

**Open Deliver:
Institutionalizing Digital Content Delivery for Health Workers and Communities**

Open Deliver is a process for creating, adapting, and delivering digital content. This process can be institutionalized by governments for leveraging the rapid growth of mobile device availability for training frontline health workers (FHWs) at a national scale.

Delivering Digital Content: Open Deliver supports the immediate publication of digital content to mobile devices. Applications used for content delivery can be customized to reflect the context and particular training needs of FHWs. Content used in the Open Deliver process can also be designed for sharing information with the communities these FHWs serve.

Currently, most countries report that the approach to mobile content and app development is fragmented and duplicative. Much like the integration of the stages involved in assembly line production, Open Deliver streamlines digital content delivery through the reconfiguration of existing technologies into a single, integrated, platform. This allows governments to assure the quality of all content used in the system. It also allows effort to be directed towards the use of a single platform that can support multiple streams of content and a single architecture that can support multiple forms of technological integration. This platform can be deployed globally and can also be cloned for national or state level management.

Integrating Existing Technology: Open Deliver is a process designed with a staged or modular approach using existing open source technologies¹. This means that when a new or improved technology becomes available, it can be transitioned into Open Deliver so that Governments are not required to replace an entire system.

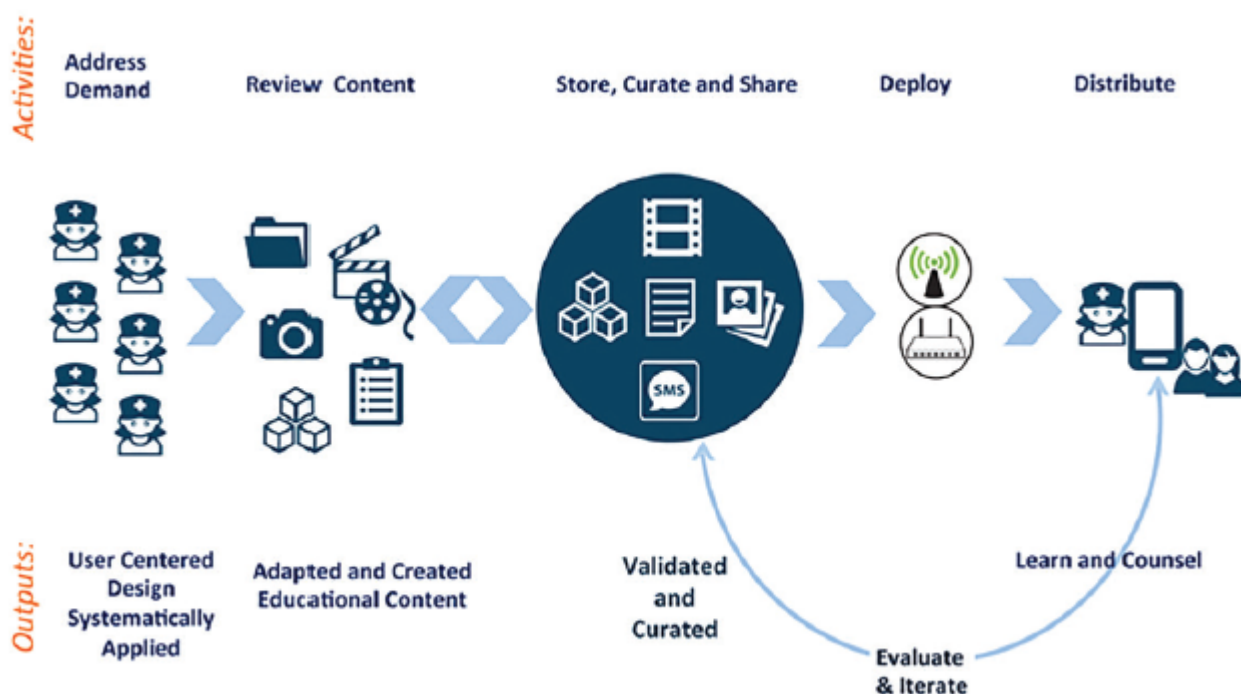
Open Deliver combines existing, open source technologies into a single production process. These technologies include: ORB, mPowering's platform for sharing mobile training content; Moodle, a learning management system for course creation; and OppiaMobile, a mobile app for delivery of course content.

Open Deliver promotes re-use of content and the technology used for content delivery by centralizing operations on a single platform. This approach promotes collaboration among program representatives avoiding duplication of content and technology for each new program. The Open Deliver process also enables Governments to react very quickly to emergency health crisis such as Ebola allowing them to publish relevant materials to mobile devices in days rather than months.

¹ Open Deliver aligns with the Principles for Digital Development: <http://digitalprinciples.org/>

Open Deliver process: The five stages of Open Deliver, represented in the figure below, support Governments and their representatives in each stage of the digital content delivery process:

1. Design with the user: Adapt the interface and operation to specific users needs and workflow
2. Create/adapt existing multimedia materials for use for health worker training and/or community engagement
3. Access existing resources on a content sharing platform to save cost and prevent duplication
4. Deploy to mobile devices
5. Collect analytics that track usage of media to determine what materials work and what do not and improving the content and process accordingly.



Open Deliver: content distribution and training delivery

Future Development: Open Deliver is a process that should be provided at the level at which FHWs are administered by the health system. Therefore each implementation will involve adapting the tools that make up this process into a single, user-friendly system that can be institutionalized by any state or national government. This will allow stakeholders to focus on the development and evaluation of content rather than the delivery system while accommodating future innovation.

With the institutionalization of Open Deliver, governments and stakeholders will be able to send quality-assured, relevant, and adaptable content to health workers and community members at an unprecedented pace and scale.