ENVISIONING HEALTHCARE SERVICES FOR LATIN AMERICAN WOMEN

Dream Book
This is the time to be bold! Let's take this moment to reflect on our learnings over the past 30 years and dream ways to exponentially grow our impact empowering millions more women in Latin America.

— Maria Cavalcanti
President and CEO, Pro Mujer
<table>
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<tr>
<th>CONTEXT OF LOW-INCOME LATIN AMERICAN WOMEN</th>
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<td>Low-income women across Latin America continue to face greater barriers accessing key financial, health, and educational services. This Dream Book is a story about these challenges and how Pro Mujer aims to build a large-scale, high-impact solution.</td>
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<th>CHALLENGE AND SCOPE</th>
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<td>The goal is to provide services in a scalable, sustainable way to make an exponential impact on millions more women by 2025. The process considered a variety of factors like different needs and pain points based on age, or whether they are rural or urban dwellers, lack of access to services / technology, and so on. Whilst the intent is to support a broad base of services, the initial scope is on healthcare services.</td>
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<th>DREAM ENGAGEMENT</th>
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<td>Pro Mujer engaged with Avanade with support from NetHope and Microsoft in the Dream phase. Key activities included executive interviews, a field survey guide to capture the voice of beneficiaries, user personas, journeys, a virtual Design Thinking, in-person 2-Day Design Thinking workshop in New York City with participation from top C-level executives, Service line + Regional Leaders and Field Representatives.</td>
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<th>EMERGING CONCEPTS</th>
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<td>Four conceptual strategies emerged out of the Dream engagement with one concept standing out as a potential next step to realize the vision. <strong>Ilumina</strong> is a concept of an intelligent platform with an omnichannel, online-offline experience, providing 24x7 access to digital health services, a network of local health providers, medical consultants and strategic alliances with a large healthcare eco-system.</td>
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<th>MOVING FORWARD</th>
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<td>Following the Dream phase, a horizon roadmap of the Design phase is explored to continue the transformation journey. This is keeping in mind the need to unlock additional investment for strategy development and execution of this new digital vision and venture.</td>
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participants from 10 countries convened at the Avanade offices in lower Manhattan to attend a workshop on July 23rd and 24th, 2019 to put a dream in motion.

Pro Mujer has a dream to offer a sustainable large-scale platform that delivers relevant and transformative tools and resources to women in Latin America throughout their lifecycle.

To realize this dream, Pro Mujer enlisted the services of Avanade, Microsoft, and NETHOPE to apply aspects of design thinking through the Dream paradigm.

Concomitant with a series of interviews with internal stakeholders and beneficiaries of their current services, Pro Mujer reflected on their dream by asking:

**How might we create a network effect to allow Pro Mujer to make an exponential impact?**

This book is a product of this journey.
THE WOMEN WE SERVE

"Pro Mujer health services have been crucial to me."
70
million

Latin American women have entered the labor market in the past 20 years, contributing to the exceptional economic growth rate of the early 21st century.

Though there have been recent setbacks, women in Latin America have experienced large gains in economic equality in the past decades.

01. World Bank, 2016.
Gender inequality is at the root of much of the violence against Latin American women.

02. UN Women, 2016

According to UN Women, worldwide, gender-based violence costs the world approximately $1.5 trillion a year. 02
12 WOMEN in Latin America are killed each day because of their gender.  

Latin America has 14 of the 25 countries with the highest rates of femicide in the world.

Latin America has the highest rate in the world of gender-based sexual violence against women, and in Central America two of every three women killed are victims of femicide.  

Over the last 30 years, Pro Mujer has issued over $3.6 billion in small loans to low-income women, provided over 9 million health interventions, and ultimately reached over 2 million women and their families across six Latin America countries.
Too often, access to healthcare in Latin America is seen as a luxury rather than a right. Without the right approach to healthcare, millions of underserved women remain unable to care for themselves or their families and communities. This has to change.

– Maria Cavalcanti, President and CEO Pro Mujer
A VIEW OF HEALTHCARE CHALLENGES IN TARGET COUNTRIES

Note: Variable sizes and colors are based on the associated values and are only comparable within the vertical and not across verticals.

Obesity prevalence rate, Mexico is ranked in the world #29
Obesity prevalence rate, Argentina is ranked in world #30
Maternal mortality rate Bolivia is ranked in world #51
Maternal mortality rate Nicaragua is ranked in world #60
Underweight children (ages <5) Guatemala is ranked in world & has the -
  Lowest physicians density compared to other countries
  Lowest contraceptive prevalence rate compared to other countries
Underweight children (ages <5) Nicaragua is ranked in world #53
Compared to world in health expenditure, Peru is behind by 2.7%
Besides the obvious effect of pulling women out of poverty, economic well-being is a substantial catalyst for gender equality and equity, yet more than 60 percent of the Latin American population lives on less than $20 a day. 06

Latin America stands to gain $2.6 trillion if women participate in the labor force at the same rate as men, work the same number of hours as men, and are employed at the same levels as men across sectors. 07

07. CFR.2019.
“I can die in peace knowing that I now have insurance to support my family.”

WALKING ALONG THEIR JOURNEY
STRUGGLE TO SECURE HEALTHCARE IN CROWDED CITIES

Public healthcare services do exist, but are not always accessible, and the quality of service is inconsistent. Walking and public transportation are the norm for low-income women, which can create a challenge to accessing health care. Time spent commuting and receiving care places a burden on her income, as well as creating challenges for childcare.

