

## Adopters, Continuers, and Provider Changers in Impact 2: What do these mean for your impact?

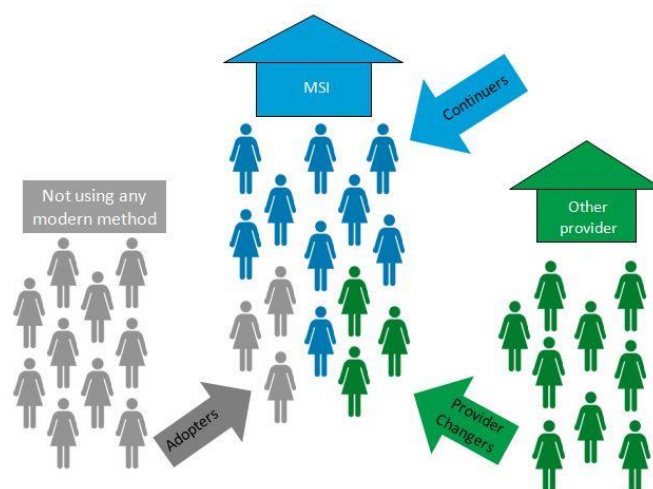
When using Impact 2, it will be useful to have information on the proportion of your clients who are adopters, continuers, and provider changers, in order to get the most out of the model.

### Adopters

Adopters<sup>1</sup> are your clients who were not currently using a modern method when they accessed services from your programme. By providing family planning to individuals who were not previously using a method, your organization is contributing to increasing the national CPR and reaching additional users.

### Continuers

Continuers are your returning clients who have previously received a modern method of family planning services from your programme. In order to increase CPR or your market-share, it's essential to sustain services to your existing client base before extending services to Adopters or Provider Changers.



### Provider Changers

Switchers are your clients who were previously receiving a modern method of family planning method from another organization, but are now accessing those services through your organization. By reaching these individuals with family planning services, your organization is increasing its market share, but is not contributing to increasing CPR since serving these individuals is not increasing the national number of family planning users, only changing their provider.

### When to use these in the model?

When using Impact 2 on Organizational Mode, you will be asked to supply your client profile. It will look something like this:

Page 3: Set your client profile (optional)
Next

Your client profile is for family planning clients only, and, is required to estimate incremental impacts, and your organisation's contribution to increasing CPR, reaching additional users, and reducing national burdens. If you leave the client profile blank, you will be unable to access these features.

Client profile data has been pre-loaded into Impact 2 for your country. Please check to insure this data is accurate. For future years, you may wish to project changes in your client profile based on your plans.

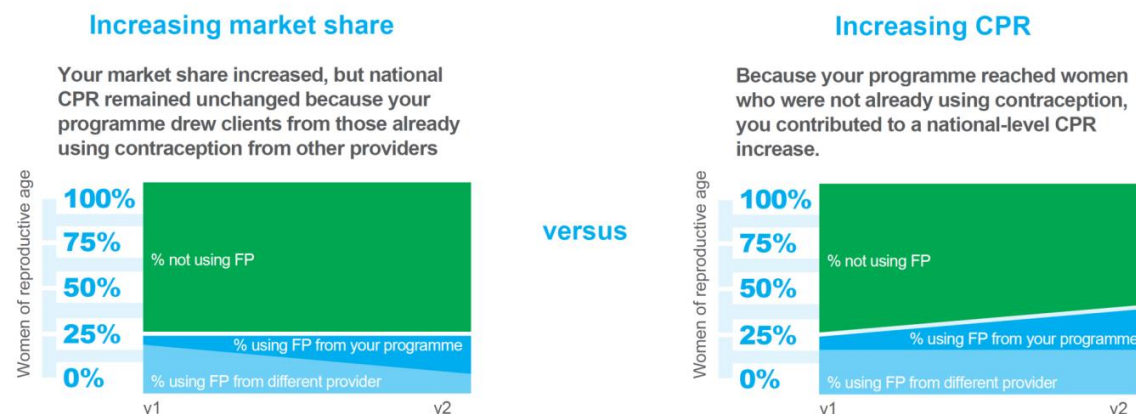
Client profile (must sum to 100%)	Pre-2001	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
% adopters	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
% continuers	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%
% provider changes	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%

<sup>1</sup> MSI exit interviews define adopters as individuals who were not using a modern method in the 3 months prior to the when the programme provided them with one. Exit interviews, which are conducted retrospectively among women who have just accessed services, use the 3 month time-frame as a proxy to capture adopters who were not currently using a method before receiving one from MSI.

By entering your client profile (the % of your clients that come from each of the 3 groups listed above), you will be able to make full use of Impact 2's functions including estimating:

- your organization's contribution to increasing CPR and reaching additional users
- your organization's contribution to national level impacts (ex: reducing maternal mortality)
- generating your incremental impact (i.e. the impact that would not occur without your organization).

Client profile information is key to identifying whether your programme is contributing to increasing CPR, or just expanding Market Share.



As you can see above, your programme could substantially increase its market share by only drawing clients from among those already using contraception from another provider. However, in order to contribute to increasing CPR, your programme must sustain its existing users while also extending services to women who were not previously using contraceptives.

By providing client profile information when using the model, you can generate results that lend themselves well to National-Level policy and advocacy purposes, illustrating how your organization is individually contributing to national level change and the valuable impacts that your organization alone is contributing/that would not occur without your organization.

For more information about the importance of accounting for adopters, continuers and switchers see our Research Brief: <http://mariestopes.org/data-research/resources/meeting-fp2020-commitments-importance-moving-beyond-first-time-user>