**Myanmar’s First Maternal Health App**

January 15, 2015

Many of these deaths could be prevented with knowledge and access to proper health information.

**Messages for pregnancy and child health up to age 3.**

**Sample SMS messages**

As your belly grows inside you, he will need more food. Slowly increase the amount of food you eat as your stomach grows.

It’s time for your next clinic visit. Don’t forget to take iron and folic acid tablets.

Your child will take her first steps soon, if she hasn’t already. All children are different. She will develop at her own pace.

**PSI Adaptation for Myanmar Context**

Maternal and child health among worst in the region.

- Maternal death causes include hemorrhaging, hypotension and infection.
- Child death causes include respiratory infections and diarrhea, both of which are made worse by malnutrition.
- Breastfeeding, pneumonia and diarrhea treatment, ANC visits, and facility delivery are listed as missed opportunities for the delivery of child lifesaving interventions.

Use mobile to deliver maternal and child health information.

- Mobile Alliance for Maternal Action (MAMA) developed mobile maternal and child health messages.
- Content is based on WHO and UNICEF guidelines, and informed by a team of health experts.
- Messages are provided to partners free of charge and adapted for the local context.
- Bangladesh’s Apnon program has over 1.15 million subscribers.

MAMA Bangladesh Case Study: 75% of women and gatekeeper respondents reported that they now have the ability to take action to improve the health of the mother or baby as a result of the MAMA messages.

**Lead proposition**

Create product

- Develop app
- Create product specifications/user experience
- Lead proposition development and marketing

**Support proposition**

- Secure content from MAMA
- Conduct consumer research
- Localize content
- Work with Ministry of Health for approval
- Utilize doctor network

**Conduct**

- Fund project through GSMA grant
- Support proposition development and marketing
- Provide distribution channel for app
Development started in spring 2014.

Spring 2014
- Partnership formed between PSI, Ooredoo, and Koe KoeTech.
- MAMA content licensed.
- PSI adapts MAMA content for Myanmar context.
- Koe Koe builds app prototype.

Summer 2014
- PSI conducts user research to test both app content and app design.
- App revised based on user research.
- Content submitted to Ministry of Health for approval.

Fall 2014 - Present
- Maymay beta version of app launched.
- Updates to app made.
- Post-launch research conducted.
- Phayphay launched.

Maternal health messages are just the beginning.

- Receive 3 maternal and child health alerts a week.
- Take selfies of your growing belly and share with friends.
- Chat with other moms also using the mymay app.

Also...
- View PSI videos and ads.
- Log-in with Facebook account.

A recent phone survey shows maymay has health knowledge and business impact.

- Maymay was reported by users as their leading source of maternal health information.
- 69% of respondents say maymay app added value to their lives.
- 88% of women and 95% of men say they’ve recommended the app to someone else.
- 85% of female users and 90% of male users said their perception of the Ooredoo brand has been significantly improved having used maymay.

“I can know the development of my kid in my womb which is amazing.”

“I changed my old habits because of the app.”

“I wait for its advise weekly.”

“It is really fun to use as it matches with my pregnancy period.”

New features will be added in 2015.

- Child health age 0-3 content.
- SMS version.
- Hotline call and text feature.
- Doctor Locator.
- Chat groups.

Why is maymay a mobile app (in addition to an SMS service)?

Myanmar mobile users are expected to leapfrog to data.

- There are benefits to a mobile app.
  - Engage users more with interactive content.
  - Ability to track and analyze user behavior to drive greater usage.
  - Ease in expanding features.
There were lessons learned along the way.

- The Ministry of Health approval process can take an extended period of time.
- Consider languages and fonts early in the process.
- Marketing and promoting the app is key.
- Include user-input in the development process.