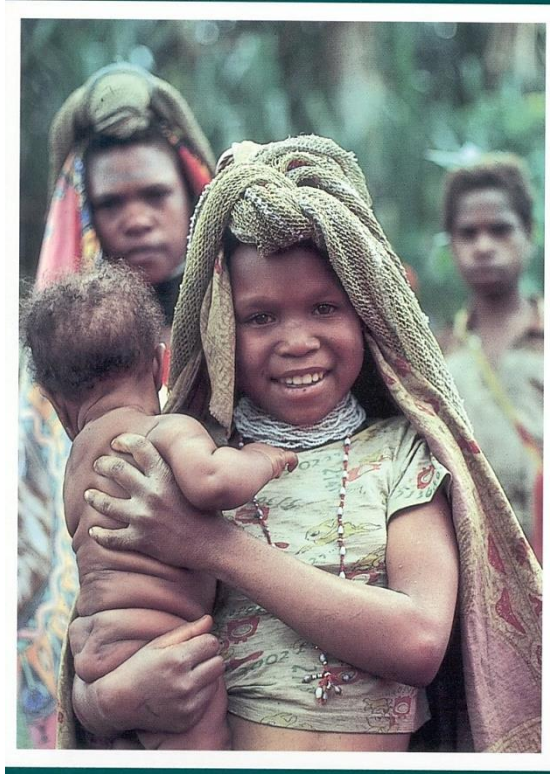


Harvard School of Public Health

mHealth for maternal health *bridging the gaps*



Linking mHealth to Health Outcomes

Marc Mitchell, MD, MS

Imagine a world:

Where every **person** has the information they need to keep themselves and their family healthy no matter who they are or where they live

Where every **health worker** has the tools she needs to provide consistent and excellent care

Where the **health system** supports continuity of care through better information, logistics and management



System

Improved Information about individuals, populations, providers, facilities, outcomes,

Availability of Commodities, Health Workers, Equipment

Provider

Provider Competence, Accountability, Effectiveness.

Client

Client Knowledge and Self-Efficacy

Improved Efficiency + Coverage

Improved Quality of Care

Improved Health Behaviors

Improved HEALTH Outcomes



System

Improved Information about individuals, populations, providers, facilities, outcomes,

