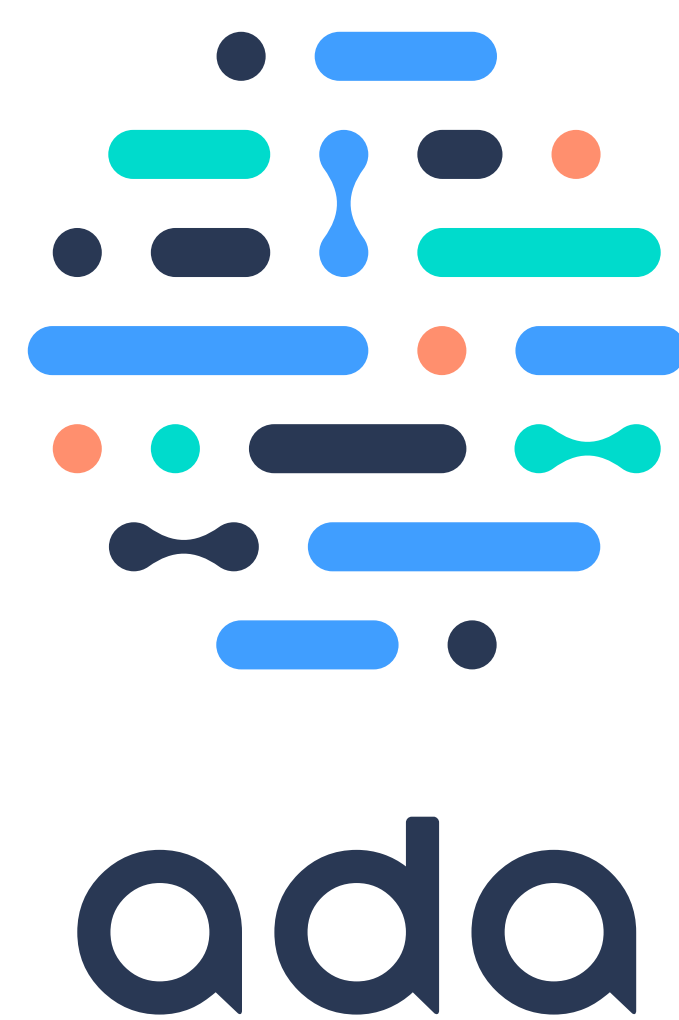




Addressing Maternal Health Outcomes in Low- and Middle-Income Countries: The Impact of Context-Tailored Mobile Health Tools Deployed in South Africa and India

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Introduction

Exploring the implementation of Ada, a mobile health (mHealth) symptom assessment app, to improve maternal health (MH) in South Africa and India.

Objectives

1. Examine Ada's potential contributions to MH and universal health coverage in low- and middle-income countries (LMICs)
2. Describe Ada app users, focused on women of reproductive age (WRA), and their symptom assessments
3. Identify implementation factors and recommendations

Methods

- Qualitative, multimethod approach, using India and South Africa as case studies.
- Methods: literature review; descriptive analysis of aggregated, consented Ada user assessments; and key informant interviews.
- Consolidated Framework for Implementation Research (CFIR) used in thematic analysis.

Results

Tools like Ada can improve the quality and efficiency of maternity services and promote positive behavior changes.

Ada users in both LMICs showed similarities and differences (Table 1).

Numerous interconnected implementation factors were found. Themes common to both LMICs were primarily related to the intervention and outer setting CFIR domains (Figure 1).

17 implementation recommendations identified with five key suggestions (Figure 2).

