

TPXimpact

Discovery playback

FIND

July 2022

FIND 
Diagnosis for all



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01. Project objective



/Project objective

- **Solidify FIND's role as global diagnostics alliance** addressing inequities in access
- Continue to build **the momentum** around primary care testing & strengthening diagnostic surveillance and response
- Provide **go-to resources** for all our stakeholders
- **Drive advocacy** efforts and **fundraising goals**, amplified by social media efforts
- Support the **delivery of our 2021 strategy**, with a focus on showcasing the impact our work
- Create an extendable and evolvable platform that will consider short and long term needs

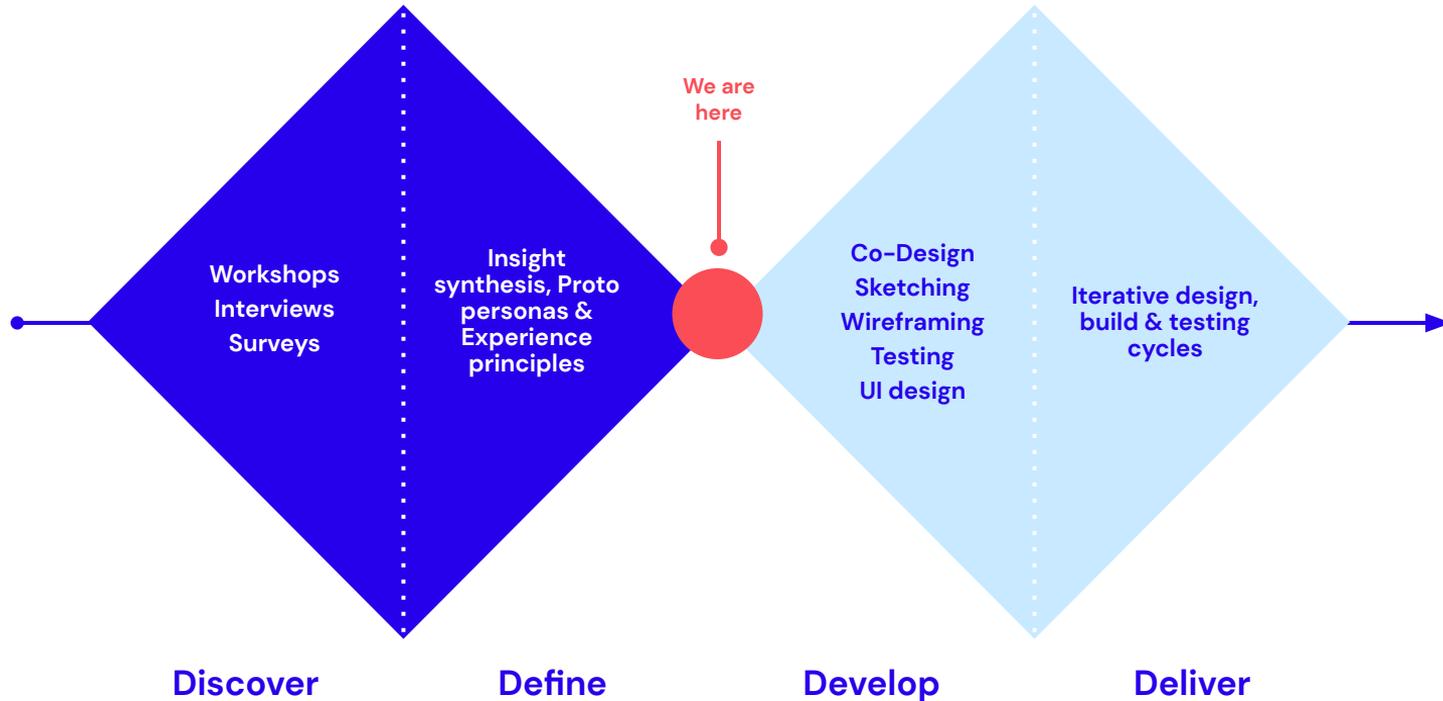
 A recap of your goals

“

Create a website that supports the delivery of FIND's 2021 strategy, with a focus on showcasing the impact of your work, whilst laying a strong foundation for your digital ecosystem as it evolves in the coming years

”

/Our approach



02. Overview of research activities



/ Overview of research activities

2

Discovery workshops

10

Internal stakeholder
interviews

6

External stakeholders
interviews

103

Survey
responses

+ Globescan survey, Google Analytics & Hotjar

03. Summary of findings



Summary of findings

Discovery workshops

/Discovery workshops

Over the course of our discovery workshops, we uncovered 5 themes...

Content

User experience (UX)

Brand

**Information
Architecture (IA)
and navigation**

Technology

/Discovery workshops

Content

- **Streamlined content** that delivers **consistent** (and cross-cutting) messaging to showcase **impact** and **cross-cutting themes**
- A baseline for **accessibility**, to help FIND be more perceivable, operable, understandable, and robust
- Development and roll-out of a **digital governance framework** and **process** to ensure content and content-related decisions are aligned across the business

Brand

- More impactful **human-storytelling** to raise awareness of FIND's place as global alliance for diagnosis
- Increase content indexation on **access** and **diversity across Low and Middle Income Countries**
- Elevation and integration of FIND's **value proposition** to help visitors understand where FIND sits in the ecosystem and what **activities** and **initiatives** are central to its cause

/Discovery workshops

User Experience (UX)

- Improve **access** to and **format** of **user-driven content**
- Make information available in a **choice of mediums** and build **greater data manipulation capabilities**

Information Architecture (IA) & navigation

- Improve visitors ability to **surface the information that they need**
- Prioritise meeting the needs of **prioritised audiences**

Technology

- Optimise the digital experience for **reduced bandwidth**
- Where possible, improve **mobile responsiveness**

Summary of findings

What we heard from you

What we heard from you

via Stakeholder interviews

- FIND can do **better in understanding its target audience and market and providing what they need**
- Perception of FIND needs to improve so that [Donors, Partners and Decision-makers] visitors can see the **importance of our work and the impact** we are making across regions and countries from end-to-end
- FIND can do **better at sign-posting and presenting data according to a visitor's needs**
- The FIND site does not fully **reflect current initiatives, projects and impact** effectively

“

To be a conduit of information around diagnostics and the go-to partner of choice

”

/What we heard from you

via Stakeholder interviews

*It's **not clear** how all the pieces
come together*

*[Donors are] reluctant to give us
support due to **lack of region
centric use cases***

*...If they ever find FIND - **that's
complicated already***

*FIND India is **siloe**d...*

*New strategies and areas that I'm
working on are **not currently
reflected** on the website*

*Sometimes we develop and
communicate data messages
**without really thinking about who
it's for** and the use case*

Summary of findings

Google Analytics

/Google Analytics

Under-indexation

21%

are visitors from Low and Middle Income Countries

47%

Access via mobile

74%

are first time visitors

Reach is at a good level

/Google Analytics

73%

Bounce rate

8

Seconds average page
load time

109

seconds is the average
session duration

Might mean
that users are
disengaged

Summary of findings

What we've heard from your audiences

What we've heard from your audiences

- FIND is perceived to have a **bias towards COVID, infectious disease** and **innovation**
- FIND can do better at **organising its information**
- FIND can do better at **tailoring its language, eliminating jargon** and **signposting** and **presenting data**
- FIND needs to **clarify its role in the ecosystem**
- FIND can do better at **informing customer journeys**

*I feel they have **too much bias** towards covid and commercial*

***So much jargon** – even for me as a scientist*

*I don't know what happens next – **it's a mystery***

What we've heard from your audiences

The site is **better than its peers**

...there's a **lack of transparency**... are FIND telling me a test is approved and ready for use, or are they incentivising a country to regulate it and to get in their country?

Look at how **many clicks** I need before I get to where I want to be...

