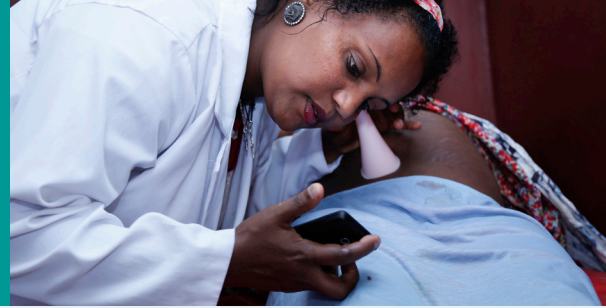


EMPOWERING PROVIDERS WITH DIGITAL TOOLS TO DELIVER SAFER MATERNITY CARE: SAFE DELIVERY APP



IMPACT BY THE NUMBERS

Health workers' skills in handling complications increased by more than

100%
AFTER 12 MONTHS



of use after field testing

The Safe Delivery App has been used by

18 PARTNERS
IN

44 LOW- AND MIDDLE-INCOME COUNTRIES,



in garnering almost

17,000
DOWNLOADS.

In 2017, a Hindi version of the Safe Delivery App was launched in India, increasing its potential to reach

THOUSANDS
MORE PROVIDERS.



PLACE Ethiopia (Phase 1) & India (Phase 2)

TIMEFRAME 2012 – 2018

PARTNERS Merck for Mothers, Maternity Foundation, Bill & Melinda Gates Foundation, University of Copenhagen, University of Southern Denmark

OVERVIEW

Every year, over 300,000 women die from pregnancy related causes globally – most of which can be prevented with access to quality maternal care. Improving the capacity of health workers to deliver high quality services is essential for improved maternal and newborn health.

In partnership with the Maternity Foundation, the Bill & Melinda Gates Foundation and Jhpiego, Merck for Mothers is supporting the development and 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. The app – which is aligned with WHO international clinical guidelines – provides resources for basic emergency obstetric and neonatal care, supports pre-service and in-service trainings, and can be used as an immediate life-saving reference during complicated deliveries.

KEY FEATURES

Developed in 2012 in collaboration with the University of Copenhagen and the University of Southern Denmark, the Safe Delivery App focuses on blended learning – a combination of easy to understand visuals and simple language – to improve skills and assess knowledge.



Key features and materials include:

- ✓ Animated, instructional videos
- ✓ Visual action cards
- ✓ Drug lists
- ✓ Practical procedure instructions
- ✓ Push messages and quiz questions
- ✓ Offline accessibility
- ✓ Three available languages: French, English and Hindi

WHAT'S NEXT

Merck for Mothers continues to support the Maternity Foundation to advance the next phase of the tool's features which include enhancing the app's ability to adapt based on location and integrating user feedback into its design. Merck for Mothers will also support the development of a global competency center that will collect user data as well as case studies and stories from the field to help improve adoption in other countries.