

MomConnect Seminar Global Digital Health Forum

Washington DC
5 December 2017



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Introduction & Overview



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Partnerships

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Founding Partner



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Technical Partners

PRAEKELT.ORG



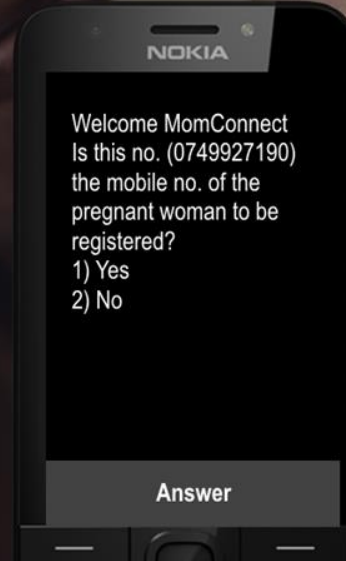
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MomConnect

MomConnect uses mobile technology to improve the health of pregnant women, newborns and infants at national scale. Every pregnant woman can register to receive free, stage-based messaging till baby 1 year old. There is access to an SMS Helpdesk for questions & complaints. The responses help improve service quality



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Why MomConnect Again?

Analyses of MomConnect to be published in BMJ Global (first half 2018)

Share some of these analyses:

- Achievements, Challenges, Innovation (Marcha Bekker)
- Architecture and Interoperability (Annie Neo)
- Helpdesk Interactiveness (Joy Kamunyori)
- Lessons Learned (Peter Benjamin)

Future Directions

Achievements and Challenges



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Leadership



MomConnect Achievements



95%

Percentage of
clinics
registering
mothers in [L]
[SEP]
South Africa



1.7m

Mothers
registered as
of November
2017



30%

Subscribers
completing
service
ratings



300,000

Messages
received &
processed by the
helpdesk in 11
languages

MomConnect Achievements



63%

Percentage of
all pregnant
women in
public sector
have signed up



95%

Mothers reporting to
“like” MomConnect and
that they were willing to
refer a friend

Technology Challenges



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Innovation



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Architecture & Interoperability



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Principles and Considerations

- **Scale and scale-up**
 - Open-source
 - Standards based
- **Equity (lowest common denominators)**
 - Connectivity
 - Mobile handsets
- **Limitations**
 - Cost
 - Literacy



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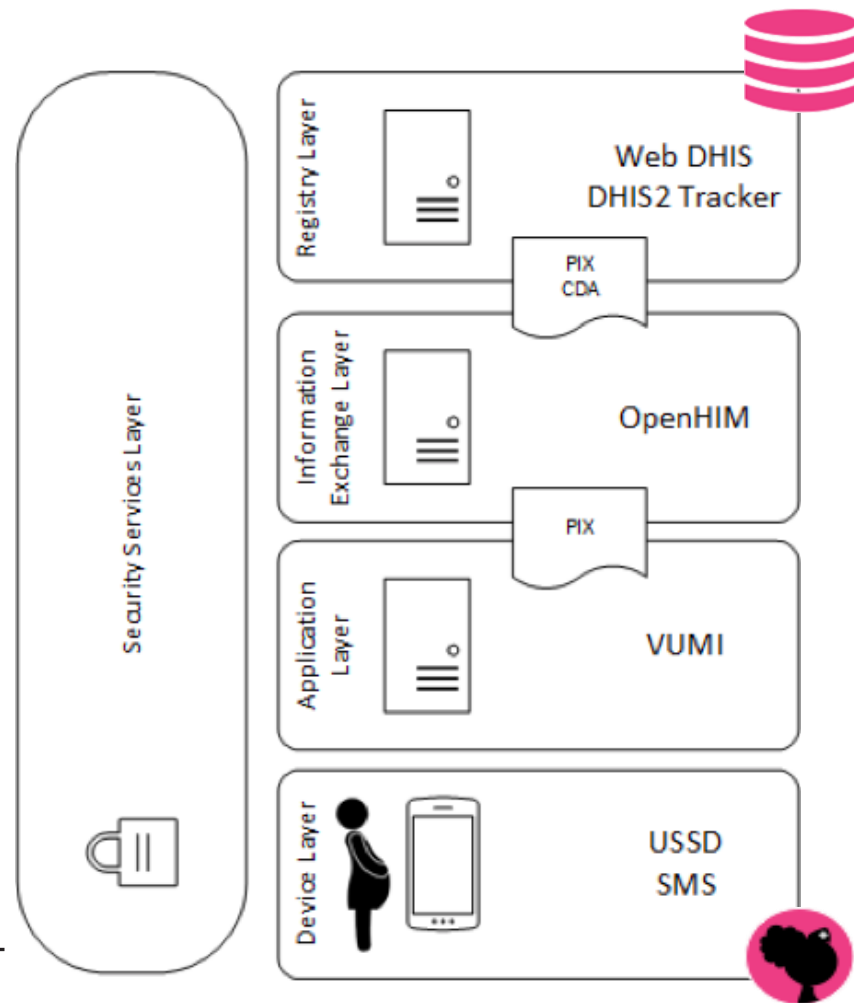
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Set-up and Implementation Costs

