

# Innovations in Digital Health Communications

Leveraging Digital Technologies to Communicate, Connect, and Engage



Digital technology has altered the communication landscape. Information exchange can now happen **faster** and with **better, more measurable outcomes**. Avenues to reach and engage with various audiences have multiplied; scalable solutions can be implemented quickly, and new learning can be incorporated into action almost instantly. Often these advances save time and money, and increase return on investment.

From digital outreach campaigns for participants in SAMHSA's National Recovery Month program, to audio and text messages that are timed to the delivery dates of new mothers in Bangladesh, Abt Associates provides innovative digital health communications solutions that impact the daily lives of people around the world. Our digital solutions are driven first by the project's objective and audience, and then implemented with creativity, vision, and insight.

## Abt Services

- Strategic Planning
- Competitive and Situational Online Landscape Assessments
- Information Architecture Design and Usability Assessments
- Web and Mobile Solutions
- Outbound Communication and Alerts
- Multimedia and Interactive Tools
- Custom Videos and PSAs
- Social Media Strategy, Implementation, and Execution
- Monitoring and Evaluation System Development
- Online Survey Design and Implementation
- Media Planning and Execution

We apply these services to solving complex needs in four program areas:

- Marketing and Communications
- Training
- Health IT
- Data Collection



## Marketing and Communications Programs

### Recovery Month: National Award-Winning Integrated Digital Campaign

For the Substance Abuse and Mental Health Services Administration (SAMHSA), Abt Associates leads communication and partnership support for Recovery Month, a nationwide campaign to promote expanded treatment access, availability and quality at all levels of society. Abt and its partner, Edelman, leverage social media—Facebook, Twitter, YouTube, Flickr, Pledge4Recovery, blogger outreach, widgets, downloadable toolkits, and more—to connect with our target audience. Our online media plan, which includes Google search and display, and a YouTube advertising campaign, has contributed to 17 million impressions and a 30% increase in traffic to the Recovery Month website. SAMHSA has also recorded more than 90,000 views of our YouTube video, “Why Recovery?”. Recovery Month received a total of fourteen awards—from Ava, Web Health, Anvil, Omni, Hermes, Telly, MarCom, Mercury Awards, and more—for its effective social media tools, the website, PSAs, and a fully integrated campaign.

## Health IT Programs

### Netbooks Bring New Data Collection Efficiencies to Haiti

Abt Associates is using netbooks to collect data directly from the national electronic medical records system in Haiti. The netbook program replaced the use of 40,000 pages of paper, and eliminated duplication of effort and errors due to re-keying of data. The electronic distribution of data is especially beneficial in Haiti where transportation is costly and time consuming.



## Expediting Data Collection

### Smartphones Expedite Planning in Ethiopia and Nigeria

In Ethiopia and Nigeria, Abt Associates introduced the use of mobile devices to improve the support and supervision of health workers. TB and HIV/AIDS clinic supervisors now use Smartphones to facilitate monitoring and priority setting. Moving from a paper-based supervision checklist to the Smartphones promotes broad participation and saves clinical supervisors valuable time that they can now spend improving TB care and support.

### Contact

To explore how we might support your efforts with our innovative solutions, please contact us at [mHealth@abtassoc.com](mailto:mHealth@abtassoc.com).

## Training Programs

### Text Messages Provide Daily Tips to Clinical Staff in Uganda

Abt Associates, in collaboration with partners Jhpiego and Marie Stopes International, developed a free text training reinforcement tool called FrontlineSMS: Learn, intended to work in “no internet” environments.

The application was piloted with family planning workers in Uganda who reported that the tips and quizzes helped them re-learn and adhere to client care guidelines. Building on these learnings, Abt conducted a rigorous impact evaluation of weekly text messages to drug vendors in Ghana, to reinforce recommended treatment for pediatric diarrhea. Results showed statistically significant improvements in protocol adherence, contributing to the growing body of evidence that text messages can produce positive behavior change in health.

**Abt Associates** is a mission-driven, global leader in research and program implementation in the fields of health, social and environmental policy, and international development. Known for its rigorous approach to solving complex challenges, Abt Associates is regularly ranked as one of the top 20 global research firms and one of the top 40 international development innovators. The company has multiple offices in the U.S. and program offices in more than 40 countries.

