

Digital Transformation of Health Campaigns

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Share

Our approach to
Digital transformation

Demonstrate

DIGIT Health Campaign
Management (HCM)

WHY WE ARE HERE

Learn

From your experience on
what is relevant to you

Engage

With Govts, Non-profits, Tech
partners on leveraging DIGIT

We build Digital Public Infra and work with Governments & Markets to transform governance and public service delivery



Catalyse the achievement of SDGs

1.1 B Public Services Delivered

\$1.9 B Revenue Mobilised

2.3 B Vax Certificates

260m Citizens

Network Effects 200+ partners
6 countries
8 sectors
50+ solutions

Supported By



Three Pillars of our Work

Digital Public
Infrastructure



Build State
Capacity



Catalyse
Markets



Digital Public Goods & Platforms

To provide re-usable & interoperable building blocks

Digital Building Blocks | End User Solutions | Open APIs & Protocols

Enhance State Capacity for National Scale Digital Programs

Delivering accessible and transparent services and better governance

Program Governance | Playbooks & Best Practices | Advisory- Program & Tech

Catalyze Ecosystems to Build Market Participation

To design and implement "digitally enabled" governance programs

DIGIT Academy | Toolkits and Documentation | Market Making

The Problems We Are Solving in Health Campaigns

National Agencies

No visibility of progress and problems

Poor data to plan and make decisions in run time



Health Supervisors

Inadequate information and limited resources

Constantly firefighting



Frontline Workers

Limited training, run-time issues

Repetitive tasks, delayed payments



Low campaign effectiveness

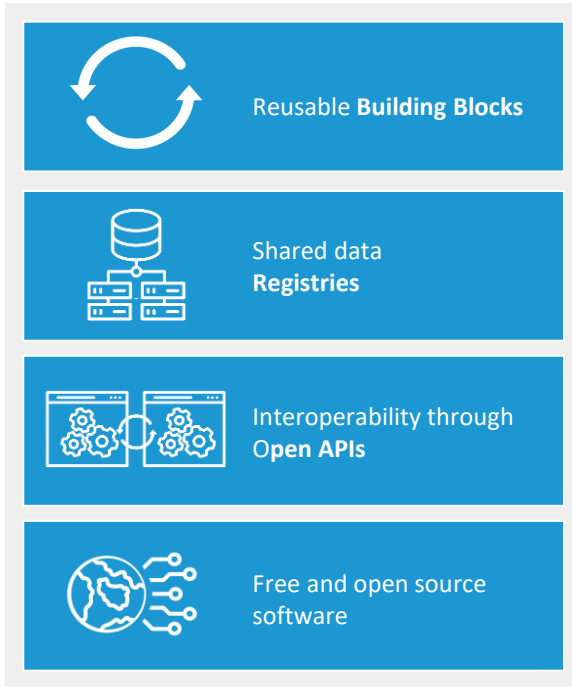
Logistical complexities

Limited visibility

Siloed approach

Limited ownership

Our Key Principles



One product can be repurposed for **all campaigns**

Enumeration is done once, **enriched continuously**

Data flows across systems, **solutions interoperate**

Use the building blocks to create **new solutions***

Lowers the cost of software and of running programs

Sovereigns own & evolve digital assets as public infra

How We Got Here

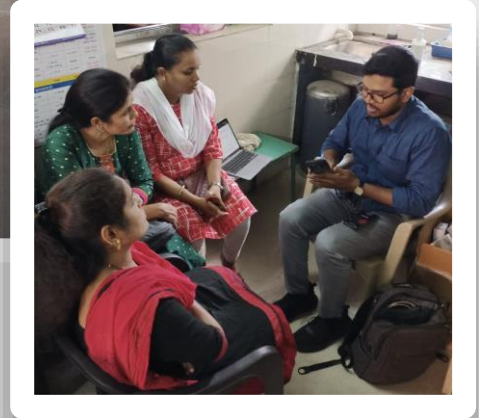
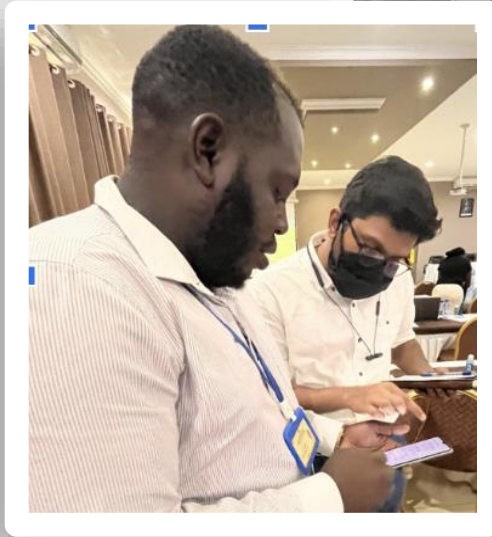
Shared Understanding: We are collaborating with multiple partners to arrive at our understanding and product roadmap



