



DATA USE TIP SHEET

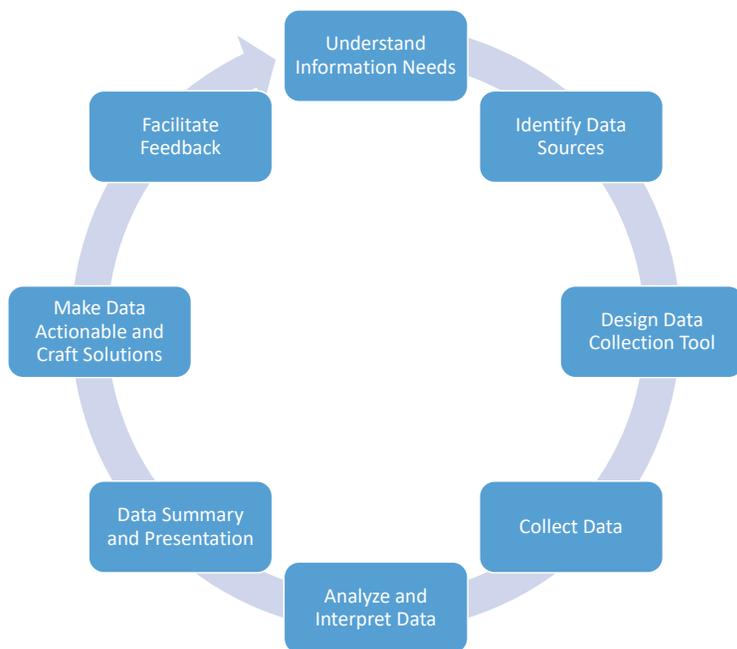
mHero is a powerful tool for generating health data. The platform provides a simple and timely way to collect information from and about frontline health workers. mHero may be used to solicit routine information about service delivery, request feedback on policies and procedures, or report new cases of an epidemic-prone disease. But to make a difference, that data must be used.

Data use should be the primary concern when implementing mHero and designing new workflows (sequences of steps to achieve an intended result). Effective use of data goes beyond disseminating reports or updating a dashboard. How the data will be used to make decisions and lead to action informs the entire process of collecting, analyzing, and reviewing the data.

Planning ahead for data use helps ensure that you will follow these best practices for cultivating a “culture of data use” where information is routinely shared, valued, and used:

- **Measure what matters:** plan to actively collect only the data you need to inform decisions and actions.
- **Tell powerful stories:** know how to most effectively present the data to stakeholders to address their needs.
- **Cultivate collaboration:** enable stakeholders to make actionable decisions together based on the data.
- **Empower data collectors, providers, and users:** provide timely feedback on how the data made a difference.

Collecting and using data is a cyclical process that begins with an information need and ends with feedback, which then generates a new need or question. When planning for a new workflow in mHero to meet an information need, ask yourself key questions about each



step in the process to ensure that the data you collect can be used effectively.

Understand information needs:

- **Who needs the data?** Your stakeholders may include more than just leaders or managers in a ministry of health. The implementation team may use data to improve the mHero platform, content, and message delivery. Data may be shared with donors, partners, or other external audiences to encourage wider use of mHero. Feedback given to data providers can motivate them to continue using the platform to provide data.
- **What are your stakeholders’ goals?** Engage your stakeholders in the planning process early to ensure that you are collecting the appropriate data to answer their questions.

Identify data sources:

- **Who will you collect data from?** You can use iHRIS or another HRIS integrated into the mHero platform to target the appropriate data providers

using variables such as cadre, geographic location, or facility type. This enables you to analyze data based on health worker characteristics, a data analysis capability that is not possible with other communications platforms.

Design the data collection tool and collect data:

- **What specific data needs to be collected to answer the stakeholders' questions?** This will define the scope of the data collection. [Focus on only the data that matters to meet stakeholders' goals. Health workers will be more likely to respond if surveys are short and to the point.](#)
- What passively collected data do you need to monitor? This can include response rates and times, number of completions, and similar information automatically collected by the platform. This data may be used to make decisions about when to send out messages, who else needs to receive messages, and what follow-up is required, which improves how mHero is used.

Analyze and interpret data:

- **Who will clean, validate, and analyze the data once it is collected?** Don't overlook these essential tasks. [Cleaning and validating ensure the data are viable.](#) Analysis turns raw data into information that can be interpreted and used. Analysis doesn't have to be complex or require expertise. For example, Microsoft Excel can be used for quick and simple analysis and to create charts for presentations.

Data summary and presentation:

- **Who will make decisions based on the data?** Decision makers may be different from your original stakeholder group. For example, the stakeholders may need to present the data to a policy-making body or produce a report for a larger group or committee.

- **How will decision makers receive the data and in what format?** To effectively communicate results, use the data to tell a story and highlight key points. Visualizations such as infographics, graphs, and maps are powerful tools for this, but they take time to create, so be sure to account for extra time. Include an explanation of how mHero was used to collect the data and suggest ways to use the platform for follow-up or routine data collection to further encourage platform use.

Make data actionable and craft solutions:

- **What actions can be taken based on the data?** Discuss the findings with stakeholders. Brainstorm potential solutions and prioritize them. Be specific in what you want. Also consider whether more research is needed to make an actionable decision.
- **Who will take action?** Make an action plan, prioritize tasks, and assign accountability for each one.

Facilitate feedback:

- **How will you provide feedback?** [Review our tips for closing the feedback loop.](#)

Learn more about planning for data use:

- [Introduction to Basic Data Analysis and Interpretation for Health Programs: A Training Tool Kit](#)
- [Improving Data Use in Decision Making: An Intervention to Strengthen Health Systems](#)

IntraHealth International is funded by Digital Square, a PATH-led initiative funded and designed by the United States Agency for International Development, the Bill & Melinda Gates Foundation, and a consortium of other investors, in support of the Health Worker Health Snapshot project.



CONTACT

digitalhealth@intrahealth.org
www.mhero.org

