

IntraHealth

INTERNATIONAL

Because Health Workers Save Lives.



Using Google Analytics to Monitor Effective Usage of an mHealth Application by FLWs in Rural India

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FIRST DAY
OF SUMMER
VACATION!

MAKES
A FEW
DRAWINGS.

HELPS FIX
CAR'S
ENGINE.

JOINS BALL
GAME.

JUMPS
ROPE.

CLIMBS
MOUNTAIN.

WALKS
FENCE.

HITCHES
RIDE.

PLAYS VIDEO
GAMES WITH
JEFFY.

CLIMBS
TREE.

WRESTLES
BARFY.

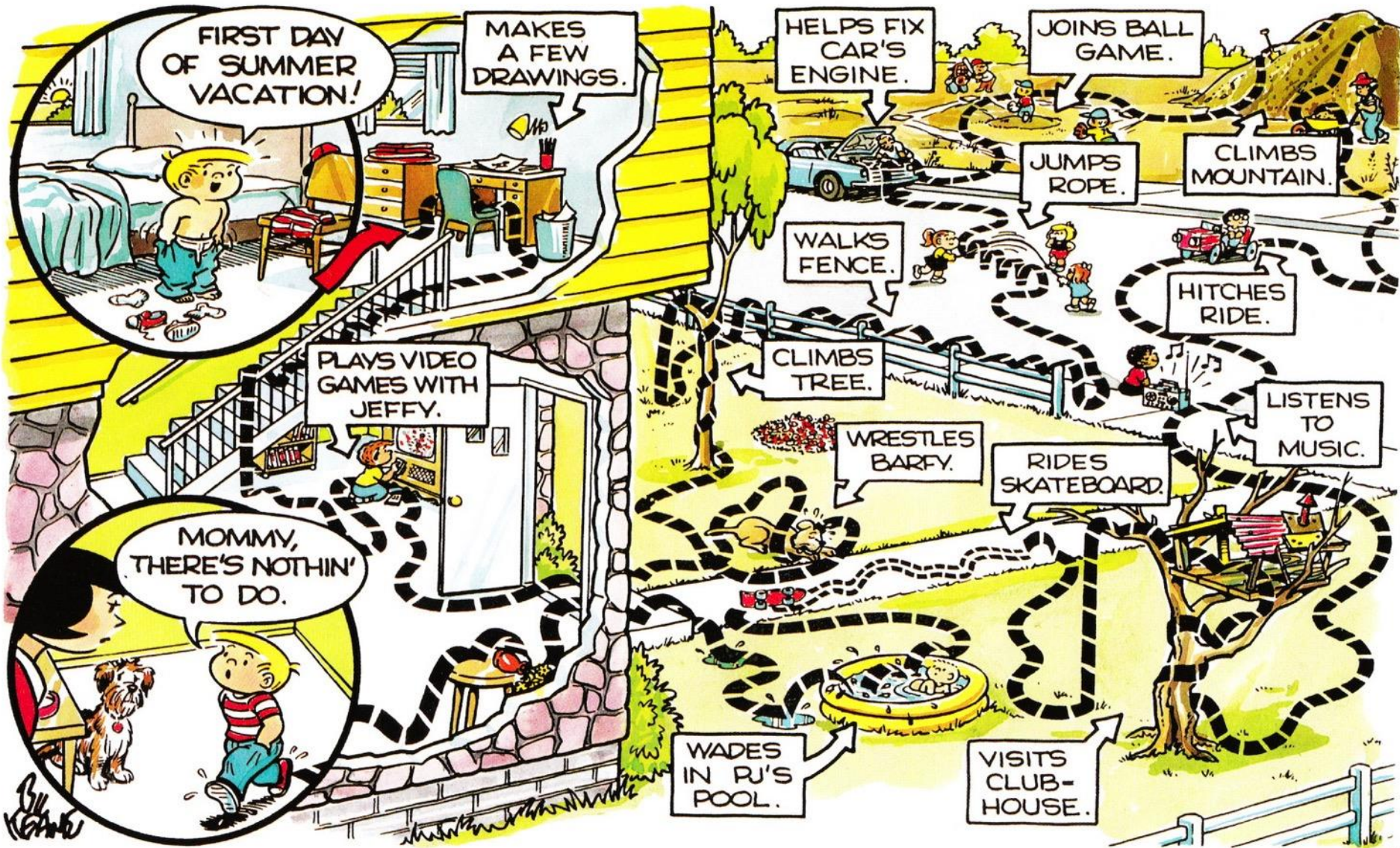
LISTENS
TO
MUSIC.