The site **feels cluttered** but there is a **great amount of intelligence**

Summary of findings

Hotjar survey response findings

/Hotjar survey response findings

103

Survey responses

71%

responded via desktop

47%

visit FIND daily or weekly

A small core group of (returning) visitors visit frequently

/Hotjar survey response findings

37%

identify as private sector/manufacturing

19%

identity as NGO

Partners and Innovators dominate visitors in this group

/Hotjar survey response findings

88%

agree/strongly agree
information is easy to find,
clearly presently and presented
at the right level

The small core group of
frequent visitors feel the
content is easy to find – this
might be due to familiarity

/Hotjar survey quotes

*I'm looking for **COVID test kit validation** and limits of detection*

- Implementer

I want to learn about the process

- Partner/NGO

I want to see how to benefit from these negotiated prices and be included in the list of eligible countries

- Implementer

*FIND used to feature its staff in Geneva. **Now this seems to be missing...***

Is everyone now in India? I want to see profiles of people working globally, including Geneva

- Innovators

*Provide more information on **country programs**, an organogram, **up to date annual reports** and include financials*

- Partner/NGO

How do I submit my response to the FIND TB project?

- Innovator

*The **font** is a little bit **too small***

- Implementer

Search doesn't seem to work very well.** I enter key words and it doesn't come up with anything **even though I know FIND has a page on that

- Implementer

Summary of findings

Hotjar heatmap findings

Hotjar heatmap findings

A review of pages including the **Homepage, Policies and statements** and **Genexpert** were helpful in detecting friction points and perceived barriers.

They provide **opportunities to increase visitor/user engagement and retention**.

Insights point to the need to:

- Introduce the use of more easily **discernible interactive elements**
- **Remove underlines** from text that is not a link
- **Prioritise content** with higher click-rates



Homepage Hotjar heatmap findings

21% of visitors click 'Who we are'
This may be an opportunity to prioritise content

Many 'rage clicks' here
friction against existing mental models ('This must be a link')

Very few clicks here to 'FIND AT A GLANCE' – an opportunity to **change the link name** or **embed the video** so that visitors have a direct access point to impact narratives

Zero clicks to '24 new diagnostic technologies' – opportunity to make **clickable elements** clear

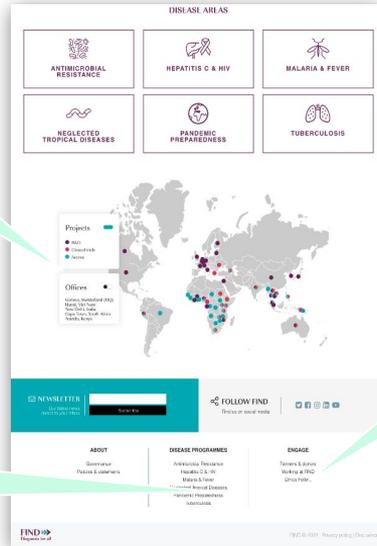
Some clicks to 'READ ALL STORIES' further validates appetite for human storytelling

Some clicks to 'FROM OUR TEAM' further validates user need to learn more about FIND



Homepage Hotjar heatmap findings

Many clicks to filter by 'Offices' and 'Projects' indicating opportunity to **prioritise content**



Many clicks on 'Working at FIND' indicating opportunity to **prioritise content**

Many clicks DISEASE PROGRAMMES section were TB and Hep C and HIV

Summary of findings

Globescan survey

/ Globescan survey recap

What did we learn from Globescan?

- **COVID-19 was the catalyst** for fundamental changes in the diagnostics landscape
- this resulted in **greater awareness, accessibility and usage of diagnostics**
- FIND is held in very high regard and the moment is **now for FIND to take the lead in spearheading a global multi-stakeholder alliance**
- FIND is perfectly positioned to be a **global convenor and arbitrator** – because **it occupies space between funding, operational research and implementation**

/Globescan survey quotes

The WHO doesn't regulate self-tests for COVID... it's a bottleneck not having regulations.... it's a broken system. **This is very important and something for FIND to help to fix**

- Partner

...diagnostics is different than drugs, you still need training to know how it works. For the more elaborate diagnostics, it's even more complex because **you need not only to train people but also a lot of maintenance of the system to make sure it's sustainable**

- Implementer

...consolidation and bringing things together, doing them less disease-specific and more **thinking about how they fit into a proper system**. I would end up with fewer agencies, funded at the right scale, and being less vertical

- Partner



*I'm very worried about the **potential negative impact if ordinary people receive adverse outcomes from a self-test** and they do not receive appropriate counselling or treatment*

- Partner

*[FIND] negotiating between the WHO, developers... clinical sites... as a conduit, providing infrastructure support for in-country testing. **In an ideal world they are translating the desires of the WHO into shepherding for review***

- Partner

***could do much better things with smaller epidemics** which are still important (e.g., Yellow Fever, Ebola, Marburg virus,...). **All these scary pathogens need better regulations.** There is a lot of potential there*

- Partner



*If FIND is the higher body, they **need to disengage with some other activities** that are closer to...*

*If they are the regulators for these products, but they are also involved in making and profiting off them, **that's a conflict of interest.***

*I want them to **be less ambitious about the end-to-end approach and go deeper in what they are already good at.***

- NGO

/Globescan survey

What next?

- FIND needs to step outside of Geneva more boldly and onto the world stage with a **higher profile** and **wider presence**
- FIND would need to demonstrate that it has the **leadership** team and **organizational capacity** and **infrastructure** to successfully play this **global convening role**
- While seen as an independent evaluator of diagnostic solutions, some believe FIND needs to **further clarify its role as intermediary financing body and/or implementation partner**
- Overall, the opportunities available to FIND heavily outweigh suggested areas of improvements or weaknesses

04. Proto-personas



/Proto-personas

Our proto-personas are derived from 5 audience groups, based on shared needs, identified and prioritised in collaboration with the FIND team during our discovery workshops.

Donor



Donors are often gathering disease and population related data OR insights about the diagnostic ecosystem. They use **information found on FIND to inform, validate or challenge funding decisions** they need to make.

Innovator

Innovators tend to scout for grants where they see **opportunity in the market/gaps** and **commercial gains**. They sometimes feel frustrated with the lack of clarity around the proposal and partnering process and next steps.

Decision-maker



Decision-makers tend to carry a lot of responsibility. They **seek implementational research and transparency of data**. They also seek learn human impact. They are policy-driven and help influence procurement decisions.

Partner



A partner will help FIND in amplifying the overall message that diagnostics matters. They help **build a shared conversation around primary care testing & strengthening diagnostic surievance and response in Low and Middle Income Countries**.

Implementer

An implementer may **seek practical guidance to enable those 'on the ground'**. This might be a **partner lab that they can work with on clinical trials**.

Donor

Donors are often gathering disease and population related data OR insights about the diagnostic ecosystem. They use information found on FIND to inform, validate or challenge decisions they need to make. They can sometimes feel frustrated by overly scientific language and overwhelmed by the complex navigation structure.

Driven by: **Impact**





Sometimes jargon is needed for the specialists but sometimes I think it could be shown in a much easier way

Donor

Sara, 43, Delhi

Sara's story

Sara has been tasked with gathering data around Cervical cancer. She needs learn about the availability or gaps in the screening for women and girls with the greatest risk and highest burden of disease in India.

She wants to present a holistic picture of her findings so that next steps can be taken.

I need to...

- **find key impact metrics** and stories about FIND
- collate information quickly and hassle-free on diseases and populations – specifically around current **cross-cutting themes**
- know that I can trust FIND to help me access what I need at the right time
- partner with FIND to progress with own agenda

I visit the site to...

- learn about **FIND's interests and initiatives around disease control** – specifically around to Cervical cancer, diagnosis and optimised treatment regimens
- learn about FIND's success stories

How can we help?

