

Medetel 2017

Abstract for a presentation at the session on “Telenursing, Women's and Maternal Health”, Thursday 6 April, 14:00- 15:00: https://www.medetel.eu/?rub=educational_program&page=program#Thu

Innovative mobile Apps for maternal health at the WeObservatory, from Netherlands to Mongolia.

There is an increasingly high potential for Information and Communication Technologies (ICTs) to improve maternal health. Given the expansion of telecommunication networks and penetration of mobile phones in rural areas in developing countries, this gives rise to the possibility of connecting previously unconnected pregnant women to healthcare through the technology of mobile health (or mHealth). Mobile phone networks cover 96% of the world's population, with 77% of mobile subscriptions held by nearly 90% of the population in low- and middle-income countries. Further evidence shows that mobile health tools can help minimize time barriers and facilitate urgent maternal care, as well as support health promotion through mobile messaging services. Systematically applying ICT solutions to reduce maternal and newborn mortality is the primary aim of the mobile apps developed at the Women Observatory for eHealth (WeObservatory) of the Millennia2025 Foundation, through a unique private partnership that seeks to bring mobile health solutions to pregnant women to increase their access to healthy pregnancy information and emergency care. To date, three mobile apps are published in English, Zero Mothers Die App and Twin2Twin, French, Zero Mothers Die App and Happy Baby, Happy Mom in Mongolian. The Zero Mothers Die App is a source of essential maternal, newborn and child health information for pregnant women, new mothers and health workers who provide this care to their community. Twin2twin is an innovative and sustainable method for twinning midwives from Netherlands and Morocco, improving their education and protecting the health of mothers and babies. Happy Baby, Happy Mom App for Mongolia helps the midwives to dialogue with women on over-weight during pregnancy, thereby helping them to avoid putting themselves or their babies at risk of various health issues. The WeObservatory pursues its activities in 2017 to increase reaching pregnant women with the translation of the apps in Spanish.

Dr. Véronique Inès Thouvenot, Ph.D. A.MATH

Millennia2025 Women and Innovation Foundation, PuF

Co-Founder CCO, & Scientific Director

Women and eHealth International Working Group

Women Observatory for eHealth - WeObservatory

Geneva Office, Switzerland