The MSI Global Contact Centre Network
So that every woman and girl is only one contact away from a safe provider

MSI’s global network of contact centres provide free information, advice and referrals over the phone, social media and WhatsApp, empowering nearly 7,000 clients every day to make the reproductive choices that are right for them. We are now mapping high-quality partner services, so that every woman and girl is only one contact away from a safe provider via our contact centres.

Revolutionising access to reproductive choice with digital

Digital is transforming healthcare globally. From a growing number of clients accessing information and referrals via MSI’s websites and chat tools, to a rise in questions to our online counsellors via social media and WhatsApp, clients’ phones are fast becoming a one-stop-shop for information on reproductive health.

This shift has the potential of transforming access, including to marginalised communities. MSI’s data shows that in the remote regions served by our mobile outreach teams, two-thirds of clients (67%) now have access to a mobile - a 10% rise from 2016.

As a global healthcare community, we need to act fast to meet this increasing demand for digital healthcare. At MSI, we have been working hard to do so with our global network of 31 contact centres.

67% of our mobile outreach clients have access to a mobile phone.

In 2020, we interacted with clients 2.4 million times via our contact centres.

18% of incoming calls from adolescents

45% of whom were referred for services.

By providing advice and referrals via the phone, social media, and WhatsApp, our contact centre network supported nearly 7,000 clients every day in 2020, before, during and after they accessed care.

With accurate information, we can empower people to access the reproductive choices that are right for them, whether that’s accessing a self-care product from a pharmacy, or making an informed decision at a clinic. Clients will always know that non-judgemental, accurate advice is only one contact away.

How can we improve awareness of safe services?

MSI’s vision is a world where everyone has reproductive choice, but we know we have a fight ahead of us. Today, an estimated 96,000 women will risk their lives to undergo an unsafe abortion and over 218 million women and girls in low and middle-income countries have no access to modern contraception.

Awareness of sexual and reproductive healthcare and rights remains low. DHS data from the countries that MSI works in shows that only 25% of women are aware of their fertile period and a recent review found that under half of women know about their abortion laws and rights. During COVID-19, MSI’s surveys showed that knowledge of where to access safe abortion or contraceptive services dropped further.

With MSI’s contact centres, we aim to change, so that clients are only one contact away from a safe service.

Contact centres: a one-stop-shop for confidential advice and referrals

MSI’s network of 31 contact centres is staffed by over 300 call agents, providing free sexual health advice and service referrals. Year over year, we have seen demand for our contact centres grow, with a 57% rise in client interactions between 2018 and 2020.

In 2020, we interacted with clients over 2.4 million times via our contact centres. By providing accurate advice and information, our teams empowered nearly 7,000 clients every day to make informed choices about their sexual and reproductive healthcare.
Our 2020 data shows that our contact centres reached marginalised clients, too. Nearly one in five calls (18%) were from adolescents, 45% of whom were referred for services, equating to 100,000 adolescents accessing safe care. In Sierra Leone, nearly a third (27%) of all callers were aged under 20.

MSI’s data shows that when clients engage with a contact centre ahead of their appointment, they are aware of a wider range of contraceptive methods, including long-acting methods. They also report higher satisfaction rates and are more likely to champion the service to friends and family (74% vs 69%). Through this, we can support clients to make informed choices and drive community awareness of local, safe care. Equally, if clients have any follow-up questions after their service, for example, on side effects, our contact centres are there for them, too.

Importantly, clients know that accurate advice is only one contact away. When the world went into lockdown due to COVID-19, demand for sexual and reproductive healthcare grew and our contact centres saw a 50% rise in client messages over social media. Confidential, accurate advice on where to access safe services remained crucial, so our teams adapted fast, introducing chat platforms for private messaging and launching telemedicine to deliver home-based care.

By partnering with governments in support of their national COVID-19 response, we offered our contact centres as a source of information on which services remained open, protecting access to safe care. As one contact centre agent in Ghana shared: “If it wasn’t for the contact centre, clients wouldn’t have known that MSI Ghana was still operating safely.”

Choice in her hands with a continuum of care

Globally, access to healthcare outside of facilities is growing, including via pharmacies and telemedicine.

Evidence shows that self-managing a medical abortion is safe and effective, but what is needed is a continuum of care: a quality product, clear instructions on how to take the pills, and access to in-person care, if needed. However, self-care products go beyond medical abortion – from self-injectable contraceptives to home-based HPV testing, we can support women to manage their health on their terms.

Client Interactions with MSI Contact Centres 2018-2020

Contact centres are ideally placed to provide this continuum of care, with advice on how to administer self-care products, expected side effects, and when and where to seek facility-based care.

Mapping partners so that every woman is only one contact away from a safe provider

Over the next ten years, MSI will partner across the public and private sector to develop a sustainable and integrated referral network. Contact centres will act as a lynchpin for this network, mapping high-quality services to ensure every woman and girl is only one contact away from a safe provider or product. This will involve upgrading our contact centre technology, enabling us to offer our contact centre solutions to other global and national healthcare organisations.

From connecting clients with their local quality-assured public sector provider, to referring women to a nearby pharmacy stocking the self-care product they seek, contact centres will act as a one-stop-shop for guidance on where to access safe care. If pharmacists seek to supply a quality product and information on where to direct a client for after-care, or community-based partners would like to refer a woman to a local safe provider, our partners know that MSI’s contact centres are only one contact away.

Partner with us to make reproductive choice a reality for all

MSI’s vision is that by 2030, no abortion will be unsafe and everyone who wants access to contraception will have it. Our contact centre network will be pivotal to this, but we cannot do it alone. We hope that you will join us in transforming access to healthcare information, advice, and services, so that every woman and girl is only one contact away from a safe provider and the reproductive choice they seek.