



## CASE STUDY

# DKT and Data Management

Empowering DKT's global mission with a user-centered Power BI solution



METRICS FOR MANAGEMENT

## INTRODUCTION

When reproductive health leader DKT International (DKT) decided to rethink how they aggregate, interpret, and disseminate their data, they turned to one organization to help. As a non-profit specializing in the development and implementation of data insights and use solutions for global health and development programs, M4M was well known to DKT's executive leadership – not only was it aligned in terms of having a global health mission, but its expertise creating metrics, measurement tools, and management systems that helped improve efficiencies and effectiveness were just what DKT needed.

Founded in 1989 by entrepreneur and philanthropist Phil Harvey, DKT is a global non-profit organization that leverages the power and reach of social marketing to promote family planning and HIV/AIDS prevention. Currently operating in more than 90 countries across Africa, Asia, and Latin America, the organization – one of the largest private providers of family planning products and services in the developing world – relies heavily on data-driven decision-making to optimize its impact and efficiency.

The ability to leverage data enables DKT to scale their reach, adapt to local contexts, and continuously improve their approaches to family planning and HIV/AIDS prevention across diverse global settings. Specifically, information around the following data sets plays a crucial role in DKT's operations and success.



### Market Analyses

DKT uses demographic and market data to identify underserved areas and populations, helping them target their efforts more effectively.



### Product Distribution

Sales patterns and regional demand data inform DKT's supply chain management, ensuring products are available where they are needed most.



### Impact Measurement

Collecting and analyzing data on contraceptive use, birth rates, and HIV prevalence helps DKT better assess the effectiveness of their programs.



### Cost-Effectiveness

DKT tracks financial data to ensure it is optimizing impact per dollar spent.



### Behavior Change Communication

Data about cultural attitudes and reproductive health help DKT create more effective awareness campaigns and educational materials.

## THE CHALLENGE

As the world's largest social marketing organization for sexual and reproductive health, DKT was keen to leverage M4M's expertise to optimize their data management practices and maximize efficiencies. Though the organization operates around the world and has substantial global impact, DKT's Washington, DC-based headquarters team of just 15 people relied on Excel spreadsheets to manage its sales and impact data. The manual system, though accurate, was time-consuming; and raised concerns that it would become even more so as the organization continued to grow, limiting DKT's ability to effectively analyze and report on their extensive work in a timely manner.

The Excel-based system also required the manual consolidation of data from individual country sheets into a master global spreadsheet, a process that was both time-consuming and potentially vulnerable to human error. Moreover, the lack of a centralized database was making it increasingly difficult to run reports and perform comprehensive analyses, both of which are critical for programmatic management. Key health impact metrics, such as couple years of protection (CYPs), unintended pregnancies averted, unsafe abortions prevented, and maternal deaths averted, can be calculated from product distribution data to help demonstrate the organization's impact for donors, as well as quantify its reach to the wider global health community. In 2023 alone, for example, DKT reported delivering 64.1 million CYPs, as well as preventing an estimated 16.8 million unintended pregnancies, 32,500 maternal deaths, and 16.9 million unsafe abortions – all of which could not have been measured without accurate and timely product distribution data by country.

DKT wanted a centralized system to consolidate and analyze data from diverse sources. According to Stephanie Gallagher, DKT's Director of Global Programs and Development, product use data is one of the most tangible ways to measure impact in the public health sector.

“Excel is a spreadsheet, designed for single users – you can't run reports on it,” said Gallagher. “So all analysis has to be done manually. Whereas a good database is designed to be able to run reports, which is what we needed.”

For DKT, whose mission focuses on increasing access to vital products, having data available in real-time is fundamental to understanding and expanding their reach.

“While other interventions like training and behavior change are important, the distribution of commodities provides a direct and quantifiable link to health outcomes,” said Gallagher.

Finally, as the organization that until recently produced the Contraceptive Social Marketing Statistics report – a tool widely used by the global sexual and reproductive health (SRH) community and which, for decades, has complemented public health data by providing insight into the contributions of social marketing organizations to global SRH markets – DKT recognized it had set the bar for high standards of data quality and fidelity. Improving its

data management systems was seen as commensurate with DKT’s commitment to rigorous reporting, as well as a way of continuing to ensure the reliability of information the sector at large had come to rely upon.

## M4M’S ROLE & SOLUTION

To address these issues, DKT engaged M4M to help select and implement a new database solution.

After meeting with the DKT team to understand its needs and challenges, as well as specific requirements for collecting, evaluating, managing, and disseminating data, M4M undertook a comprehensive review of potential database solutions. And, several weeks later, presented DKT with an analysis of five options, three of which M4M recommended for further consideration. Ultimately, DKT chose Power BI, a Microsoft product that would allow the DKT team to maintain continuity with current practices while improving efficiency and data reliability at the global level.

For implementation, M4M leveraged its team’s strong data backgrounds and experience to create a seamless, user-friendly solution for DKT’s data management challenges, including the setup of data entry processes and templates aligned with DKT’s existing data collection methods; the creation of initial dashboards and reports; a system for tracking multiple products across numerous countries, as well as one for calculating health impact metrics such as CYPs.

The project, which took four months from start to finish, also included the creation of a comprehensive manual for DKT with detailed guidance on all aspects of the new system. Overall, M4M’s approach was both user-centered and user-friendly, prioritizing how DKT’s data needed to be used rather than just focusing on the data system itself, and ensuring the data would work for DKT’s decision-making needs.

**FIGURE 1. IUS SALES IN DKT COUNTRIES IN 2022 AND 2023**



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While the new platform promises to streamline data management and improve reporting capabilities, it is already significantly reducing the time spent on manual data entry and analysis, while continuing to ensure data fidelity and reliability. This shift is crucial for DKT, according to Gallagher, who emphasized the importance of the upgrade for DKT’s mission – by improving data management practices, DKT hopes to enhance its ability to demonstrate impact, make informed decisions, and continue its vital work in providing access to reproductive health products and services worldwide.

## RESULTS & IMPACT

While the implementation is still in its early stages, DKT anticipates the enhanced data management capabilities will lead to greater operational efficiencies without the need for additional staff or changes to its decentralized organizational structure. The improved data handling is also expected to free up resources, which can be redirected towards programming efforts, ultimately contributing to DKT’s mission of saving women’s lives through better access to reproductive health products and services.

“Reliable, accurate, and timely product distribution data is the backbone of DKT’s social enterprise model and programmatic success,” said Gallagher. “The ability to analyze this data across various dimensions – countries, products, and time periods – empowers DKT to enhance its impact.

**With easy access to this critical information, we can effectively expand our reach to underserved women and their families, providing them with a broader selection of contraceptive and safe abortion products at the most affordable prices. This data-driven approach is vital to our mission to improve lives and promote health equity.**

**Stephanie Gallagher, DKT’s Director of Global Programs and Development**

M4M can help you create data-driven insights. For more information, contact [partnerships@m4mgmt.org](mailto:partnerships@m4mgmt.org).