



BID INITIATIVE

Better data. Better decisions. Better health.



Creating Demand for Data Through User Centered Design

Global Digital Health Forum

Dr. Cliff Hara, Ms. Mandy Dube, Ms. Emily Carnahan

13 December 2016



1

USER CENTERED DESIGN IN THE CONTEXT OF THE BID INITIATIVE



BID Initiative

Designing a replicable and holistic solution



Bringing together information system products, data management policies, and the practices of people that use them to be tested in a few countries and packaged to deploy at scale in many.

The Challenge

- There are strong challenges related to data quality around immunizations in Africa, yet few can identify which problems matter most and where.
- Lack of reliable, accessible, actionable data on the barriers impeding immunizations coupled with trained and empowered data users at all levels.

The Vision

- Empower countries to enhance immunization and overall health service delivery through improved data collection, quality, and use.

The Approach

- Partner with demonstration countries Tanzania and Zambia to:
 - Identify the most pressing routine immunization service delivery problems.
 - Develop, perfect, and scale solutions with the users on the ground throughout the health system.
 - Facilitate peer learning with other sub-Saharan African countries in design, testing, and applying interventions.



BID's Guiding Principles

Coordinated approach

Country ownership

Interoperability

Innovation

Sustainability

Openness

Strategic re-use

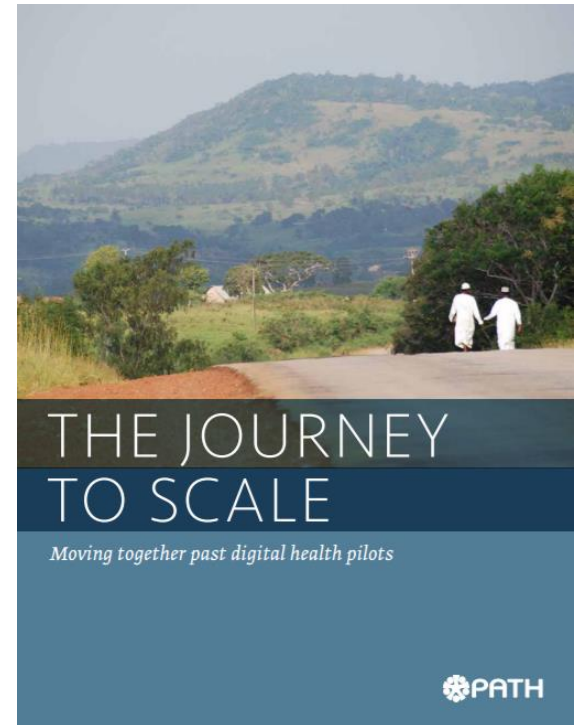
Research, monitoring, evaluation



The Journey to Scale

Key challenges

- Need to understand the impact of implementing eHealth infrastructure
- Lack of funding for scale
- Belief that every country needs a unique solution(s) for their challenges
- Lack of interaction and information exchange among peers from different countries doing the same work
- Lack of national ownership of interventions
- Lack of linkages between the levels and across vertical programs of the health system





Early and sustained government and user engagement at all levels of the health system will result in contextually appropriate, acceptable, sustainable, and feasible solutions that can be scaled within and across countries.



PATH's data use culture conceptual framework





BID INITIATIVE

Better data. Better decisions. Better health.

USER ADVISORY GROUPS (UAG)



Priority Setting

- Working with Government at national level, priorities that were identified included:
 - Addressing the denominator issue
 - Improving data quality and use
 - Stock management at facility level
- Interventions intended for facility level implementation but throughout all levels of the health system the key request was **data visibility**



Choosing the Right Solutions and Making Them Visible

- BID MOH TWG at National Level
- BID UAG at District Level
- Composition of UAG
 - District Community Medical Officer (DCMO) / Principle Nursing Officer
 - District Maternal and Child Health (MCH) Coordinator
 - District Health Information MS officer
 - Facility MCH in charge/Alternate (1 from each of the 4 testing facilities)
 - Two (2) Neighbourhood Health Committee (NHC) Chairperson (from East & West Zones)
 - BID Initiative staff (3)



Role of the District UAG

- Provide key information to help develop a set of interventions
 - Based on firsthand field experiences
- Advocate the work of the BID Initiative to other health workers
 - Communicating the value of the interventions
- Battle skepticism from new users
 - Acknowledging the challenges
 - Focusing on the short- and long-term benefits



Ordinary People Making a Difference





Examples of Decisions Influenced or Questioned by the UAG

- Selection of interventions (e.g. barcodes and video games)
- Involvement of community health workers at the facility
- Multiple IDs
- Addresses for defaulter tracing
- Indicators and their visualization
- Data visibility: web vs android
- User interface
- Bugs
- System logic and workflow redesign



BID INITIATIVE

Better data. Better decisions. Better health.

TRANSFERRING UAG MOMENTUM



The Plans

- Providing opportunities for sharing experiences
 - District cross site visits
- Providing opportunities for ‘competition’
 - Dashboards showing how one facility is performing compared to other similar facilities and the district averages
- Providing opportunities for support
 - WhatsApp group



The Plans

- Providing opportunities for exposure
 - Featuring on BID media platforms
- Providing opportunities for evaluation and feedback
 - Help desk
 - Data use guide reference list and job aid
 - Supportive supervision
 - Formal M&E



BID INITIATIVE

Better data. Better decisions. Better health.

EXPERIENCE FROM UAG MEMBER



BID INITIATIVE

Better data. Better decisions. Better health.

Thank You.....





BID INITIATIVE

Better data. Better decisions. Better health.

Connect with us!



bidinitiative.org



facebook.com/bidinitiative



bidinitiative.org/blog



twitter.com/bidinitiative



bidinitiative@path.org



bidinitiative.org/bid-learning-network/participate/

Visit the website to subscribe to our newsletter.