



MOMCARE: IMPROVING THE ODDS OF A SAFE PREGNANCY JOURNEY

MomCare helps patients and providers understand what to expect during the healthcare journey ahead of time. Each transaction is visible to patients, providers and payers.

MomCare collects and analyzes healthcare delivery and outcomes of over 20,000 pregnancy journeys of women in Kenya and Tanzania. The data collected show the most effective interventions and enables providers to adapt their services to further reduce risks for complications, maternal death and still birth.

Where many providers have never tracked their services digitally, the MomCare dashboard provides a clear overview of what is provided when, including basic services like the provision of acid folic supplements, taking blood pressure and offering an ultrasound (fig. 1)

MomCare further reduces risks for future mothers by encouraging health facilities to deal with remaining tasks. Reminder emails like in fig. 2 have demonstrated to be effective.

The MomCare dashboard also shows average numbers of health visits prior to delivery (ANC's), the number of skilled deliveries (in the facility) (fig. 3) and the 'journey score' (fig. 4) a metric from 0 to 5 which measures the overall quality of a journey, considering adherence to visits, drugs & tests provided, including the right timing of these. The average MomCare journey score can be seen over time. The learning effect of the clinics is visible as the average journey score improves from an average of 2.63 climbing to over 3.63 with time in Kenya. In Tanzania MomCare started later, in 2019. Here a key figure of progress is the inclusion of mothers with higher pregnancy risks, allowing providers to support those women who need it most (fig 5).

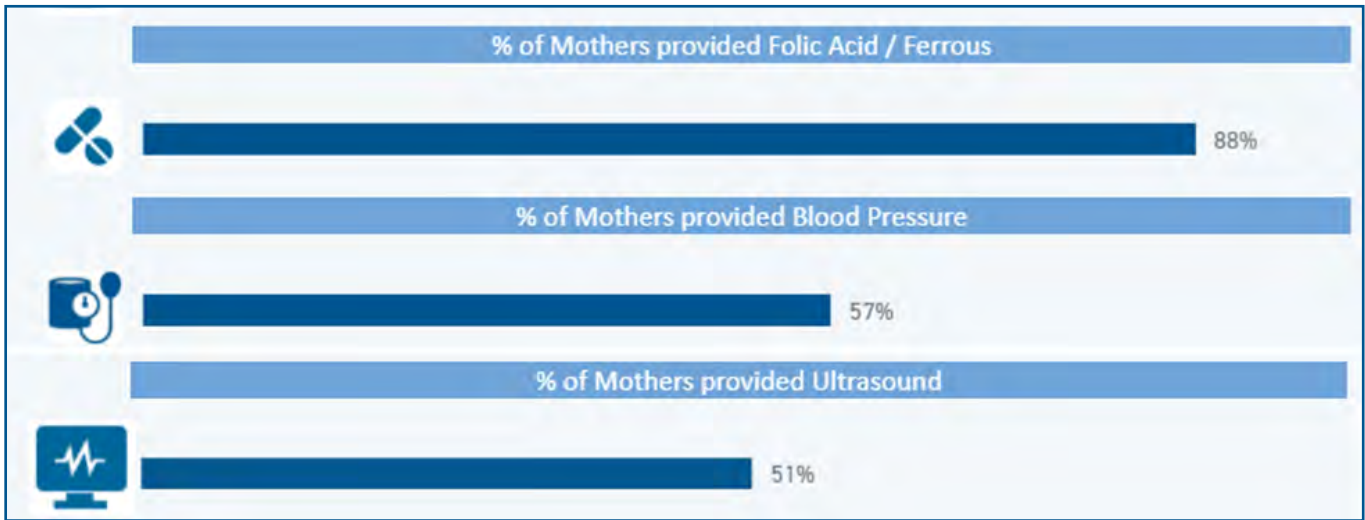


Figure 1

Moms-to-be week50

patient journey
To ○

← Reply ← Reply All → Forward ⋮

Thu 10-Dec-20 20:35

i If there are problems with how this message is displayed, click here to view it in a web browser.

Dear Masaba hospital,

We have noticed that not all mothers that are going to deliver soon have received a phone call yet. Reaching out to the mothers, will increase the chance they will come for a delivery in your clinic.

You have called 14 mothers, [start calling the remaining mothers now.](#)

Please let us know if you have any feedback or suggestions,

Moses Otieno
on behalf of the MomCare team.