Cash transactions are par for low-income women, but the crime rate is high in the cities, and the risk of robbery is ever-present.
PAIN POINTS

- Lack of child care options
- Household services
- Financial limits
- Lack of time
- Inaccessible Community Health Workers
- Limited education
- Cost of data/cell usage
- Poor nutrition
- Physical strain and exhaustion
- Complex process for credit
- No services beyond Pro Mujer

30-minute walk to bus stop
Difficulty getting appointments
Carrying cash

Long wait times for physician visits; process bureaucracy; cash transactions increase risk of robbery
“What would happen to my family if I became unwell again tomorrow...?”
OBSTACLES TO HEALTHCARE IN REMOTE AREAS

Indigenous women in remote areas often do not speak or read Spanish. Due to high levels of illiteracy, even educational materials that have been translated do not work. As a result, communication is limited with healthcare providers. Lack of cultural understanding and sensitivity among health workers also poses a challenge to providing high-quality care for these women.

At times, access to healthcare services for these women requires an arduous commute away from their villages or they wait for travelling clinics to visit periodically.

Modern medical supplies and equipment are typically unavailable, even in other communities in close proximity.
• Poor nutrition
• Fear of getting sick and high cost of treatment
  re: cancer + cost of treatment
• Long distance to clinic
• No Spanish
• Lack of culturally sensitive healthcare
• Technophobia
• Not enough money

A long walk to the bus terminal and then a long bus ride
Walk to Pro Mujer clinic where she waits for the doctor
Walk to the pharmacy and then walk for hours to return home

One full day to go to the clinic or to get medicine – 30 km!
A Common Story of Latin America’s Women // Walking Along Their Journey

**PEOPLE**

**ENTICE**
- Feeds Grandchildren
- Every day @ 7:00 AM

**ENTER**
- Talks with daughter about feeling sick

**ENGAGE**
- Takes gondola: does not interact with anyone
- Meets CHW

**EXIT**
- Waits for doctor

**EXTEND**
- Interacts with clients

**PLACES**

- House
- Walks
- Guagua
- Gondola
- Walks
- Pro Mujer Clinic
- Walks
- Pharmacy
- Guagua
- Walks
- Home

- One full day to get to the clinic and medicines – 30 kms!!

**THINGS**

- Bag and wallet
- Transit card
- Carnet Salud
- Medical equipment + Medicine
- Satisfaction survey
- Money

**PAIN POINTS & OPPORTUNITIES**

- Inadequate nutrition
- Anxiety/Vulnerability Re: cancer + cost of treatment
- Long commute time / Distance to clinic
- No Spanish
- Technophobia
- Not enough money
- Nutritional education
- Rapport with CHW
- Telemedicine + Digital Education
- Multilingual staff
- WiFi access
- Medical insurance
“I worry about the day I can no longer make the 4-hour walk to see the nearest doctor...”
36
Contextual Inquiry Interviews

5
Countries of LATAM

- Argentina
- Bolivia
- Nicaragua
- Mexico
- Peru
Pro Mujer gave me the opportunity to help my family and community.

For me, a good thing is the friendship and positive relationships with other participants.

I learned how to succeed as a single mother with the right tools.

Healthcare services have helped me and the credit loan has helped my son.

Despite the country’s problems, Pro Mujer has not stopped working...

Trainings have helped me stay healthier.

The loan changed my quality of life – I used to live in a house of plastic and now I have a house made of cement.

Because of Pro Mujer, I could become the first support of my family.

Health services have been crucial to me.

For me, Pro Mujer is groups of women helping other women.

WHAT WE HEARD...
I have experienced abuse from a partner.

I can die in peace knowing that I now have insurance to support my family.

Legal representation services is important to me.

Add new health services like pediatric, gynecology and ophthalmology.

I suggest that Pro Mujer open new offices in different locations.

More opportunities to obtain credit lines for other community members.

It might be good to have access to a health program, free medicine & family insurance.

They say that Pro Mujer offers loans elsewhere but not here. That would be nice to have here.

I would like workshops around violence prevention, parenting and family planning – with men...

Would like to have more connected to other women in order to see if I am making the right decisions.

The waiting time is too long & needs organization which has affected me accomplishing regular tasks with in my daily basis life.

I would like to connect with others in the Pro Mujer community to meet and find out about health services.

WHAT WE HEARD...
“Healthcare services have helped me and the credit loan has helped my son.”
Pro Mujer has been a huge part of Ramona’s life in the past decade. It has helped her start her own business, gain health insurance, and get educated.

Through Pro Mujer, Ramona was able to finance her son’s education as well and now, she wants to meet other women to share her story.

