JSI JOHN SNOW, INC.

Improving Health Outcomes Through Mobile Technology

Research

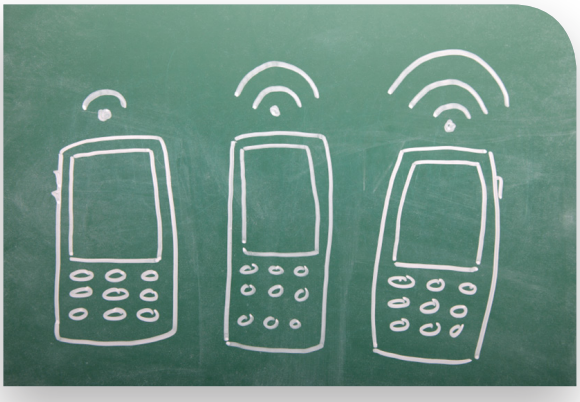
At JSI, we are driven by a culture of information where smart decision making is informed by high-quality data. We apply our research expertise to traditional public health programs and those involving mobile technology.

JSI research methods are shaped by decades of experience in quantitative and qualitative analysis as well as knowledge of on-the-ground realities that is gained only through public health project implementation.

We use the data that we collect and analyze to identify meaningful findings, propose a strategy, and implement effective programs. Our experience with myriad sources of information has sharpened our ability to transform data of every format, structure, and type into tangible actions.

Personalized Audience Engagement

JSI informs and encourages users to take action by providing customized content and a range of delivery platforms to meet individuals' needs. Our clients are the first among their peers to create mobile-responsive websites, statewide mobile phone-based campaigns, and native applications with special features. From the beginning, we have embraced the opportunity to use emerging communications channels and have built a broad base of



expertise. We frequently partner with and train agencies of federal and state governments to embrace web-based and mobile tools through which we can improve public health.

Mobile Data Collection

To strengthen information logistics systems and help ensure that health facilities have a steady inventory of health commodities, JSI has developed and implemented a customized mobile reporting system.

Our mobile data collection projects build on JSI's existing expertise in supply chain management garnered over decades of work across the globe. JSI has piloted numerous mobile data collection projects, many of which are in the midst of nationwide scale-up.

> JSI's approach balances innovation with practicality so that our solutions adapt to the landscape in which we are working.