- provide onboarding / clear signposting to **donor-specific content**
- **provide impact metrics and stories in flexible mediums**
- **offer ways to stay connected and informed**
- provide **insight on current strategy and operationalisation initiatives**

Donor

Quotes

*I look to see **what's in the pipeline** and **what's accessible** to target populations*

*I want to **zoom into a region**, or click on a country [on the map]*

*I'm interested to **learn where the funding is being utilised** and if any is being reinvested in UK research*

*...our policy colleagues are **very interested in pandemic preparedness** and FIND's involvement on the Act accelerator*

*I'm **interested in Policy** and which countries have **integrated FIND innovations***

***Sometimes we want to know by country.** Sometimes we want to know by type of product and sometimes **on FIND's site, it can be difficult...** segregation in all of these dimensions is extremely helpful*

*...you **first want to land on something that's a bit more for policymakers and practitioners...** so [FIND] curate a bit more, but then there's a button like, do you guys want to **see all the data behind this?** You click it and then you get those charts up and you're like, ah, okay, I'm learning...*

Look at how many clicks are required** and if I want to know which test is best for me to purchase, **I struggle to find out



Innovator

Innovators tend to scout for grants where they see commercial gains. While there is a core need to drive innovation that benefits people in Low and Middle Income Countries (LMICs) that are at greater risk or in higher burden populations that may not be a core driver for them. Innovators can sometimes feel frustrated with the lack of clarity around the Request For Proposal (RFP) process and next steps (i.e. what happens after the grant is provided).

Driven by: **Commerce**



What comes after financing? That is a little bit of a mystery...

Innovator

Ray, 55, Hanoi

Ray's story

Ray is commercially driven and seeks to understand if market conditions related to specific Requests For Proposal (RFP) are viable. He also needs to be sure that he can meet the product's requirements based on the region he is supplying. These factors determine whether or not he will participate in the RFP/grant process. He is less interested in scientific details and more interested in how he will be reimbursed.

I need to...

- find out about **current RFP opportunities and submission process**
- know what's on the **priority agenda for FIND** and if there are opportunities to explore/gaps within scope
- **review TPP and/or review test evaluations**
- learn about **new innovations** in the market and pipeline
- know what the **(FDA) requirements/WHO pre-qualification** are and terms and conditions

I visit the site to...

- access and download **rfps of interest**
- learn about **previous projects and innovations / FIND's success stories**
- learn what the process of **partnering with FIND looks like**
- review innovations in the market and pipeline
- collate intelligence related to my innovation

How can we help?

- **provide onboarding / an overview of the process**
- **share success metrics or impact stories**
- **provide a 'toolkit' or checklist to assist Innovators looking to develop innovations for LMICs**

Innovator

Quotes

*FIND is **one of the better sites** amongst its peers*

*I want **market information** related to the purpose for developing the biomarker [in the FIND project] and I want **information about the related countries***

*The biggest issue has always been **requirements**, not so much, what are the possibilities, but more **what do we have to do? What do we have to fulfill?***

*We use an **agency to screen what grants** are out there*

*FIND have been very helpful with **additional market intelligence***

*[on the test tracker]...I would use this mostly to **understand competition**. From a scientific perspective we would be interested to learn what the **requirements are for a specific region** - requirements from the FDA...*



Decision-maker

Decision-makers tend to carry a lot of responsibility. They need transparency of data. They seek implementational research and understanding of human impact. They are policy-driven and help influence procurement decisions.

Driven by: **Political agenda**





There is a requirement to show where funds are invested and reinvested

Decision-maker

Valerie, 56, Virginia Water

Valerie's story

Valerie is pragmatic and results-driven. She is looking to procure tests based on a unique region and will need to undertake due diligence. This includes reviewing the testing landscape and checking for quality assurance.

I need to...

- collate information that will help me to **decide which tests to prioritise and procure** - in the market and pipeline
- **may need to know if a test in the pipeline is on the EUL**
- know what the **(FDA, EU etc) requirements are /WHO pre-qualifications** and terms and conditions
- know about special access pricing

I visit the site to...

- **negotiate a discounted price for LMIC access**
- see **previous projects and innovations / FIND's success stories**
- collate intelligence to help decide which 'direction' to go

How can we help?

- providing **clear data points (consistently)** and **theme-specific content**
- a **'toolkit' or checklist** to assist Decision-makers looking to procure

Decision-maker

Quotes

When FIND puts information out, ideally they **should maintain it**. When FIND take it off all of a sudden – this to me was a **little bit of a challenge**

The site is **redesigned quite regularly**, so you will have a link and then you click on the link and **it's not there anymore**

FIND strategy – **You need to click and click** and then you get that document. The document is very detailed, **maybe it could be simplified, but there is a lot of intelligence for sure**

...be a **neutral platform of information** whereby you see an **unbiased perspective**

I want to see **implementational research** and I want **transparency of data**

I visit for **diagnostic performance** – **that's really one of FIND's strengths**. To have studies that tell me whether a test is sensitive specific, if there are caveats, and what are the advantages

There is a lot of information about COVID HIV, TB... infectious diseases **but there are a lot of other diseases that deserve to be there**.... cardiovascular diseases, chronic diseases, cancer...

...a **bias towards infectious diseases** where the money is flowing and, and there's a bias towards innovation



Partner

A partner may seek to align corporate messaging to that of FIND's corporate messaging and key narratives. A partner will help FIND in amplifying the overall message that diagnostics matters.

They help build the conversation around primary care testing and strengthening diagnostic surveillance and response in Low and Middle Income Countries (LMICs).

Driven by: **Environmental factors**





I often visit FIND, we collaborate in the ACT-A initiative. We've finally got some momentum but we're not sure if the work will continue...

Partner

Rita, 51, New York

Rita's story

Rita is a communications lead at an organization FIND partners with (and interfaces with in a number of contexts). Primarily interactions are at working meetings from which shared outcomes are communicated to their key audiences.

Rita is keen to learn and understand more about the subject matter in more depth and how diagnostic innovations are making an impact.

I need to...

- collate information that will help me to build on my case for...
- Information to help inform comms
- Stay informed of developments
- Know about the latest innovations

I visit the site to...

- learn about previous projects and innovations / FIND's success stories
- learn what the process of partnering with FIND looks like
- review data in relation to our joint initiative

How can we help?

- support them in understanding how FIND work and what FIND are focused on
- create co-branded content to help disseminate across marketing channels

Partner

Quotes

We had talked about doing some sort of **community of practice**

trying to set something up to show the link to treatment in that country – I don't see that that's been done yet, but that's where the **value** of this sort of thing comes in, it's the **consolidation and the provision of this information**

I track countries where previously there weren't say targets, or there wasn't clear guidance or policy around what progress looks like – I use these as **benchmarks for measuring impact** [of this advocacy project]

I visit **FIND** for content in relation to our **global advocacy strategy** for COVID-19 diagnostics – and **it's been useful**

We make **coordinated efforts on social media**, primarily disseminating and bringing awareness to the call then we link to the **FIND** site

You **don't see any of FIND's existing partners** anywhere



Partner

Quotes

...We were seeing inequity and access to tests... **it's important to keep an eye on the data** because we're seeing primarily 80%, sometimes higher than that, of tests being used in Western countries, higher income countries...

Our work, in terms of equity, is focused on the lower middle income countries so **keeping an eye on that data in terms of who's accessing those tests is really important**

The policy dashboard is something I don't see duplicated anywhere else... and you can use the map – it's user-friendly. So for example, currently for our advocacy project, we're doing field research in specific countries and I can use this



Implementer

An implementer may seek practical guidance to enable those 'on the ground'. This might be a partner lab that they can work with on clinical trials. They might also be looking for training resources that will help the up-take of their innovation, plus impact of similar innovations – or stories on the site about the impact of their innovation.

Driven by: **Environmental / societal / commercial factors**



There is a lack skilled resources. We need access to practical information that can help the people in the field get tests administered properly.

Implementer

Ben, 45, Cape Town

Ben's story

Ben is a manufacturer of diagnostic tests and he is keen to see the products he's bringing to the market utilised and utilised correctly. His concerns focus around integration, uptake, training for healthcare professionals on the ground and impact that test results have on primary care.

He wants to see FIND presenting his products as agreed and proactively supporting with governance and network optimisation initiatives.

I need to...

- **Training and education** to help implement innovations successfully
- Information on partner lab and **possible collaborations**
- Learn about diagnostic network operations and where and how is best to integrate
- see the impact of our **innovations**

I visit the site to...

- **learn about the innovations** and **access educational resources**
- **learn about DNO initiatives that relate to my work**
- **learn how to integrate the innovations** and **upkeep**

How can we help?