Set-up (Once-off)	Implementation (Ongoing)
Mobile phone interface set-up	Mobile phone interface maintenance
Scheduling database set-up	Scheduling database maintenance
Interoperability layer built	Interoperability layer maintenance
DHIS2 instance set-up	DHIS 2 instance maintenance
HelpDesk set-up	HelpDesk staffing & maintenance
USSD integration / set-up with MNOs / Aggregators	USSD registrations of users
SMS integration / set-up with MNOs / Aggregators	SMS (text messages) sent to users
Service awareness campaign (for launch)	Service awareness campaigns (ongoing)
Training of health care workers	Training of health care workers

Helpdesk Interactiveness



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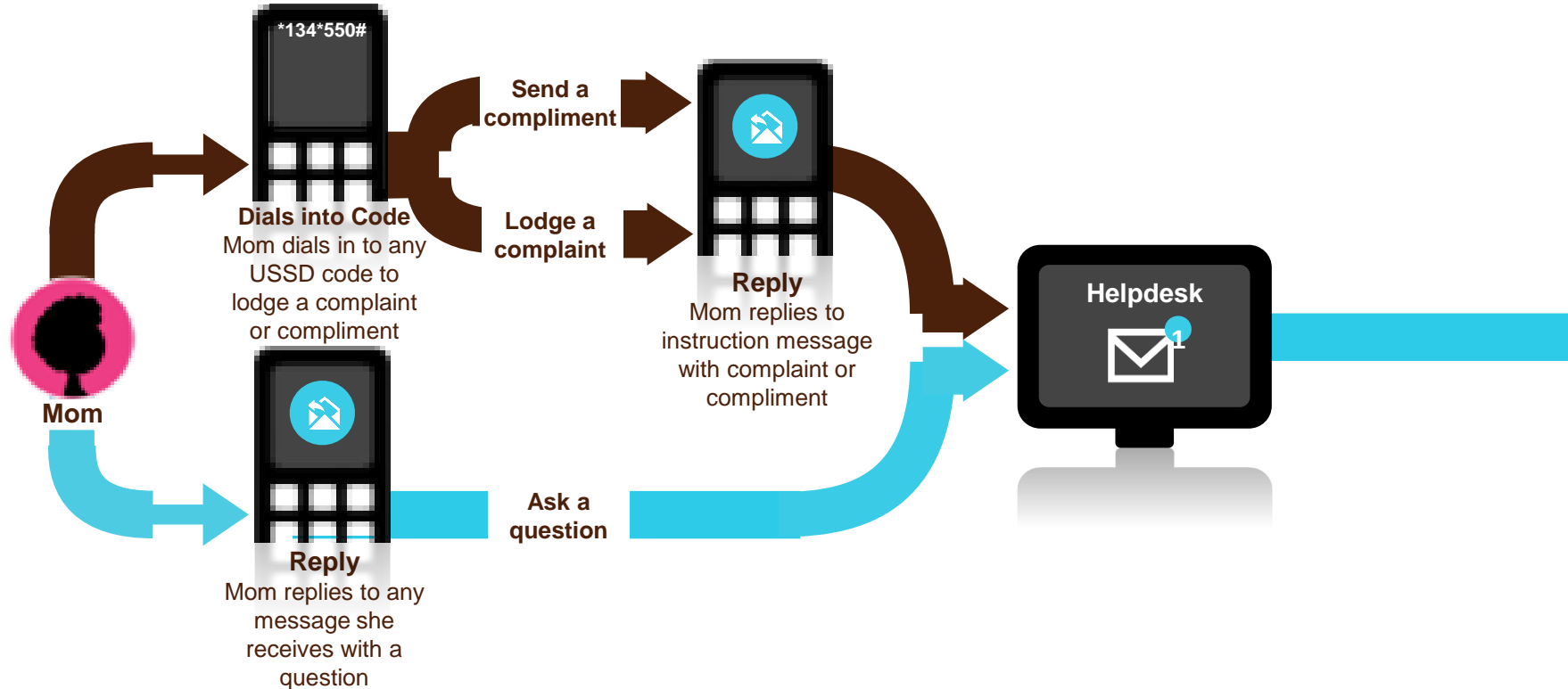
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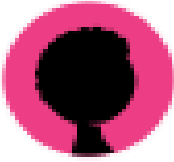
What is the Helpdesk?

