The conversational marketplace for health

Using data and behavioral science to help people live happier, healthier lives

Ben Bellows, Cofounder and CBO
ben@nivi.io | +1-240-481-7476
Optimizing the health journey from awareness to action

Health Consumers
empowered for self-care & self-reliance

askNivi
enabling outcomes

Health Awareness & Engagement

Uptake of Products & Services

Actionable Insights on Consumer Demand & Behaviors

Health Promoters
such as NGOs
can efficiently communicate with and serve beneficiaries

Service & Product Providers
such as pharmacies
can engage and expand their customer base

Health Payors
such as insurance funds
can offer cost-effective coverage for valuable services

Manufacturers
such as pharma
can craft solutions to facilitate affordable access to medicines
The Missed Opportunity for Pharma

Pharma CEOs expect **continuous marketing insights**

Yet **50%** of pharma marketing execs say they don’t know what consumers want
Traditional Market Research Falls Short

Focus groups and surveys take a snapshot of the consumer journey.

What’s missing is an understanding of what consumers do (or don’t do) over time and why.
Conversations enable Insights

**Ask Nivi**

**tailored health journeys** to raise awareness & educate

**personalized referrals** to local HCPs

**readiness assessments** to drive insights

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**Connect**

**Health Journey**

**Referrals & Readiness**

**Insights**

Data from convenience samples made more representative via multilevel regression and poststratification.
Nivi’s Behavior Change Model

A: Goal Setting
Establish a shared understanding of a person’s goals

B: Assessment & Tailoring
Determine how ready a person is to take steps toward achieving their goals & tailor journey

C: Engagement & Referral
Motivate a person to make progress toward their goals & connect them to products and services
Case Study, Part 1: Barriers to HPV Vaccination

Using askNivi Health Journeys to understand Kenyans’ perceptions of HPV and cervical cancer
Market Access Insights

- **low awareness** of HPV & link to cervical cancer
- **high importance** to get vaccinated when framed as cervical cancer prevention; 33% of users scheduled vaccination
- **low readiness** - **financial coverage** a key barrier to vaccination
Case Study, Part 2: Insights Informs Readiness

**NINETY**

Designing and **validating demand** for a new insurance offering that APA Insurance will launch Q4 in Kenya

**Connect**

**Design**

**Validate Demand**

**Integrate**

- Current insurance
- Interest in new plans
- Willingness to pay
- Health priorities
- Waitlist signup

using askNivi Health Journeys to support screening & preventative services with insurance
askNivi: Built for Scale and Health Equity

Distribution Model

WhatsApp

2.24 billion global users
795 million users in India by 2025

Health Journeys

10 reproductive & maternal health infectious diseases

HCPs

14,800+

Geographies

India, Kenya, Nigeria

Multi-lingual

5 languages
askNivi: Broad Adoption in Three Geographies

- **India**: 946,000 Referrals, 907,286 Users
- **Nigeria**: 228,137 Referrals, 145,061 Users
- **Kenya**: 228,137 Referrals, 412,053 Users

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Nivi Helps Pharma Understand Consumers at Scale

Nivi Insights for Market Access & Brand Teams
- Reproductive & Maternal Health, Infectious Diseases
- Childhood Conditions, Vaccines, Immunology

Benefits
- Tailored Health Journeys
- Personalized Referrals
- Readiness Assessments for behavior change
- WhatsApp for rapid distribution
- 10 existing askNivi Health Journeys
- 14,800+ HCPs
- confidential & secure

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