- **provide clear pathways for education** and **training**
- **provide a 'toolkit' or checklist** to assist Implementers **specifically around implementing diagnostics**

Implementer

Quotes

...**confusion** around TPPs, **what FIND does** and what **WHO** does...

I want to see **the work that FIND are doing** that is **relevant** to me

I will sometimes visit **FIND** to **see if I can learn something** that will help me with...

Get the voices of people on the ground implementing – the patients and the implementers through **videos or quotes**

[FIND Strategy 2021] **could be simplified...** Where is FIND today in that strategy... What's the strategic plan [in years] and what stage are FIND at today? **What have you achieved so far?** What are the missing gaps so that we know also that, okay, this remains key priorities for find, and we **need to see how as the manufacturer we can help innovate** and address those critical points



05. Experience Principles



/ Experience Principles explained

What they are

- **Inspiring values** that help create a **shared experience vision**
- They are **applied consistently across the project** – from wireframes to development – they **stimulate thinking and maintain direction**

How we craft them

- Spot trends – in the **survey and analytics**
- Thematic analysis – themes that are universal across multiple segments – **qualitative insights which expose underlying user need, behaviours and motivations** contributing to universal themes
- They are based on research about **what website visitors expect** from a relationship with the global diagnostic alliance

/ Experience Principles

1. Let me **find the information** I need, how I need it
2. Provide me with **context** (or narrative) and the ability to **dig deeper** if I want to
3. Help me understand where I am in **my journey**
4. **Be transparent**
5. Help me understand the breadth and **impact of FIND's work**

/Let me find the information I need, how I need it

What this could look like

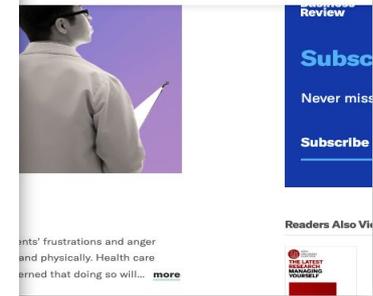
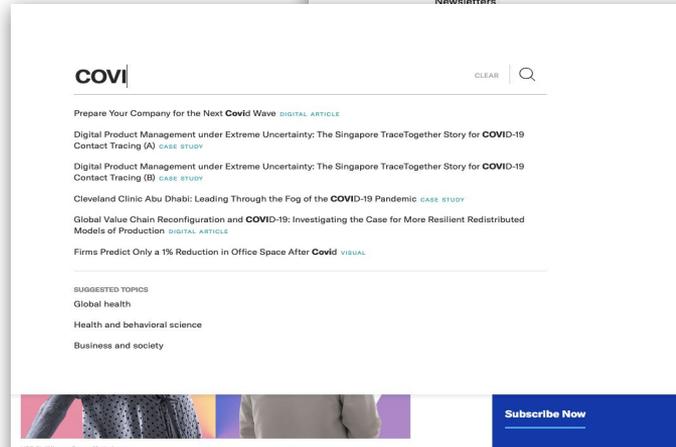
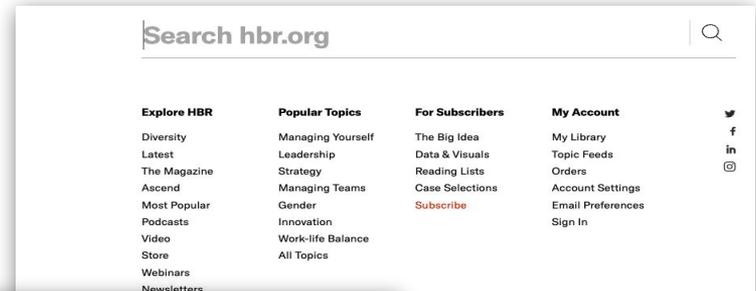
- An **enhanced search experience** with a more powerful, intelligent search function to help users quickly find what they are looking for and a more easily consumable results page for better scannability
- A more **intuitive, useful information architecture and menu structure** with a taxonomy to support consistent information retrieval
- A **self-serve solution** enabling people to choose where and how to navigate depending on their needs

Let me find the information I need, how I need it

How others are doing it

An enhanced search experience

- **hbr.org** provide a well-rounded, holistic content hub for visitors. As well as being a key SEO-friendly content marketing hub, it helps build trust in their brand, positioning them as experts
- Results appear as the visitor enters their search. With an immediate view of the type of content that is surfaced

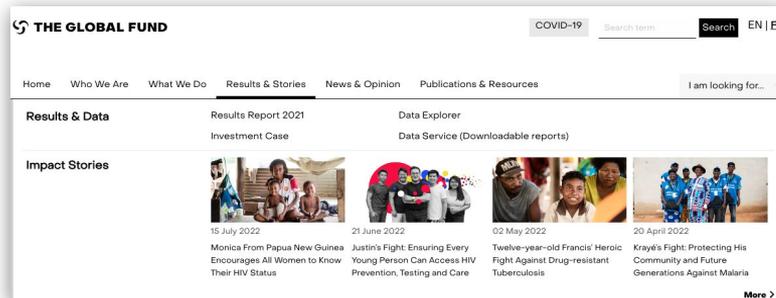
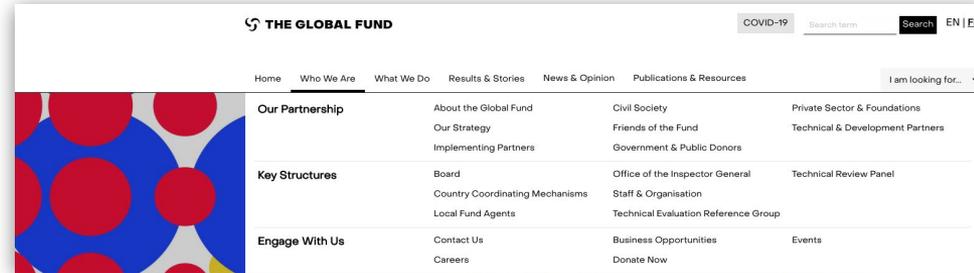


Let me find the information I need, how I need it

How others are doing it

A more intuitive, useful information architecture and menu structure

- **The Global Fund** enable visitor to access content via navigation through the use of clear subsections, this provides them with context and quick access points
- They also bring focus to their impact stories in teaser cards which helps to draw the visitor's attention and differentiate the different content types at a glance

