

# MomConnect the NDOH initiative



## MomConnect /NC presentation

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health

Department:  
Health  
REPUBLIC OF SOUTH AFRICA

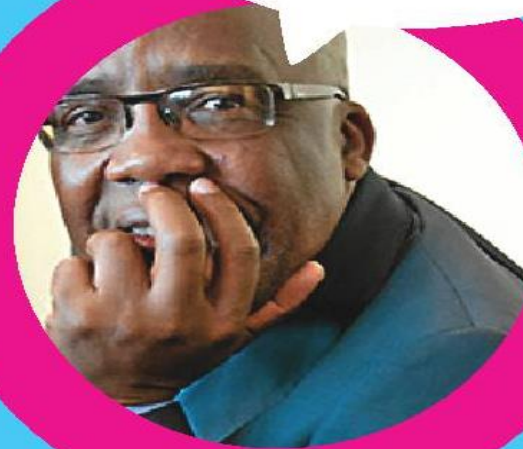


# What is MomConnect

MomConnect is a  
National Department of  
Health project that was  
launched on the 21<sup>st</sup>  
August 2014 by the  
Minister of Health: Aaron  
Motsoaledi

It is my dream  
to register all  
pregnant women in  
the country – and  
help you have the  
healthiest possible  
pregnancy.

MINISTER OF HEALTH  
AARON MOTSOALEDI

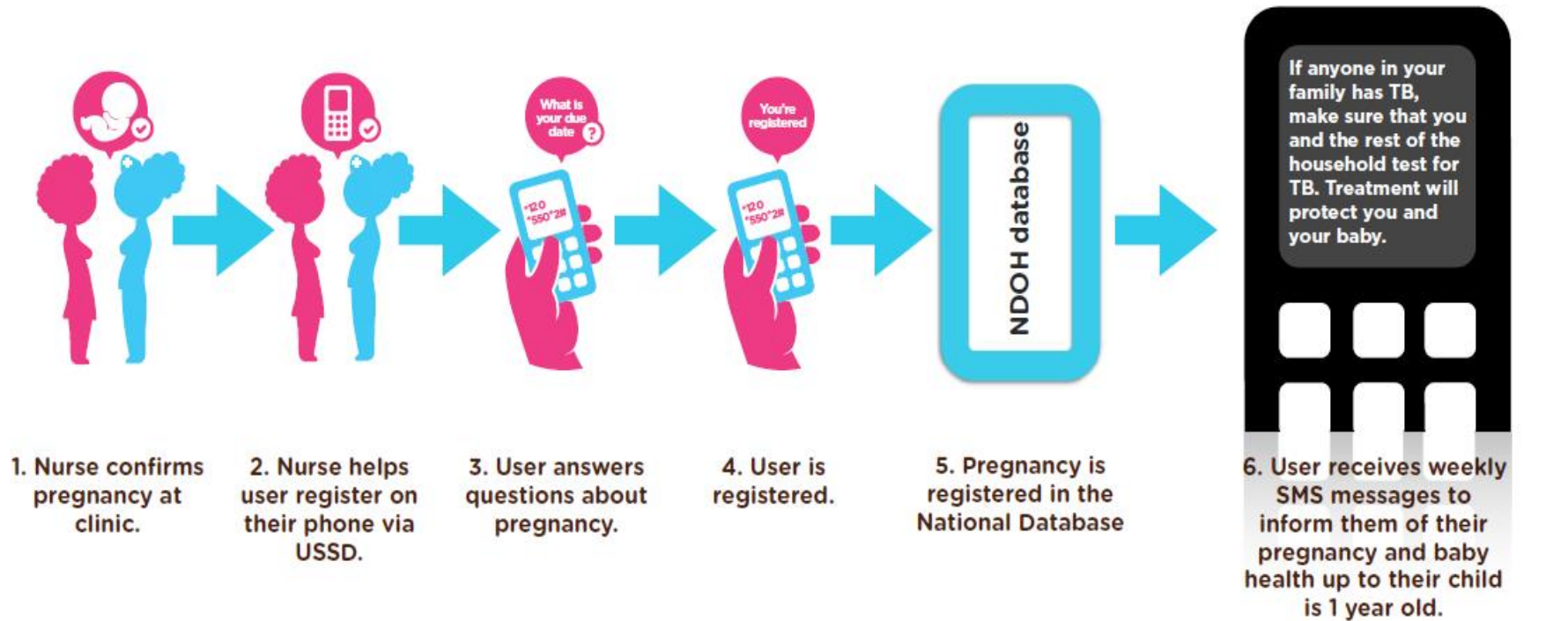


# MomConnect Aims: a four legged pot

- **Strengthen information systems:** To introduce a mechanism for registering electronically all pregnancies in the public health system as early as possible using unique ID number.
- **Strengthen demand side of health system:** To send targeted health promotion messages to these pregnant women to improve their health and that of their infants.
- **Strengthen demand and supply:** To provide pregnant women with an interactive mechanism to feedback on the service they have received.
- **Strengthen supply:** To empower and support nurses with regular content; encourage study and peer support groups; provide feedback mechanism for nurses to make suggestions



