

TRANSFORMATION THROUGH DIGITAL INVENTIONS

MSD for Mothers is exploring the power of digital technologies — investing in disruptive solutions — to improve maternity care and access to modern contraception in low-resource settings.

WHY DIGITAL INNOVATION?

Digital innovation has revolutionized every aspect of life, disrupting existing business models and reshaping the way information and services are accessed, delivered, and experienced.

MSD for Mothers understands the recipe for being successful in this dynamic space — appetite for risk, the value of “failing fast” to learn, an enabling environment for quick adoption, and a drive for scale. That’s why we’ve committed resources to inventing or enhancing existing solutions that will tackle some of the most critical obstacles standing in the way of delivering quality maternity care and contraceptive services.



Unprecedented speed

70% of the Sub-Saharan population has access to a digital mobile network, just 23 years after the first digital networks became available.*

OUR APPROACH



Patient-Centric

We invest in understanding women and health providers’ unmet needs and refine our solutions through continuous engagement.



Data-Driven Decisions

Our solutions convert data into information that help health providers and women make more informed decisions.



Scale

We work with partners to increase usership and develop sustainability models simultaneously.

OUR PORTFOLIO



FAMILY PLANNING

Nivi
Together for Her Health



ANTENATAL CARE

M-TIBA



LABOR & DELIVERY

Project iDeliver
Safe Delivery App
M-TIBA
Together for Her Health



POSTPARTUM CARE

Project iDeliver
Safe Delivery App
M-TIBA
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*Accenture, ‘Digital Adoption,’ 2017. Available at: https://www.accenture.com/t20170206T201908Z_w_us-en/_acnmedia/PDF-42/Accenture-Digital-Adoption-Report.pdf

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Solution 1 | Nivi



In Kenya, we are supporting the development and deployment of **Nivi** — a simple, mobile phone-based service that uses SMS and interactive voice response to help women learn about their family planning options, identify the method(s) they want, and find local providers who offer quality services and have their preferred options available.

Key Features and Capabilities:

- Consumer behavior insights
- Automated chatbot
- Keyword attribution

Partners: Nivi



Solution 2 | M-TIBA



In Kenya, we are supporting the expansion of M-TIBA to include maternal health

services. **M-TIBA** is a mobile phone-based solution that efficiently and transparently links patients, providers, and payers to improve the financing and delivery of care. The digital platform helps families create “health wallets” to save mobile money and pay for health services from affiliated providers.

Key Features and Capabilities:

- Consumer behavior insights
- Real-time quality monitoring
- Value-based care modeling

Partners: PharmAccess Foundation



Solution 3 | Together for Her Health



With our support, ALMATA — a digital health company — launched **Together for**

Her Health (Together) in India. The web- and mobile-based platform that empowers women to seek quality maternity care and provides feedback to health providers on the care they deliver.

Key Features and Capabilities:

- Persona development
- Crowd-sourcing feedback
- Human-centered design

Partners: ALMATA



Solution 4 | Safe Delivery App



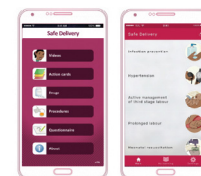
We supported the development — and now global scale up — of the **Safe Delivery App**, a smartphone application

that gives maternity care providers instant access to evidence-based and up-to-date clinical guidelines on obstetric care and can be used as an immediate life-saving reference during complicated deliveries.

Key Features and Capabilities:

- Gamification
- Adaptive learning
- Blended learning

Partners: Maternity Foundation, Bill & Melinda Gates Foundation, Jhpiego, University of Copenhagen, University of Southern Denmark



Solution 5 | Project iDeliver



In Kenya, we are supporting the development and implementation of **Project iDeliver**, a digital tool that

captures routine data from admissions to discharge and helps maternity providers offer more consistent quality care.

Key Features and Capabilities:

- Digitized workflows and reporting
- Risk assessment and clinical decision support
- Human-centered design

Partners: Vecna Cares, M4ID, John Hopkins University