Other MomCare facts:
21/47 wallets used
10 deliveries were recorded last week
679 mothers joined since the start

Figure 2

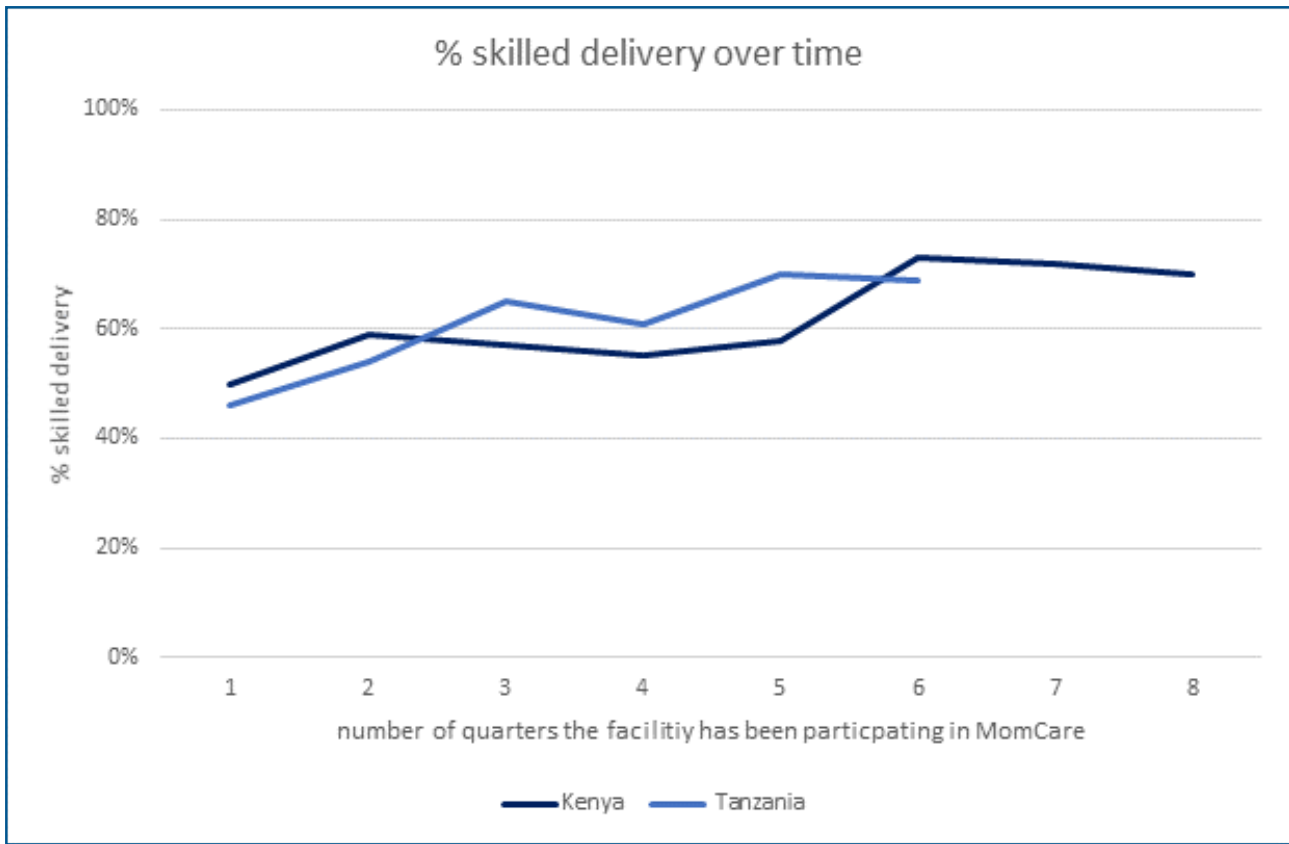


Figure 3

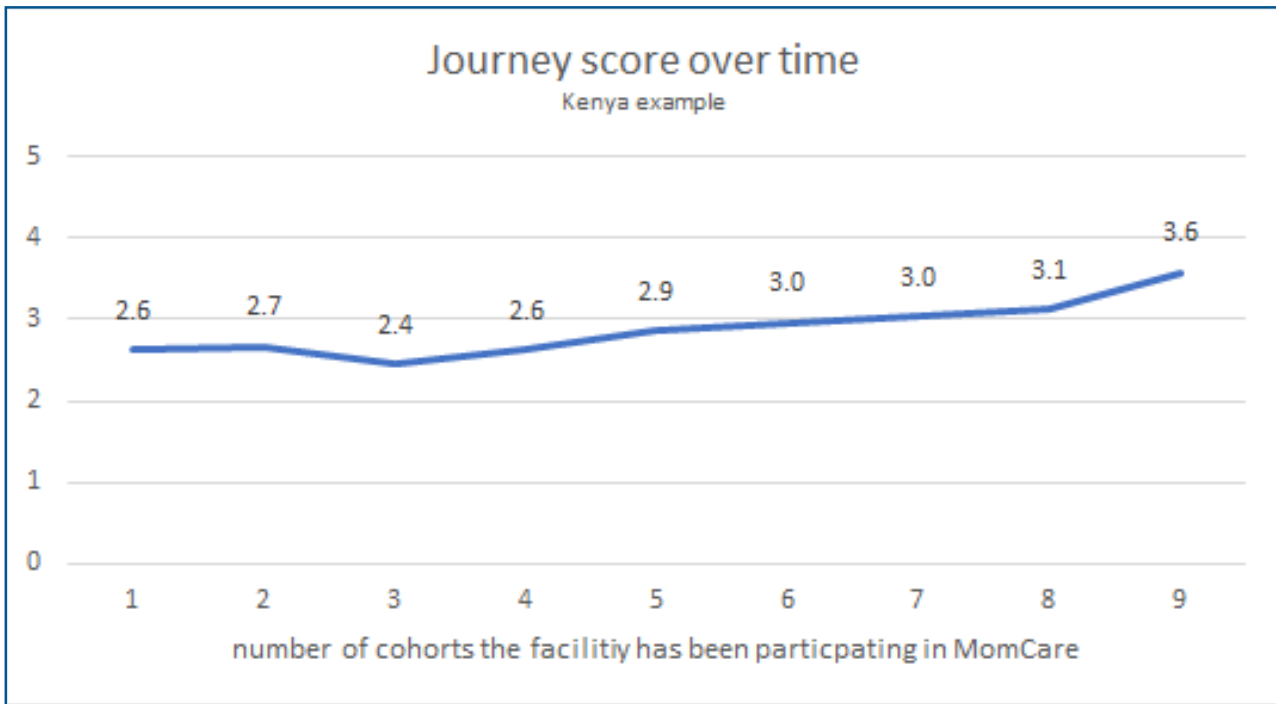


Figure 4

