REPRODUCTIVE HEALTH INNOVATION EXCHANGE

SHOWCASE YOUR INTERACTIVE SBC DESIGNS, IDEAS, AND TOOLS

Nivi: The Digital Health Marketplace

Innovation presented by: Nivi

Problem statement
Health educators, service and product providers, payers, and manufacturers have weak connections to consumers in low- and middle-income countries, leading to poor health outcomes and economic losses.

Circle of Care stage		
Before:	**During:**	**After:**
📻 Generates Demand	🤝 Builds Trust	🏠 Reinforces Linkages
👥 Creates Enabling Environment	🙆 Empowers Clients	🧍 Enhances Follow Up
💬 Sets Supportive Norms		👥 Supports Behavioral Maintenance

Audience(s)
Anyone over 15 years with access to WhatsApp or Facebook Messenger can connect with Nivi's chatbot in our national markets.

Countries of implementation or design
India, Kenya, and Nigeria

Outcome(s) of interest
Nivi supports its users along their health journey by offering information and navigation into the health system. Outcomes of interest include changes in knowledge, attitudes, and healthcare seeking behaviors for the range of health journeys available on Nivi.

The innovation
Nivi's chatbot is freely available via WhatsApp and Facebook Messenger. Chatbot awareness is generated from Nivi's paid campaigns, re-engagement with Nivi's growing user base, and external partners' campaigns.
Nivi improves access to healthcare by targeting relevant information and referrals when the user is most open to receiving it. Once on the askNivi platform, users follow the conversational threads that interest them the most, including threads to relevant referrals at nearby facilities and e-commerce options.
By serving consumers for free and organizations at a fee, we align incentives and generate revenue to drive volumes that scale the solution.

Why you should consider adapting and scaling this innovation

Nivi brings together a novel approach to digital social behavior change layered on a diversified revenue model that drives growth and engagement independent from grant cycles. In other words, the innovation is in both the technical approach to improving public health and the business approach to sustaining the platform.

Users' experience with specific aspects of the chatbot have been published in peer review and a randomized clinical trial of the platform's impact on family planning is underway in India.

Resources needed to adapt or scale this innovation

We package askNivi to fit the realities of the markets in which we operate, regardless of whether the healthcare is delivered through the public or private sector.

For health educators, such as nongovernmental organizations (NGOs) that work with specific consumer populations and a mix of public and private providers, we package askNivi as a software-as-a-service (SaaS) offering called Nivi Impact for an average annual fee of $96,000 USD. Nivi Impact helps them build awareness among consumers on specific health topics and create demand for health services and products.

For our private sector customers, patient volume is critical. For these customers, askNivi serves as another marketing channel, and our offering, Nivi Performance, is priced as a commission on the product or service provided.

For manufacturers, the consumer insights derived from our relationships with private and public sector customers help them shape markets for various therapeutic products. This offering, Nivi Insights, is priced as a monthly SaaS offering.

Implementation recommendations

Nivi serves organizations, from familiar NGOs to for-profits to public agencies. Each subscription contract is accompanied by a clear scope of work outlining the purpose, intended outcomes, timeline, and expectations for engagement or referral targets. Subscription partners have several key functions to consider when introducing and scaling the chat-based health journeys to their target audiences: marketing, audience identification, and referrals.

- Develop a marketing plan: Paid marketing campaigns by Nivi and its partners are often deployed via social media and search engine ads, influencers, and journey-specific landing pages, e.g., separate webpages describing Nivi chat journeys for family planning and antenatal care and hosting a WhatsApp button that opens into the relevant conversation. Social media marketing policies are sensitive to reproductive health ads. Indirect phrasing may help to clear the review process. Several partners have experimented with offline campaigns deploying community health workers, radio campaigns, posters and flyers, and even street drama. All marketing campaigns point to the askNivi chatbot available on WhatsApp and Facebook Messenger.

- Know your audience: Knowing why a target audience would need Nivi helps in crafting the marketing message and ensuring uptake of the health journey.

- Identify your referral points: The health journeys deployed on Nivi often involve referrals to local products and services at physical locations, e.g., nearby pharmacies or clinics, as well as referrals to digital resources at e-commerce or e-pharmacy sites. Nivi uses a standard template to collect referral points from partners at the beginning of the subscription.

Have more questions? Contact the following people

- Ben Bellows (Ben@nivi.io)

Relevant links

Nivi on Medium: https://medium.com/nivi-inc

Nivi Research: http://research.nivi.io

Nivi Substack newsletter: https://nivi.substack.com

Twitter: @asknivi; Facebook: https://www.facebook.com/asknivi