**Work with
partners to
understand
problems and
systemic
challenges**



Validate with users in their work setting



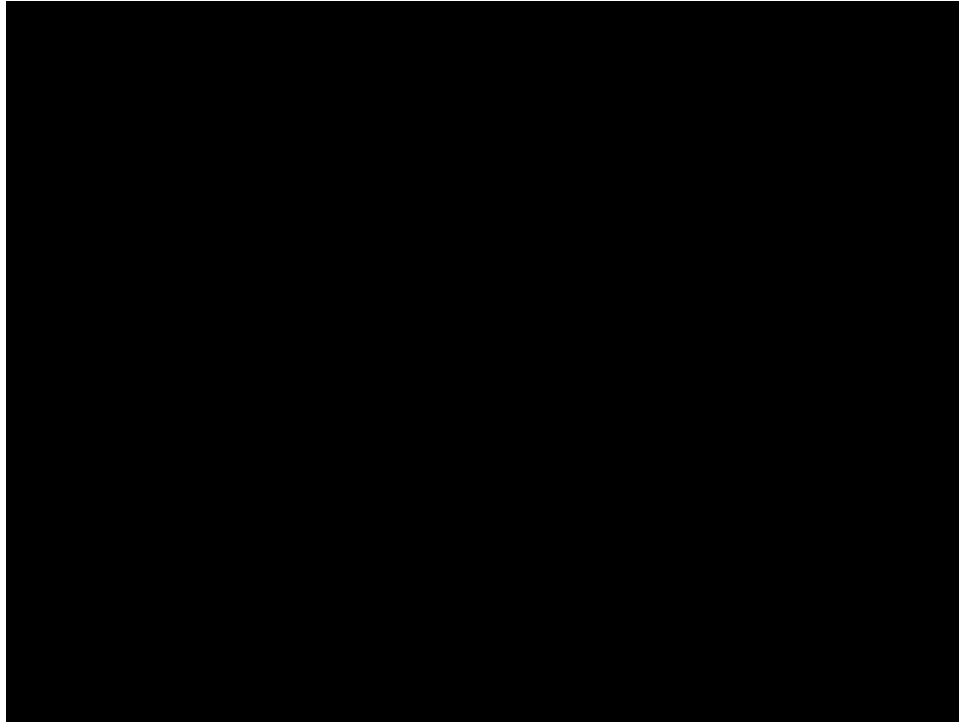
Capacity building workshops & training



Co-create with people who run campaigns



A Short Video On DIGIT Health Campaign Management



How does

TRANSFORMATION

start?



