Driving Impactful End-User Research for More Insightful MPT Development

Live Webinar – 12 December 2017
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Welcome

Bethany Young Holt (IMPT)
Objective

To facilitate an instructive discussion among experts on their experiences with and lessons learned from conducting end-user research in the fields of contraception, HIV, and MPTS to synthesize and share best practices for MPT product development and introduction.
Agenda

- Introduction (5 minutes)
- Panel discussion (40 minutes)
- Summary remarks (3 minutes)
- Q&A (10 minutes)
- Closing remarks (2 minutes)
Initiative for MPTs

Science

Women's Voices and access

Advocacy & Market Development

Funder Collaboration

Product launch and introduction
Expert Panelists

Betsy Tolley  
(FHI 360)  

Anabel Gomez  
(AVAC)  

Amy Lin  
(USAID CII)  

Kate Guthrie  
(Brown University)
Why is end-user research important to product development and introduction?
What is Human/User Centered Design?

A creative approach to problem solving. The approach looks to:

- deepen understanding of the internal determinants (attitudes, self-efficacy, expectations, past experiences, current knowledge, current behaviour, motivational intent)

- understand social determinants (social learning, social norms and group identity).

- external determinants (e.g., reliable service, easy to access etc)
HCD PROCESS

Learning about the audience for whom you are designing

brainstorming and coming up with creative solutions.

Returning to your original user group and testing your ideas for feedback.

Redefining and focusing your question based on your insights from the empathy stage.

Building a representation of one or more of your ideas to show to others.
The solution / partnership concept

Using video content as a hook to spark conversation and drive product access

1. Engage adolescents through a humorous video web-series that focuses on SRH issues.

2. At the end of each episode, follow up with a link to a Q&A forum where adolescents can find answers to questions they might have.

3. Partner with companies that could provide discount deals to adolescents at the end of each episode, allowing adolescents to access more affordable SRH products (and information)

Benefits for Users

They can get access to entertaining, timely, and reliable SRH information through channels they can trust.

Users can have a platform where they are able to ask any SRH questions they have freely without getting judged.

Users can financially benefit from discounts on SRH products, and get more information about those products.
The solution / partnership concept

Creating a youth contest to drive uptake of an integrated digital marketing hub

A contest focused on SRH topics, such as fertility awareness, would promote youth voices through various media. The best entries would win scholarships to further their education, or other incentives (mentorship, training, etc.)

Selected adolescents would be invited to participate in an in-person gathering (that had opportunities for remote online engagement) to discuss topics related to SRH and to promote greater awareness of the annual contest and the digital information hub.

A prize competition organized by USAID to develop a digital information platform for adolescents to increase DTC access to SRH information and products.

Benefits for Users

Youth can get their stories and experiences heard, as well as hear experiences of other adolescents of their age and gain followers and influence others through their contest submission being promoted online.

Users can earn scholarships or other incentives related to their future aspirations, supporting their ability to continue their education and build their careers.

Youth who attend in-person events can have a trusted space to openly engage on SRH issues with their peers.

Youth can have a go-to source for information on relationships, SRH, and other issues through the digital information hub.
Updates in the end-user research field – where are we now?

How have you seen this area of research change or progress, if at all? Has end-user research been appropriately prioritized in the MPT field?

What are the most important things we know, to date, about potential users of MPTs?

Where do you think the biggest gaps are in understanding potential users of MPTs?
VMMC, PrEP + GeneXpert
VMMC - Using IPSOS Research, the SFH team developed several interventions

