



Choice in a Digital Age

MSI Reproductive Choices Digital and Technology Strategy



Introduction

Our 2030 vision is bold: no abortion will be unsafe, and everyone who wants access to contraception will have it.

To achieve this vision, we will innovate to improve sexual and reproductive health (SRH) access and client experience, meeting the changing needs of the those we serve. This will further improve organisational performance and strengthen our ability to contribute and fit within the wider SRH ecosystem. Digital technology has a critical role to play, and we believe that it's more important than ever to outline how this can support our 2030 vision, both for MSI and the wider sector.

This strategy outlines how we'll use digital and technology to support the delivery of our ambitious MSI 2030 strategy. Our commitments guide us towards developing opportunities for further partnerships so we can work together as a sector to be more efficient, more impactful and reach more people in our fight for reproductive choice.

COMMITMENT 1:

Create an engaging and empowering client experience

We will use digital innovation to support and empower people throughout their SRH journey, adapting to context and user needs, to deliver a client powered SRH experience.

STRATEGY 1: Empower people with knowledge to take healthcare into their own hands.

STRATEGY 2: Connect people with convenient quality services and products.

STRATEGY 3: Make healthcare experiences easy and responsive to clients' needs.

COMMITMENT 2:

Support and equip our teams to deliver our mission

Equipping our clinical and support teams with the digital technology they need will be crucial to ensuring operational efficiency and world-class clinical safety at scale.

STRATEGY 1: Enhance frontline digital tools to improve efficiency and clinical safety.

STRATEGY 2: Enable our organisation through improved technology and better data visibility.

STRATEGY 3: Empower our in-country teams.

COMMITMENT 3:

Collaborate and partner for health systems impact

We know that only through partnership and collaboration will we be able to secure universal access to contraception and safe abortion. We will leverage the opportunities provided by digital and technology to share our own data and expertise and to learn from and partner with others.

STRATEGY 1: Partner to improve the capture and use of quality data to strengthen health systems.

STRATEGY 2: Champion the exchange of innovations, insights and learning.

MSI's definition of digital:

Digital is how we meet the current and future needs of our clients, staff, and partners through technology-driven ways of working.

Create an engaging and empowering client experience



Creating a positive healthcare experience is at the heart of what we do.

We want to provide accurate and trustworthy information to help people make informed choices throughout their healthcare journey and connect them with convenient, safe SRH care options and products, whatever their needs and wherever they live.

Measures of success:

- Reach and engagement with MSI digital content
- Number of people referred to quality services or products
- Number of people accessing care via remote options
- Proportion of clients who would recommend MSI services

STRATEGY 1: Empower people with knowledge to take healthcare into their own hands.

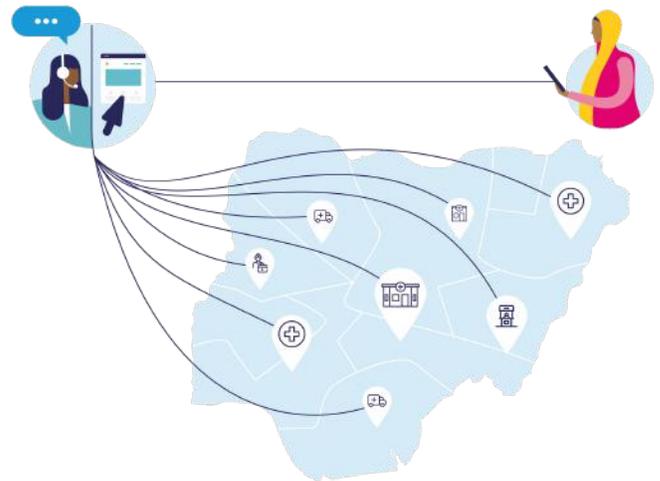
Creating accurate and engaging SRH content is crucial to counter misinformation. Collaborations will be key to expanding the reach of our own content, leveraging partnerships to connect with new audiences, and creating new referral pathways. We will continue adapting our content for different cultures, connectivity levels and user needs. Digital content will be complemented by live support from our contact centre, which provides personalised guidance on SRH products and services to nearly **7,000 people every day**. To keep pace with the changes in communication, we are strengthening our contact centres with an enterprise chat platform, enabling agents to better handle social media conversations at scale.

STRATEGY 2: Connect people with convenient quality services and products.

To combat challenges around referring clients to their nearest, safest product or service, we will map the entire network of high quality SRH providers (MSI, as well as other high-quality providers) in the countries we operate in. This will be available through our contact centre and online platforms. We will integrate clinical quality and client review information to help people access safe, client-centred and non-judgemental care. By tracking which outlets stock our products, and using secondary data on poverty and unmet need, we can ensure our products are stocked in the places where they will have the most impact.

STRATEGY 3: Make healthcare experiences easy and responsive to clients' needs.

To continually enhance the client experience, we are transforming how we capture and use real time client feedback using digital tools. To improve the delivery of SRH services in the private sector, we will create an online space for training and resources. We are expanding the use of telemedicine to increase access and self-care options for our clients.



