



# Viamo

## Capabilities Statement - Epidemic Response

### Our Company

Given the rapid spread of COVID-19 Viamo has created the following capabilities statement presenting possible mobile interventions in response to the recent outbreak.

There are now more mobile subscriptions than there are people on the planet. In low and middle-income countries, 700 million new subscribers have connected to mobile operators since 2014 and 1.7 billion women now own a mobile phone. UNESCO estimates that 75 percent of households in developing countries own a radio; PEW found that more than 80 percent of adults in Africa own a phone while the World Bank found that more than 93 percent of adults in Asia own a phone. In other words, no channel has a bigger reach than the mobile phone.

Viamo is a social enterprise and U.S.-certified Small Business created by development professionals and technologists with a deep understanding of mobile technology and track records of high impact in emerging markets. With origins in Ghana, headquarters in North America, and offices across Africa and Asia, we assist our partners to overcome implementation challenges and close information gaps by maximizing the use of mobile technology to improve efficiency and productivity. Viamo excels at providing solutions in areas where technology infrastructure is poor, populations are divided by language, and where literacy levels are low. We provide a critical combination of in-country expertise, local mobile network operator (MNO) partnerships and infrastructure, and the most powerful multi-channel platform for mobile technology engagement on the market.

Viamo currently has programs and staff in the following countries:

- Afghanistan
- Bangladesh
- Botswana
- Burkina Faso
- Cambodia
- Dem. Rep. Congo
- Ethiopia
- Ghana
- India
- Indonesia
- Haiti
- Kenya
- Madagascar
- Malawi
- Mali
- Mozambique
- Nepal
- Nigeria
- Niger
- Pakistan
- Rwanda
- Senegal
- Sierra Leone
- Tanzania
- Uganda
- Zambia
- Zimbabwe

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Leveraging existing mobile infrastructure and local partnerships, Viamo's mobile solutions can be mobilized quickly and scaled nationally within weeks, making these solutions uniquely effective in responding to dangerously evolving health emergencies such as COVID-19. The virus has been reported in 9 of the 25 countries where Viamo works (Indonesia, Pakistan, Afghanistan, Senegal, Bangladesh, Cambodia, Nigeria, Burkina Faso, and Nepal) and Viamo is currently in discussions with partners to coordinate efforts to share critical information on prevention and treatment, curb panic, and correct rapidly spreading misinformation regarding the outbreak. Existing technology integrations in-country can be used to reach any mobile subscriber on any network to disseminate crucial information throughout the targeted regions and to vulnerable populations.

## Our Focus

We focus on three important areas of digital technology engagement:

1. Digital Strategy Advice
2. Behavior Change Communication
3. Data Collection & Feedback Mechanisms

## Our Unique Value

Viamo offers a full-service mobile technology approach which combines:

1. Interactive, targeted and measurable mobile engagement campaigns and surveys
2. Full-featured mobile engagement platform to serve Interactive Voice Response (IVR), SMS, Apps, and social media bots
3. In-country design and implementation support in most emerging markets
4. Strategic MNO connections to offer the lowest price, highest reliability and largest scale

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## Summary of Proposed Contributions

### Community Mobilization via national and regional awareness campaigns

#### **3-2-1 National Information Service**

Viamo can work with outbreak experts and relevant local stakeholders to identify key messages to increase awareness of health services relating to COVID-19 and share those messages to almost anyone, on-demand and for free via the 3-2-1 Service. [The 3-2-1 Service](#) is a toll-free, automated information hotline available in 18 countries. Subscribers can access information hosted on this hotline by dialing a toll-free, short-code (such as 3-2-1) and then easily navigating a menu of topics with various options, such as “Press 1 to learn about the symptoms of coronavirus” or “Press 2 to learn how to prevent the spread of Coronavirus.” Such messages are then adapted for distribution on mobile telephones, and made available for free on the service as part of Viamo’s pre negotiated agreements with Mobile Network Operators (MNOs).

The 3-2-1 Service communicates information through audio using Interactive Voice Response (IVR) technology, which allows anyone, regardless of literacy level, to access the information. The service can host both static and dynamic content, which is recorded by native speakers in local languages, validated by experts and approved by the relevant government stakeholders. This content can be accessed on basic phones, which allows the service to quickly communicate actionable information about prevention and treatment at scale. Leveraging existing resources in-country, a pack of targeted new messages in one key national language can be created and launched in under 3 weeks pending relevant Ministry approval.

You can experience the 3-2-1 Service in English by dialing **+1-650-866-1481** to listen to messaging from our Uganda service.