Availability of Commodities, Health Workers, Equipment

Improved Efficiency + Coverage

Improved HEALTH Outcomes

Provider

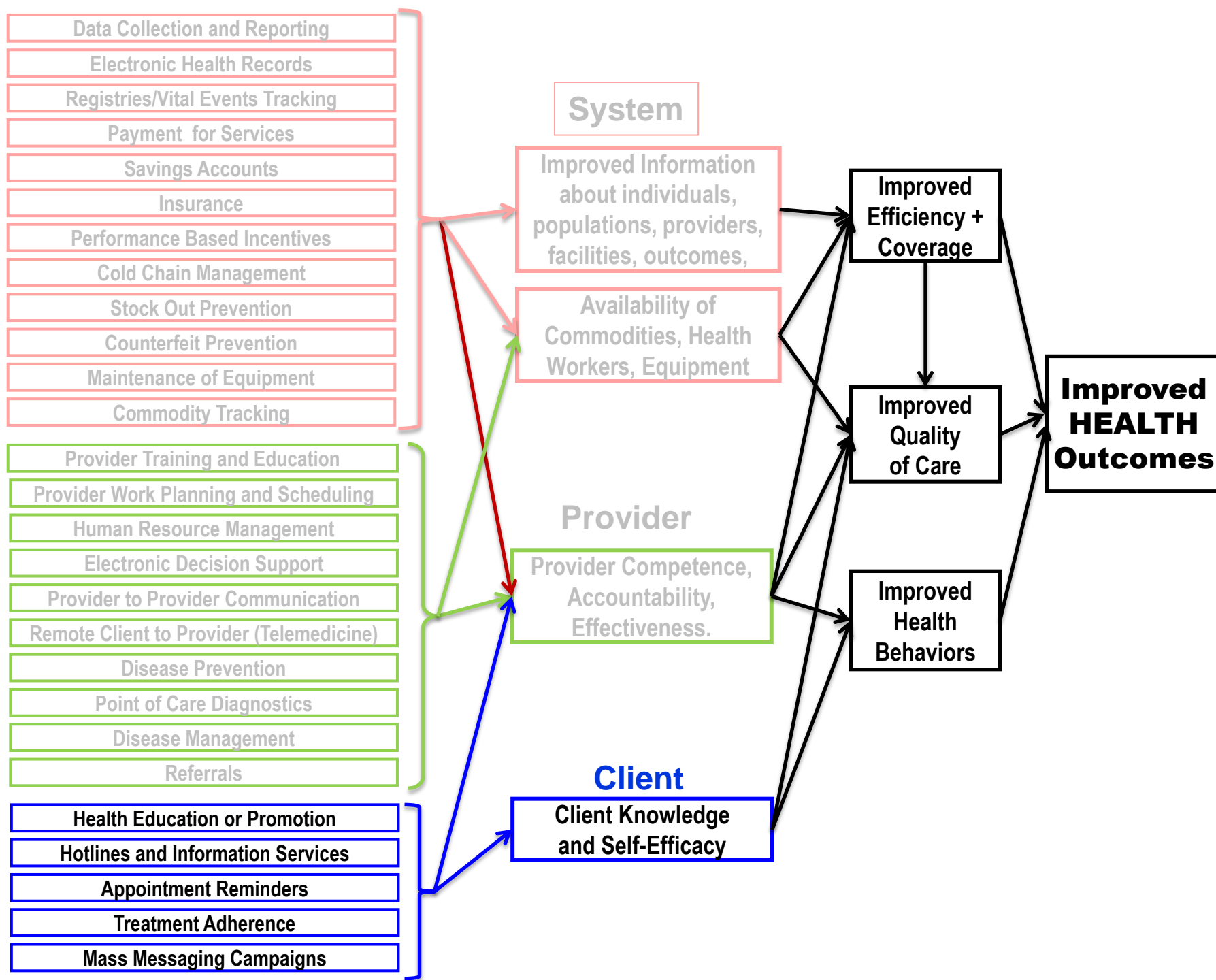
Provider Competence, Accountability, Effectiveness.

