

# Driven by data: improving lives and extending choice through insight and action

We're transforming the way we capture and analyse our client and service information so we can better understand what works, and what doesn't. We have focused on strengthening our global evidence teams and transitioning to digital solutions for all our client-level and aggregate service delivery data.

Access to new and better data is already supporting an organisational culture shift with rapid and adaptive programming at its core. We use our data insights to learn more every day about how to extend our reach and meet the needs of women and girls around the world more effectively.

## FROM INFORMATION TO INSIGHT Understanding the bigger picture

Previously, our service delivery data didn't have the granularity or consistency to give us the accuracy and insights we needed. Now we increasingly collect electronic routine data for every individual client in our clinics, mobile outreach teams and community-based service delivery programmes. We use our own information system, CLIC, in clinics and with mobile outreach teams. And we've customised an open source handheld technology platform for use in our community programmes. Together, they give us a detailed view of service delivery trends and client preferences over time.

We capture aggregated, facility-level data from our work with public and private partner providers, and visualise this using ORION, our bespoke DHIS2 platform. This enables us to customise the support we provide to an increasing number of partner facilities.

The growing richness of our service delivery data capability means we can see more and learn faster than ever before. And we can answer questions that were near impossible to answer without extensive research studies.

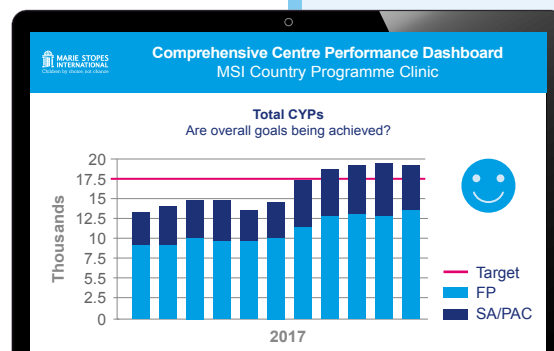
## Spotlight

### MSI's Client Information Centre

Our Client Information Centre (CLIC) holds data on over 3 million client visits to date from clinics and mobile outreach teams across 22 countries.

CLIC enables us to capture and visualise a broad range of client-level demographics, services and financial information while working fully offline to suit the low-connectivity environments of our clinics and outreach teams. CLIC gives us:

- efficient registering, reconciliation and reporting
- rigorous data protection, financial controls and audit trails
- powerful click-of-a-button analytics
- team-ownership of performance
- in-depth routine-data insights



## FROM INSIGHT TO ACTION

### The impact of better visibility

Enhanced routine data systems have direct benefits for our clients – such as improved clinical follow up and automated reminders when contraceptives are due to expire. And while our data transformation journey is ongoing, we're already seeing impact from an improved ability to turn data insights into action.

### Capturing routine poverty information

We want our mobile outreach teams to be able to reach the poorest and most vulnerable women who have no other service delivery options.

Rather than relying solely on annual survey data, we can now use our routine electronic system to accurately measure the poverty status of the communities we serve – with just two questions per client. This will have a significant impact on our ability to ensure we target our resources towards the world's poorest communities.

### Reaching youth more effectively

In many of the countries we work, a significant number of those with unmet need are adolescents (aged under 20). But their needs are often overlooked in traditional service delivery models.

By testing different approaches to encourage behavioural change and family planning service uptake, combined with strategic data analysis, we're building a knowledge base of how to best reach this important under-served group.

## Empowering team members to drive change

Our evidence journey enables an organisation-wide culture shift towards data-driven adaptive programming. We have seen how frontline data visibility also empowers team members to understand and take responsibility for their performance.

We've put significant emphasis on data visibility in our system design and implementation, and paired this with a standardised process of performance reviews and action planning at a team level.

Our routine performance process guides teams through a review of their data on a monthly basis, enabling them to better identify the drivers behind the performance trends they see. This process empowers teams to identify the actions or initiatives they want to focus on in the following month to drive improvements in service delivery.

We've seen significant improvements across key indicators when teams conduct regular reviews of their data and performance.

“ The amazing thing with performance reviews is that it keeps the team focused for the whole year, with continuous evaluation of their strategies and interventions. ”

Wycliffe Atungire, Director Social Business – Marie Stopes Uganda



Because all of our data is now standardised, comparable across countries and available worldwide, we can draw on this wealth of information and translate it into adaptive programming.