Today, Viamo provides the 3-2-1 Service to over 120 million mobile subscribers. In 2019, more than 67 million messages were listened to on the 3-2-1 Service by more than 6 million unique mobile subscribers. Viamo currently offers the 3-2-1 Service in the following countries:

- Afghanistan
- Botswana
- Burkina Faso
- Cambodia
- Dem. Rep. Congo
- Ghana
- Indonesia
- Madagascar
- Malawi
- Mali
- Mozambique
- Nepal
- Nigeria
- Niger
- Pakistan
- Rwanda
- Tanzania
- Uganda
- Zambia

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### **Gamification on the 3-2-1 Service**

Viamo proposes to develop interactive path-based audio games to address difficult COVID-19 topics such as social isolation the 3-2-1 Service. A mobile game can be designed as a journey that can lead players through choices that reflect decisions that they are likely to take. The tool will allow callers to safely make mistakes and hear an explanation of what they could have done differently to have a better outcome. Anonymised data on the participants' journeys will be provided with partners to allow for a better understanding of common user choices. *Viamo developed a game on sexual, reproductive health together with PSI in Malawi. Read more [here](#).*

### **Targeted Mass COVID-19 Messaging Campaigns**

With our MNO partners, Viamo develops customized, targeted SMS and IVR message campaigns and behavior change messaging to push to their respective subscribers in affected areas. Messages can address community behavior change, provide information about healthcare services, or be used to provide accurate updates on the outbreak to the community while correcting false information and rumors. Viamo can share critical information about COVID-19 at scale and on a short timeline through this activity due to pre-negotiated mass-messaging agreements with local MNOs. These agreements offer targeting of messages based on location and demographic user data such as gender, age, devices, and more. As the demand aggregator for the development sector, Viamo is able to offer the lowest per message prices from the MNOs and reach key and/or vulnerable populations most likely to be affected by COVID-19.

### **Mobile Surveys**

Viamo can conduct research, baseline surveys, national public opinion polls, and targeted surveys regarding COVID-19 through mobile. Mobile surveys cut across distance, language and literacy barriers for insightful communication between individuals and the organizations that are trying to serve them. Viamo can conduct formative research and community consultations with hard to reach populations to understand the current actual and perceived barriers to health service delivery and/or health behavior change. This information can be provided to the response partners to support their investment and intervention decisions and identify opportunities.

### **Social Media Chatbot Campaign**

Viamo's ChatBot is fully operational and leverages an existing and established app in Facebook and WhatsApp to enable automated and targeted sharing of multimedia content about COVID-19. With the ChatBot, it is possible to get to know the user during the interactions and react dynamically in order to offer personalized information or ask specific, relevant questions. ChatBots can also attract users through existing social media pages, targeted advertisements and targeted mass messaging, as referenced above. The Viamo platform interacts with the Facebook API to automatically respond in real-time to end-users. The functionality will also provide detailed analytics to help organizations to understand how end users are engaging with the COVID-19 content. This product is best suited for communities and populations with high literacy rates and high smartphone penetration.

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You can try it out by going to [facebook.com/viamobots](https://facebook.com/viamobots) and saying hi.

## Surveillance and Case Management

### **COVID-19 Case Reporting Hotlines**

Viamo can set up toll-free hotlines enabling beneficiaries to call a hotline for more information and COVID-19 FAQs. Additionally, a real time reporting system will support citizen reports of suspected cases, by geography, and topic of concern. These hotlines could be advertised on radio shows to encourage listeners to adopt healthy behaviors to prevent the continued spread of the outbreak.

