



The conversational marketplace for health

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

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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

Say

?

Do

What's missing is an understanding of what **consumers do** (or don't do) **over time** and **why**

Conversations enable Insights



tailored health journeys to raise awareness & educate
personalized referrals to local HCPs
readiness assessments to drive insights

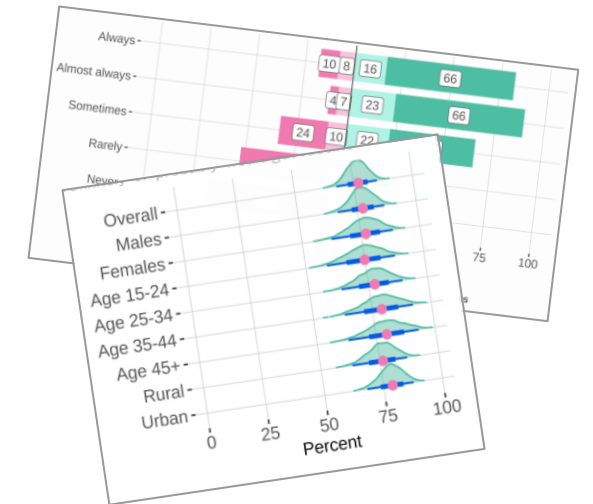
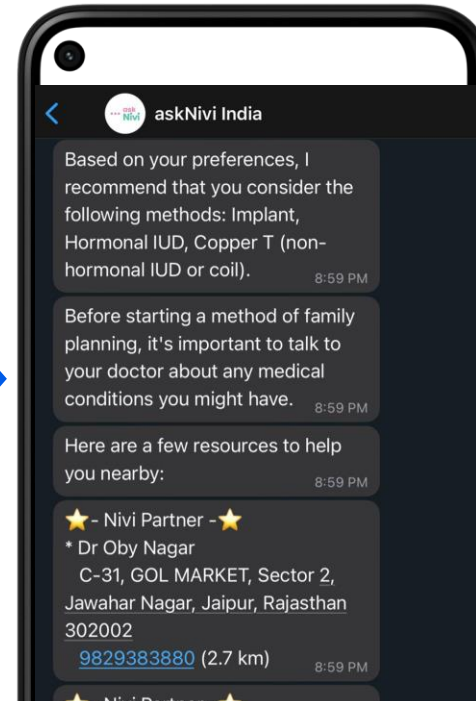
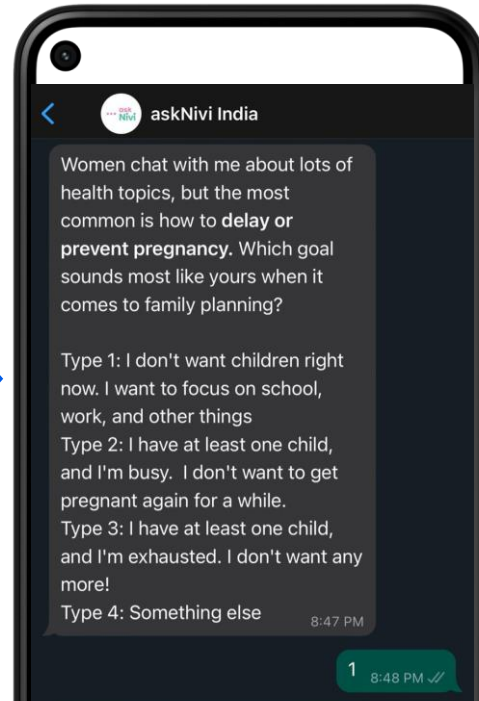
Connect