Set-up campaigns in

3 days

Solimbo ▾

Customize forms

Registration | Household details | Delivery Details

Phone Number
+91

Drag & drop fields

Preview Save

Configure

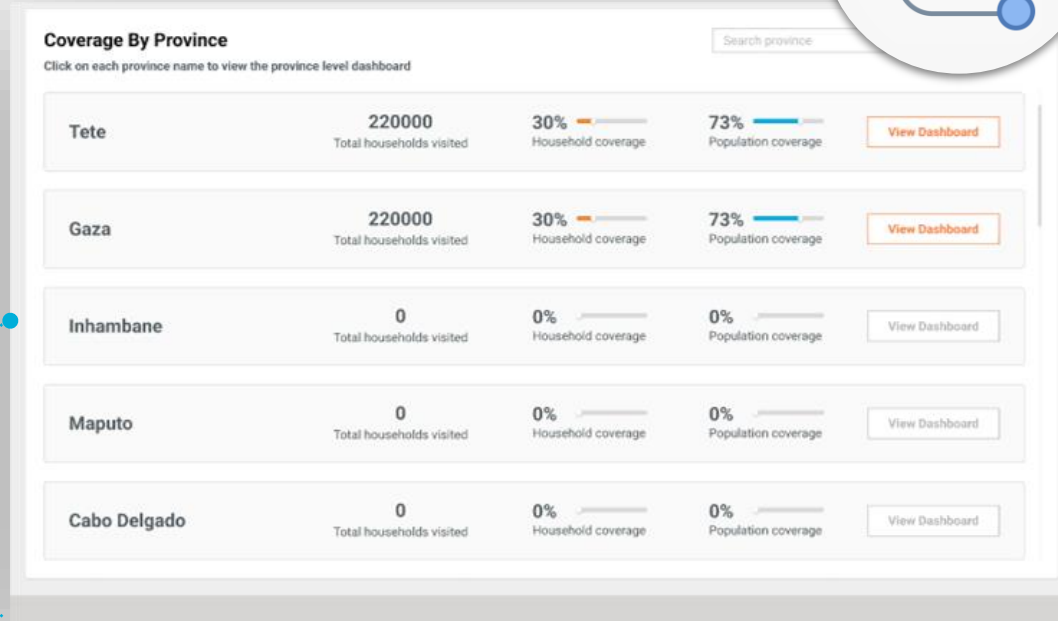
Drag & drop fields

- Paragraph
- Form field
- Country
- Text area
- Phone
- Check box
- Radio button
- Date picker
- Hyperlink
- Attachments
- Drop down
- List items