### **COVID-19 Support Call Center**

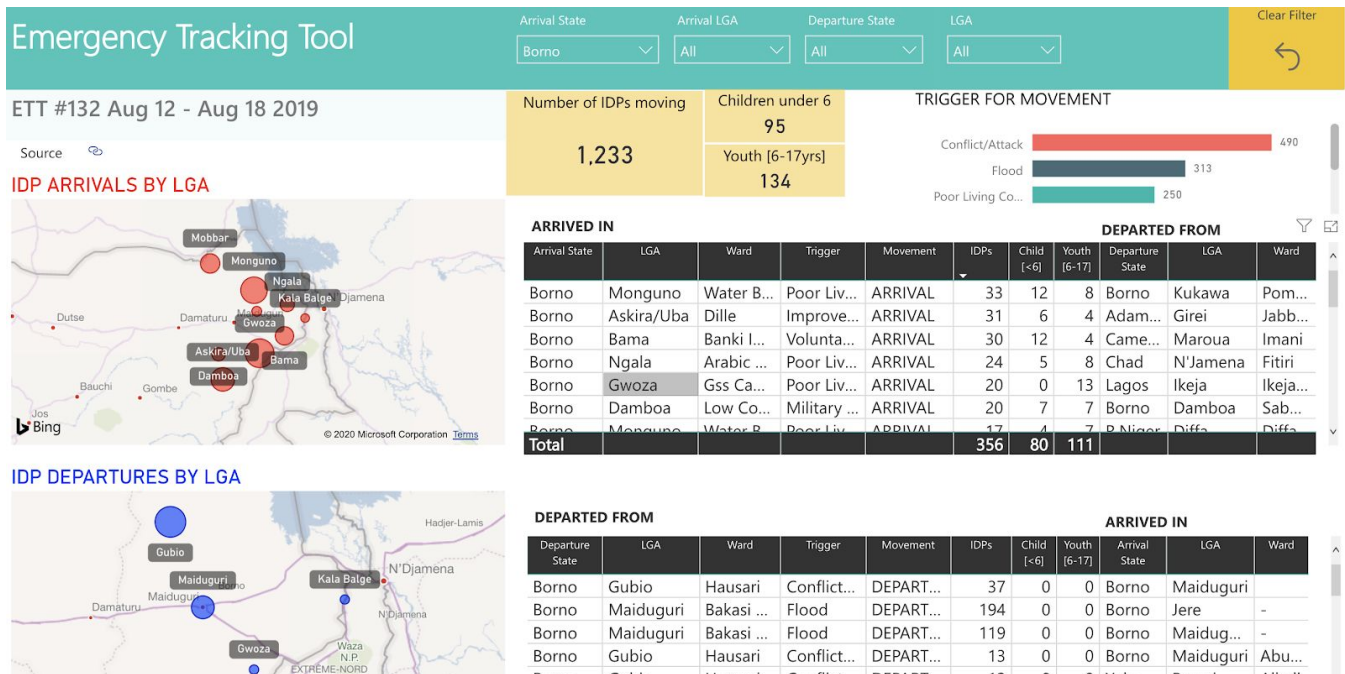
Viamo has created a simple call center solution that allows our partners to set up a call center with nothing more than a phone and a tablet for each agent. The call center, which can be launched practically anywhere in a matter of days, can easily be scaled as call traffic increases. It utilizes Viamo's existing Telecom infrastructure to provide our high call reliability at a low cost. From the start, the call center is equipped with IVR functionality to answer frequently asked questions, dispatch the calls to the right agents, manage calls outside of operator hours, or deal with surges in call volumes. The call centre application can also help to connect Community awareness efforts with case management. Using Viamo's Connect to Operator functionality, we can connect callers from the 3-2-1 Service to a call centre should they need additional information and services. Viamo is currently working with Village Reach in Malawi to scale up the Chipatala cha pa Foni call centre to support the COVID-19 response.

### **Outbreak Mapping and Data Visualizations**

Viamo can develop custom dashboards and other supplementary tools, such as trackers, to pull and visualize data across COVID-19 response activities. These data visualization tools can be used for the analysis and dissemination of data, such as reporting from the hotline, across all project activities and target groups. The information compiled on the dashboard can be utilized for rapid decision-making and regular monitoring of activities at all levels, including integration into existing MIS software.

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Example: Dashboard for Nigeria emergency tracking

## Remote Training for Health Workers

Viamo can deliver mobile-based remote training to build capacity and support community health workers via IVR, SMS and/or chatbots. Viamo's remote training is an innovative complement to traditional training methods, offering a high-frequency, cost-effective and measurable solution for providing healthcare training and job support to dispersed populations. These training curricula can be accessed on-demand by mobile phone using IVR, as individuals proactively call a toll-free hotline to access the audio recordings in their preferred language at their convenience. Alternatively individuals can be enrolled to receive these lessons on a predetermined and regular, weekly schedule on their mobile phones. Viamo will incorporate quizzes at the end of every lesson to test their effectiveness and adjust where necessary.

