

# Sustainable delivery model for m-health initiatives in low and middle income countries

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## THT MOTHER CHILD SMS INITIATIVE

- A little bit about myself
- PMS
- Problem
- Platform
- Pilot
- Partnership
- Review
- Possible next steps

# INTRODUCTION



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# INTRODUCTION contd.



Premier Medical Systems (PMS) is a digital health social enterprise using technology to improve access to healthcare in Africa

# THE PROBLEM

- The death of women during pregnancy and within 42 days of the termination of the pregnancy (Maternal mortality)
- The death of children between the ages of 0 and 5 years (Under-five mortality).

# Background

- Globally 800 deaths daily
- 99% in developing world
- Nigeria with 2% of world population accounts for 14% of worldwide maternal mortality rates
- maternal mortality ratio in Nigeria is 576 deaths in 100,000 live births when compared to 140 in South Africa and 28 in the US

# CAUSES

- Bleeding
- Infections
- eclampsia (very high blood pressure leading to seizures)
- Unsafe abortions.
- Obstructed labour

# Why this problem persists (Related Factors)



- Ignorance: Pregnant women lack access to relevant information
- Cultural practices and Beliefs.
- Only 35.8% of deliveries occur in a health facility
- Only 38% of deliveries are attended to by a skilled birth attendant (doctor, midwife or nurse) Mobile phones have a greater penetration and spread when compared to internet.



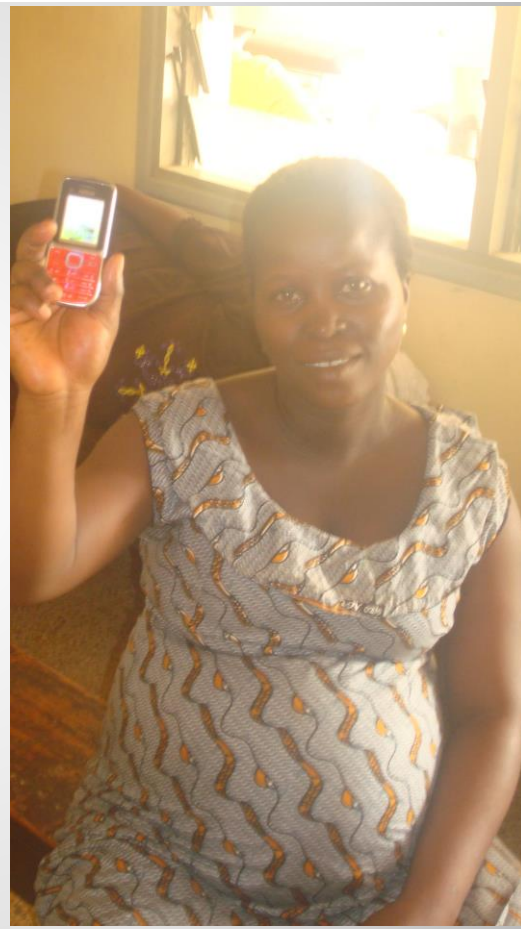
- We know the causes of maternal deaths and they are mostly avoidable or preventable.

How can we deliver a culturally and socially appropriate solution in a scalable and sustainable manner?

According to Ban Ki-moon, Secretary-General of the United Nations, “Reducing maternal deaths requires innovative approaches to delivering care in the hardest to reach places”



# TESTING + PILOT





# TESTING + PILOT contd.



# PROPOSAL



The SMS scheme was proposed to Avon Healthcare Limited

- Empower enrollees with health information and education (Exercise and type of food) to take decisions => decreased complications => decreased cost.
- Positively influence their health seeking behaviour => decreased complications => decreased cost
- Increase enrollee engagement => Caring brand
- Enrollee/mothers get reminders for immunization and also to register their babies with Avon Healthcare

PMS sends stage based SMS to enrollees

These enrollees/mothers are divided into expectant mothers (pregnant mothers ) and new mothers ( recently delivered mothers).

Staged based SMS for expectant mothers is delivered based on the mothers LMP while new mothers gets messages based on their delivery date.

The sender name of these SMS is AVON (PMS is only a service provider)

Enrollees also receives a welcome message with AVON customer care number and a short code incase the need to opt out arises.



# PILOT WITH AVON



The pilot started in October 2015

The number of enrollees on the pilot : 224 expectant mothers and 176 new mothers making a total of 400

Avon sent the list in an excel document

The list contains the first names of enrollees, LMP / DD and their phones numbers

A welcome message is sent to all registered enrollees (expectant or new mothers).

A sample of the welcome message :

Dear Funke, you have made the right chioce! Avon will begin to send you messages to keep you and your baby healthy shortly.

Week 20: you may get dark spots called pregnancy marks on your face, upper lip, forehead .....

An automated message is sent to Avon at the 40<sup>th</sup> week to check the status of the enrollee

# REVIEW/FEEDBACK FROM ENROLLEE



A review was done on 22<sup>nd</sup> December, 2015

Sample size: 300 expectant mothers

180 enrollees picked and answered the survey questions.

64 enrollees didn't not pick calls .

26 enrollees had phone number issues

32 enrollees of the sample size were no longer on the Avon plan.

18 enrollee number belonged to the husband.

## **Questions asked the respondent include:**

Did you receive the message?

Did you opt out? Did you read this messages?

Did you find them easy to understand and helpful?

Did the message inform you of something you did not know?

Did the messages help you in preparing for a healthy delivery /looking after your baby?

Would you recommend this messages ?

# SURVEY REPORT TABLE FORMAT



S/N	QUESTION	YES	NO	COMMENT
1	Did you receive the message?	152		152 respondents received messages.
2	Did you opt out?	-	152	No one opted out
3.	Did you read this messages?	152	-	All respondents read the Message
4.	Did you find them easy to understand and helpful?	115	37	115 found them easy to understand, while 37 wanted more content around type of food and exercise.
5.	Did the message inform you of something you did not know?	152	-	100 said they were informed of something new while 52 said the messages served mainly as reminders of things they previously knew.
6.	Did the messages help you in preparing for a healthy delivery /looking after your baby?	152	-	38 respondents answered that the message helped in delivery while 114 said the message helped in the Care of their baby, particularly the immunization reminders.
7.	Would you recommend this messages?	138	14	138 respondents will recommended the message while 14 respondent didn't answer the question

# TESTIMONIES

All respondents recommended the messages and spoke extensively of how helpful the messages were. Specific feedback from the mothers include:

“The immunization reminders for me is quite astonishing because it is like a diary of my child. It helps me monitor the immunization dates.”

“When I was pregnant I looked forward to receiving this messages and even show my husband. It was just like AVON was staying with us because the message was like a direct physician.”

# CHALLENGES

- Late registration of mothers to the SMS platform when they are in the third trimester.
- Transitioning from expectant to new mothers
- Monthly and quarterly review
- Focal person (Correspondence and Co-ordination)
- Input to Content

# CONCLUSION

- Where we are: Over 2 years -
- Directly - 3600 expectant and new mothers  
Indirectly: 1200  
19,200
- Total Health Trust
- Lagos State Government

# Question?



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**THANK YOU!**