Run

100s
of campaigns
simultaneously



All from one system

Register in

15 seconds

Record Delivery in

1 minute



☰ Solin

◀ Back

Name

Carlos

Phone number

+91 - 74354 35646

Gender

Male

Female

Transgender

Save

er by DIGIT

Deliver Intervention

Date of Registration 1 August 2022

Household Head Name Jose

ID Type National ID

ID Number JGK87389

Age 40 years

Gender Male

Mobile Number +258 576478

Member Count 05

Number Of Resources For Delivery 03

Resource delivered*

▾

Quantity distributed*

- 03 +

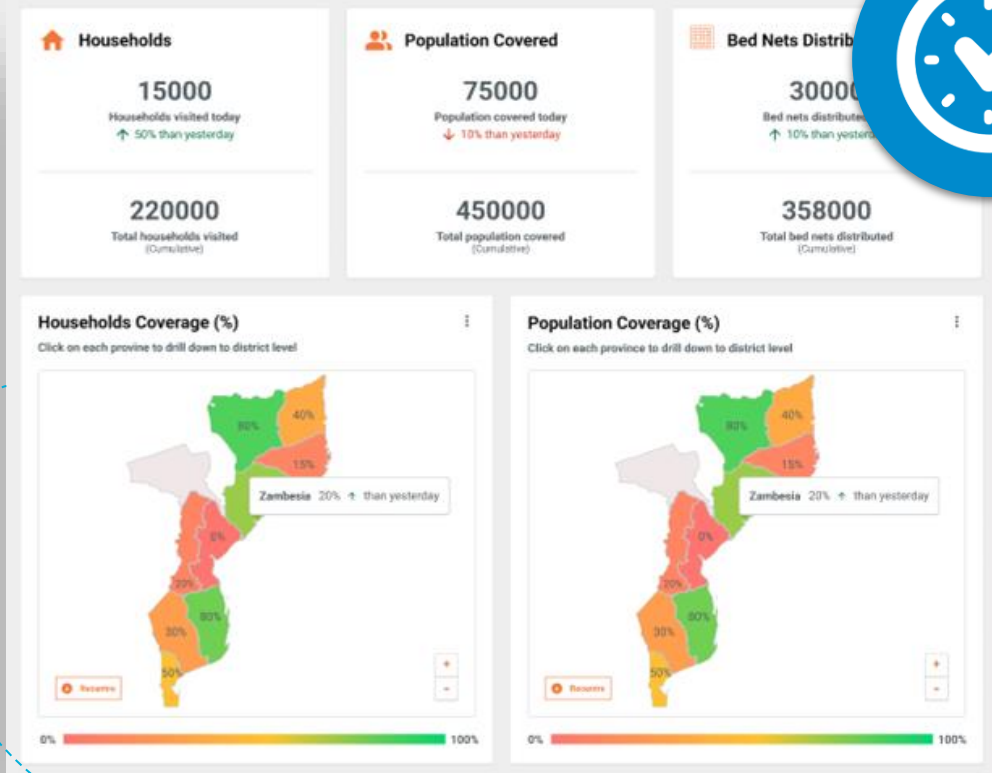
Delivery comment

▾



Real Time

dashboards



Make decisions in runtime



**Zero
licensing cost**