Improved Health Behaviors

Client

Client Knowledge and Self-Efficacy





Client Knowledge and Self-Efficacy



MAMA

Mobile Alliance for Maternal Action



USAID
FROM THE AMERICAN PEOPLE

Johnson & Johnson

UNITED NATIONS
FOUNDATION

 **mHEALTH**
ALLIANCE

 **babycenter**

MoTeCH

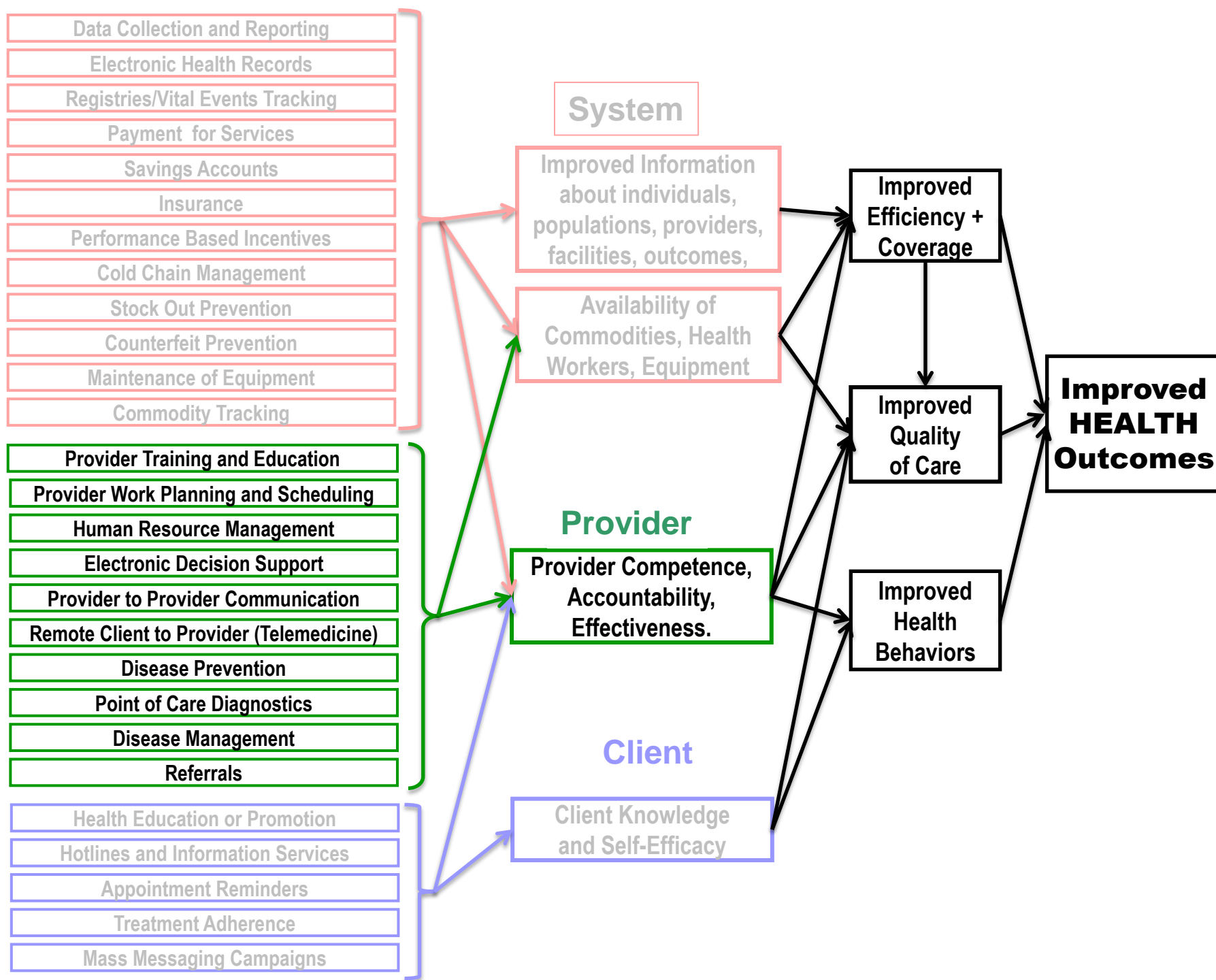
Client Knowledge and Self-Efficacy



Messages provide key MCH information for “pregnant parents” and reminders to seek timely care:

- **Personal care during pregnancy**
- **Newborn care**
- **Recognition of danger signs**
- **Developmental milestones**
- **Nutrition and breastfeeding**
- **Malaria**
- **Immunization**
- **Postpartum family planning**
- **Diarrheal diseases**
- **Pneumonia**





