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
Provider Competence, Accountability, Effectiveness.

Client Knowledge and Self-Efficacy

Availability of Commodities, Health Workers, Equipment

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

Improved Efficiency + Coverage

Improved Health Behaviors

Improved HEALTH Outcomes

System

Provider

Client

Data Collection and Reporting
Electronic Health Records
Registries/Vital Events Tracking
Payment for Services

Remote Client to Provider (Telemedicine)
Provider Training and Education
Provider Work Planning and Scheduling
Disease Prevention
Provider to Provider Communication
Human Resource Management
Electronic Decision Support
Appointment Reminders
Treatment Adherence
Mass Messaging Campaigns
Health Education or Promotion
Hotlines and Information Services
Registries/Vital Events Tracking
Insurance
Payment for Services
Savings Accounts
Electronic Health Records
Data Collection and Reporting
Point of Care Diagnostics
Disease Management
Referrals
Cold Chain Management
Performance Based Incentives
Stock Out Prevention
Counterfeit Prevention
Maintenance of Equipment
Commodity Tracking
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Performance Based Incentives

Cold Chain Management

Stock Out Prevention

Counterfeit Prevention

Maintenance of Equipment

Commodity Tracking

Provider Training and Education

Improved Quality of Care

Improved Health Behaviors

Improved HEALTH Outcomes

System

Client
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

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

1. Census Enumeration
2. Pregnancy Surveillance
3. Antenatal Care Reminders
4. Labor, Birth & Help Notifications
5. Referral & Emergency Support
6. Essential Newborn Care

Global Data Monitoring

Provider Competence
cStock: Making Community Stock Data Visible

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

System effectiveness
Provider Competence, Accountability, Effectiveness.

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Client Knowledge and Self-Efficacy

Improved Efficiency + Coverage

Improved Quality of Care

Improved Health Behaviors

Improved HEALTH Outcomes
• 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)
Linking mHealth to Health Outcomes

Marc Mitchell, MD, MS

mHealth for maternal health
bridging the gaps