Proven at
population scale

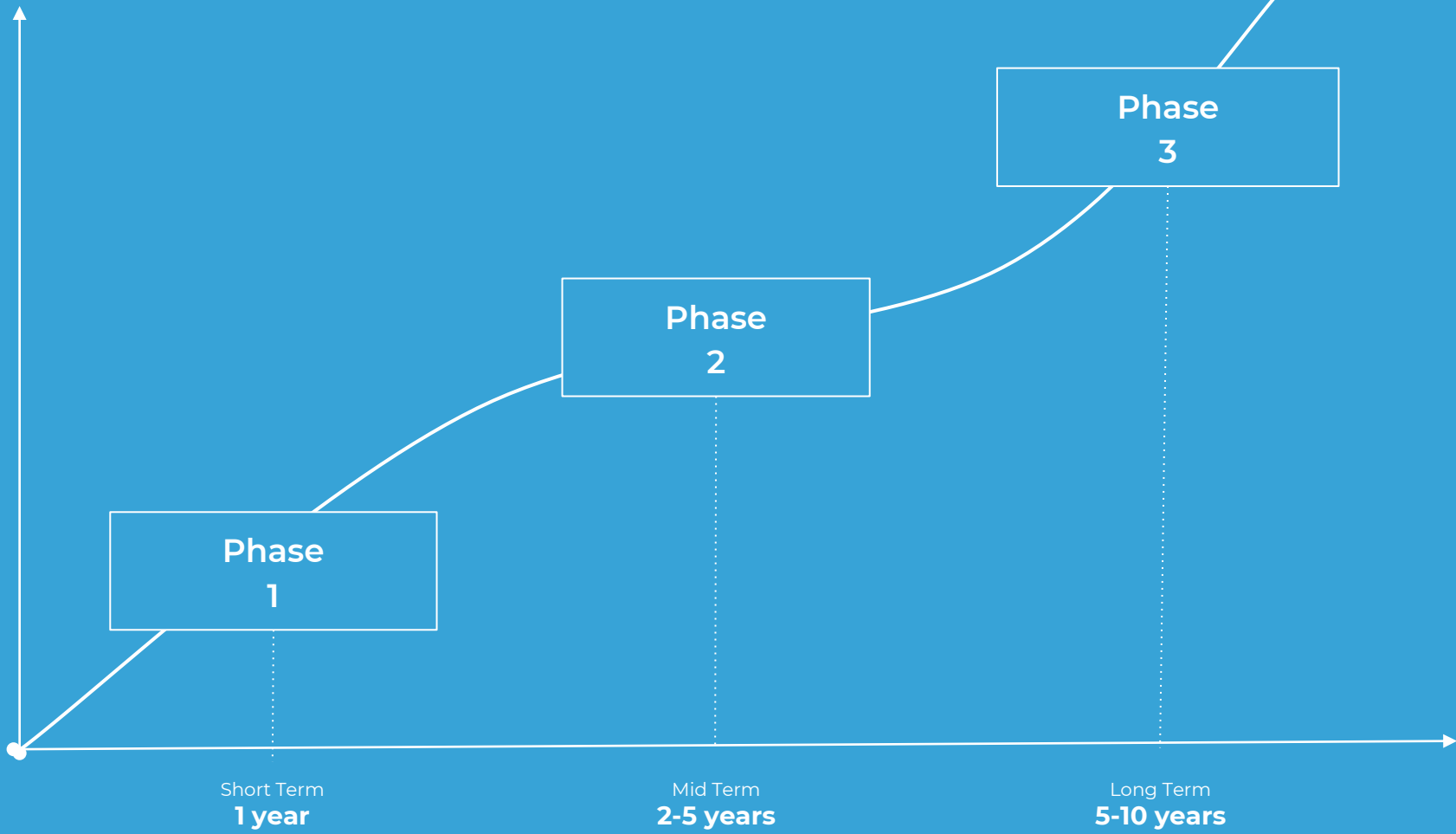


Everything is
reusable

Roadmap for

DIGITAL TRANSFORMATION

of health campaigns



Phase
1

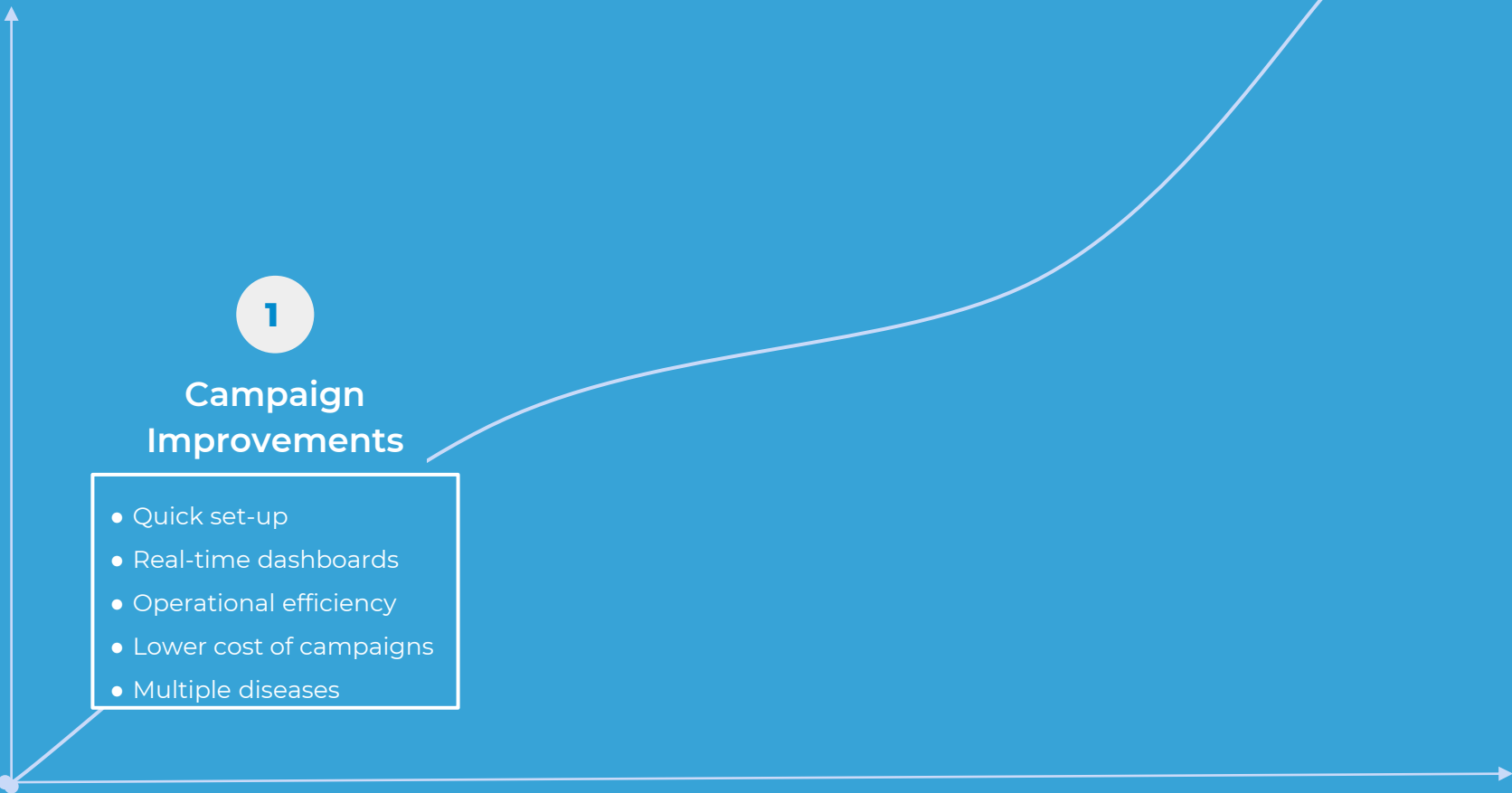
Phase
2

Phase
3

Short Term
1 year

Mid Term
2-5 years

Long Term
5-10 years



1

Campaign Improvements

- Quick set-up
- Real-time dashboards
- Operational efficiency
- Lower cost of campaigns
- Multiple diseases

Single Campaigns

Short Term
1 year

2

Campaign Transformation

- Cross-mission data sharing
- Simultaneous, Integrated Ops
- Redefined processes
- Leverage historical data
- Multimodal campaigns
- Analytics & Automation