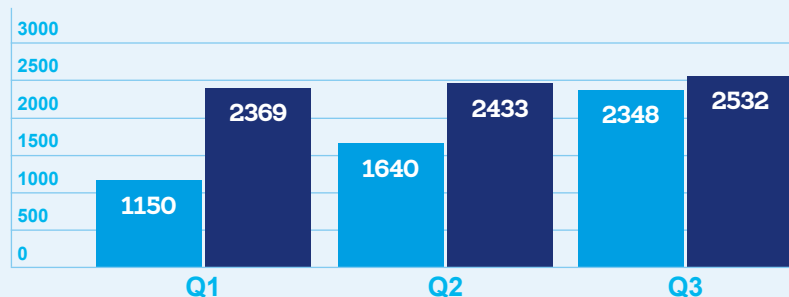
### Case study: taking ownership of team performance in Uganda

When our Ugandan clinic teams started reviewing their performance in their family planning CLIC Dashboards they realised their service delivery numbers were lower than expected.

The teams agreed an action plan for improvement, including:

- refresher trainings for all interested staff
- peer-to-peer clinical supportive supervision
- monthly dashboard reviews to track progress.

The results of these simple measures are striking – the teams provided an additional 43% long-acting contraceptive methods in 2018 compared to 2017.



2017 2018

**EXTENDING THE REACH**

**Complementing the routine with a suite of data solutions**

We've learned important lessons on this data journey. While routine data systems are essential for good programming, we must avoid over-burdening our providers and clients. So we stick to our principle of data minimisation: we only capture data that will be regularly monitored and managed.

We complement our routine data with annual client exit interview surveys and other monitoring tools like mystery client surveys. And we triangulate data using a range of external and internal sources to benchmark our progress against national demographics and trends.



**TOGETHER WITH OUR ROUTINE SERVICE DELIVERY DATA, WE HAVE THE SOLUTIONS AND INSIGHTS NEEDED TO SUPPORT AGILE AND ADAPTIVE PROGRAMMING**

1

We can improve client experience in areas such as quality of counselling and pain management by triangulating clinical quality data with client exit interview findings

We overlay locations visited on our poverty heat-maps to decide where to go and make sure we travel to reach the most vulnerable

2



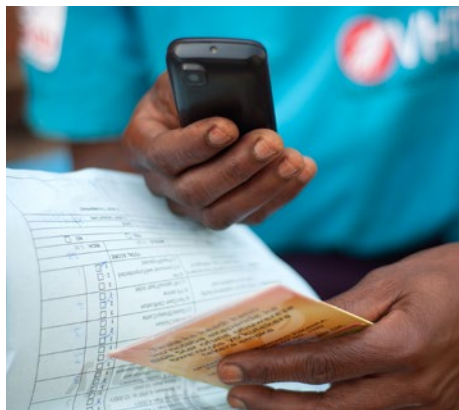
3

Using our innovative Impact 2 modelling tool we can estimate the wider health and demographic impact of the services we provide



4

We use our cost calculator tool to evaluate cost-effectiveness so we can address inefficiencies and ensure women have a place to go for services – now and in the future



We use data from 27 contact centres (phone hotlines) to help us understand and address information and to monitor the impact of marketing efforts

5

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## WHAT NEXT?

Since we initiated our data transformation project in 2011, we've seen the wide-ranging benefits of developing into a data-driven organisation.

And this is just the start.

We aim to continuously evolve our use of data so we can make the greatest possible impact, while maintaining the highest standards of client privacy, data protection and client care.

We believe that our approach to data – our investments in our systems, team members and analytical capability – will help us achieve our vision: to set the standard in the sector for a data ecosystem with women and girls at the centre so we can ensure more women can have children by choice, not chance.

<b>MSI'S</b>	<b>TURNING</b>	<b>DATA</b>
<b>EVIDENCE</b>	<b>INTO</b>	<b>INSIGHTS</b>
<b>ECOSYSTEM</b>	<b>INTO</b>	<b>ACTION</b>

### Where can I find more information?

For more information on Marie Stopes International and the work that we do please contact:

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Alternatively, visit our website: [www.mariestopes.org](http://www.mariestopes.org)

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