



# SHOPS Plus: Review of mHealth rapid market watch and digital pilot in Senegal

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## SHOPS Plus overview

- Sustaining Health Outcomes through the Private Sector: USAID's global flagship initiative in the private health sector (2015-2020)
  - **Goal:** to harness the potential of the private sector to increase access to and use of priority health services
- SHOPS Plus Senegal (2016-2010)
  - **Private sector assessment** completed by SHOPS in 2016 to better understand scope of private health sector in Senegal
  - **Strategic goal:** to improve health outcomes through private sector stewardship by the Government of Senegal
  - **Purpose:** increased utilization of priority health products in services in the total market by supporting the private sector, through increased demand for, access to services and products and an improved enabling environment
  - **Partners:** ADEMAs, Banyan Global, MSI Senegal, Praekelt.org and University of Michigan/William Davidson Institute



# SHOPS Plus global digital activities



## Madagascar

Convene public & private stakeholders in health sector to aggregate demand for digital services and partner with Mobile Operators

## Senegal

Identify digital health activity in Senegal including trends, opportunities, and challenges



## Afghanistan

Sales management app to improve efficiency and organization of social marketing of FP and child health products

## Haiti

SMS/IVR platform for behavior change communication for FP, Zika, MCH, and humanitarian disaster





## Findings from assessments in Senegal



- **SHOPS Plus Senegal Digital Health Rapid Market Watch Report**
  - Senegal has moderate level of digital health investment with 18 digital health activities identified
  - Data collection was the dominant use case for digital
  - Recommendations focus on harmonizing private sector data collection activities and integrating with HMIS
- **Policies, norms & protocols (PNP) assessment:**
  - Protocols, norms and protocols utilized in the public sector not well known or used by private providers
  - Need for electronic versions: more user-friendly, widely available



## SHOPS Plus pilot activity (2017-2018)

- Conduct research to understand current technologies & platforms for information dissemination
- Develop prototype of digital protocol to be tested, piloted with select providers in urban & rural areas
  - Likely national SRH/FP protocol
- Conduct stakeholder workshops to discuss plans for prototype & to test prototype once developed
- Findings will determine possibility for future digitized protocols & access via sustainable platform



Thank you

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