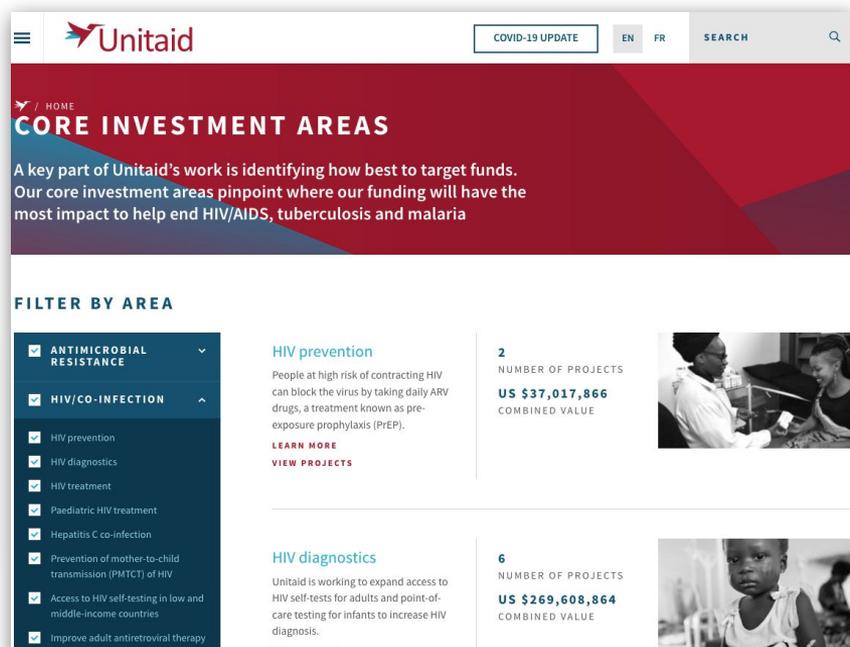


Let me find the information I need, how I need it

How others are doing it

A more intuitive, useful information architecture and menu structure

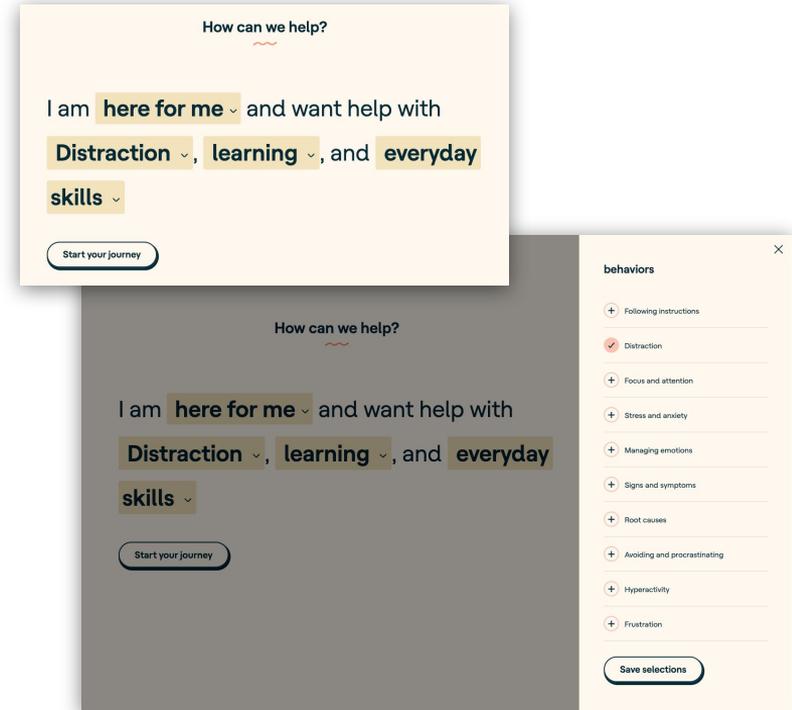
- **Unitaid's** content is grouped to allow visitors to access information at the level of granularity that they require



Let me find the information I need, how I need it

A self-serve solution

- **Understood.org** offers a tailored experience. The homepage allows site visitors to filter lists in order to find the information they need



/ Provide me with context (or narrative) – and the ability to dig deeper if I want to

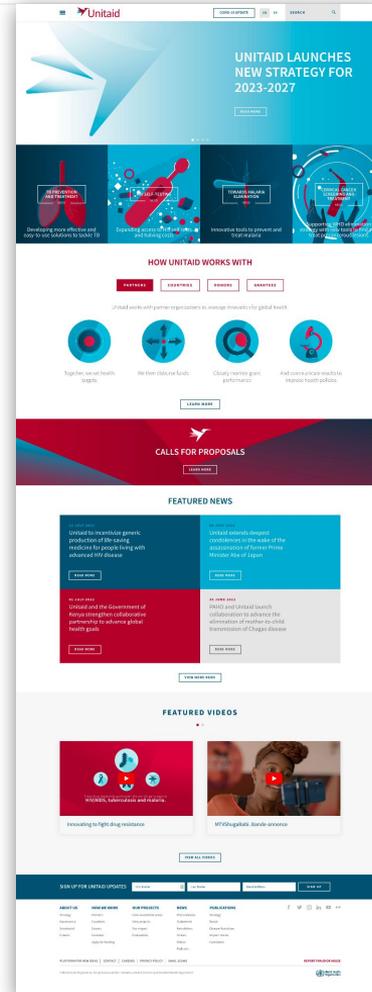
What this could look like

- **Optimised page structure** with page summaries/introductions to compel discovery
- **Surfacing supplementary information** more effectively based on tags and categories
- Application of **progressive disclosure** – defers advanced or less commonly used features to a secondary screen, making applications easier to learn and less error-prone
- Optimisation of **visual anchors** – documentary photography, maps, interactive data visualisations

/Provide me with context...

Optimised page structure

- **Unitaid** provide an example of a clearly laid out homepage. Elements within the page appear to be arranged by priority of business and user needs
- The 'How to work with Unitaid' section provides an overview of the customer journey across four key prioritised audiences – Partners, Countries, Donors and Grantees
- The visitor is invited to select an identity or 'pathway' they are most interested in. They are then directed to audience interest-specific content



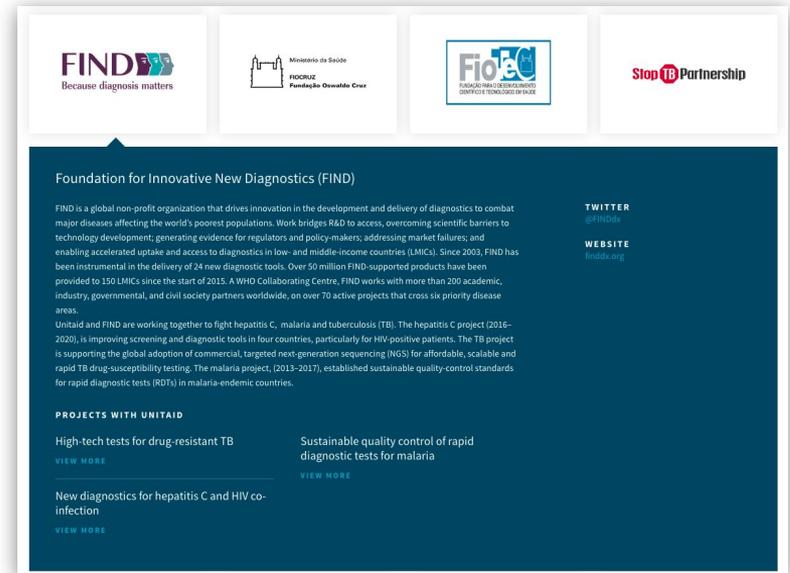
How others are doing it

/Provide me with context...

Ability to surface supplementary information

How others are doing it

- **Unitaid** provide an example of a clearly laid out homepage. Elements within the page appear to be arranged by priority of business and user needs
- The 'How to work with Unitaid' section provides an overview of the customer journey across four key prioritised audiences – Partners, Countries, Donors and Grantees
- The visitor is invited to select an identity or 'pathway' they are most interested in. They are then directed to audience interest-specific content

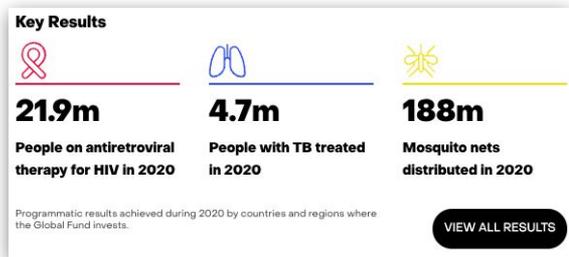


/Provide me with context...

Visual anchors

- The Global Fund provide a strong example of how impact can be delivered
- They provide visitors with the opportunity progress on their journey to learn more or dig deeper by selecting 'view all results'
- The use of visual anchors also provides users with context to navigate freely

How others are doing it



Key Results

- HIV
- Tuberculosis
- Malaria
- RSSH
- COVID-19
- Investing for Impact
- Methodology

[DOWNLOAD REPORT](#)



THE GLOBAL FUND COVID-19 RESULTS 2021

Home Who We Are What We Do Results & Stories News & Opinion Publications & Resources I am looking for...

Results Report 2021
Updated April 2022

In 2021, the Global Fund celebrates 30 years since we were founded. During that time, we have made remarkable progress against HIV, TB and malaria. But over the last year, the impact of the COVID-19 pandemic has been devastating. For the first time in the Global Fund's history, key HIV, TB and malaria programmatic results declined.

The Global Fund's Results Report 2021 details how our partnership moved swiftly to support countries to respond to the COVID-19 pandemic and to adapt existing HIV, TB and malaria programs so they could safely continue. In more than 100 countries and regions around the world, we are also making urgent reinforcements to systems for health needed to deliver timely care and progress for tomorrow.