Campaign Improvements

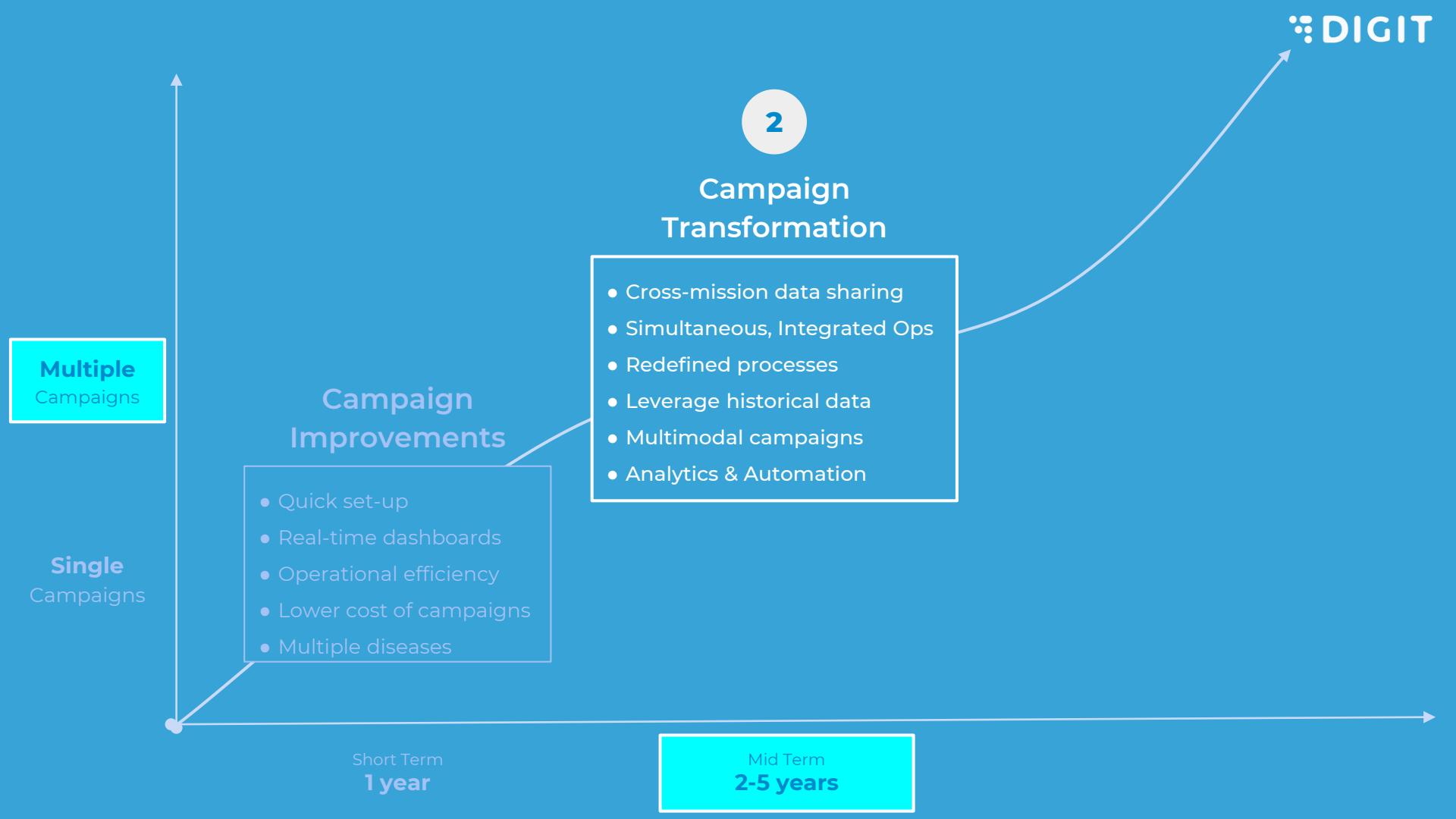
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Multiple
Campaigns

Single
Campaigns

Short Term
1 year

Mid Term
2-5 years



Digital Public Health Infrastructure

- Cross leverage data
- Coordinated interventions
- Disease surveillance
- Plug into routine healthcare
- Coordination with other depts

Campaign Transformation

- Cross-mission data sharing
- Simultaneous, Integrated Ops
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Campaign Improvements

- Quick set-up
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- Operational efficiency
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- Multiple diseases