RIDES
SKATEBOARD.

MOMMY,
THERE'S NOTHIN'
TO DO.

WADES
IN PJ'S
POOL.

VISITS
CLUB-
HOUSE.



mSakhi®

Audio/video-guided
mobile RMNCH
application that
combines:

- Self-learning
- Community counseling
- Client management
- Decision-support for newborn assessments
- Reporting





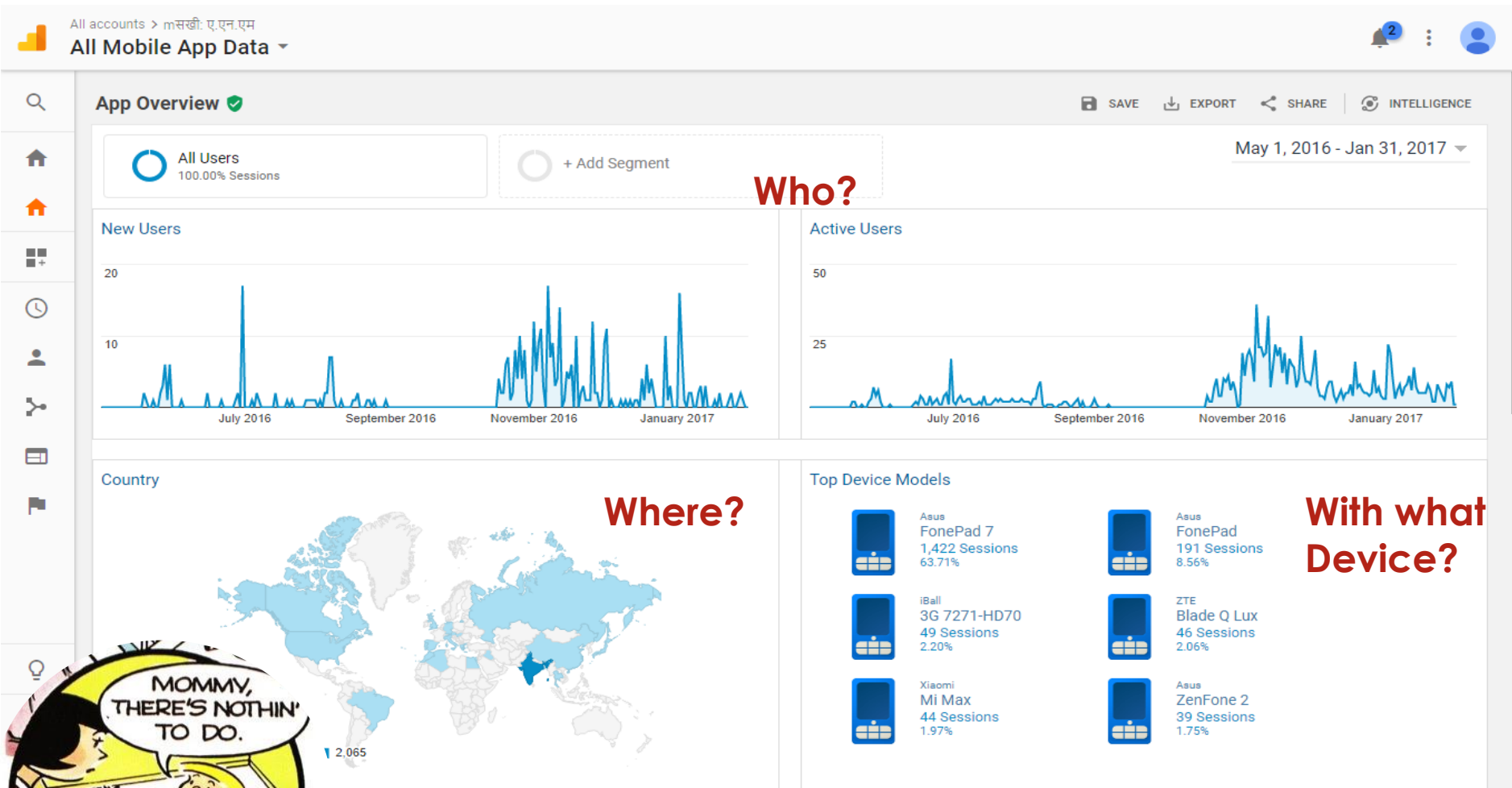
What we already knew

- MNCH knowledge increased
- Newborn assessment skills improved
- Counseling skills improved
- Postnatal care visits increased