Health Journey

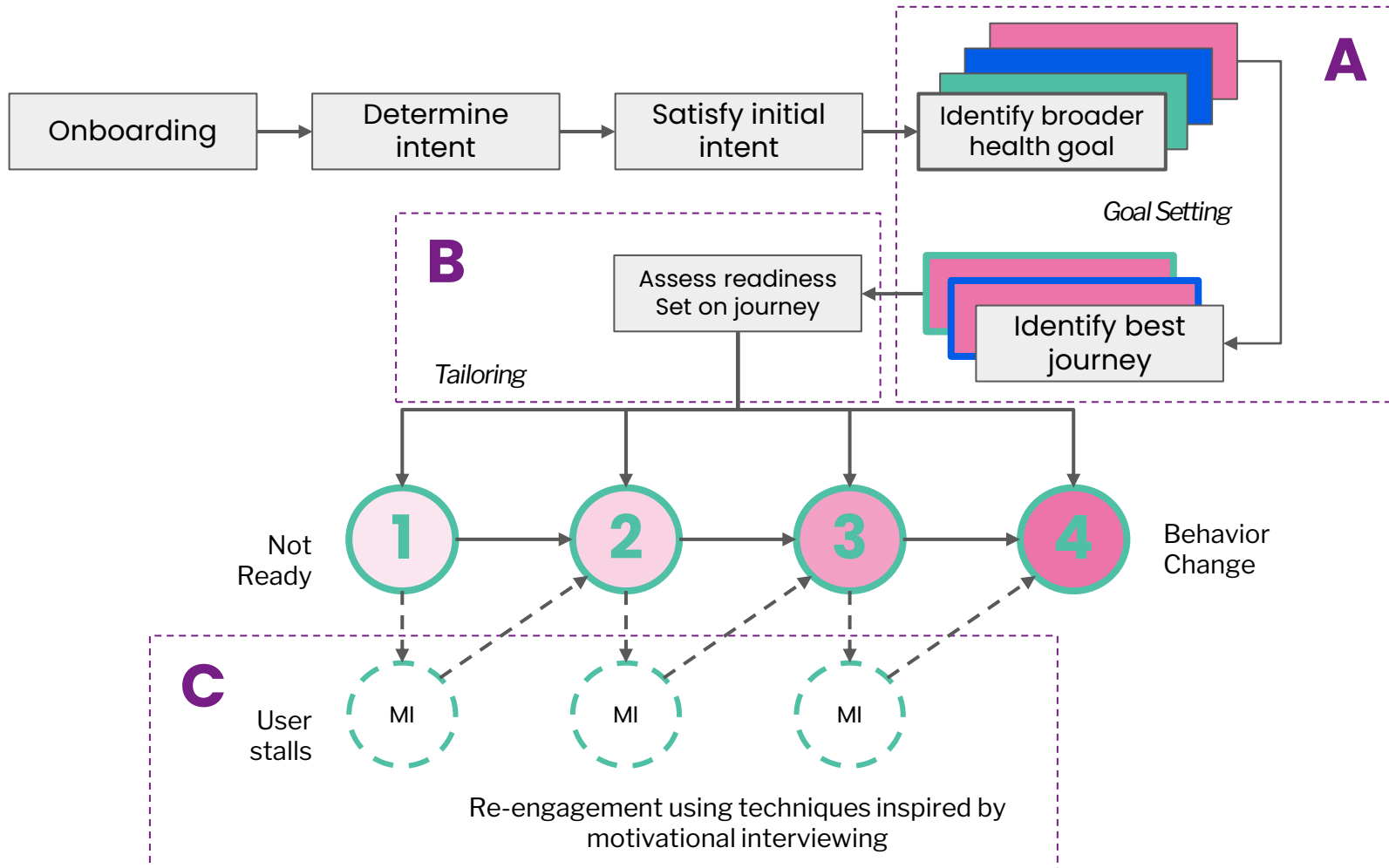
Referrals & Readiness

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

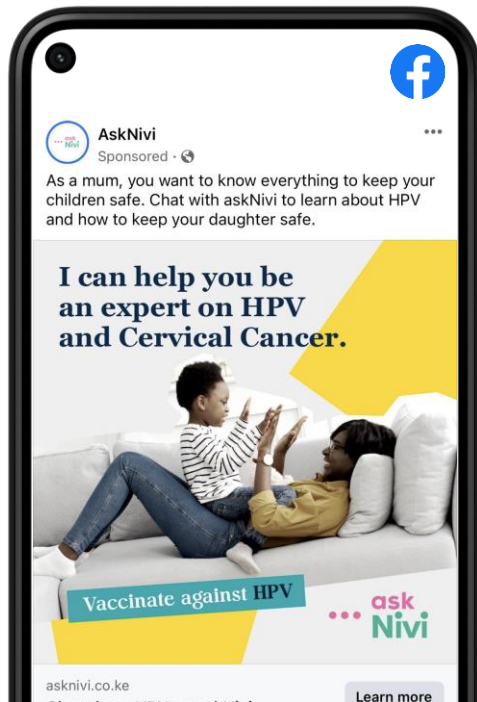
Motivate a person to make progress toward their goals & connect them to products and services