Key Results and Lives Saved

Health programs supported by the Global Fund partnership had saved 44 million lives as of the end of 2020.

44 million lives saved

Key Results

 21.9m People on antiretroviral therapy for HIV in 2020	 4.7m People with TB treated in 2020	 188m Mosquito nets distributed in 2020
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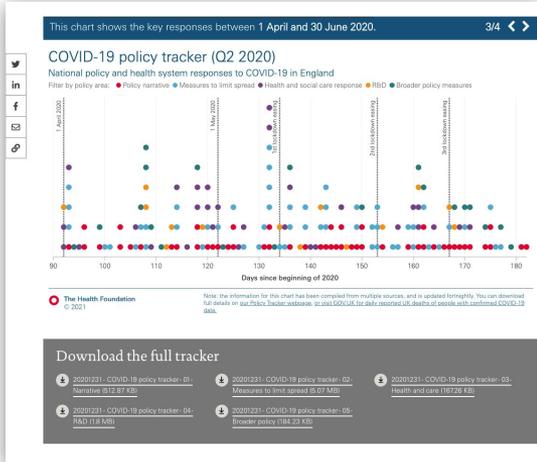
[VIEW ALL RESULTS](#)

/Provide me with context...

Progressive disclosure

How others are doing it

- **The Health Foundation** provides a solid example of how visitors might access long-form content and offers them the opportunity to dig deeper



Further resources

A new version of the COVID-19 policy tracker has been [published on its own website](#).

Please note that some of the content from the original spreadsheets has been updated for this COVID-19 policy tracker website. For example, links to sources may have been updated. The website focuses on key interventions, so it includes fewer entries than the original spreadsheets.

EXTERNAL LINK

COVID-19 policy tracker

The COVID-19 policy tracker 2020 documents national policy and health and social care system...

[Read more](#)

Share this page:

You might also like...

PRESS RELEASE

Government's nursing target could still leave NHS short of nearly 40,000 nurses by next election

Analysis from the Health Foundation's REAL Centre highlights scale of long-term workforce challenges...

[Read more](#)

EVENT

Webinar: What does the future look like for the general practice workforce?

In this webinar, we will explore the REAL Centre's upcoming report on updated NHS workforce supply...

[Read more](#)

PRESS RELEASE

Latest NHS data shows severe pressures across health and care system

Health Foundation response to the publication on the monthly NHS performance statistics and GP...

[Read more](#)

The Health Foundation

Home > News and comment > Charts and infographics

COVID-19 policy tracker 2020

A timeline of national policy and health system responses to COVID-19 in England in 2020

About 3 mins to read

Phoebe Dunn / Lucinda Allen / Genevieve Cameron / Akanksha Mimi Malhotra / Hugh Alderwick

Chart / COVID-19 / Policy

Twitter LinkedIn Facebook Email Copy link

- Our COVID-19 policy tracker documents national government and health and social care system responses to COVID-19 in England, and how they changed over the course of 2020.
- The interactive summary timeline below shows the key policies and events. Hover over each dot for details.
- The full policy tracker with a more detailed timeline and greater detail on policy changes across five areas can be downloaded in spreadsheet format below.
- This updated version of the tracker has details from the 31 December 2019 to 31 December 2020.

[Visit our COVID-19 policy tracker website](#)

Governments across the world are seeking to limit the impact of COVID-19 on health and

/Provide me with context...

Progressive disclosure

- Visitors are able to use concertinas and links to sift through content quickly
- **The Health Foundation** also have prominent links to social media, careers and a community space



Workforce
Health Foundation response to the publication on the monthly NHS performance statistics and GP...
[Read more](#)

Work with us
We look for talented and passionate individuals as everyone at the Health Foundation has an important role to play.
[View current vacancies](#)

The Q community
Q is an initiative connecting people with improvement expertise across the UK.
[Find out more](#)

Get social
Health Foundation @HealthEdn
RT @lingsofNHSLeeds: Eye-opening discussion on this report in this mornings webinar #NHSWorkforce - supporting Education and CPD for Primary...
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Contact us
020 7257 8000 | info@health.org.uk

What does the tracker cover?

The tracker focuses on national government and health and social care system responses to COVID-19 in England in 2020. In each of our five policy areas, the tracker documents a mix of data related to key policy interventions, including - where available - what it is, when it was introduced, who introduced it, the stated aims of the intervention, its key components, and links to relevant documents.

- 1. The overall policy narrative**
- 2. Measures to limit spread**
- 3. Health and social care system response**
- 4. Interventions to support research and development**
- 5. Broader social, economic, and other policy interventions**

We focus only on publicly available data from official sources, such as speeches by government ministers, government guidance, and NHS planning documents. We only cover key policies or interventions in each area. And we don't track media or expert commentary related to the pandemic and the government's response (unless named officials are interviewed). More detail on scope and data sources we use can be found in the full tracker spreadsheets.

Help us improve the tracker
Inevitably, there will be speeches or policy guidance that we missed or chose not to include. Please [email Phoenix Data](#) from the Health Foundation's Policy team if you think anything is missing, incorrect, out of date, or could be improved.

Acknowledgements

/ Help me understand where I am in my journey

What this could look like

- Provide visitors with **freedom and control** by helping them orient. This may include the use of defined **customer journeys at the macro level**
- At the **micro-level, in the moment**, whilst they are browsing the site this may include the use of:
 - Breadcrumbs, location and or attribute-based
 - URL structures to reflect page titles
 - Calls to action, offering a clear path
 - Coherent interactions between pages
 - Balanced pathways - for prioritised audiences
 - Provision of microcopy to support navigation
 - Facets for a dynamic browsing experience - giving the user control
 - Avoid or indicate dead ends - Instead surface supplementary information relevant to original query (based on tags and categories)

/ Help me understand where I am in my journey

How others are doing it

Freedom and control

- **Unitaid** provides examples of how a visitor can be supported on their journey at the macro-level



7 easy steps to submit a proposal:

● CALL FOR PROPOSAL

Step 1:

Stay informed about Unitaid Calls for Proposal by subscribing for updates at the bottom of this page.

Step 2:

When a call is advertised on the Unitaid website, check if you are eligible to apply by doing the "Eligibility check" in the right-hand column of this page.

● SUBMIT YOUR PROPOSAL

● SELECTION OF PROPOSALS

● NOTIFICATION OF RESULT

● GRANT DEVELOPMENT

● APPROVAL AND SIGNATURE

/ Help me understand where I am in my journey

Site-level freedom and control

- The Health Foundation provide a thorough example what site-level control and freedom look like
- The site provides a horizontal indicator, breadcrumbs, freedom for dig deeper, share socially, download and skip sections

How others are doing it

The screenshot displays the Health Foundation website interface. At the top, a navigation bar includes 'Previous' and 'Next' buttons, and a breadcrumb trail: 'Where next for NHS nurses' pay?' > '3. Trends in NHS nurses' pay and earnings'. Below this, a horizontal menu lists sections: '2. Workforce and funding context', '3. Trends in NHS nurses' pay and earnings', '4. Aligning nurses' pay and the nursing labour market', and '5. Valuing highly skilled contributions'. A 'Note' section explains that NHS Digital defines mean annual basic pay per FTE as the 'mean amount of basic pay paid per 1 full-time equivalent post in a 12 month period'. Below the note is 'Figure 3: Over the past decade, NHS declined in real terms', which includes a line graph showing 'Nominal basic pay per FTE' (red line) and 'real-terms basic pay per FTE (after accounting for inflation)' (blue line) from 2010 to 2021. The graph shows nominal pay rising from ~100 to ~115, while real-terms pay falls from ~100 to ~95. A 'Contents' table is visible below the graph, listing 8 sections. A 'Key points' section at the bottom lists two bullet points.