Integrated Health Interventions

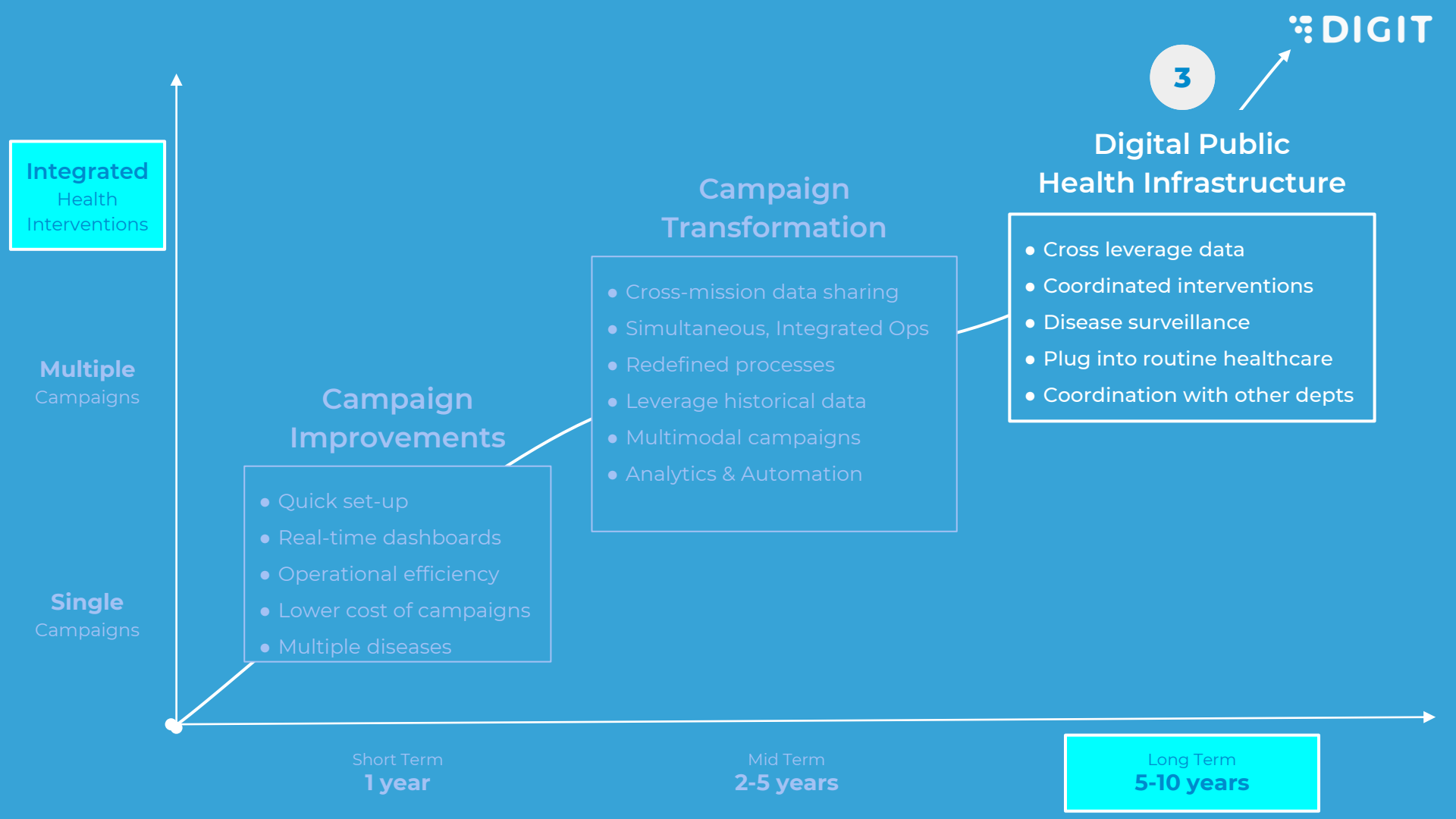
Multiple Campaigns

Single Campaigns

Short Term
1 year

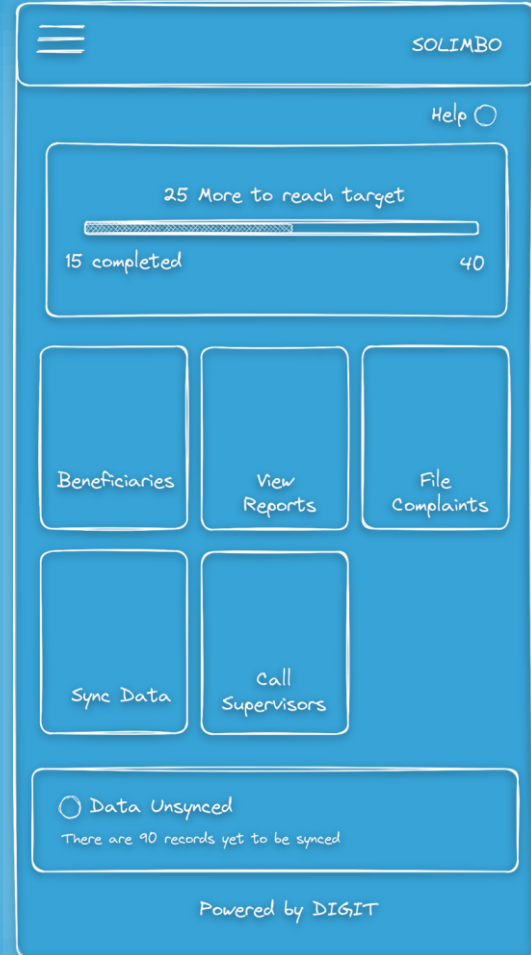
Mid Term
2-5 years

Long Term
5-10 years



Experience

DIGIT HCM

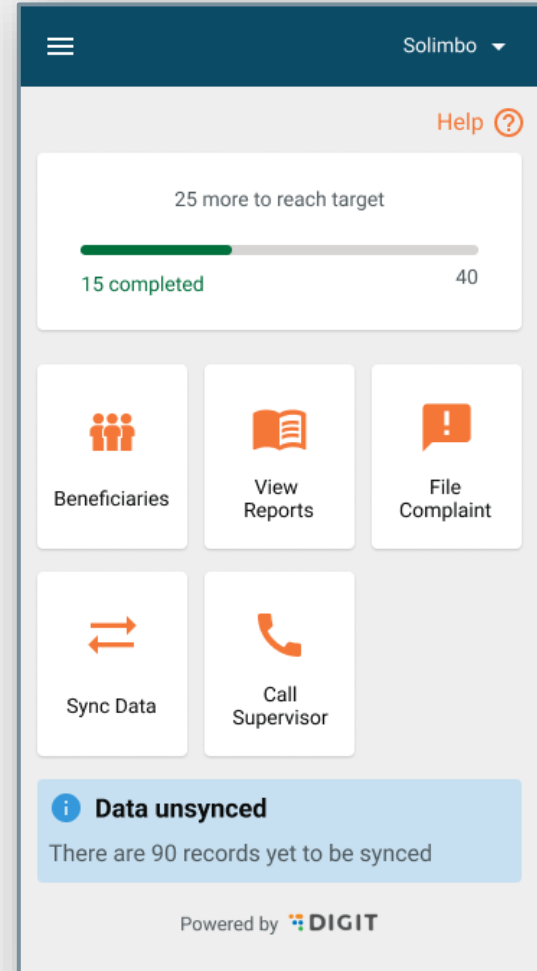


DIGIT HCM DEMO

Mrunal Surve

Product Manager

eGov Foundation



The screenshot shows a mobile application interface for DIGIT HCM. At the top, there is a dark blue header with a menu icon on the left, the name 'Solimbo' with a dropdown arrow in the center, and a 'Help' button with a question mark icon on the right. Below the header is a progress bar section with the text '25 more to reach target' and a green progress bar. The bar shows '15 completed' on the left and '40' on the right. Below the progress bar are five action cards: 'Beneficiaries' (with a group of people icon), 'View Reports' (with a book icon), 'File Complaint' (with a speech bubble and exclamation mark icon), 'Sync Data' (with a double-headed arrow icon), and 'Call Supervisor' (with a telephone handset icon). At the bottom, there is a light blue notification banner with an information icon, the text 'Data unsynced', and a sub-message 'There are 90 records yet to be synced'. The footer of the app says 'Powered by DIGIT'.

Quick Set-up

Quick campaign set up
User management
Role assignment
Create forms easily

Integrated Planning

Macro-planning
Micro-planning

Streamlined Ops

Centralised helpdesk
Manage complaints
Manage trainings
Manage inventory
Automated payments

Delivery Simplified

Registrations
Service delivery
Daily checklists
In-app job aids

Real-time Monitoring

Real time Dashboards
Tailored Reports

Health Campaign Management

Run campaigns for all diseases

Modular | Configurable | Reusable | Integratable

Integrated with DHIS2

Offline capabilities

Shared registries

Guided UI

Assisted navigation

Open apis