She is very generous with her time and she loves helping others. However, she needs to focus on herself and her health. Each day, she commutes long hours to get to her work and because she has a disability, it’s becoming more challenging to operate her business.

A contributor to her community who wants to share her story with other families in need of support.
“My granddaughter has been able to get care I never got for my family because of Pro Mujer.”
Esperanza is very traditional and has been relying on local village support for much of her life. It’s been challenging to balance both financial stability and a healthy lifestyle.

As Esperanza grows older, she is requiring more health services that are hard to find in rural areas. She is reluctant to meet new people because of her health and financial challenges, which isolates her even more.

She relies on her family to care for her — however they are increasingly ill-equipped to help her.

A proud woman looking for connection and support in her local community.
“Pro Mujer gave me the opportunity to help my family.”
Alma joined Pro Mujer for the financial savings and education programs. No other institutions in the area provided these services, and her family’s grocery business was struggling to grow.

She wants to use her shared, Internet-enabled device to help her parents as they are close to making profit; however, it’s hard to find consistent internet service in rural areas.

Alma is at the point in her life where she needs access to reliable sexual and reproductive health education, and wants to learn the options she has available to her through Pro Mujer.

A girl who wants to help support her family as she strives for a better future.
3 in 4 WOMEN
Have Internet access *

3 KIDS
On average per woman *

WHICH PRO MUJER SERVICES HAVE YOU BENEFITED FROM? *

Data sourced from Pabho.org

*Sourced from Pro Mujer survey of 36 Latin American women, July 2019.*
WOULD YOU LIKE TO CONNECT WITH OTHERS IN THE PRO MUJER COMMUNITY?

78% said yes

WHY YES?
- To learn from other women’s experiences (business strategies, banking & health services)
- Meet up with new people / network from different places
- Embrace Pro Mujer as family
- Learn about services in other places
- Support

WHY NO?
- Lack access to or knowledge of internet use
- Complicated to communicate with people – avoid gossip and conflicts
- Afraid / discomfort of using the smartphone (no access)
- Cannot read or write well
- Have to walk hours for meetings
- Already satisfied with Pro Mujer services

* Sourced from Pro Mujer survey of 36 Latin American women, July 2019.
HOW ELSE CAN PRO MUJER HELP OTHERS IN YOUR COMMUNITY?

We observed that topics under Healthcare came up frequently in conversations with low-income women. In fact, health came second only to the primary problem of gender-based violence. Associated with that is also education around healthcare. The hypothesis can be framed as an opportunity to explore –

How might we offer services that have a positive impact on the healthcare access for low-income LATAM women?

* Sourced from Pro Mujer survey of 36 Latin American women, July 2019.
PRO MUJER HAS A DREAM

We are the leading large-scale sustainable platform delivering relevant and transformative resources and tools to women in Latin America throughout their life cycle.
FRAMING
FUTURE OPPORTUNITIES TO IMPROVE HEALTH SERVICES

How Might We...
Become the leading provider of access to quality low-cost healthcare service?

How Might We...
Increase active participation in preventative self-care?

How Might We...
Increase loyalty & retention to rapidly grow our community?

How Might We...
Become the trusted exchange place for healthcare information and services?
Currently, beyond its financial services Pro Mujer has service centers where women can engage with their peers and access healthcare. At these centers, in-house nurses provide preventative screening and one-on-one medical consultations to address their most pressing health needs.

Pro Mujer is expanding services and building its digital capabilities in order to provide a broader menu of healthcare services to millions more LATAM women and their families.

Pro Mujer’s goal is to increase women’s access to its health offerings by incorporating digital tools, strengthening its community health worker network, and implementing patient navigation models, among other approaches. This will result in an increased reach of screenings for non-communicable diseases such as diabetes, breast and cervical cancers; consultations and education for sexual reproductive health, and gender-based violence interventions.

BRICK AND MORTAR
From its roots in Bolivia, Pro Mujer has expanded its physical presence to six Latin American countries. Local service centers provide anchor points for expansion into additional services like healthcare and outreach.

PEOPLE NETWORK
Pro Mujer has many strategic partner alliances to ensure they can facilitate the appropriate solution to a challenge. Community workers, loan officers (asesores), and a network of strategic partners allows Pro Mujer to deliver high-quality services to its local communities.

PLATFORM APPROACH
Pro Mujer has long recognized the need for a broad platform approach, one that includes people, brick and mortar locations, digital networks, technology and data.

