

# Proposed Adaptations

## What needs to be adapted and why?

A number of solution adaptations are proposed to address these emerging insights:

### Product & Place Solution

1. **Troubleshoot askNivi** to ensure that scanning the QR code optimizes the user's experience and increases the number of onboarded users.
2. **Develop new digital pathway to support method choice**, autonomy, and options on viable service delivery points.
3. **Support FP uptake and continuation** for clients using askNivi, depending on their needs: (1) support FP uptake for new FP users; (2) support FP continuation for existing FP clients; and (3) ensure askNivi captures data for all clients who purchase FP at the time of purchasing MA.
4. **Build a business case** for the providers to demonstrate askNivi's value proposition.
5. **Segment market** by age, knowing that 18-30 year olds are more likely to use the chatbot. askNivi will target marketing to higher learning institutions where there is unmet need for contraception and safe abortion services to improve inbound referral to the pharmacy for MA.

### Price Solution

1. **Maintain and enhance ongoing capacity building** in proper quantification skills to ensure participating pharmacists maintain a continuous safe stock level and align with MOH annual procurement processes.
2. **Consider requiring participating pharmacists to obtain the MOH Health Facility List code**, a unique facility identification number that MOH gives to accredited facilities/clinics/health centers that meet QA measures, to ensure quality assurance (QA) certification.

### Promotion Solution

1. **Enhance regular support to pharmacists** to better appreciate the CM role in terms of improving the overall experience of women and girls and to allay any concerns that pharmacists may have vis-à-vis the CM being a "threat" to the pharmacist's business.
2. **Enable CM referral to other health facilities** for expanded method choice. Through regular advocacy work with MOH, identify government facilities, train specific providers on post-pregnancy FP and work with them to complement pharmacists' efforts in providing expanded post MA FP. Expand the CM role to supporting verbal/escorted referrals to the MOH sites as well.
3. **Integrate community FP in the county health strategy** thereby sustaining CM involvement by transitioning CM to the CHV model as part of the community health strategy/CHV model.

### Provider Solution

1. **Adapt package of care** into a checklist that guides delivery of a standard package of care for all MA and post MA FP clients.

*Look out for Emerging Learning Brief #2 which will highlight what adaptations were introduced and how these impacted ongoing implementation.*

### Have questions?

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