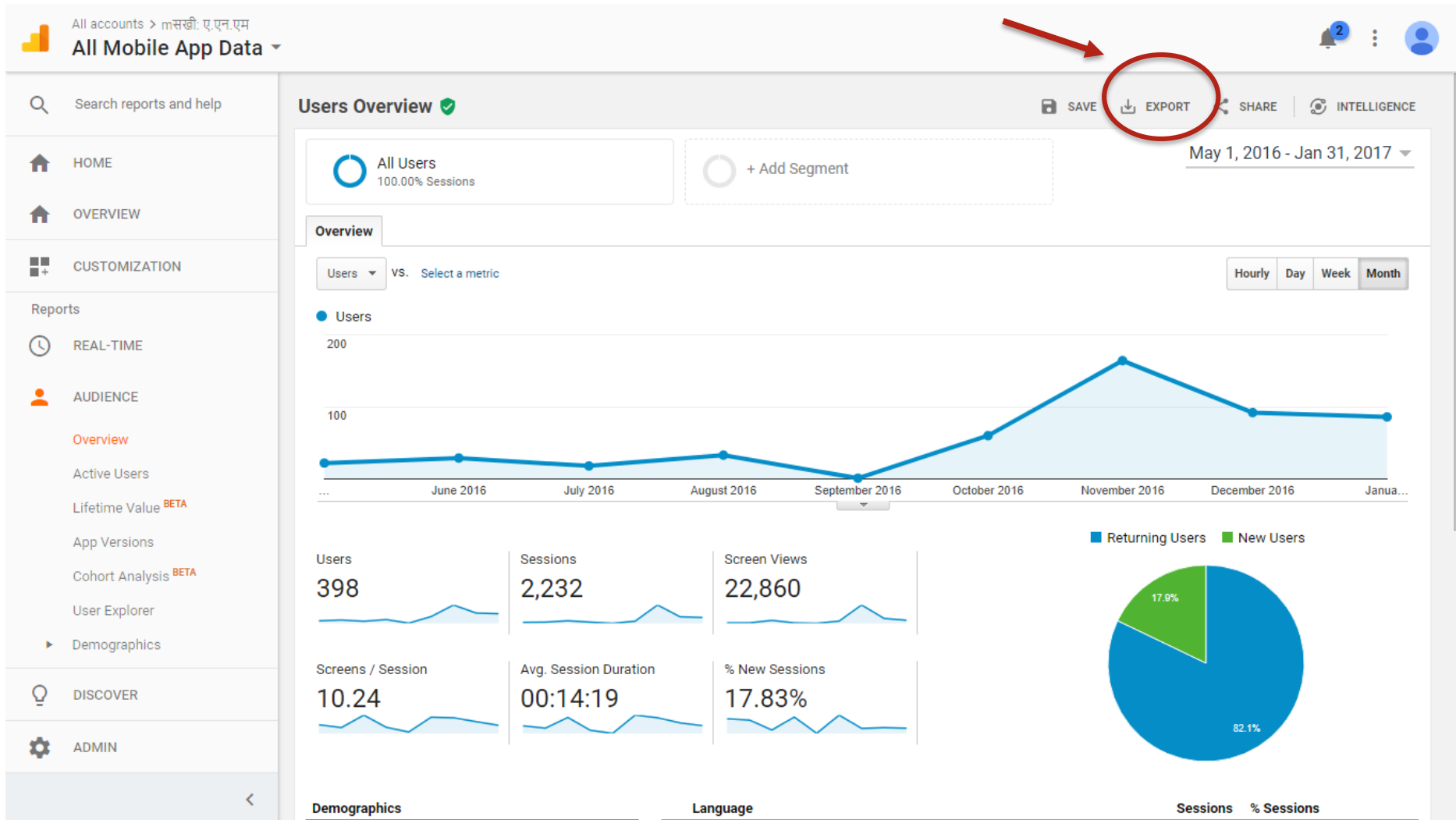
“This mobile, which was once like a wonder to me, is now my strength. Now, I am the *Mobile wali ASHA bahanji*” — or elder sister with a mobile — “of my village.”