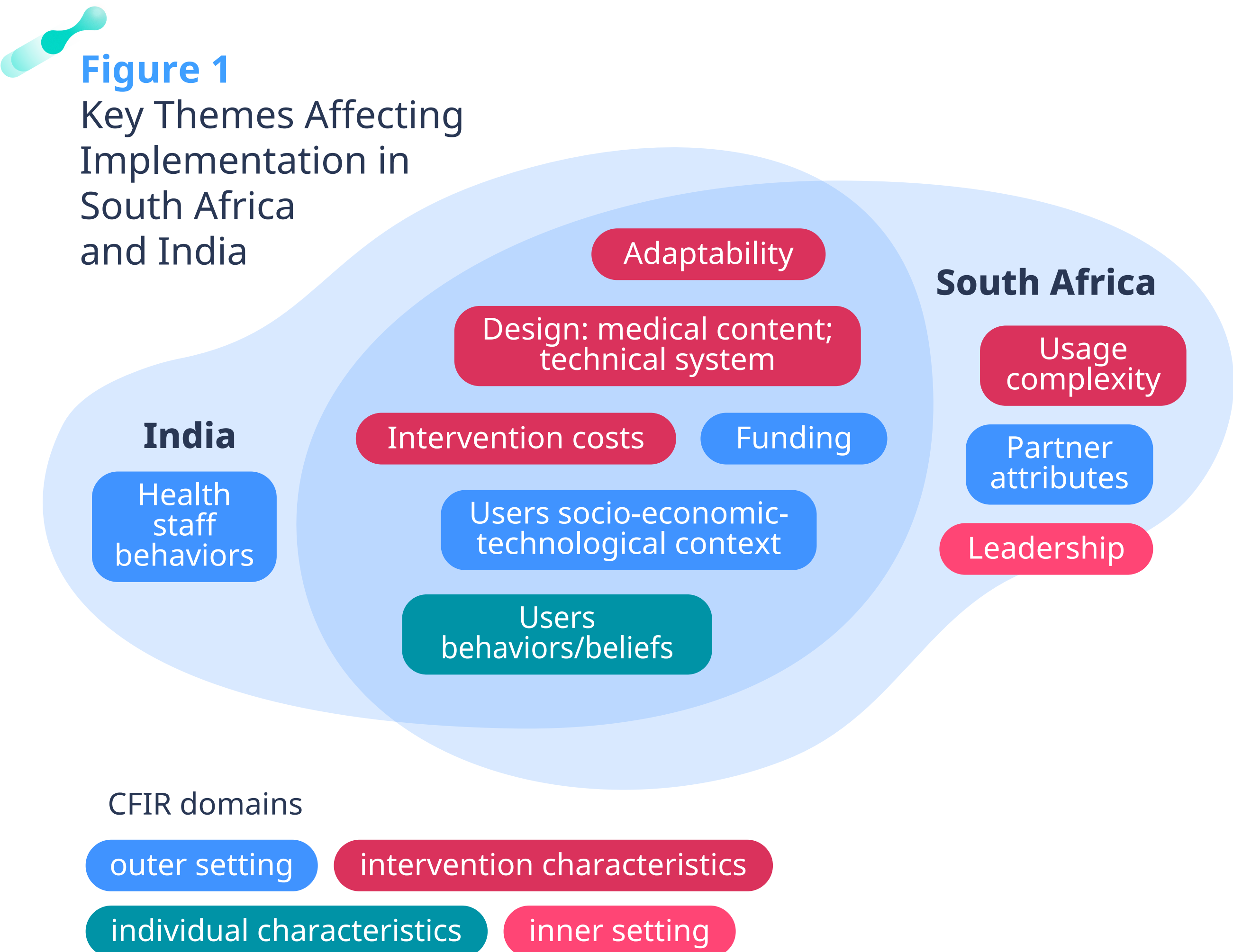
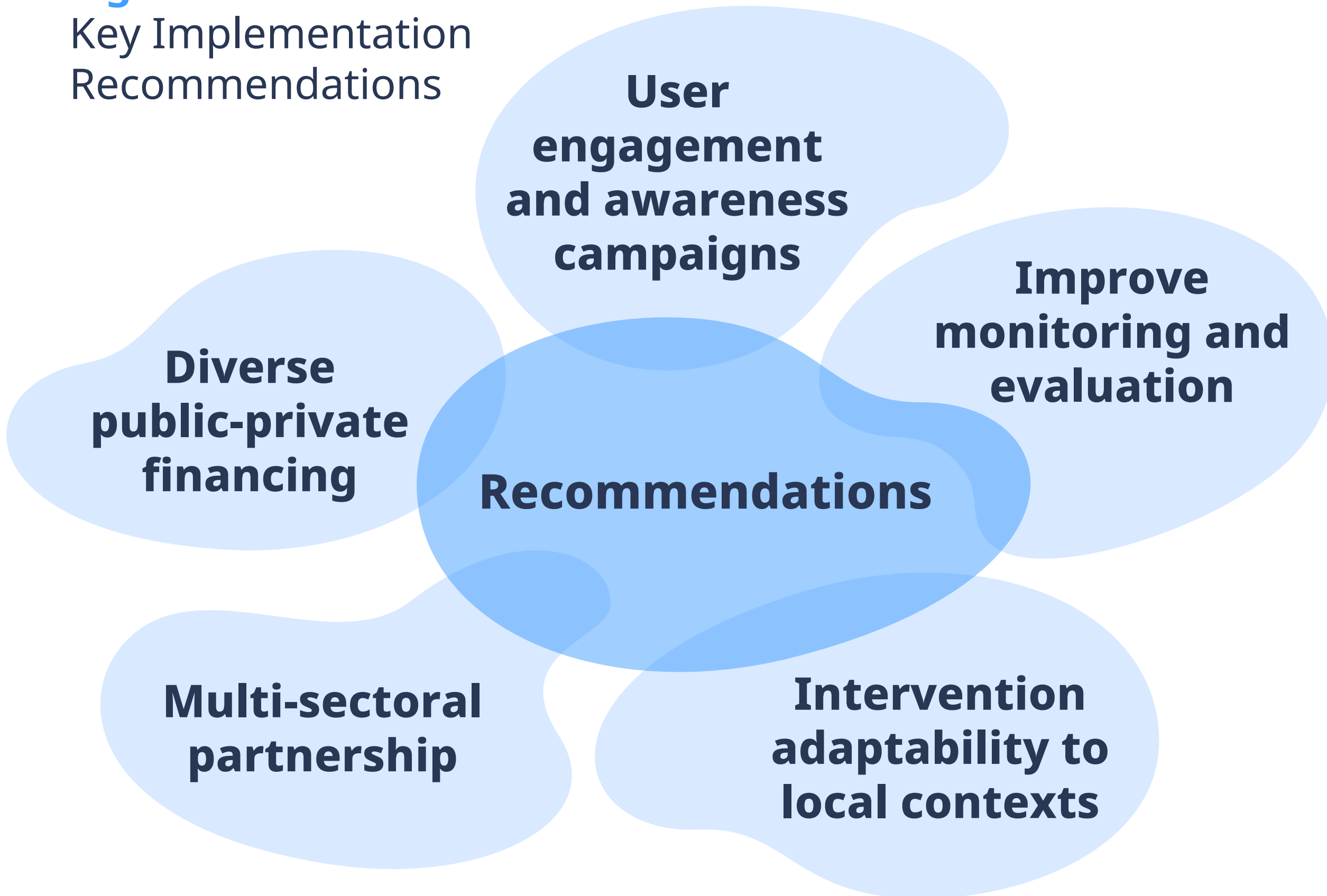


Table 1
Comparison of Indian and South African Ada Users

India			South Africa		
Total Number of Users					
611,700			57,300		
34% Female Users			68% Female Users		
Assessments by WRA Suggested a Maternal Condition					
Number of Assessments					
23,600			10,000		
Pregnancy Status					
9% Yes	66% No	26% Unsure	8% Yes	62% No	32% Unsure
Top Presenting Complaint					
24% Abdominal Pain			32% Abdominal Pain		
Top Condition Suggested					
73% Pregnancy			69% Pregnancy		
Top Triage Suggested					
29% Primary Care 2-3 Weeks			26% Primary Care 2-3 Weeks		

Figure 2
Key Implementation Recommendations



Conclusions

Intervention characteristics and outer setting were most important for implementation. Despite the similarities, each LMIC had its unique characteristics and Ada users → requires country-specific mHealth integration strategies.

Future Research

Examine additional symptom assessment digital tools in LMICs to better articulate their impact on MH for WRA.

- Investigate other implementation aspects to further understand their influence on mHealth scale-up, including:
- Inner setting
 - Non-user stakeholder characteristics
 - Socio-cultural context