Mobile Interventions for Health

Marie Stopes International - Myanmar Experience & Plan

Who are we working with?

- Mobile operator
- Country of origin: Norway
- Part of Telenor Group
- > 160 million subscriptions across Europe and Asia.
- Has been present in Asia for > 15 years

What do we want?

- To improve antenatal care seeking practice
- To improve delivery care seeking practice
- To improve new born and child health
- To increase the number of women who use PPFP and PAFP.
- To increase access to information on HIV and STI.
- To improve awareness on sexual and reproductive health and rights

Who are we working with?

- Software developer
- Android and iOS

How are we doing it?

- Mobile Phone / Tablet Application
- Short Message Service
- Multimedia Message Service
- Voice Message Services
How are we doing it?

- Mobile Phone / Tablet Application
  - For smart phone users
  - Android / iOS
  - Any SIM card
  - In Myanmar language

How are we doing it?

- Mobile Phone / Tablet Application
  - Weekly advices
  - Calendar and Reminders
  - Emergency contacts
  - Knowledge section
  - News updates
  - Questions & Answers (FAQs)

How are we doing it?

- SMS Services
  - For featured phone users
  - Only with Telenor SIM Card
  - In Myanmar language

How are we doing it?

- SMS Services
  - Weekly advices
  - Reminders

Where are we doing it?

Two Phases

- Initial Pilot Phase
  - 4 Townships

- Scaled Up Intervention
  - 14 Townships

How are we doing it?

- Route

  - SHPs, Outreach Workers
  - Clients
### What is our future?

- Toll-free hotlines
- FP and other SRH applications
- Telemedicine
- Electronic registration / booking
- Electronic billing
- Digitization of pamphlets
- Digitization of reference books
- Procedures and guideline updates to service providers

### Lessons Learnt

- Overestimating time resource at every step
- Language (particularly Myanmar)
- New market and new field; need to generate intelligence