

Connecting with Sara

Mobile technology is key to meaningful engagement

WHAT IS CONNECTING WITH SARA?

Connecting with Sara (CwS) is an initiative to track and engage with our target audience (referred to as 'Sara') through her mobile phone. To date, PSI's engagement with Sara has been limited to home visits, doctors' visits, and mass media. PSI has piloted mobile phone outreach in the past but is now looking to scale, taking advantage of Sara's mobile phone access to meet her health needs.



Link Sara to health products and services



Ensure access to reliable information about health products and services



Better understand healthcare from Sara's perspective



OUR APPROACH

Go Beyond Mass Media

Expand PSI's interaction with Sara beyond billboards and radio, investing in technology that drive mobile engagement.



Meet Sara Where She Already Is

Leverage existing social media apps that Sara already uses, while remaining open to new solutions.

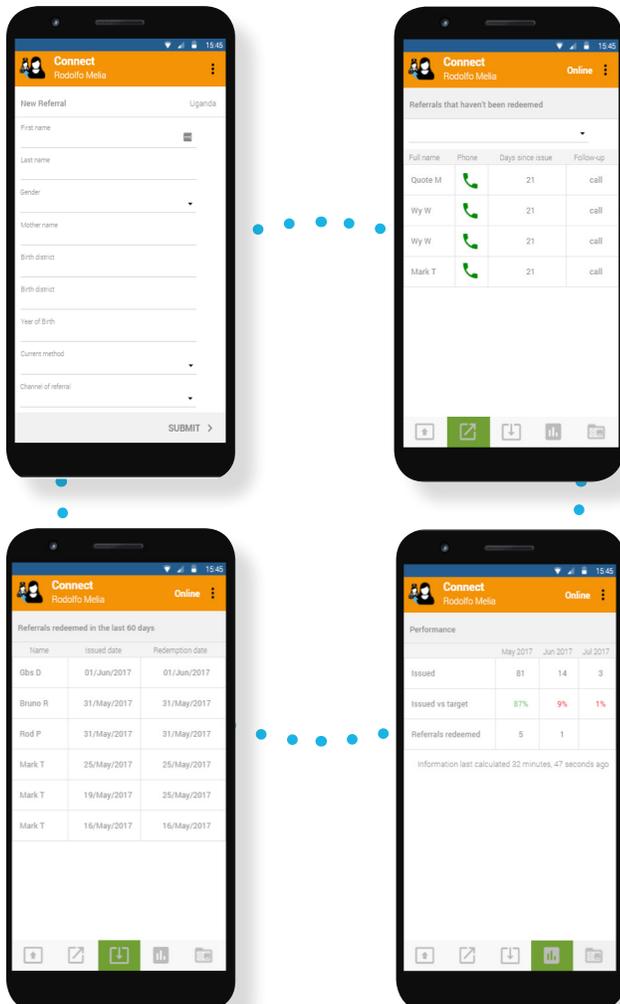


Support Healthcare Providers

Create mobile tools for community health workers and doctors who already engage regularly with Sara in-person.

WHAT HAS ALREADY BEEN ACCOMPLISHED?

Under the CWS initiative, PSI built a CWS mobile app for community health workers to refer, track, and follow up with Sara as she receives health services. As of March 2018, the Connecting with Sara app is live in Tanzania, Zimbabwe, and Mozambique.



WHAT WE CAN ACHIEVE USING MOBILE TECHNOLOGY?



WHAT IS NEXT FOR CWS?

With the data we are collecting on successive interactions with Sara across health areas, there is so much more we can do to strengthen our engagement and connect Sara to health products and services. There is tremendous potential for predictive analytics and machine learning to help PSI better anticipate Sara's needs. PSI seeks partners who are willing to learn with us and find ways, using mobile technology, to bring quality healthcare closer to Sara.