DATA-DRIVEN
Building a data-based platform, Pro Mujer will analyze trends and outcomes to strengthen health programs, improving prevention and detection by using predictive models, and personalizing health services for those who need it most.
PRO MUJER’S STAKEHOLDER ECOSYSTEM FOR HEALTHCARE

COMMUNITIES
- Local communities
- Women’s organizations
- Health

INFLUENCERS
- Social media
- ONG / NGO
- Church
- Radio / TV publicity

FUNDERS
- Health investor
- Health donor
- Insurance companies
- Health Insurance

PROVIDERS
- Pharmacy
- Emergency services
- Hospital
- Manufacturer
- University, Med, Nurse, Nutritional science
- Labs
- Telemedicine
- Insurance company
- Other

SHAREHOLDERS
- Shareholders
- Board

GOVERNMENT/REGULATORS
- Government
- Regulators
- Ministry of education
- Ministry of health
- OMS - OPS

HEALTHCARE PROFESSIONALS
- Doctor
- Nurse
- Community Health Worker
- Pharmacist
- Sherman (ancient medicine)
- Pro Mujer health employees

DATA / IMPACT
- Director Impact
- Data scientists

BENEFICIARIES
- Families and relatives
- Young women who are already or plan to become sexually active, not pregnant
- Indigenous women, rural, non-Spanish speakers
- Women of all ages and their families

IMPROVE
- Improve health for all, reduce cost in public care
- Improve quality of care, reduce costs, increase reach
- Reduce cost, increase efficiency, increase —
- Educate, reduce costs, increase profile, improve health system
- Reduce risk, increase number of insurance services

INCREASE
- Online / Offline delivery

DONT WANT
- I don’t want to get pregnant

PUBLIC
- Public
- Advocacy
- Educate

PRIVATE
- Private

DO I WANT
- Do I want to know that service?
WHAT IF...

Pro Mujer offers a single sustainable delivery platform encompassing both online and offline healthcare services to women in Latin America through strategic partnerships, creating a safe space for women to communicate and exchange ideas?
ACCELERATING TOWARDS THE DREAM

Salud Pa’Ya! (Health Now)
Telepharmacy and telemedicine platform conceptualized as an ATM for healthcare to deliver in remote areas of Latin America

Club Bienestar y Felicidad
Center for wellness experience and for the promotion of preventative self-care to give time back to women so that they can take care of themselves

Illumina
Omnichannel health advisory platform with 24x7 access through community health workers, online, and mobile

Juega Fuega (Ilu-Play)
Mobile telemedicine experience leverages social media, gamification, and crypto currency to inform, empower, and motivate low income women for preventive care
Omnichannel health advisory platform with 24x7 access through community health workers, online, and mobile

ILUMINA
ILLUMINATE

For millions of underserved women in Latin America: teens, mothers, seniors
HOW MIGHT WE BECOME THE LEADING PROVIDER OF HIGH QUALITY, LOW-COST HEALTHCARE SERVICES?

WHAT IF WE...

Ensure that cost is never a barrier to getting the healthcare they need?

WHAT IF WE...

Improve the nutritional habits and sexual habits of all women in Latin America and their families?

WHAT IF WE...

Eliminate cultural and language barriers for underserved and indigenous women to communicate about their health?

Ensure that all women in Latin America can use digital health services to improve their lives?
WHAT PROBLEM DOES IT SOLVE?

Provides access to low-cost, high quality healthcare by bringing partners and beneficiaries onto a single platform

Easy to get, high quality, low-cost healthcare

CHALLENGES TO CONSIDER

- Lack a broad alliance network
- Insufficient adoption/low critical mass
- Limited access to technology and user devices

WHAT SHOULD WE PROTOTYPE AND TEST?

- Community health workers model
- Digital platform
- Mobile interface

MEASURING SUCCESS

- Adoption (# users)
- Stickiness (usage)
- Scalability (# products + services)
- Improvement in health + well-being

MAKING IT HAPPEN

Data warehouse
Customer segmentation
Establish CHW network, refresh medical team
Prototype mobile interface
Establish alliances
Implement marketplace
Develop insurance products
Design platform
Marketing strategy
Beta pilot
Launch
Machine learning + AI

KEY CAPABILITIES

- Omnichannel Experience
- 24x7 Remote Service
- Community Health Worker Collaboration & Management
- Partners / Alliance Portal
- Intelligent Health Cloud
- Service Subscription & Data Sharing Model
HOW IT WORKS
Telepharmacy and telemedicine platform conceptualized as an ATM for delivering healthcare in areas with limited access

SALUD PA’ YA!

HEALTH NOW!

For Women and their families who lack access to quality health services
HOW MIGHT WE INCREASE LOYALTY & RETENTION TO RAPIDLY GROW OUR COMMUNITY?

WHAT IF WE...

Get women to fall in love with Pro Mujer health services for their families?

WHAT IF WE...

Find the right balance between the best quality low cost health services and needed revenue to allow us to grow exponentially?

WHAT IF WE...

Become a lifelong companion to woman and their families for all their health care needs?

WHAT IF WE...

Eradicate the barrier of distance in providing quality health services?
WHAT PROBLEM DOES IT SOLVE?
Limited access to healthcare and lack of exponential growth in Pro Mujer services

CHALLENGES TO CONSIDER
- Don't know how to use
- Lack of usage
- Fear of the technology
- Loss of connectivity
- Hardware maintenance

HOW CAN WE PROTOTYPE AND TEST?
- Start with the app
- Develop vast enhancements for ClickMedix

MEASURING SUCCESS
- Number of active users
- Number of virtual doctor consultants
- Improvement in basic health indicators
- Revenue

MAKING IT HAPPEN
- Secure funding & partners
- Launch app
- Create the ecosystem/infrastructure
- Marketing & education
- Trainings
- Piloting kiosk
- Iterate
- Expand

KEY CAPABILITIES
- Virtual Assistance
- Remote Consultation
- Digital Prescriptions
- Intelligent Diagnosis
- Partner Management
- Program Management
Centers for health & wellness education focused on delivering engaging experiences and making it easier for women to take time to care for themselves.