*Johnson & Johnson partnered with the Rwandan Ministry of Health and Viamo, a digital technology company, to develop and roll out a mobile phone training platform, which was first used by Johnson & Johnson and several partners to help train community healthcare workers (CHWs) on mental health. Through the platform, the Rwandan government has been able to educate almost 60,000 CHWs in just a few months, compared to the approximately 25,000 workers they'd been able to train by traveling from village to village for several years. Read more [here](#).*

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## Increased access and use of prevention products and services

### **Sponsored Content on the 3-2-1 Service**

Sponsored content on the 3-2-1 Service offers a platform to share information from local product and service providers (public and private sector). Listeners hear a key message providing information on handwashing stations for example, followed by a short message from a handwashing station provider near them. Upon opting-in for more information, the Viamo platform can connect the user directly to the product provider via push SMS with a follow up activity (ie, call this customer services number) or leverage the data base of interested users to work with the product/service provider to connect with the potential client directly.

### **Mobile Product/Service Vouchers**

Using the 3-2-1 platform as well as push SMS/IVR, Viamo can connect users to affordable and relevant products and services via collaboration with COVID-19 response providers. Pushing mobile vouchers for discounted or free products can provide benefits to end users in that they receive a much needed product or service, while at the same time building a base of new clients for the product/service providers. A voucher system could be particularly effective in tracking and creating demand for the COVID-19 vaccine.

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## Viamo Capabilities

### Experience in Epidemic Response

#### Breakthrough Action (Global) - JHU CCP

Breakthrough Action-Nigeria has received \$500,000 to spearhead USAID's response in Nigeria in collaboration with the Nigeria Centre for Disease Control. Viamo is supporting USAID's response to COVID-19 by pushing SMS and IVR messages to the general population in priority areas as well as messages to health workers with Frequently Asked Questions about the virus. Viamo is also adding IVR FAQs to the COVID-19 hotline and 3-2-1 Service in the country and developing a mobile curriculum on COVID-19 for health workers.

#### Ebola Targeted Mass Messaging (Eastern DRC) - Concern WorldWide

Viamo is working with Concern Worldwide to reach 1.8 million Airtel subscribers in Eastern DRC with lifesaving key messages regarding safe burial practices and the importance of early detection and treatment. So far, 444,234 successful calls have been made to citizens.

#### WASH (Yellow Fever/Cholera) in DRC - UNICEF

Viamo developed a project with HNI and UNICEF in DRC in 2017 to increase the general population's knowledge of yellow fever vector control and improve WASH practices (especially regarding yellow fever and cholera) at the household and community level. We worked to create and launch two sets of messages; Yellow Fever (10 messages, over 270,000 people reached) and WASH-Cholera (10 messages, over 144,000 people reached) for the national 3-2-1 Service, known locally as 42502. Message timing aligned with the cholera epidemic throughout DRC. A push SMS campaign was also coordinated with Vodacom at the height of the outbreak, to 42502 users in Kinshasa (Feb 2018). In an impact evaluation managed by Viamo, **57%** of respondents reported that after listening to the messages, they improved their knowledge of cholera, and **62%** of respondents reported that after listening to the messages, they improved their knowledge of yellow fever.

#### Sustaining Health Outcomes via the Private Sector (SHOPS) Plus Haiti - Abt Associates

Partnered with Abt Associates, Viamo supported the SHOPS Plus project to strengthen the public health sector in Haiti via messaging campaigns targeting behavior change especially focusing on information regarding contagious diseases like Zika and Cholera. Together with an ongoing radio campaign, these messages informed beneficiaries regularly on disease prevention and raised awareness of health-conscious behavior. Furthermore, Viamo installed a shortcode for the project,

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where beneficiaries can access information on WASH topics, diseases and family planning on demand. Within the first twelve months, the shortcode was accessed by over 70,000 individuals.

*Integrated Health Program – Abt Associates (DRC) / Palladium (Nigeria)*

Viamo began implementing IHPs in the DRC and Nigeria in 2018. Our main activities on these projects include data collection using mobile IVR surveys and customized dashboards; 3-2-1 behavior change communication on family planning, maternal and child health, and communicable disease prevention; accountability hotlines; targeted stakeholder messaging; an early warning system for disease outbreaks; a stock management system; and an appointment management application. Viamo is the only organization to be included on both of these winning bids.

*ODFA LEVER (DRC) - Mercy Corps*

Viamo will be launching an IVR hotline with issue trackers to better manage rumors related to Ebola in Eastern DRC and help stem the flow of misinformation that has been a major challenge to response efforts so far. The project will serve affected populations in North Kivu and Ituri provinces.

*Ministry of Health/EBODAC (Rwanda) - Grameen Foundation*

In Rwanda, Viamo is working with Grameen Foundation and EBODAC to support the training of CHWs on Ebola preparedness and sending reminder messages to vaccination campaign participants.

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