MSI's evidence ecosystem:

Turning data into insights into action



Improving access & equity

Who are our clients?

215,000+ exit interviews and 300 million service use data points help to better understand our clients and their experiences

What are the barriers to care?

Market insight surveys, client feedback surveys, and rapid insight gathering help us identify and address barriers, ensuring that services are more accessible and support clients' life goals

34 contact centres and digital platforms support more than 300 agents to address the gaps in information. In 2024, we supported our clients with information across almost 4 million interactions through different social mediums

- Are we serving those in need?

Innovative poverty
metrics and geospatial
mapping help us determine
where to reach the most
underserved communities

Granular data and metrics to track performance are used to close gaps in access for adolescents, people living with disabilities, people in extreme poverty, and other under-served demographics

- How do we engage communities?

Mobile data capture and support tools empower community-based mobilisers and providers. They support people from awareness of services, to pre-service counselling, to uptake. They also provide real time data visibility to drive performance management

Doing more with less to drive efficiency

How do we know what works?
Through routine evaluations, knowledge-sharing platforms, and cross-partnership engagement, we continuously refine and enhance our programming

Can we do more with less? A unified global accounting system and our cost calculator empowers MSI to understand and manage cost drivers How do we improve performance?

Performance dashboards routinely updated for all decision-makers optimise our effectiveness and productivity

Our Global Data Warehouse, a cloud-based central location for all MSI data allows easy, on-demand access to reporting through a new business intelligence platform

Raising the standards on quality

Do we deliver quality care?

Client exit interviews, mystery clients and routine client feedback monitor client experience and quality of care

Our client-centred care framework and metrics underpinned by organisational culture, protocols, and staff wellbeing ensure a positive client experience

MSI's Abortion Quality Index helps to better understand the safety and quality of our abortion and post-abortion care and advocate for change

- How do we assure clinical quality?

Quality technical assistance audits, clinical incident systems, provider competency databases and clinical quality scores keep us on track

O- How can we assure product quality?

Tools are used to test, track and assure the quality of our healthcare products before they are used or sold

O- How can we support health system strengthening?

Monitoring of public and private partners using our bespoke DHIS2 platform customises support

Supporting government
HMIS systems mean we
can capture relevant sexual
and reproductive health
indicators, improve quality
of data and use it to make
evidence-based decisions



What is our **impact?**

Harnessing the power of our evidence eco-system, we continuously test the effectiveness of our approaches to better serve those in need and share insights with others.

We use innovative modelling (with our Impact 2 tool) to estimate the wider health and demographic impacts of our service delivery.