mHealth for Safer Deliveries

Zanzibar

Provider Competence

Goal: Reduce the 3 delays

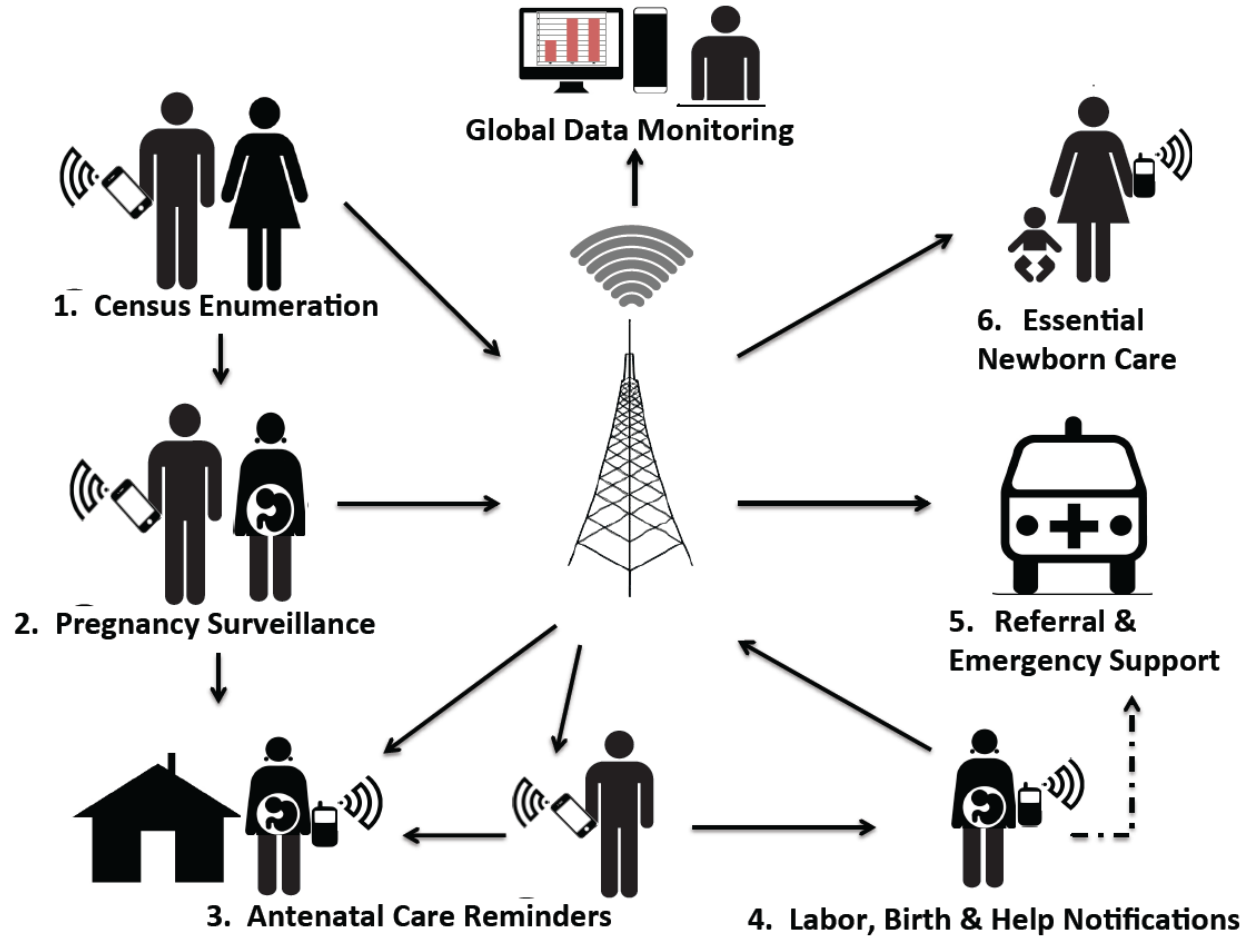
- Decision to seek care
- Arrival at health facility
- Provision of adequate care

Safer Deliveries

- TBA decision support
- transportation
- mobile banking
- permissions
- alert facility
- post partum f/u