Case Study, Part 1: Barriers to HPV Vaccination

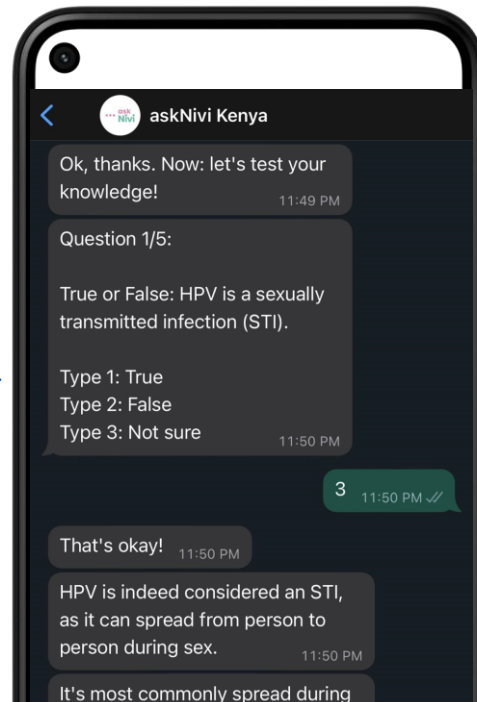


Using **askNivi Health Journeys** to understand Kenyans' perceptions of **HPV** and **cervical cancer**

Connect



Health Journey



Adjust

Mister P

Insights about consumers

Knowledge

Importance

Willingness to pay

Readiness to act

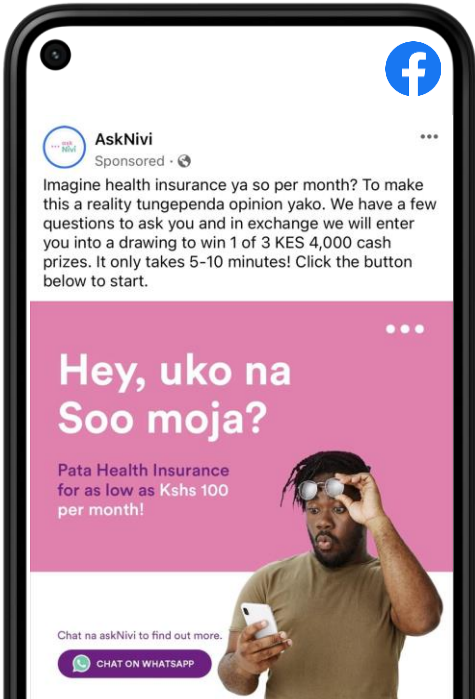
- ✓ **low awareness** of HPV & link to cervical cancer
- ✓ **high importance** to get vaccinated when framed as cervical cancer prevention; 33% of users scheduled vaccination
- ✓ **low readiness - financial coverage** a key barrier to vaccination

