

Nivi Inc. Commitment



Narrative, Outcomes & Values

Nivi is a digital health marketplace with a mission to enable every person to realize their own aspirations for better health. We accomplish this through a relentless focus on providing on-demand, trusted health information and referrals that enables every individual to take informed action on their health.

Our interactive cloud-based chat service, askNivi, available via Facebook Messenger and WhatsApp, makes it simple for individuals to explore reproductive, maternal and primary health topics, deepen awareness, and take action.

Our nonprofit, commercial, and public sector customers use Nivi to do one or more core jobs:

1. generate awareness of public health topics or commercial brand, product, or service availability
2. generate referrals to the health system or generate sales
3. generate feedback from the health system about specific products or services
4. generate insights into aspects of the consumer marketplace and community- level health status

Customers can integrate askNivi into their online and offline campaigns to offer a 1:1 experience to their audience and extend a single touchpoint into an ongoing relationship via digital.

Operating in India, Kenya, and Nigeria, Nivi has served more than 2.5 million users. Nivi offers its services on a subscription basis to organizations that aim to support the user's health journey from initial marketing to final uptake of product or service. Under its performance-based pricing model, Nivi also helps its pharmacy, healthcare provider, and e-commerce customers to create brand awareness, gain e-commerce traffic, and promote services to Nivi users.

With our growing portfolio of partnerships in each of its current markets and strong commitment to the common goals of ensuring sexual and reproductive health and rights by supporting the provision of accessible, affordable, sustainable and comprehensive health services including Family Planning services, we commit to working with FP 2030 in the following areas:

1. Improving partnerships with commercial, nonprofit and public sector stakeholders leading to improved quality of care and access to SRH services for all genders with a particular focus on the underserved. This outcome will be measure through the number of partners contracting with Nivi to advance FP/SRH awareness, improve service uptake, and generate insights.
2. Developing a data analytics collaboration with FP2030 that aligns with our common goals within the FP2030 community. This will be measured by the number of indicators developed and shared with FP2030 members beginning with the FP2030 hubs in Kenya and Nigeria

To support these commitments, Nivi will streamline its product offering and engagement with potential partners in its existing markets of India, Kenya, and Nigeria, ensuring that partners are empowered to

play a pivotal role in generating awareness, supporting service delivery, and deepening insights for Family Planning in their respective countries. Nivi will also support and advocate for universal health coverage, including evidence-based preventive care, environmental health, and access to Family Planning services, disseminate current evidence in the field of Family Planning through its chatbot channels, and empower consumers along their health journeys especially related to Family Planning.