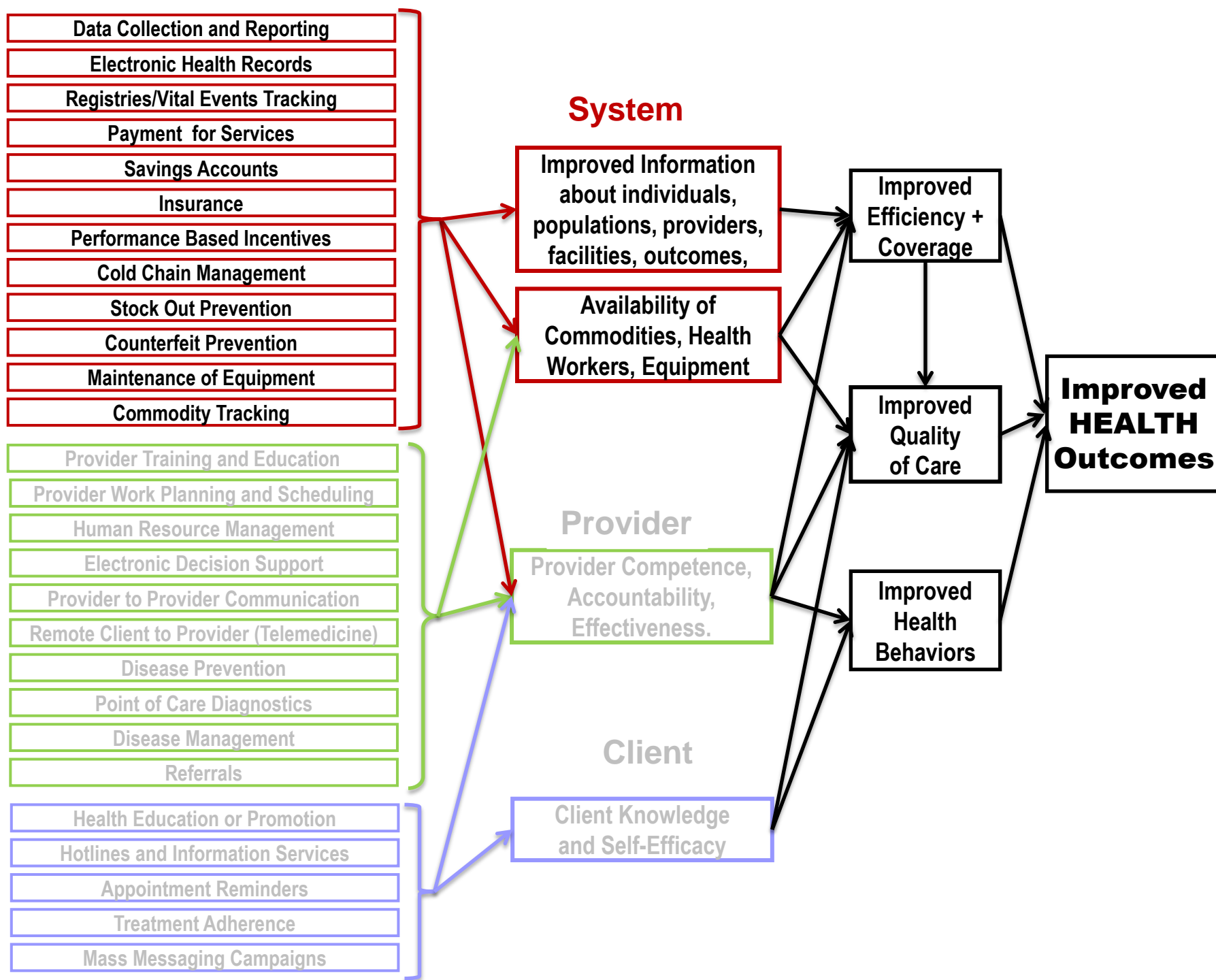
mCARE: Community-Health Worker System to improve delivery of ANC/PNC and increase client demand



Provider Competence



UBS Optimus Foundation





cStock:



