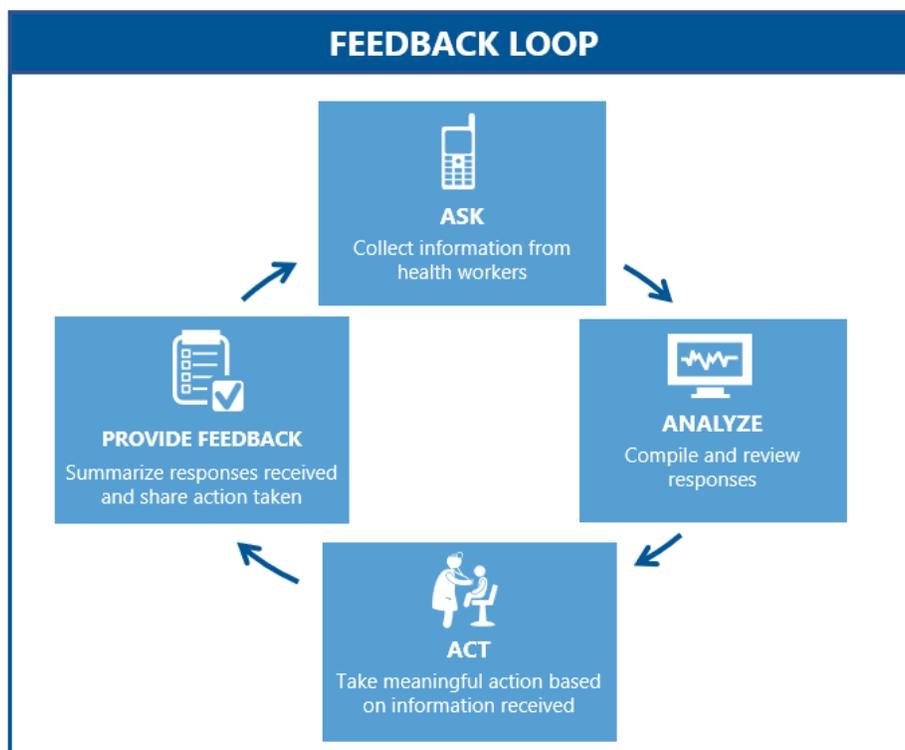




# FEEDBACK LOOPS TIP SHEET

Feedback—sharing the results of data collection and how they were used to inform decisions—is critical for sustaining mHero. Feedback lets data collectors and providers know that meaningful action is being taken while also encouraging them to value and invest in the platform. Yet providing feedback is a step that is often overlooked while collecting and using data.

Sharing the results of actions taken based on data creates a feedback loop. Feedback initiates the next cycle of asking questions, collecting data to learn more, and improving systems and processes as a result of what is learned. The mHero platform provides an **easy** way to send **timely** and **appropriate** feedback to health workers via text messages.



Just as you should plan for how data will be used before implementing a new workflow in mHero, you should also plan for how to close the feedback loop before the data collection messages go out. This establishes a two-way communication cycle where data comes in and feedback goes out in response. Sharing information and data use regularly cultivates a culture in which everyone values and uses data.

Planning for regular and consistent feedback will:

- Build trust in mHero and increase support for the platform
- Maintain positive relationships with health workers providing data to promote continued use of mHero
- Help all stakeholders feel invested in mHero.

When planning a new workflow to implement in mHero, ask the following questions to ensure you have planned for closing the feedback loop:

- **What decisions will be made using the data, and who will be affected by these decisions?** Consider providing feedback to everyone who is affected. This group may include not only those who provided data, but also health workers or community members impacted by changes in policies or processes, for example.
- **What types of feedback will be provided?** Feedback should be relevant and appropriate based on the data collected. The format of the feedback likely won't be the same for each series of messages sent (called the message flow).
- **When will feedback be sent?** Feedback doesn't have to happen instantaneously once the message series is complete but could follow a day or two later. Again, timing will differ depending on the workflow.
- **Who sends feedback?** Think about automating feedback and how often it should be sent. You may want to plan for multiple messages such as a follow-up message after initial data collection and more information once decisions have been made, for example.
- **Who receives feedback?** Don't forget donors and partners, as well as mHero implementation teams who are collecting data, analyzing information, and making adjustments to message flows.

Here are some examples of how to close the feedback loop:

- **Mass messaging:** send a summary of survey responses to everyone who completed the survey.
- **Individual follow-up:** call a health worker who reported an issue.
- **Targeted response:** provide advice on how to improve a process or procedure.
- **Reports of results to health facilities or districts:** report on which facilities or districts had the most responses.
- **Action announcements:** share how data was used to improve health services or better support health workers.
- **Messages of thanks and encouragement.**

Learn more about planning for closing feedback loops:

- [A Guide to Digital Feedback Loops by USAID](#)

*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