1. Introduction	2. Workforce and funding context
3. Trends in NHS nurses' pay and earnings	4. Aligning nurses' pay and the nursing labour market
5. Valuing highly skilled contributions	6. Towards a more progressive pay system

/Be transparent

What this could look like

- **Transparency** – Shifting from ‘touchpoints’ to ‘trust-points’
- Share the experiences of those **behind the scenes** and the impact they’re contributing to
- **Consider ethical concerns** – conscious consumerism continues to grow, with a particular focus on ethical and sustainability values. More data means more carbon emissions
- **Reliability and confidence** – use smart user interfaces optimised for lower bandwidths to provide confidence

/Be transparent

Trust

- **Our World in Data** provide site visitors with trust seals and calls out that they are 'trusted in research and media' and 'used in teaching'
- Scrolling over this presents us with microtext inviting them to 'find out how our work is used by journalists and researchers'
- The ability to subscribe a newsletter and social media links also help to building richness to the interaction
- Home page also shares that 'All free: open access and open source'
- The site also provides guidance on how to use the charts

How others are doing it

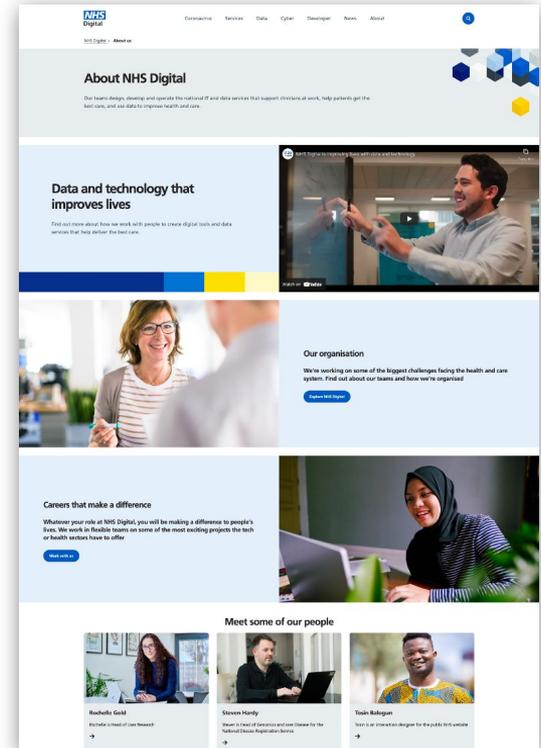
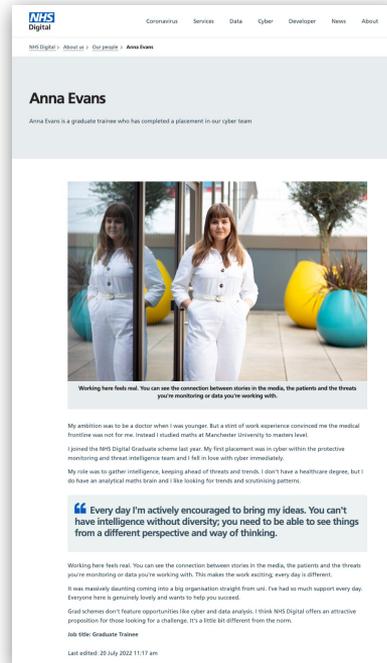
The screenshot shows the homepage of 'Our World in Data'. At the top, there is a dark blue navigation bar with the site name, a search bar, and links for 'Articles by topic', 'Latest', 'About', and 'Donate'. A yellow banner below the navigation bar highlights 'COVID-19 vaccinations, cases, excess mortality, and much more' with a button to 'Explore our COVID-19 data'. The main content area features the headline 'Research and data to make progress against the world's largest problems' and a button to 'Scroll to all our articles'. Below this, it states '3282 charts across 297 topics' and 'All free: open access and open source'. The bottom section is divided into two categories: 'TRUSTED IN RESEARCH AND MEDIA' and 'USED IN TEACHING'. The 'TRUSTED IN RESEARCH AND MEDIA' section lists logos for Science, nature, PNAS, Royal Society, BBC, The New York Times, CNN, The Guardian, The Wall Street Journal, The Washington Post, and Vox. The 'USED IN TEACHING' section lists logos for Harvard University, Stanford, Berkeley, University of Cambridge, Oxford, and MIT.

/Be transparent

Behind the scenes

- **NHS Digital** share video and emotive images of their people, immediately helping users to feel more connected
- Spotlights on their people provide an additional level of context and opportunity for connection

How others are doing it



/Be transparent

Ethical and sustainability values

- **Accenture** provides visitors with the ability to view impact at-a-glance as well as long-form
- Is there a conversation taking place in FIND about sustainability? If not maybe we can spark a conversation...

How others are doing it

accenture

Creating new value: Our Impact in the U.K. and beyond

"As the world awakens to the urgent need for responsible, sustainable growth, new ideas and new ways of thinking are absolutely vital!"
- Simon Lewis, Market Unit Lead, Accenture, U.K. and Ireland

Here's how we're driving positive impact in the U.K.
You can read the full report and our impact stories at [Accenture.com/UKImpact](https://www.accenture.com/UKImpact)

48%
female U.K. and Ireland recruitment mix in FY21, with the U.K. recruitment mix at 41.3%, up from 38% in 2015

32.6%
of our new joiners in FY21 were Black, Asian or from other ethnic minorities

46,000
hours of support was contributed by our U.K. employees through Time to Volunteer

100%
of our U.K. operations are powered by renewable energy, with 99% of our applications run in the cloud

179,500+
formal skills through the Accenture Digital Skills Programme to date

82%
of our Suppliers have shared what action they're taking around emissions, with 77% disclosing their targets

People
Creating shared innovation. We're constantly seeking new ideas, new solutions, and new perspectives. We actively seek out our clients and achieve our goal of being the U.K.'s most equal company and the world's most inclusive organisation. We're taking action around diversity and gender to ensure greater equality and representation across our business.

Community
Creating value also means preparing ourselves for the future. We're committed to helping those from diverse backgrounds and under-represented communities. In addition to supporting strategic partners dedicated to helping communities thrive in the digital economy, our Accenture Development Foundation harnesses technology to create a positive social impact.

Planet
We are at a crossroads in the climate emergency. Our research shows only 30% of European companies have set a net-zero deadline, and fewer still, only 1% of companies are on track to meet their current emissions targets. By helping our clients and our partners understand their impact, we're enabling them to meet, manage, measure, disclose, and setting the tone for the next decade of climate action.

New technology offers grounds for optimism, gives the way for innovation and can help solve some of the biggest problems we face. We are committed to responsible innovation and tech, but also to better understanding the human, social and environmental impact of our work.

Accenture.com/UKImpact

/ Help me understand the breadth and impact of FIND's work

What this could look like

- More compelling, better signposted **case studies**
- Improved utilisation of **existing assets** (video etc)
- **Condense key points in FIND's 2021 strategy document and tag, categorise and surface where appropriate**
- Showcase FIND's **impact metrics** more effectively
- Enhanced sharing, **amplifying through social media**
- Push for **employee / advocacy stories**

/...impact of FIND's work

Human storytelling signposted

- **Unicef** highlight key impact statistics, coupled with illustration to support quick recognition and understanding
- Interwoven with this, they provide rich, in-depth, content, conveying real stories, illustrating impact at a relatable, human level

How others are doing it

1. Local presence, global reach

UNICEF is active in more than 190 countries and territories. Our vast network of skilled and committed staff means we can take successful approaches from one place in the world and adapt them to meet challenges elsewhere, helping diverse needs for children and young people at a global scale.



Nearly 39 million safe births
in health facilities supported by UNICEF in 2021.



Nearly 49 million out-of-school children
reached with early learning, primary and secondary education in 2021.



Nearly 70 million people
gained access to safe drinking water in 2016 - 2021.



"I regard UNICEF as my strongest support structure"

Linep, 31, has gone from being a left-to-the-painstem and HIV-positive teenager to becoming a full-time mother and an inspiring young mayor in Namibia. Her life tells a powerful story of courage and hope, in which UNICEF played a crucial role to help her not only survive, but also thrive.

