

ICT Development for Mobile / Maternal - Interactive Voice Response (mIVR)

CASE STUDY

Customer Profile

Healthcare industry is experiencing a steady and stable transformation across the world. And Information Technology (IT) is playing a core role in every aspect of healthcare value chain ensuring faster adaptability of advanced technologies, reduction of service costs and provision of quality healthcare at affordable prices.

Business Situation

- On average, in Africa, there are 18 deaths per 100 prenatal women during delivery. In Africa, antenatal ladies in both urban and especially neglected rural areas have low access to medical attention and informative services including emergency services
- About 800 women die from pregnancy- or childbirth-related complications around the world every day.
- In 2010, 287 000 women died during and following pregnancy and childbirth
- Almost all of these deaths occurred in low-resource settings, and most could have been prevented.
- Between 1990 and 2012, the global maternal mortality ratio (i.e. the number of maternal deaths per 100 000 live births) declined by only 3.1% per year, far from the annual decline of 5.5% required to achieve MDG5.
- The high number of maternal deaths in some areas of the world reflects inequities in access to health services, and highlights the gap between rich and poor.
- Almost all maternal deaths (99%) occur in developing countries.
- More than half of these deaths occur in sub-Saharan Africa

Customer

Health Services center, clinics and Hospitals

Industry

Segment of Customer – Public, Private & NGO

Business Situation

High mortality rate in with pregnant women
No proper guidelines on health during pregnancy
No case study been maintained
No emergency reach out

Solution

Maternal Health Care Solution (To Utilize ICT Enabled Services like IVR, Help Lines & Mobile Apps to enhance health services across the Country)

- Cloud Based
- Subscription, hosted or license model
- Features inbound, outbound & emergency calling
- Requires only inexpensive mobile telephones
- Web access
- Provides flexible reporting for M&E & donor reporting
- Is the basis for other health services management and reporting
 - Chronic disease
 - HIV
 - Malaria

Benefits

- Integrated Voice Response System, hence understandable to all
- Automated Operations to make monthly calls and feed information to maternal women
- Seamless interfacing with third-party databases
- Manage voice recording with ease
- Not language dependent
- Easily customizable by an IT administrator at any moment
- Real Time Data Availability
- Basic M&E Reports with real time access
- Tool able to collect feedback from the resources
- Data helps in policy making in the long terms
- Can also be used for Chronicle Diseases, HIV Aids Awareness, Antenatal Care & Vaccination alerts, etc.

Solution

To address this grim issue, Techno Brain BPO/ T4T has developed a completely automated Interactive Voice Response (IVR) based solution using mobile telephony technology to generate automated voice responses. This technology enables user to interact with a database via a touch-tone telephone to acquire information from or enter data into the database. IVR technology does not require human interaction over the telephone as the user's interaction with the database is predetermined by what the IVR system will allow the user to access.

The IVR solution developed by Techno Brain BPO/T4T can be used by healthcare institutions to automatically call their patients (mostly expectant mothers) regularly on their mobile & provide them accurate & up to date health related information through a recorded message to ensure that mothers get quality information and concrete steps to keep themselves and their babies healthy.

This IVR solution will enable maternal healthcare institutions to record information of around 90% pregnant women in a region, track their health progress periodically and help about 75% of maternal women to have a safe delivery. Ability to send real-time reminders and make concrete calls-to-action will help health workers get a clearer picture of their patients' well-being habits.

In addition, our solution would also enable NGOs, their staff, and their trained community health workers to monitor the health of pregnant women in urban and rural areas, including remote villages in hard-to-reach areas.

www.youtube.com/watch?v=o74z9AitB8

Major Features of Techno Brain's Solution: (Detailed list of all the major features of the solution implemented.)

- Regular Health updates for the maternal women
- Reach out during emergency situations (Auto SMS option)
- Listen to the messages
- Basic Services (Optional)
- Enquiry

Technologies: PHP, MySQL

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