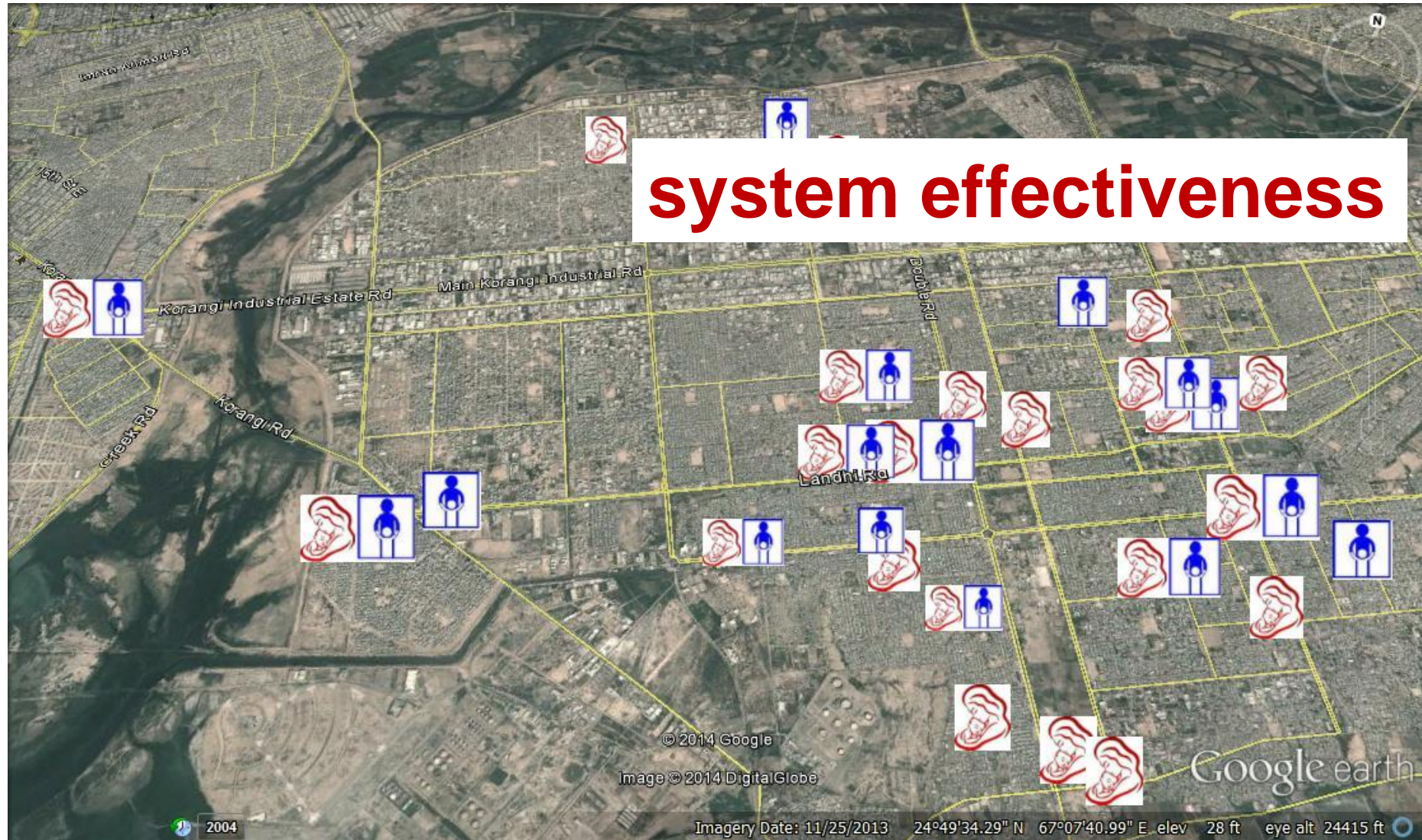
Making Community Stock Data Visible



system effectiveness



