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

Who are we working with?

• Software developer
• Android and iOS

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 assess to information on HIV and STI.
• To improve awareness on sexual and reproductive health and rights

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
  - DHFs / 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