CLUB BIENESTAR Y FELICIDAD
WELLFARE AND HAPPINESS CLUB

For low-income women in LATAM and their families
HOW MIGHT WE INCREASE ACTIVE PARTICIPATION IN PREVENTATIVE SELF-CARE?

WHAT IF WE...

Liberate time for women through speedier processes at Pro Mujer, including setting up appointments?

WHAT IF WE...

Leverage alliances to make health education and services more easily accessible for all women in Latin America?

WHAT IF WE...

Provide quality childcare to enable women to access preventative self-care programs such as PAP, nutrition, breast cancer screenings?

Provide tailored relevant, actionable, preventative self-care education delivered privately via phone?
WHAT PROBLEM DOES IT SOLVE?

Provide a positive & safe space for educating and motivating women to commit to their healthcare needs.

CHALLENGES TO CONSIDER

• Cost
• Use
• Infrastructure
• Convenience
• No usage data

WHAT SHOULD WE PROTOTYPE AND TEST?

• Multipurpose spaces
• Demand
• Cost
• Alliances

MEASURING SUCCESS

• Number of participations in health programs
• Satisfaction
• Number of users
• Used services

MAKING IT HAPPEN

Fundraising
Partnerships with suppliers and communities
Infrastructure
Human resources in all areas
Mobile app
Marketing communication

KEY CAPABILITIES

• In-person Service Experience
• Program Management
• Mobile + Kiosk Experience (Health Bot)
• Intelligent Service Center Analytics
• Cross-selling
HOW IT WORKS

- Psychological Support
- Contraception Education
- Youth Groups
- Cultural Center
- Beauty Salon
- Test PHV
- Crafts
- Network / Support Groups
- Zumba

Hello! I am Tere
¿How may I help you?

Zumba
Chat
Nutrition
Education
Play
Legal guidance
Mobile telemedicine experience that leverages social media, gamification, and cryptocurrency to inform, empower, and motivate low-income women for preventive care.

JUEGA FUEGA

ILU-PLAY

Influencer(s): Pro Mujer current women clients, potential future women + men clients, gender-smart organizations
HOW MIGHT WE BECOME THE TRUSTED EXCHANGE PLACE FOR INFORMATION AND SERVICES?

WHAT IF WE...

Creatively break physical barriers (safe spaces, childcare, bathrooms) and ensure all have access into PM Centers?

WHAT IF WE...

Facilitate access to connectivity and devices to become the LATAM Silicon Valley for healthcare entrepreneurs and provide relevant and effective health training and jobs?

WHAT IF WE...

Create a social movement to inspire and engage diverse audiences leveraging social networks and influencers?

We define an easy and powerful methodology to collect relevant profiles of our clients as Google does?
WHAT PROBLEM DOES IT SOLVE?
Lack of healthcare information services, motivation to take action and access to a community of beneficiaries with similar challenges

CHALLENGES TO CONSIDER
• Use & access of technology
• Number of users & time spent
• Local regulation for cryptocurrency
• Value proposition for Pro Mujer

WHAT SHOULD WE PROTOTYPE AND TEST?
• Game prototype (gamers test) + hackers
• Interest

MEASURING SUCCESS
• Number of users
• Future currency value
• Number of transactions
• Number of lives saved

MAKING IT HAPPEN
Human-centered design • Funding • Promote through influencers

KEY CAPABILITIES
• Social Media
• Social Listening Analytics
• Digital Payments / Cryptocurrency
• Beneficiaries Digital Community Forum
• Intelligent Learning Platform (gamified)
HOW IT WORKS

INSTAGRAM INFLUENCER

GAMES

SERVICES

PATIENT DATA ANALYTICS

ILU-PLAY
THE FUTURE OF HEALTHCARE SERVICES FOR LATIN AMERICAN WOMEN
An intelligent and sustainable delivery platform encompassing both online and offline healthcare services for women in Latin America, through strategic partnerships to provide a safe space for women to communicate and exchange ideas.

ILUMINA
(core intelligent platform)

VIRTUAL HEALTHCARE DELIVERY

OFFLINE-ONLINE EXPERIENCES

COMMUNITY ENGAGEMENT

Telemedicine, Telepharmacy, Digital Insurance & Payments

SALUD PA’YA
(select digital product features)

Community Health Worker & Partners Portal

Social Media Beneficiary Communities, Gamification Blockchain & Mobile

JUEGA FUEGA
(select digital product features)

Brick & Mortar (Kiosk + Offline) Experience, Digital Literacy

CLUB BIENESTAR Y FELICIDAD
(select digital product features)
OFFLINE PRELIMINARY DIAGNOSIS / SCREENINGS

Using offline virtual assistance patient provides symptom data for remote diagnosis. Ilumina recommends medicines to order as well as nearby Pro Mujer Community Health Workers and doctors for in-person consultation.