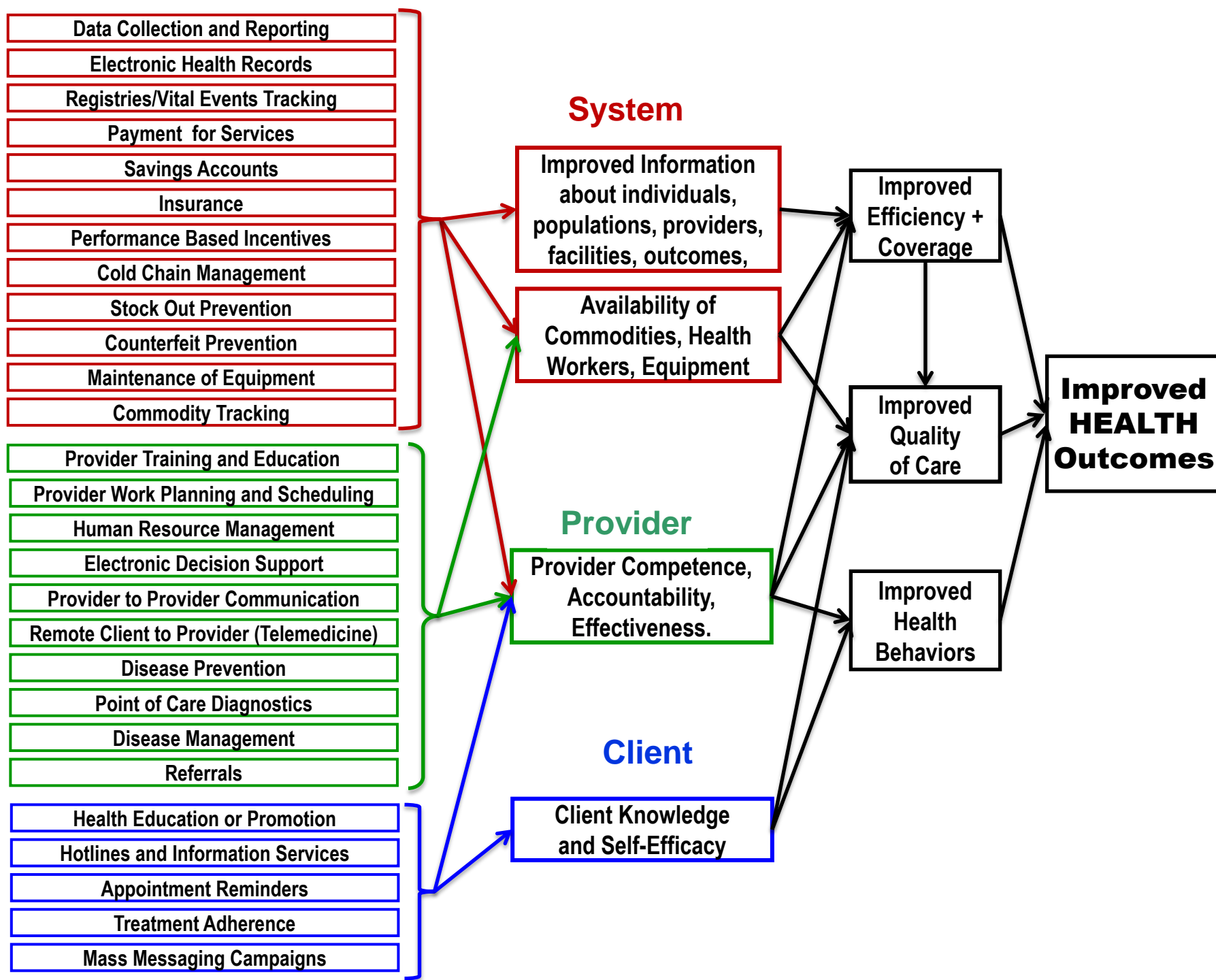
Aerial view of Immunization and Birthing Centers in Korangi Town, Karachi, Pakistan