Average MomCare journey score in Kenya on a scale of 1-5 over time (a cohort is approx. 3 months).

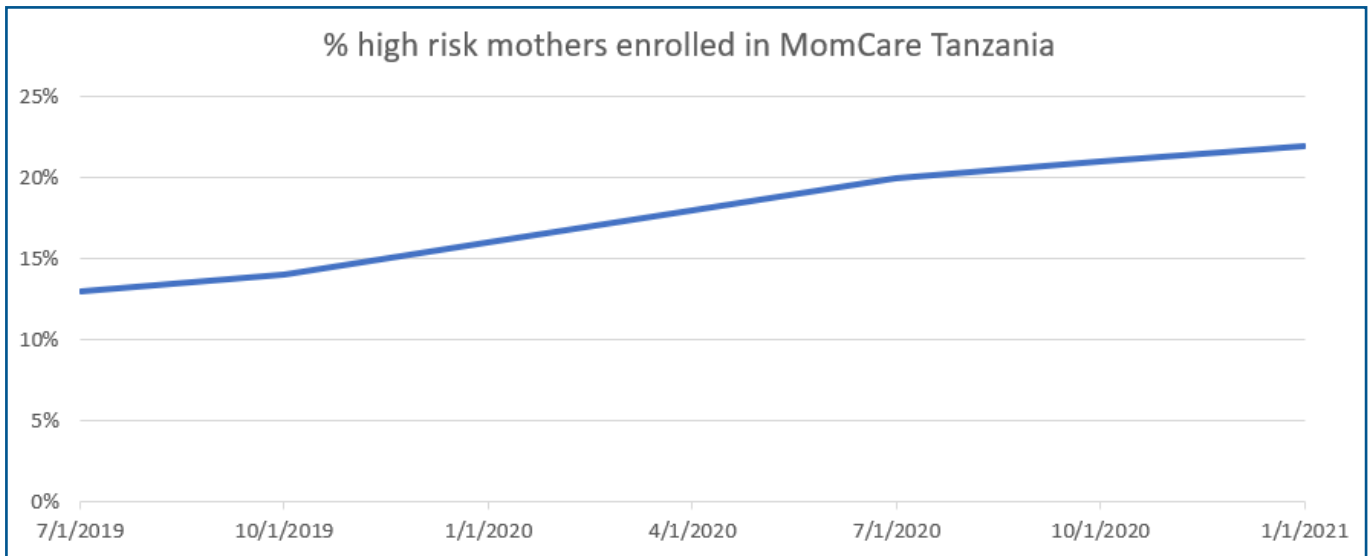


Figure 5

Inclusion of High risk mothers in Tanzania (# of high risk mothers / # total enrollments)

- 31 July 2019: 13%
- 31 July 2020: 20%
- 31 Jan 2021: 22%