the appendix)
PART 4: FOCUS ON THE DREAM
A DIGITALLY INTEGRATED MSI
Imagine if...

...we were able to enable service providers to spend more time serving clients by having a single, easy to use, administrative tool.

...we understood our clients’ relationship with us throughout their end-to-end continuum of care by sharing client data across service points.

...we were able to retrieve data real-time from the front lines to manage performance and guide data-driven decision making.

...we were able to inspire more confidence by providing accurate transparent electronic data from a single source of truth to clients, donors and stakeholders through a self-service tool.

...we were able to transform the nonprofit sector to be more data-driven, efficient, and sustainable through our leadership as a digital organization of data-adapt people, automated efficient processes, and robust integrated tools.
Our dream begins with building a robust and secure organisation-wide **DATA REPOSITORY** (data lake) that integrates relevant MSI data across all channels in a common data model. This **DATA HUB** features intelligent and automated data processing and consolidation, unlocking **EFFICIENT TRIANGULATION** of data. And coupled with an organisation **DATA VISUALIZATION** tool, timely insights are made accessible to the right people for quicker data-based decision making. With investments in **DATA LITERACY** skills and proper **GOVERNANCE** practices, the dream will usher in a sustainable technology transformation that will meet the changing complex needs as MSI continues to grow.
A DIGITALLY INTEGRATED MSI

**DATA GOVERNANCE**
Operationalize widespread transformation through management of MSI data best practices and standards

**MSI DATA HUB**
Integrate MSI’s data and necessary external data in a robust, standardized, and flexible repository

**DATA LITERACY**
Increase data literacy and skills to accelerate a data-driven culture

**DATA USABILITY**
Promote data use through discoverable, accessible, reliable data in one centralized reporting & visualization tool
FEATURES
- Data quality checker
- Enforcing body for data best practices and standards
- Centralized oversight of all data collection, management, and dissemination

CHALLENGES ADDRESSED
- Lack of data ownership
- Risk of data privacy
- Inconsistent data skillsets

BENEFITS & EXPECTED OUTCOMES
- Centralized data ownership
- Quality and standardized data
- Organisation-wide governance and utilization of data as an asset
- Holistic data capture, retention, and consumption strategy
- Providers spend more time providing
- Increased data security & compliance
**MSI DATA HUB**

**FEATURES**
- Integrated data and applications
- Common data model
- Standardized terminology
- Automated intelligent triangulation
- Real time data workflow

**CHALLENGES ADDRESSED**
- Fragmented landscape of systems
- Inconsistent data models and standards
- Siloed data sources
- Too many unnecessary data points
- Multiple manual entry of data

**BENEFITS & EXPECTED OUTCOMES**
- Single source of truth
- Interoperability of systems and tools
- Flow through of frontline transactional data
- Real to near-real time data
- Ability to share client data across channels

- Rationalized master dataset with key identified data
- Automated flow of data into digital data backbone
- Efficient triangulation of data (e.g. service + stock data)
- Client data across all channels held in a single database
- Integration with government database for pre-population of client data
- Data validation at point of capture

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**FEATURES**
- Data literacy level defined for each role
- Required and suggested training tracks by role based on need
- Data Certification
- Learning management system

**CHALLENGES ADDRESSED**
- MSI resources possess varying levels of data literacy
- No Learning Management System (LMS)

**BENEFITS & EXPECTED OUTCOMES**
- Appropriate data skillset at each level
- Placing necessary data in the hands of appropriately trained business users
- Users who are able to self-serve on data to generate insights and analysis
- Data-driven culture
DATA USABILITY

FEATURES
- Data visualization tool
- Prebuilt report templates
- Data insights shared with subscribers and key stakeholders

CHALLENGES ADDRESSED
- High support office costs due to operational inefficiencies
- Manual processing of transactions
- Time intensive to validate, correct, calculate, and format data
- Duplicative effort for various reporting requirements (e.g. govt reports)

BENEFITS & EXPECTED OUTCOMES
- Accessible insights at all levels
- Data-driven decision making
- Standardization of reports / processes
- Staff empowered to use/make mistakes with data in order to learn
- Organization-wide transparency and trust in data
# FUTURE “TO-BE” STATE

<table>
<thead>
<tr>
<th>TO-BE</th>
<th>AS-IS</th>
</tr>
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<tbody>
<tr>
<td>CLIENT</td>
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- **TO-BE**
  - Service and options tailored to client’s stage in MSI’s continuum of care
  - Addressing clients by name and understanding of history across touchpoints
  - Single tool for multiple integrated sources with reports tailored to intent
  - Robust data reporting for proactive and rapid management
  - Appropriate access to self-serve reporting for transparent management

- **AS-IS**
  - Generic interaction and long service provision time
  - Disconnected view across channel with high admin workload
  - Disconnected tools and data sources across channels and functions
  - Reactive and labor-intensive to create complex analyses
  - “Data-blind” relationship with MSI leading to multiple requests for info
We are over 200 thinkers, designers, storytellers, and builders inspired by the limitless opportunities each tomorrow brings.

With empathy as our guiding principle, we take a human-centered approach to ignite innovation, create powerful customer experiences, and drive business transformation in a shorter period of time.

Knowing that every organization has unique needs, goals, and expectations, we understand creativity and flexibility are as important as expertise.

Revel is ready to meet you wherever you are. We are eager to roll up our sleeves, make an impact, and achieve more—together.

To learn more about our work, check out revelconsulting.com

For questions:

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INITIAL SPARKS

Sustainable Improved Access for Clients

Enabling the moments that matter

I am overburdened. I don't have time to spend with my clients & family.

What?

Now what?

- I want to use one tool – designed for me, and makes my job easier.
- I want to access history so can build on records by others.
- I want quick stock management: why not scan?
- I want to be able to connect with my peers.

Invest in making this device & software a reality! $3.25m
INITIAL SPARKS

F.A.S.T.

Afya Pod

I.T.C.H.

- Increased customer satisfaction
- Improved staff productivity
- Enhanced product knowledge
- Streamlined processes
- Increased sales
- Improved customer retention
- Facilitates better decision-making

Afya Pod

- Descriptive features
- Interactive elements
- User-friendly interface

I.T.C.H.

- Improved patient outcomes
- Enhanced patient experience
- Streamlined appointment scheduling
- Improved data collection
INITIAL SPARKS

Ham Ham

Proposal

The Single Use Revolution

Single-use, 3D printed SX equipment + garments

Use-and-Bin: No washing, no sterilizing, no infection risk

Used equipment sent back to be re-lubricated & re-manufactured

Capitol sends "new" boxes, teams send-back "used" boxes

1) Liquify — 3D print set-up per country

Service teams spend 90-120 min/day on cleaning/sterilizing SX equipment and protective clothing.

Poor processes & infection risk for staff & clients.

Autoclave buying/maintaining/fuel are expensive. Re-usable equipment are metal [heavy].

No visibility of services vs. use of equipment.

These hound all channels.

The Single Use Revolution