**IPC FLIPCHART**
- Procedure Walk Through

**IPC (GROUP)**
- True or False Wheel

**“PHASE II”**
- Buddy System
  - All support each other and ask any

**DISCARDED**
- Sex Wheel

**60% JAR**
  - Pain-O-Meter

**VIP WAITING ROOM**
### Jilinde HCD Initial Areas of Inquiry

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<th>The Individual</th>
<th>The Family</th>
<th>Community</th>
<th>Society</th>
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<td><strong>How do I communicate with others?</strong> What influences the way I communicate? How do I prefer to be engaged?</td>
<td><strong>How do I communicate with my family?</strong> What are the narratives, tools or methods in which this happens?</td>
<td><strong>What are the most trusted, used and respected channels for communication in my community?</strong></td>
<td><strong>What messages am I exposed to in my society?</strong> How do I respond to these? How does my culture effect this?</td>
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<td><strong>What factors influence the formation of my social identity?</strong> How does this effect what I believe and what I value?</td>
<td><strong>How does the relationships with my family craft the person I am?</strong> What is my role in my family group?</td>
<td><strong>How does my community shape the person I am?</strong> How does this influence my values and aspirations?</td>
<td><strong>What are the cultural beliefs and norms in my society?</strong> How do they influence my identity?</td>
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<td><strong>What do I value about my health and nutrition?</strong> Which health issues matter the most to me?</td>
<td><strong>What have I learnt from my family about health and nutrition?</strong> How do they influence my health and nutrition choices?</td>
<td><strong>What are the health norms in my community?</strong> Where do I go in my community for health information or advice?</td>
<td><strong>What are some of the main health issues which exist in my culture?</strong> How does society influence my beliefs and knowledge of health and nutrition?</td>
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Nucleic acid test system / cartridge for TB diagnosis
PMM PROJECT- AGYW
PMM User-Centered Approach

Workstream 1 informs other workstreams

Workstream 1
End user insights and understanding risk better will allow us to:

Workstream 2
Help payers make better decisions

Workstream 3a
Improve/focus oral PrEP programs

Workstream 3b
Inform market introduction plan for CAB-LA

Workstream 3c
Influence future product development

Workstream 4
Create efficiencies across all parties working in Px
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<th>Key Questions</th>
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<td>▪ Who is at high risk of acquiring HIV and can/how do we identify them?</td>
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<td>▪ What are the varied contexts, barriers, needs and wants that differing segments of AGYW in South Africa have related to HIV prevention? What are the pathways to change the different segments’ HIV prevention behaviors?</td>
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<td>▪ How do we effectively reach and support the different segments of at-risk AGYW to take up and adhere to new HIV prevention technologies and behaviors?</td>
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<td>▪ What sorts of products and programs would be most appropriate to increase adoption and adherence of HIV prevention for women 15-24 in South Africa?</td>
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<td>▪ How can we better engage implementers to apply their learnings? What forms of prevention (e.g. product attributes) are most likely to succeed in increasing uptake and adherence in each segment?</td>
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<td>▪ What information do program designers, policy makers, funders, healthcare workers, need to know about reaching out and engaging with high-risk AGYW for improving uptake and adherence to HIV prevention in South Africa?</td>
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<td>▪ How can research on potential users be integrated into early stage product development and inform next generation products?</td>
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What is the way forward for this field?

There is discussion around the value of different end-user research approaches across various time points. What is your take as it applies to the MPT field?

How can end-user research be better integrated into MPT development? Introduction?

How can funding organizations better facilitate the integration of end-user research in product development and introduction?
What challenges have you encountered when conducting end-user research in the SRH field?
**PROPOSAL & PROJECT SETUP**

- Unclear goals & expectations
  - Rigid, long-term scheduling
  - Holding firm to established assumptions
  - Not incorporating subject matter expertise
  - Poor collaboration

**TURNING INSIGHTS INTO INTERVENTIONS**

- Lack of process transparency
  - Overwhelmed & under-resourced country offices
  - Inconsistent communication
  - Ignoring feasibility & sustainability constraints

**IMPACT & SCALING**

- Measurement fails to capture behavioral change
  - Deliverables aren’t easy for outside audiences to pick up & understand
  - Insights are shared, but aren’t used to develop new designs
Summary Remarks

- **End-user research is important** for MPT field, at all stages of development and introduction.

- There are numerous **methodological approaches** considered.

- There is **increased interest in and support** for this work.

- **Access a comprehensive inventory of resources** at [www.theimpt.org/resources](http://www.theimpt.org/resources).
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