—ASHA

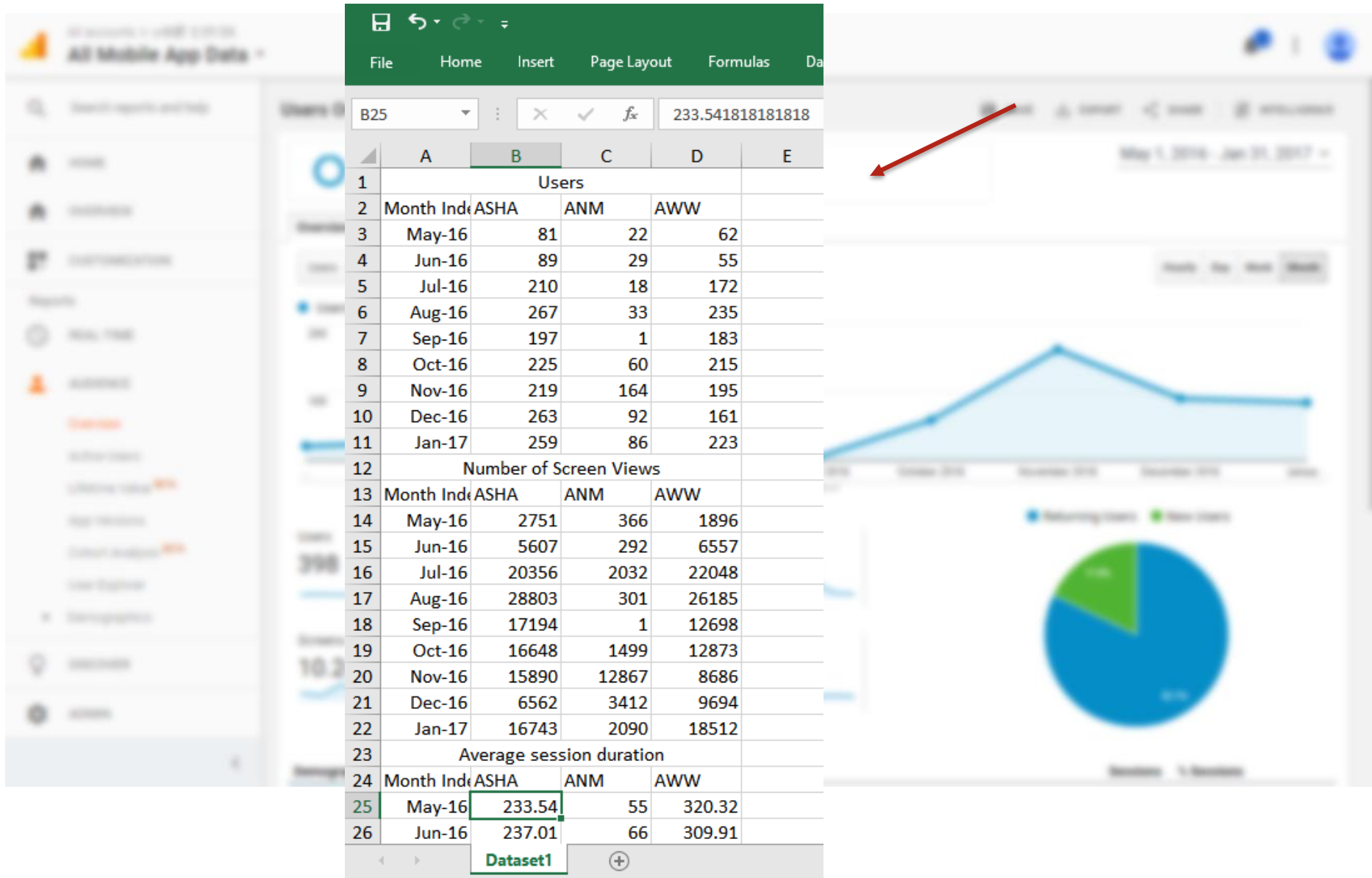
What did we learn?



What did we learn?

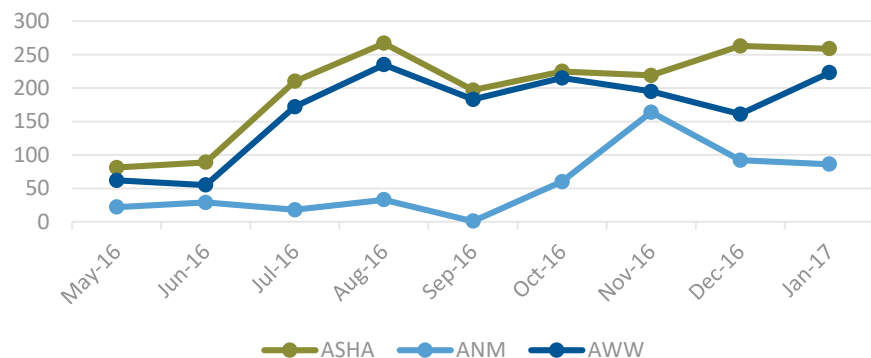


What did we learn?

