



CASE STUDY NOORA HEALTH

www.noorahhealth.org



NOORAHEALTH

Noora Health is a non-profit organization that offers training and information to caregivers and patients after surgeries. It aims to ensure that patients are well taken care of during their recovery process from a major medical event or chronic condition.

BACKGROUND

Noora Health aims to ensure that patients are well taken care of during their recovery process from a major medical event or chronic condition. While in the hospital, patients and their families receive a great deal of training and information. But once they are released from the hospital, families often travel long distances to their homes.

Noora Health tackled this challenge by using engageSPARK to provide patients and their families with a quick summary of information taught in the hospital classroom once they get back to their homes. Since the educational material was delivered via interactive voice response (IVR) and SMS text messages, this allowed Noora Health to reliably reach patients even in remote areas without Internet access.

HOW IT WORKS



Get patients to opt in while at the hospital



Send them automated phone calls with educational content about their health issues



Teach them skills for future emergencies



Conduct regular automated quizzes and questionnaires to assess effectiveness and to test and reinforce comprehension



Use incentives, such as airtime top-ups, to increase engagement

TRACK CLASSROOM ATTENDANCE

"Whenever we sent educational classes in the past, there was no good way to track the attendance rate. This is where the engageSPARK IVR came in handy and really helped us. When we ask people to give us a Missed Call, we're then able to track classroom attendance in real-time.

SUDHANSHU GAUTAM
Interaction Design Fellow
Noora Health



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RESULTS

Noora Health used the engageSPARK platform to provide patients and their families with a quick summary of information taught in the hospital classroom once they get back to their homes. While at the hospital, patients and their families were asked to opt in to the campaign.

Those who subscribed received daily IVR phone calls in their local language with reminders of the information they were taught during the in-person trainings in the hospital. During 14 weeks, Noora Health used the engageSPARK platform to send more than 1,000 automated phone call trainings to 205 individuals.



**REINFORCE
THE TRAINING &
SEND KEY
INFORMATION**

CONCLUSION

By using engageSPARK, Noora Health was able to reinforce the training given to patients and their families in the hospital, and to send key information relating to critical symptoms, diet, body temperature, hand washing, and exercise. Its ability to communicate via automated phone calls with the patients and their families after they had left the hospital helped the organisation to achieve its mission of providing high-impact health skills to improve health and save lives.