



India: Mobiles to Increase Continuation Rates of DMPA

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Banyan Global
Jhpiego
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Monitor Group
O'Hanlon Health Consulting

Telephonic Follow-up to Reduce Contraceptive Discontinuation

- High rates of discontinuation is a key challenge
- Women need confirmation/reassurance *when experiencing the effects*
- Providing this support over the telephone is advantageous:
 - **To clients:** Convenience
 - **To implementers:** Cost-efficient



Pilot Test Among DMPA Adopters

- Call-back to new adopters of DMPA who own mobile phones
 - Consent to receiving calls
- Voice calls preferred over text messages (SMS)
 - Low English literacy

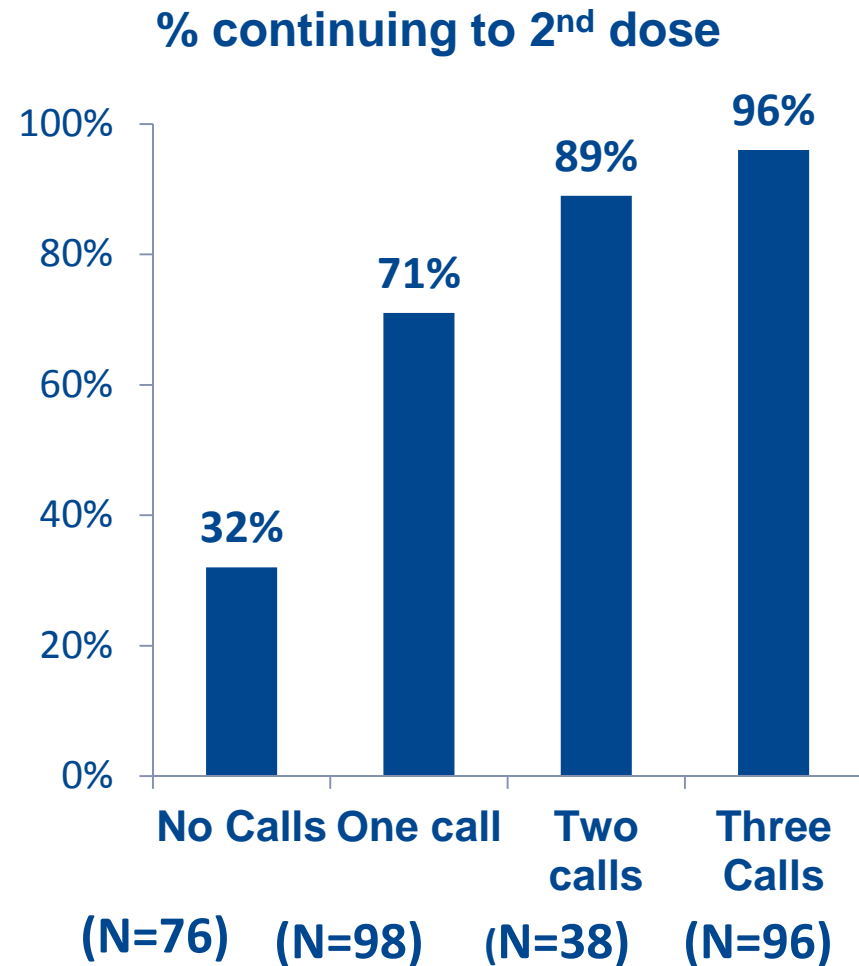
Health and Agriculture Focused Call Center

- Managed by Indian Society of Health Professionals (ISHP)
 - Small-scale social enterprise
 - Experience in providing telephone-based services in agriculture and health
 - Led by a health professional
- Call center in Lucknow (UP)
- Counselors selected and trained jointly by Abt and ISHP



Test Shows Clear Dose-Response Relationship

- Four levels of inputs, all prior to 2nd dose
 - No call-back
 - One reminder call 15 days prior to 2nd dose
 - Additional counseling call one month after 1st dose
 - Additional counseling call one week after 1st dose
- Continuation to 2nd dose confirmed via telephone



Scaling-up in Urban Uttar Pradesh

- Triggering automatic registrations
 - Registration of DMPA users through a toll-free number to register
 - Clinic promotion and endorsement
- Scaled-up to cover 1,200 providers in 34 towns of Uttar Pradesh
 - Population: 25 million

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USAID SHOHS Market-based Partnerships for Health

“डिम्पा गर्भनिरोधक इंजेक्शन के साथ
ज़रूर करें एक मिस्ट कॉल

मैं हूँ डिम्पा दीदी
मैं याद दिलाऊँगी आपकी अगली डिम्पा की तारीख
खुद आपको करके कॉल”