ONLINE PHARMACY & DOCTOR CONSULTATIONS

Refers and connects to a partner network of specialized doctors, hospitals, pharmacies and insurance providers to enable tele-health, tele-pharmacy and digital insurance claims services.

OFFLINE REMINDERS FROM MEDICATION DATA

Real time monitoring of health tracking, health history, prescription order quantities, medication times and refill reminders to clients and personal CHW and physician to ensure action is taken.
INTERACTS WITH A CHW AT A HEALTH CENTER

Community Health Worker captures basic health data on a tablet at a Pro Mujer center and connects to a remote specialist doctor for consultation. The data captured in various forms – basic and personal data to health history.

VIRTUAL HEALTH ASSISTANCE AT STRATEGIC LOCATIONS

Pro Mujer’s presence at partner locations to reach in areas with lack of access. Remote medical consultation on a kiosk at the local pharmacy / grocery partner - a virtual AI enabled healthcare assistant & OTC medicine vending machine 24x7. Allows for increased outreach at different points of the beneficiary journey leveraging strategic partnerships.

PREDICT USING CLIENT HEALTH DATA

Back-end intelligent technology to understand client’s health record and activity to predict future needs. Personalized health data profiles for data sharing with partners for revenue and business sustainability. Based on health and wellness data recommends personalized digital health services and notifications.
Ilumina
Partner Marketplace & Community Engagement

Social Media & Health Education
Connect with other Pro Mujer beneficiaries to exchange healthcare challenges and activities. Scale the community of health influencers by interacting with Pro Mujer.

Gamification & Health Activity Profiles
Promote healthcare activities through gamified challenges to earn rewards and incentives – sponsored by partners. Intelligent technology creates a personal health tracking profile and allows to receive and redeem currency points in the digital wallet.

Digital Payments & Medical Purchases
Connect and shop a wide range of Ilumina products and services on the healthcare partners marketplace to redeem digital wallet points. Increase the digital wallet balance by enrolling in Pro Mujer financial services as needed – enabled by blockchain technology.

A healthcare marketplace and healthcare challenges can be potentially sponsored through strategic partnerships to generate revenue and develop a sustainable business.
NEXT STEPS
HORIZON ROADMAP
TO AN INTELLIGENT SERVICES DELIVERY PLATFORM

STEP 1
DESIGN PHASE 1
(INVESTMENT CASE & VALIDATION)
- Field validation of key services
- Align capabilities with Pro Mujer’s current strategic roadmaps
- High-level platform design
- High-level roadmap
- High level investment estimation
- Business case

STEP 2
DESIGN PHASE 2
(ROADMAP & TECHNICAL DESIGN)
1.0 – MVP Prototype / PoC + Pilot Definition
- Detailed Market analysis: Target LATAM Geography for Pilot & Key Opportunities
- Competitive & Trend Research
- Data Strategy for Predictive Analytics
- UX Strategy (Mobile / Kiosk)
- Operational Model & Resources Strategy
- Partnerships (with NetHope and Microsoft) & Delivery Roadmap

STEP 3
DELIVERY PHASE 1
(PILOT LAUNCH)
- Pilot Phase Planning
- Go-To-Market Campaign
- Detailed UX Design
- Phase 1 – Platform Delivery

STEP 4
DELIVERY PHASE 2
(TEST, ITERATE, MESAURE & SCALE)
Engaging Stakeholders from Partners and field staff and beneficiaries to test the Pilot, iterate and scale

STEP 5
DELIVERY PHASE 3
(ADVANCED FEATURES)
2.0 – Social Media, Gaming and Offline-Online Adoption Campaign, Digital Feedback with Predictive analytics
Leading a new healthcare paradigm
Digital healthcare is no longer a reality of the future. It’s happening now. The advent of digital health has presented the opportunity for a paradigm shift in the delivery of care. The dream concepts that have developed take root in the vision of having a single stop platform for health services. Tapping into this opportunity, Pro Mujer not only accelerates outreach and impact on its beneficiaries but by doing so emerges as the leader of bringing this paradigm shift in healthcare delivery for low-income Latin American women.

Being a digital disruptor
Today’s digital economy is proving that organizations that are slow to change simply can’t lead – they must deliver their products and services with a digital-first mindset to remain relevant, even more be a digital disruptor. Pro Mujer becoming a digital disruptor is can easily accelerate exponential impact in a such a socio-economic environment. eHealth, digital assistants, subscription and remote services combined with an intelligent data platform, constant connectivity and mobile experiences will align with evolving expectations and behaviors of the Latin American society. Not only are these expectations from companies like Facebook, Uber, Amazon and others of that like but, from every brand they engage with to make it part of their life. It takes more than a couple of tactical projects in technology to become a disruptor, so the change must be iterative and continuous with an end goal in mind.