# How does it work?



# Requirements for registration

- Their **phone number**
- The **facility code** (they can get this from clinic staff)
- The **baby's due date**
- Their **ID number** or passport number (if they do not have either of these, they can enter your date of birth)
- Which **language** they would like to receive the message

I.D. No. 840706 0004 081

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Zulu

# Messaging Services

- Once the **pregnant woman is registered, she gets regular messages appropriate to the stage of her pregnancy and/or the age of her baby**
- These messages are in the **form of reminders** of what to do or useful and interesting information which will help her to take better care of herself and her baby



# Strengthening the Health System

- The MomConnect project contains components which will strengthen the health system
  - A free, frequently asked questions and text based service to allow registered women to get information when they need it.
  - A service rating system to allow pregnant women to rate their experience of visiting the antenatal clinic.
  - A compliments and complaints system which will feed useful information to provinces and districts.





# Maternal Messages examples

- Your clinic visits may take all day. You can get a letter from the clinic for your work (It doesn't have to say that you are pregnant)
- Ask at the clinic where you need to go for the birth. You need to know in advance so you don't go to the wrong place in an emergency





# Complaints examples

- **“Eclinic bavele bathi abanamayeza kungoku usana lwam luyakhohlela andazi luzoncedwa yintoni isifuba sosana somile lukhohlela imini nobusuku ”**
- **“Hello there, I had a baby on the 08/08/2018 through operation and I was discharged on 11/08/2018 but at the time the BCG was out of stock I went today still out of stock .Worried pls advise”**



# Compliments examples

- **“Soshanguve II They really treated me well it's my first child, and they really did gave me advices and prepared me for labour”**
- **“😁 it's amazing how these massages come at the right time cos today I did feel regular movement. You rock,thanx mom Connect”**



# MomConnect: Achievements

- In 48 months of operation **over 2000,000 women** linked to MomConnect. Using unique number of facility where registered enables **each woman to be linked to a specific facility**
- Over 16,906 compliments and nearly 1,693 complaints received at help desk with ratio of 10:1
- More than 1,000,000 routine questions answered
- **Complaints fed back** via relevant managers down to facility and followed up to ensure that problem addressed.
- **Example of improvements in health system quality** include alerts of drug stock outs (e.g. iron) which has led to improvements in overall supply chain



# Achievements(cont)

- **Nurseconnect introduced in May 2016; over 24000 nurses connected**
- **Specific eMTCT additional messaging for HIV positive women**
- **Some impact on the supply side of health system**



# MOMCONNECT EVALUATION

- Overall formal evaluation being done by independent academic institutions
- Operational research shows:
  - **98%** of mothers found the messages **helpful**
  - **70%** wanted **more** messages a week
  - **77%** felt **better prepared** for delivery
  - **81%** **shared** their messages with **partners, friends** and **family**
  - **Staff** generally had a **positive perception** of MomConnect



# Challenges

- **Financial sustainability**
- **Integration with other applications already running in the Department**
- **Use of data**
- **Piggy-backing other services**
- **Private sector**



# NurseConnect

- **Aim is to support and empower nurses**
- **Allows nurses to use, free of charge, their cell phones to receive relevant information to help them to do their jobs around maternal and child health**
- **Enables nurses to give feedback, ask questions about their work and work environment**
- **Enables nurses to set up learning and support networks**





# How it works

- **Registration:**
  - Using a simple USSD menu
  - Asked to provide a few pieces of information, including her facility code
- **Messaging:**
  - Once registered, every nurse or midwife working in maternal health, will receive messages
  - It is free
- **Mobile Website:** Nurses can also access a mobile website with a longer form version of the SMS content set, as well as additional learning resources



**NurseConnect  
is here!**

Join our Community.  
It's completely free  
and we're here to  
support you.

NurseConnect will send valuable  
weekly SMS messages about maternal  
& newborn health, family planning,  
MomConnect tips, service feedback,  
and motivational encouragement.



What is  
NurseConnect?

NurseConnect is a National Department of Health initiative. It uses mobile technology to support all nurses and midwives working in healthcare facilities across South Africa.



# Other Developments of MomConnect

- Extend the messages to other groups. Eg: partners, children under 5
- **Move from SMSs to data (as more people have smarter phones)**
  - As patient records become electronic link with these
  - Implement a mobisite (website) and integrate with this
  - Use smart phones to register; replace SMSs with data messages/WhatsApp
- **Upgrade the help desk**
- Increase the registration points involving the private sector
- **Linking to youth mobisite called “B-Wise” to ensure consistency of information**
- Extend the messages to HIV positive women and try to identify high risk pregnancies; link these to the help desk



**Thank you**