अभी अपने मोबाइल या लैपटॉप में एक मिस्ट कॉल करें
और अपना मेजर इनॉर पास पंजीकरण करावाए

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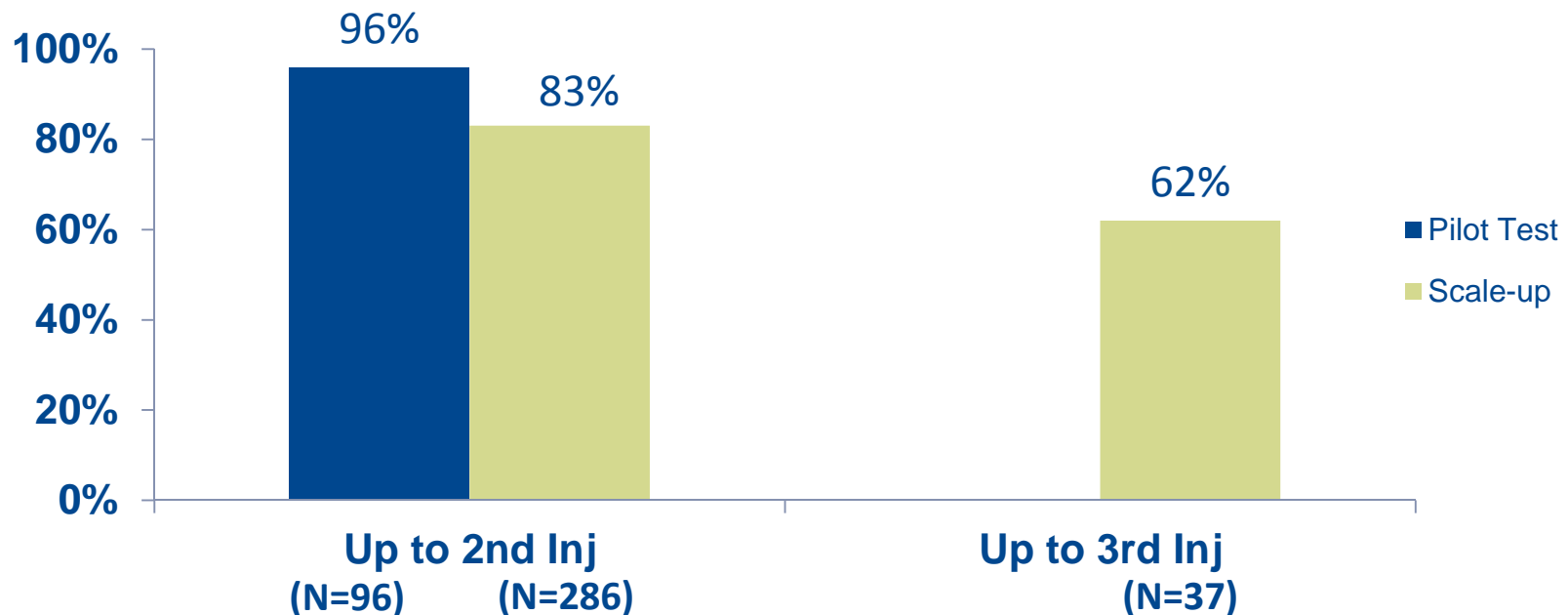
Call-back Sequence Extended to 1 Year

- Call 1: Registration Call Day 0
- Call 2: Follow-up call about side effects Day 21
- Call 3: Reminder of 2nd injection due date Day 90
- Call 4: Additional reminder of 2nd injection
due date Day 100
- Call 5: Confirm continuation to 2nd injection Day 104
- Call 5: Reminder of 3rd injection due date Day 166
- Call 7: Reminder of 4th injection due date Day 256
- Call 8: Confirm continuation to 4th injection Day 284

Early Results: Similar Trends at Scale

- 2nd injection continuation rates similar to pilot (3 calls)
- 1st year continuation (4th injection) likely to be higher with telephonic support than current national average of 23%

% new adopters continuing



Lessons Learned

- Cost for 1 year of follow-up per client: \$5-6
 - Call charges are only 20% of the total cost of operating a helpline
 - Costs will decrease further with improvement in vernacular texting
- Many unsuccessful call-back attempts increase costs, decrease efficiency and impact
 - Nearly half the call-back attempts are unsuccessful (out of service or no answer); requires rescheduling

Application in Other Areas

- To address contraceptive discontinuation: IUD users (SHOPS Jordan); OCPs, IUDs and DMPA in India
- To support treatment adherence: TB (SHOPS India)

Summary

- Telephone-based follow-up mechanisms show potential to improve DMPA continuation rates
- Cost-effective and scalable mechanism
- Applicable to other health areas with the similar effectiveness



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