Case Study, Part 2: Insights Informs Readiness

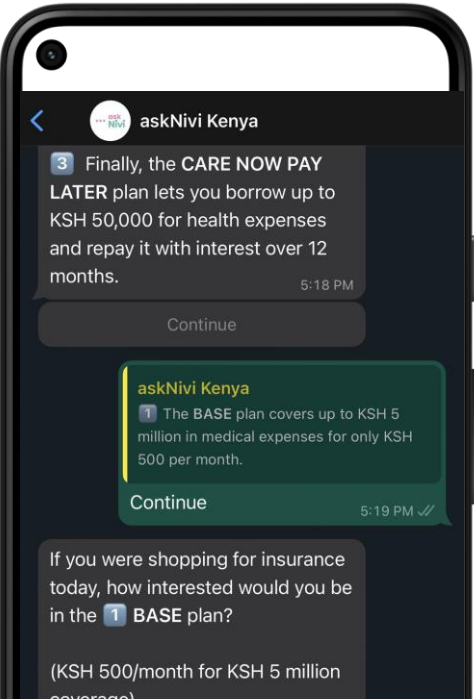
NINETY

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

Connect



Design



Validate Demand

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

Integrate

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

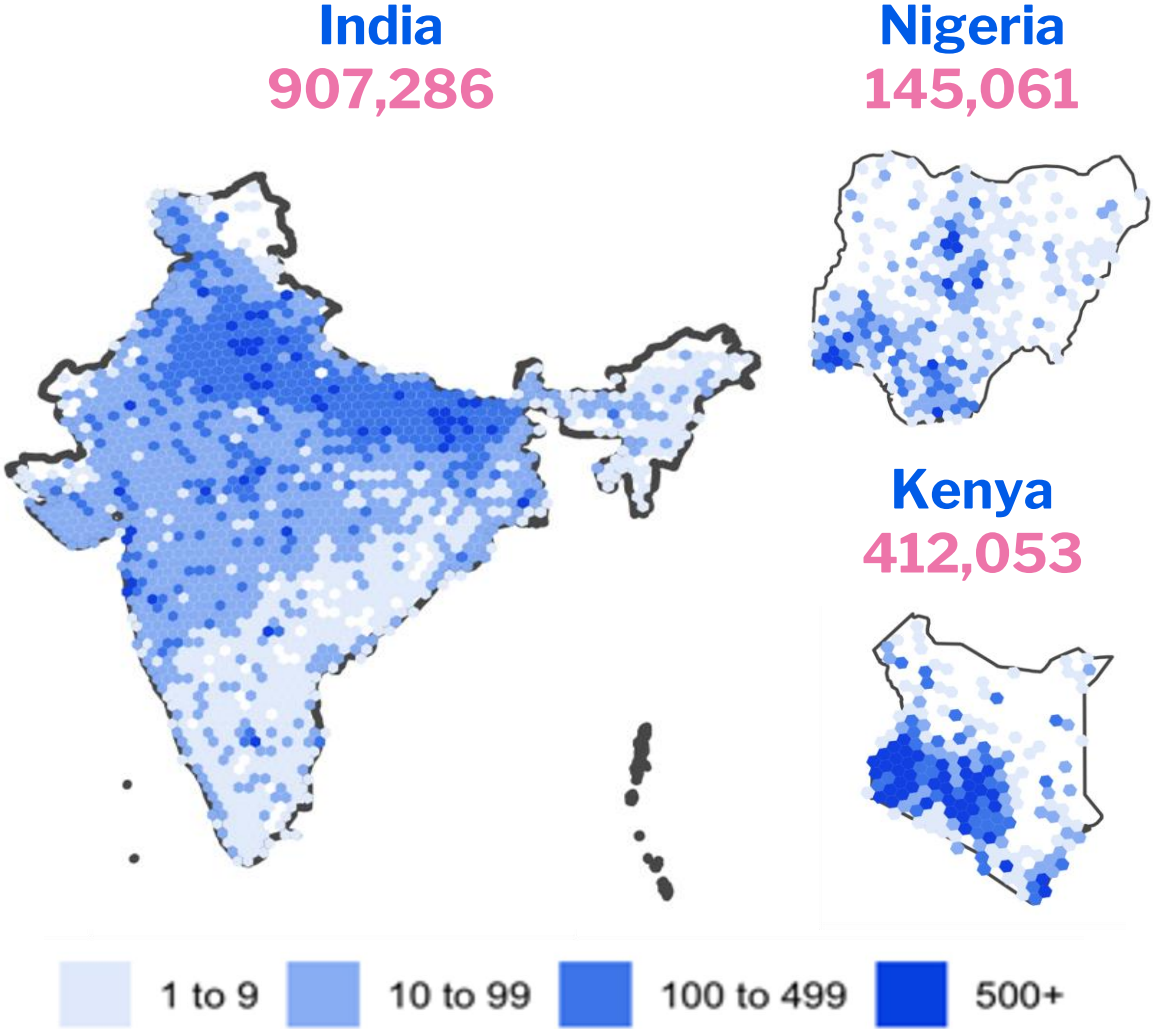
Multi-lingual

5 languages

askNivi: Broad Adoption in Three Geographies

1.5M
Users

228,137
Referrals



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