A scalable digital first model
A scalable model designed for more outreach in areas with lack of healthcare access gives Pro Mujer an opportunity to develop a digital first but a repeatable solution by bringing partners on the same platform to deliver care. Implementing a digital-first business model enables an intelligent, seamless experience that will attract new clients, retain existing ones and strengthens brand loyalty.
THINKING
PROCESS
THE PROCESS

DREAM
Human Centred Design workshops to envision innovative scenarios with the highest impact

DESIGN
Align process, technology, and organizational change plans into a common, time-phased roadmap

DELIVER
Implement process reengineering, technology solutions, and organization’s readiness
THE DREAM TEAM
**Watch apps**
- Rock stars on Latin America tour to raise awareness for health
- Mobile clinics with health games
- Security training
- Artificial intelligence
- Free access to services
- Pay per project
- App to track healthcare
- PM Client talent show
- No waiting rooms; via phone or app
- Soap opera script
- Virtual forms
- PM App
- Self-defense classes
- Trading PM crypto-currency
- Intuitive platform
- Social media alliances
- Song music to teach
- Call back service on your schedule
- Partner with supermarkets for special pricing deals on healthy items

**Traveling geek squad on motorcycles**
- Food portion and balance app
- Leverage MSFT Teams for virtual screenings and counseling
- PM Lego game
- AI Chat Bot
- TV/Radio show

**419 DREAMS**
- Signage to all local languages
- Prizes to teams with fastest delivery
- Virtual teacher to entertain kids at PM centers
- Government alliance taking advantage of government presence in rural areas

**PM**
- Juveniles can advocate
- Local stars can advocate
- World-wide men’s movement

**Paraguayan Foundation model**
- Intelligent buildings with universal access to all PM centers
- Daycare center to allow to attend meetings and medical appointment
- PM Siri
- Appointment scheduling via phone (Whatsapp, etc)

**Virtual cooking classes and celebrity chats**
- Collaborative platform
- Gym for constituents with childcare
- Universal medical passport
DAY 1:
Frame the Opportunity

EMPATHIZE WITH BENEFICIARIES
We took a deeper dive into the beneficiary personas, and visualized a beneficiary’s cumbersome journey to access healthcare services and identified key pain points.

Activity: Experience Mapping

FRAMING THE OPPORTUNITIES
From the identified pain points, teams clustered them into top themes and framed using “How Might We…” technique as possible opportunities to explore, ideate and solve for along the beneficiary’s experience.

Activity: Statement Starters
DAY 2: Imagine the Future

ENVISION

Imagined the possible future capabilities or initiatives at the intersection of the key themes and key enablers. 419 ideas were generated across 4 teams in 60 minutes. We used brainstorming techniques like Wall of Inspiration to spark out of box thinking.

Activity: Creative Matrix

PRIORITIZATION

As four teams we prioritized the 40 ideas using an importance / difficulty matrix into those which are quick wins, strategic, high ROI and nice-to-have items to focus further into start formulating a strategic roadmap.

Activity: Importance / Difficulty Matrix
KEY HIGHLIGHTS

WALL OF INSPIRATION

Avanade painted the whole design thinking room with the art of the possible to ignite inspiring ideas as a unique technique to drive creative strategies and transformative thinking.

Activity: Innovation Trends & Competitive Research

VIRTUAL DESIGN THINKING

WHY Por qué

HOW Cómo

VOICE OF THE BENEFICIARIES

36+ beneficiaries across 5 countries and 12 field offices were interviewed by Pro Mujer staff to capture the voice of the women and bring it into the solutioning and Dream process. A bilingual field interview guide was created by Avanade.

Activity: Field Interview Guide & Video Journal
KEY HIGHLIGHTS

INSPIRATIONAL SPEAKERS

BILINGUAL CONCEPT PITCHES

BILINGUAL FACILITATION
GRACIAS
APPENDIX
LAS BOMBERAS
(FIREFIGHTERS)
Become the trusted exchange place for information and services
COCOA
Promote well-being for beneficiaries, their families, and communities
LUCIÉRNAGA
(FIREFLY)
Increase loyalty & retention to rapidly grow our community
SONRÍE (SMILE)
Increase active participation in preventative self-care
CHANGEMAKER

Luz

Mexico City

16 years old
Part time job
4 siblings, parents, aunt
Current student
6 months
Urban

GOALS
- Not sure what she wants
- Meet other people who have used the service to share information
- She wants financial support for her family

CHALLENGES
- Needs to form a support system and network

SERVICES IN USE
- Financial Services
- Health Screening

TARGET SERVICES
- PAP / HPV Exam
- Nutritional Education
- Health Education

TRAITS
- New to the Pro Mujer
- Lives with her family
- Skeptical about services
- Wants to support family

TECH PROFILE
- She has her own Internet-enabled device but shares it with her family
## Creator

**Alma**

**Cusco, Perú**

### Goals
- Help grow her family business towards profit
- Wants to find a solution for her technology issues
- Women empowerment