Provides mothers with a two-way platform to ask MCH-related questions and provide feedback (compliments and complaints) on ANC services received

Helpdesk Process



Helpdesk Process


NDOH Staff
Views ticket & categorises it as question, complaint or compliment

compliment

complaint

question

other

Clinic info
not included



Follow up call to
get required
information

Clinic info
included

Unable to
help

Able to
answer with
FAQ

#compliment

? **Compliment
Respond**

to **complaints@
momconnect.co.za**

#complaint

? **Complaint
Respond**

#question

? **Unable to help
Respond**

#question

? **FAQ
Respond**

#other

✉ **Mark as replied**

Help Desk in Numbers (Aug '14 - March '17)



241,715

Unique
messages
sent



95,288

Unique users



48%

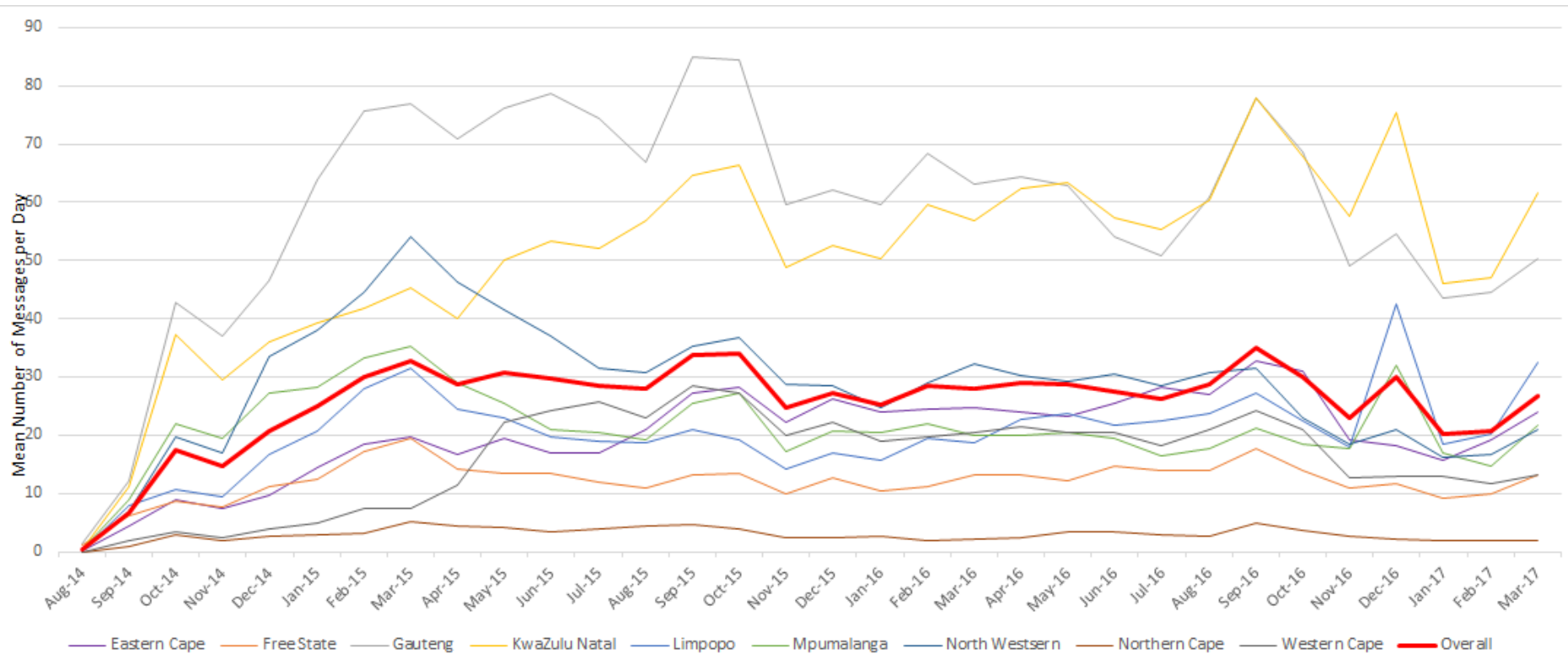
Users who
have sent
more than 1
message to
the help desk