2. Saving more lives for less money

UNICEF is funded entirely by voluntary contributions - and we are committed to making every dollar go further to save and improve children and young people's lives. As one of the world's largest buyers of [vaccines](#), such as vaccines and mosquito nets, UNICEF has unique leverage to negotiate the lowest prices. Skating big and being transparent enables us to shape markets, cut costs and increase efficiency - and, most importantly, save more lives.



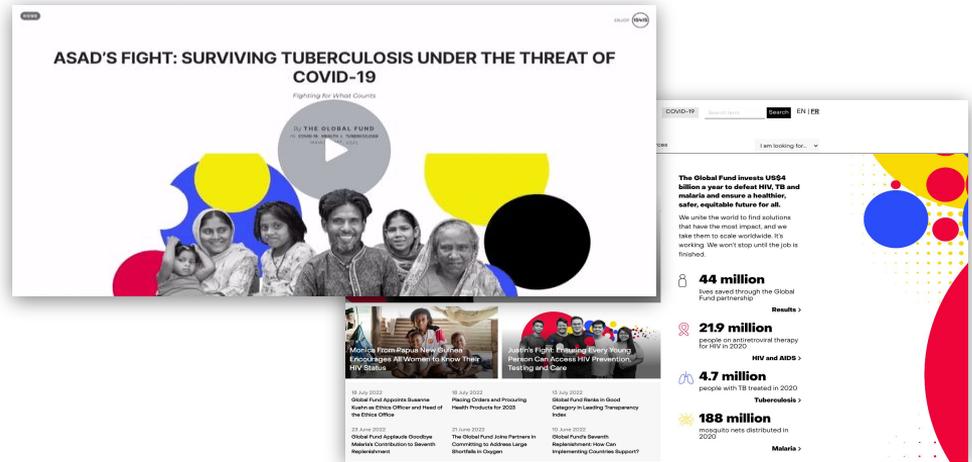


/...impact of FIND's work

How others are doing it

Human storytelling signposted

- **The Global Fund** provides well-structured, compelling case studies with related at-a-glance information
- High quality video with impressive cinematography and emotive imagery helps visitors to connect



/...impact of FIND's work

How others are doing it

Signposted case studies

- **Unitaid** provides well-structured, compelling case studies with at a glance information, documents and downloads, a video and clear sections
- Overall **Unitaid** has a strong brand presence and some surprising animated interactions across the site. This provide additional in the moment visual impact

The screenshot shows the Unitaid website interface. At the top, there is a navigation bar with the Unitaid logo, a menu icon, and language options for EN and FR. A search bar is also present. Below the navigation, the main heading reads 'OUR PROJECTS Addressing neglected childhood tuberculosis'. The page features a large blue graphic of a child's face with a play button icon over the eyes. To the left of the graphic is a sidebar with key project details:

- DISEASE:** Tuberculosis
- TYPE:** Treatment
- LEAD GRANTEE:** TB Alliance
- GRANT FOCUS:** Making correctly dosed, properly formulated, high-quality TB medicines for children widely available
- STATUS:** Complete
- TIME FRAME:** 2013-2017
- GRANT VALUE:** US \$16,606,096
- DISBURSEMENTS:** As of 31 Dec 2015: US \$15,500,963

A 'LEARN MORE' button is located below the sidebar. Below the sidebar is a 'DOCUMENTS & DOWNLOADS' section with links for 'End-of-project evaluation: STEP-TB', 'Mid-term evaluation: STEP-TB', 'Unitaid and tuberculosis', and 'Unitaid TB Portfolio'. To the right of the graphic, the text reads: 'Improving access to correctly dosed and properly formulated tuberculosis medicines for children.' Below this, there are sections for 'Challenges', 'Solutions', and 'Impact achieved', each with a brief description of the project's context and goals.

/...impact of FIND's work

How others are doing it

Impact metrics

- **NHS Digital** share their impact metrics, coupled with a short description and a link which provides visitors with the opportunity to explore more



7.5 million
logins a week

Use of the NHS App has increased sharply. It was the most downloaded free iPhone app in 2021

[Serving the public](#)



97.3%
of GPs

Almost all GP practices and pharmacies use our Electronic Prescription Service

[Supporting NHS staff](#)



1 million
lives saved

The RECOVERY trial, just one of the studies supported by NHS Digital, has recommended vital treatments for COVID-19

[Care and research through data](#)

/...impact of FIND's work

Impact stories

- Inspiring content from **Airbnb** showcasing their impact work. Simple storytelling through the use of objects, photography and audio clips that is both simple and impactful

How
others
are
doing
it



/...Impact of FIND's work

How
others
are
doing
it

Impact stories

- Impactful, data driven content from **The New York Times**. Aspirational content



06. Next steps



Next steps

Entering the next phase of our partnership

We will continue to take **iterative steps towards our shared goal** of orchestrating an improved, more compelling end-to-end experience for FIND.

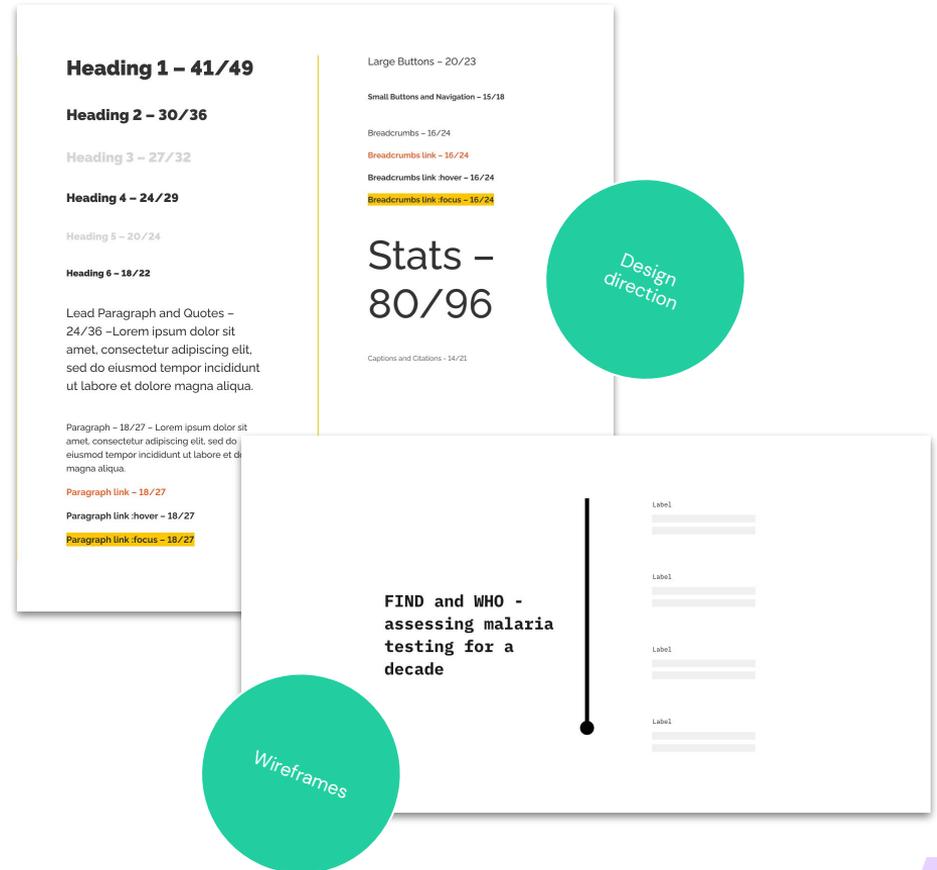
We'll look to collect disparate moments into a **connected system of well-thought out channels and touchpoints** enabling FIND to address unmet needs, barriers and points of friction for your end users – **closing the experience gap.**



Next steps

To do this we will deepen our collaboration with the core FIND team to:

- **design and test** a robust, user-centred **Information Architecture and site structure**
- gain a **deeper understanding of content types**, requirements and editorial needs
- progress **creative/visual design direction** and **digital brand application**
- map, validate and build **key audience journeys**
- **prioritise content**, gather requirements and create **wireframes of example site page** template structures



07. Any questions?



Thank you

follow us on



Want to know more...

hello@tpximpact.com

TPXimpact