### Challenges
- She doesn’t have access to a savings account
- Needs guidance through her adulthood
- She can’t get access to non-biased sex education

### Services in Use
- Small Business Education
- Health Services

### Target Services
- Health Screening
- Nutritional Education
- Contraceptive Education

### Traits
- Very outgoing
- Caring for her family

### Tech Profile
- She has access to technology
- She doesn’t have reliable internet access
CREATOR
Ramona

Buenos Aires, Argentina

GOALS
• Gain business advice on how to successfully operate her small business
• Meet new members in the community to connect and share stories

CHALLENGES
• Commutes long hours
• Mobility
• Balancing her busy life
• Commuting with her disability

ACCESSIBILITY NEEDS
38 years old
Small business owner
Single mother of 3
College degree
11 years as Pro Mujer member
Urban area

SERVICES IN USE
Micro Loans
Entrepreneurial education
Small Business education

TARGET SERVICES
Savings
Health Education
Health Screening

TRAITS
Small-business owner
Doesn’t need technology
Wants to help other women
Grateful for the services
Has mobility disability

TECH PROFILE
There is reliable wi-fi where she works but her phone is not a smart phone and she owns a tablet
Dream Work Products // Select Beneficiary Profiles

DREAMER

Estella

Catarina, Masaya

23 years old
Future business owner
Single mother
Some College
1 year
Rural

- Providing for her infant
- Get started on her business
- Become financially independent/stable

CHALLENGES

- Slow Business because of location

GOALS

SERVICES IN USE
- Contraceptive Education

TARGET SERVICES
- PAP / HPV Exam
- Nutritional Education
- Breast Exam
- Domestic Violence Education

TRAITS
- Single mother
- Entrepreneurial
- Afraid to meet other people

TECH PROFILE
- She shares a mobile phone with her family and it's often hard to find wi-fi in her village. She also doesn't know how to fully utilize her device.
RESILIENT
Gloria

La Paz

67 years old
Farming
6 kids
SoSome elementary
6 year
Urban

GOALS
• Utilize health services to protect others in her family
• Gain financial security

CHALLENGES
• Literacy
• Uncomfortable with change
• Doesn’t like new things
• Fearful of treatments

SERVICES IN USE
Health screening
PAP / HPV Exam

TARGET SERVICES
Micro-insurance (health)
Post menses education

TRAITS
Afraid of technology
Does not want to meet people
Wants women’s support

TECH PROFILE
She shares a phone with her family but does not like to use it. When she needs to, she often asks her children for help.
RESILIENT
Esperanza

61 years old
Weaver / craftswoman
Grandmother of 4
Some elementary education
1 year as Pro Mujer member
Rural area

Tecpán, Guatemala

GOALS
• Get healthcare and insurance
• Find ways to provide nutritional diet for her grand children
• Form her network of supporting women

CHALLENGES
• Lives isolated from needed services
• Has trouble branching out
• Has a hard time with change and implementing technology into her daily life is difficult
• Unaware of services applicable to her situation

SERVICES IN USE
Health Services
TARGET SERVICES
Health Education
Health Screening
Digital Literacy

TRAITS
Family-oriented
Very traditional
Is not familiar with technology
Shy

TECH PROFILE
She does not own her own device or have access to reliable internet. She needs help to use technology,
NURSE
Hope
Catarina, Masaya

31 years old
Married mother of one
College education
6 years
Urban

GOALS
• Arrive to work on time
• Provide for her child
• Help women in need

CHALLENGES
• Slow business because of location

SERVICES IN USE
- Nursing Services
- Health Services
- Pediatric Services

TECH PROFILE
- In-office laptop
- Personal mobile phone
- Reliable, hi-bandwidth wi-fi
FIELD ADVISOR
Graciela

28 years old
Single Mother of two
Associates Degree
4 years
Rural

GOALS
- Arrive to work onetime
- Provide for her child
- Help women in need

CHALLENGES
- Lives isolated from needed services
- Has trouble branching out
- Unaware of services applicable to her situation

SERVICES IN USE
- Digital Literacy
- Entrepreneurship Education
- Workforce Development

TECH PROFILE
Personal mobile phone, Internet access depends on the area; various bandwidth and coverage.
<table>
<thead>
<tr>
<th>MOVE FORWARD PERSPECTIVES</th>
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<tbody>
<tr>
<td>WHAT CAN BE EASILY PROTOTYPED?</td>
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<tr>
<td>Telemedicine consultation + Telepharmacy &amp; Digital Insurance (Kiosk &amp; Mobile)</td>
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</table>

<table>
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<tr>
<th>MOST ATTRACTIVE TO PARTNERS?</th>
<th>MOST USEFUL / USABLE TO THE BENEFICIARIES?</th>
<th>MOST EASY TO PILOT?</th>
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<td>Predictive Analytics + Partner Portal to deliver Telemedicine / Telepharmacy / Digital Insurance</td>
<td>Telemedicine consultation + Community Health Worker / Partner portal (Mobile)</td>
<td>Offline &amp; Online Access to Health Education / Content + Social Media Gamification</td>
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