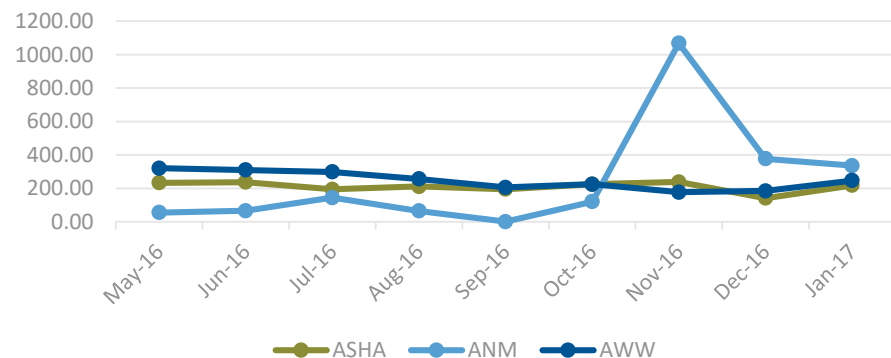


Aggregate Data

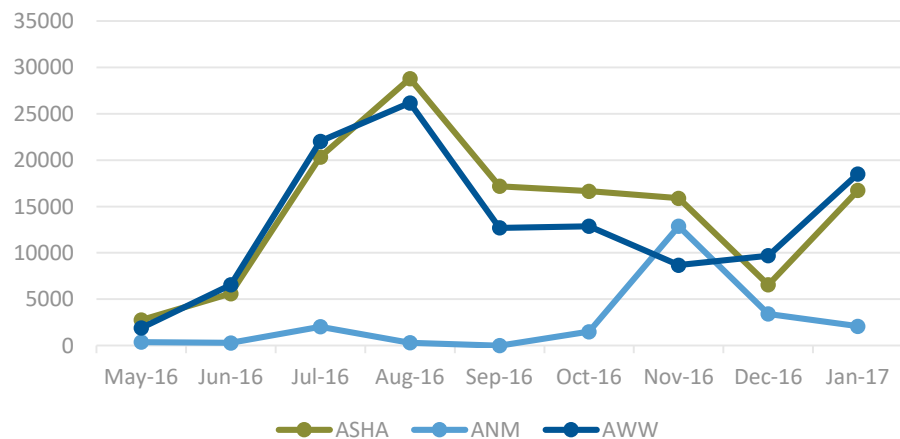
Users
(who have initiated at least one session during the date range)



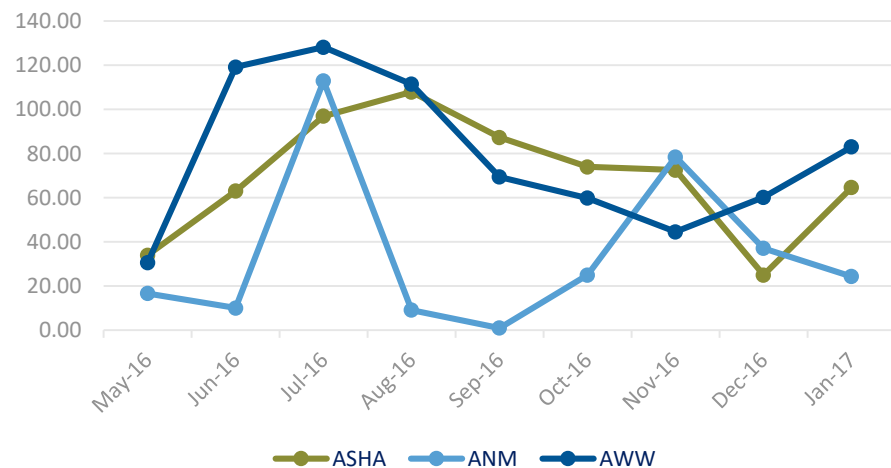
Average Session Duration
(Session is the period time a user is actively engaged with app)



Number of Screen Views



Screen Views Per User





How did Google Analytics help us?

- Addressed software & device challenges
- Targeted training & hand-holding support
- Created a better foundation for monitoring
- Improved mSakhi[®] app usability



Thank you!



mSakhi Donors:

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