

Midwives leading in the digital age for quality of care

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Background

The increasingly high potential for Information and Communication Technologies (ICTs) to improve maternal health, the expansion of telecommunication networks, and the penetration of mobile phones in rural areas of developing countries have made possible to connect previously unconnected pregnant women to healthcare through mobile health, eLearning and Artificial Intelligence.

Purpose

Systematically applying ICT solutions to reduce maternal and newborn mortality is the primary aim of the digital services developed at the Women Observatory for eHealth (WeObservatory) of the Millennia2025 Foundation. In partnership with the Foundation Sanofi Espoir they seek to bring innovative solutions to midwives and pregnant women to increase their access to healthy pregnancy information and emergency care.

Project

Since 2014, the WeObservatory has provided financial and technical support to six midwifery projects, to design four mobile apps published in various languages (Twin2win, Happy Baby, Happy Mom, Universal Midwives and Zero Mothers Die App), eight online modules on ICTs for Midwifery in Mexico and a web platform in 27 languages for pregnant migrant women in Switzerland. In 2020, intelligent chatbots and artificial intelligence will complete the apps.

Discussion

Innovation takes time to be accepted by midwives and pregnant women. It is time to provide them technological expertise in mobile health for quality of care in their communities. Results vary to date, depending on local conditions, funding and long-term support. Training midwives on the use of new technologies for their daily work is an essential component for the reduction of maternal and child mortality within the global framework of the UN Sustainable Development Goals.

Key message

The design and adoption of mHealth applications that facilitate sharing experiences among midwives and their access to evidence-based knowledge strengthens their daily practice, empowering them to improve maternal and neonatal healthcare worldwide.

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