Birthing center



Immunization center





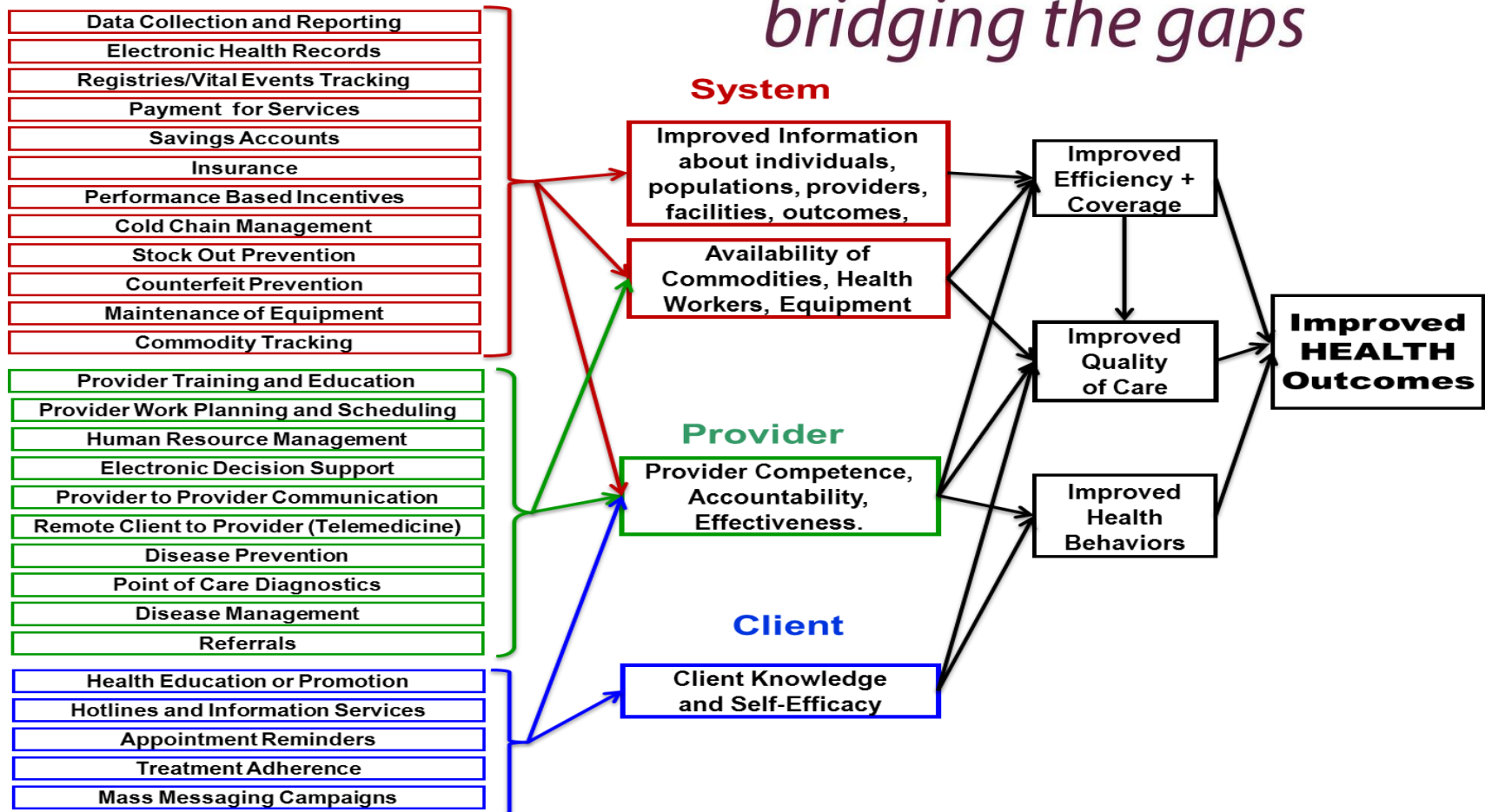
SEWA Rural

Society for Education Welfare and Action -- Rural

- Mobile as job-aid for **improving ASHAs' performance** (scheduling, detection of sickness and its management, motivation)
- **Improving client knowledge** (Use of multimedia)
- Web interface as job-aid to PHC staff to **improving functioning of health system** (financial transaction, supply management, supervision etc)

mHealth for maternal health

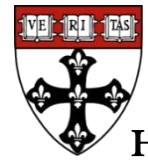
bridging the gaps



Linking mHealth to Health Outcomes

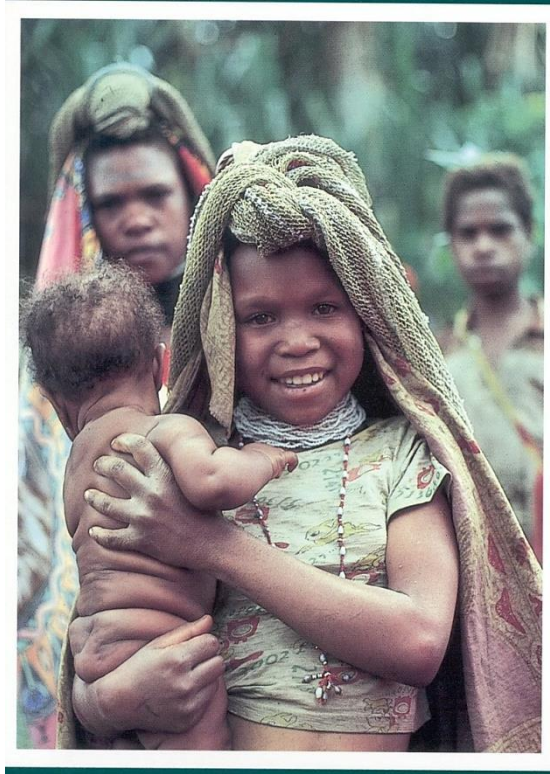
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