Creating an engaging and empowering experience will be critical to achieving each of the MSI 2030 access pillars: ensuring we leave no one behind; strengthening private sector provision of SRH services; and supporting those choosing self-care SRH options.

Support and equip our teams to deliver our mission



We are now reaching more people than ever before with lifesaving services. By 2030, we will support the elimination of unsafe abortion and help one in four women to have their demand met for contraception by MSI or an MSI-supported service in the countries where we work.

Equipping our clinical and support teams with the digital technology they need will be crucial to ensuring operational efficiency and world-class clinical safety at this scale.

Measures of success:

- User adoption of digital technology
- Proportion of staff satisfied with the tools and resources provide to support their work
- Proportion of programmes achieving gold standard for clinical quality
- Demonstrated shifts from manual to automated processes
- Proportion of digital and technology workforce based in the global south

STRATEGY 1: Enhance frontline digital tools to improve efficiency and clinical safety

We are scaling up and improving critical digital tools for collecting and managing client data and integrating systems to provide a more streamlined client journey and efficient internal processes. We are implementing a hospital management system in our centres and maternity units and developing new technology for our outreach teams that will combine the benefits of cloud with offline capabilities to support staff working in challenging and remote locations. To increase the safety and efficiency of our service delivery we will implement clinical decision support which will guide providers through a safe care pathway. Digital technology is already enabling us to conduct remote clinical site audits and competency assessments, and there are exciting opportunities to further enhance these processes to ensure consistent high-quality service delivery, at lower financial and environmental cost.

We are building a new modern business intelligence platform, to provide a one-stop shop for all our operational data, enabling colleagues around the globe to access real time reporting across MSI and external data to support data-driven decision making.

STRATEGY 3: Empower our in-country teams

We will continue to ensure all our staff can access high quality online learning content that helps them develop their careers. We are growing initiatives such as our learning management system, which provides staff with essential learning and career development training, as well as our ‘Centres Academy’ which provides clinic teams with best practice training to support them on the journey to commercial sustainability. To better represent the communities we serve, we will take a global approach to delivering technology. We are committed to equal opportunities in digital roles and will seek out partnerships with organisations focused on supporting women in developing their career in tech.

STRATEGY 2: Enable our organisation through improved technology and better data visibility

We will upgrade our network infrastructure and workplace tools and implement improved cyber protection technologies. These upgrades will provide a more consistent and cyber secure experience for our teams. We aspire to leverage cloud-based technology to transform our finance and supply chain processes and be more efficient in our back office operations.



Transforming our organisation is a key enabling pillar of our 2030 strategy. Delivering on this commitment will see us shift our centre of gravity to the countries that MSI operates in, using digital technologies to increase the agility of the organisation and ensuring everyone has an equal opportunity to thrive by developing skills.

Collaborate and partner for health systems impact



We know that it will only be possible to secure universal access to contraception and safe abortion with improved partnership and collaboration.

Working with governments, SRHR organisations and local grass root groups, we will help strengthen data systems so all get more power out of their data. This can improve quality of care, inform resource allocation, prevent duplication of effort, and strengthen accountability for equitable access to SRH and rights.

Measures of success

- Proportion of partners and donors who rate MSI highly for collaboration and knowledge sharing
- Number of MSI systems, tools and resources adopted by partners
- Number of partnerships involving digital collaborations

STRATEGY 1: Partner to improve the capture and use of quality data to strengthen health systems

We will expand our work with government and national partners to improve the capture and use of SRH data for monitoring, planning, and advocacy to strengthen the health sector. We continue to actively share MSI data in data working groups and forums where we can inform the work of national partners. We will expand the sharing of our expertise on SRH data validation and performance indicators. We will introduce integrated digital solutions that will support with performance management of our own and government frontline teams. To improve our interoperability with government systems, we are evolving our common data model to be based on the global standard used in healthcare (FHIR).

STRATEGY 2: Champion the exchange of innovations, insights and learning

We want to be a great partner, using digital technology to facilitate equitable access to knowledge and share our own insights and innovations as well as learn from others. We will continue to contribute to and champion knowledge hub initiatives, such as the SafeAccess online hub, a collaborative platform aimed at eliminating unsafe abortion. Where possible, we will make the digital tools and resources we develop Open Source. Before starting something new, we will look to the experience of other implementing partners, leveraging their insights and learnings and reducing the duplication of efforts. We endorse the Principles for Digital Development and will continue to use the principles to align ourselves with sector good practice.



Being a trusted partner and sharing learnings with others to remove barriers to access are key to delivering pillar 2 under MSI 2030, while supporting the shift to national ownership of SRHR will be key to delivering access pillar 1 - leaving no one behind.

Greater collaboration is essential to improving reproductive choice. We want to use digital in ways that make our work and the work of our partners more effective and impactful. This takes time and planning. We believe that this strategy is a key first step in ensuring that our vision is clear both internally and externally. We hope it will guide us towards delivering on our commitments and developing further opportunities for partnership.

We welcome questions, ideas, and conversations on how we can work together.

**We will unite leading
healthcare provision with
digital innovation to
empower women and
girls everywhere to
choose the life they want.**

Will you be a part of it?

Join us. Get in touch on info@mschoices.org



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