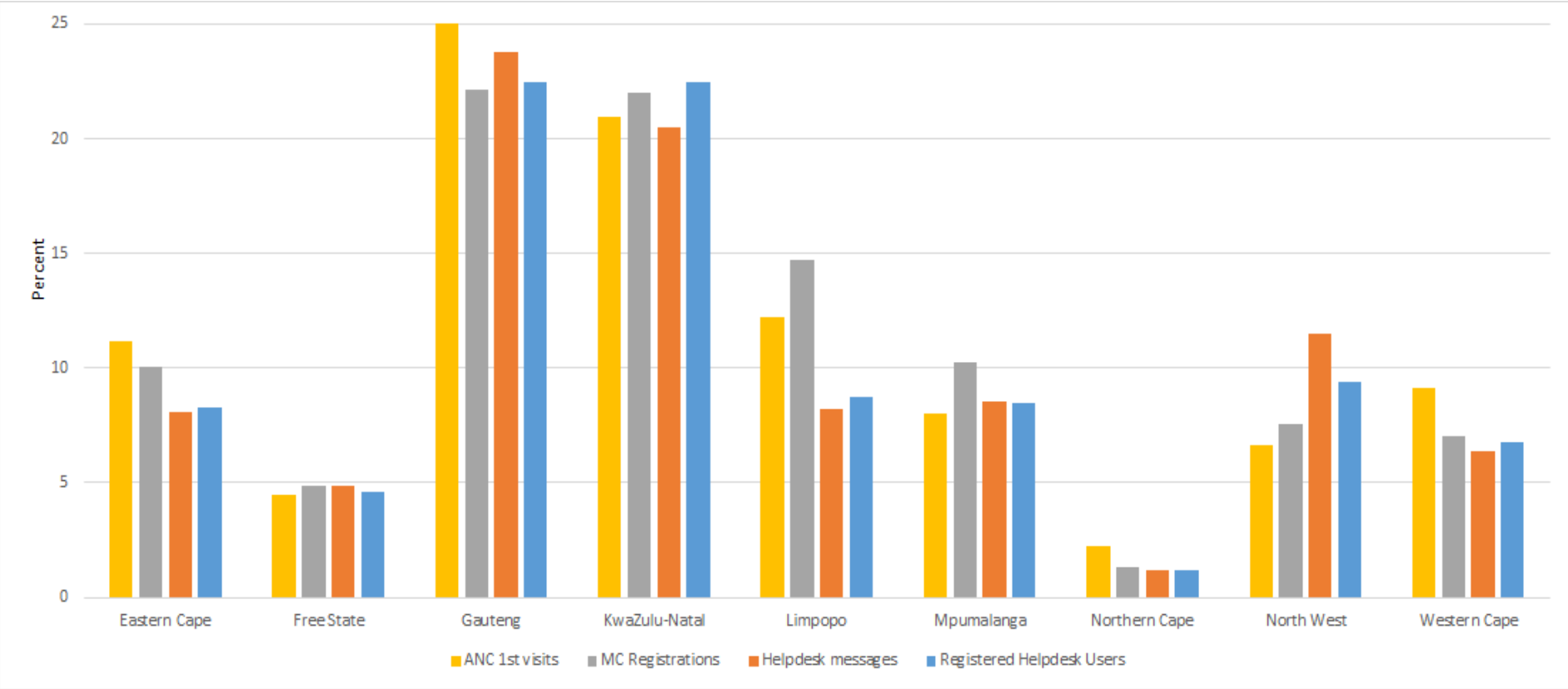
252

Mean no of
messages
received per day

Mean number of incoming messages per day, per month, per province



Relative proportions of ANC first visits, MomConnect registrations, helpdesk messages, and helpdesk users, per province



Reasons for Helpdesk Use

Reason	Percentage (%)
Question	78
Clinic code	<1
Complaint	<1
Compliment	4
Message Switch	3
Opt out	<1
Other	13
PMTCT	<1

Languages

Language	Percentage (%)
Afrikaans	2
English	65
Other	5
Sesotho	5
Xhosa	6
Zulu	17

Lessons Learnt



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Ten Lessons Learnt (1)

1. Government leadership is fundamental

2. A scaled digital health implementation requires **complex multi-stakeholder partnerships**.

3. Open-source software and open standards enable an **interoperable system** that can grow and expand as technology and requirements change.

Ten Lessons Learnt (2)

4. SMS and USSD were the right choices originally, but there is need to use **alternative technology for registration and messaging.**

5. **Formal integration** with the public health system via facility registration & code, & helpdesk allows MomConnect to **generate demand for health services while collecting data to strengthen supply.**

6. It is possible to write **evidence-based messages** that address the most important identified perinatal and child health problems in South Africa **in language that women can understand.**

Ten Lessons Learnt (3)

7. SMS messages increase use of the helpdesk, but as demand increases, **mechanisms to streamline and improve helpdesk responses** must be explored.

8. Large-scale mobile health programmes require **long-term commitment and earmarked funding** for core functions and innovation.

9. Messaging programmes **need monitoring throughout the complete user journey** to identify points of failure from first contact through to receipt of messages.

10: mHealth programmes should consider **evaluation from the outset**, including collection of baseline data prior to implementation.

Summary



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Where are we headed ?



Exploring
patient
engagement in
MomConnect
through mobile
surveys



Increasing the
cost-
effectiveness
of our
platforms
through ^[L]_[SEP]use
of WhatsApp



Growing
MomConnect
into the Early
Childhood
development
space

Embedding
messages in an
electronic road
to health booklet

Questions & Discussion



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