1 in 44
Mothers in Uganda face a high risk of maternal mortality
SMS Maama

A modern addition to pregnancy health care delivering the right to information packaged as a business
Respectful Maternity Care: The Universal Rights of the Childbearing Woman

Article II: Every woman has the right to information
Hi Maama! Remember to eat your greens throughout your pregnancy. This will increase iron in your blood, help your baby grow strong, and help your bleeding stop after you deliver the baby.
PREGNANT OR A NEW BABY?
SIGN UP FOR MAMA SMSs ARE FREE!

You can look after your health better, and that of your baby if you know your HIV status! Women with HIV can take free medicines to stop the baby getting HIV when in the womb.

Your baby should be vaccinated at 6, 10 and 14 weeks to help keep your baby protected from disease. Please go to the clinic to also get results of tests done.

Pregnant
Send a PLEASE CALL ME to a number below to get FREE SMSs on pregnancy care, preparing for labour & baby care.

isiZulu 071 516 8418
isiXhosa 071 517 0344
seSotho 082 075 1675
English 079 409 3311
Afrikaans 071 535 8087

New Baby
About to give birth or baby under 3 months? Send a PLEASE CALL ME to a number below to get FREE SMSs on breastfeeding, keeping healthy & baby care.

isiZulu 071 535 9766
isiXhosa 071 517 2085
seSotho 082 424 1883
English 079 419 1214
Afrikaans 071 570 1823

2011-2015
Reached 7.5 million women
• Bangladesh
• South Africa
• India
• Nigeria
• & many more
Hello Maama! Do you have pain with urination? Write back yes or no. If you write back, you will receive 1000 UGX in your mobile bank account.

Yes

This might be a sign of a urinary tract infection, a common but treatable problem. Try to make a visit to the clinic. Your midwife will contact you shortly.
Value Propositions & Theory of Change

**Inputs**
- Info via SMS
- Screening via SMS
- Incentives
- Midwife stipends

**Outputs**
- Participants read & incorporate info
- Participants interact with yes/no & receive follow-up
- Participants & midwives spend $

**Outcomes**
- Increased visits
- Increased ed
- Improved communication
- Birth supplies/other goods

**Impact**
- Increased maternal health and satisfaction with healthcare provider
Theory of Change: Process
Alternative Solutions

Information barriers:
• Pay for visits
• Travel long distances

Info from family and friends

The SMS Maama solution is a stronger alternative because it empowers women through the use of a cost-effective educational model.
Market Analysis

Mobile phones:
- 10% to 65% from 2002-2014
- SMS highest use of mobile phone

Clinic Demographics:
- Majority have mobile phone
- Seeking information
- Varying education/socioeconomic status

“My friend told me to stop drinking water to have an easy labor.”

-Benedict Health Centre obstetrics patient discussing questions with midwife
Business Model

SMS messaging platforms are incredibly cost-effective!

Revenue streams and why they work

- Business to Business model (B2B)
- SMS Advertising
- Pilot driven activities and analysis

Primary Expenses

- Incentives
- Stipends
- Cloud based maintenance
- Evaluation

SMS messaging platforms have the potential to reach millions efficiently
Pilot

Participants and Layout

- Benedict Health Centre, Luzira, Kampala
- Dr. Elizabeth Nakabuye and four midwives
- 60 women: two groups of 30
- June 2016

Assumptions

- Desire to enroll & phone service
- Midwife follow-up
- Follow-through on health information
- Increase maternal health knowledge
- Value in B2B model

Measurements

- Pre-and post-surveys
- Health satisfaction
- Demographic data
- Antenatal visits & health status
- SMS data: received, opened, follow-up

Benedict Medical Centre: SMS Maama Pilot Site
Luzira, Kampala, Uganda
SMS Maama is a multinational award-winning social business venture

Sonja
UMN MPH Candidate 2016

Meg
UMN BSN Candidate 2016
Future Nurse

Katelyn
UMN BS Graduate 2015
Future Physician

Nicole
VT BS Graduate 2014
Future Physician
Financial Ask

$15,500 for pilot implementation

- Incentives & stipends
- Twilio set-up and starter fees
- Travel: international and domestic
- Administrative supplies
- Mobile phones and plans
Five-Year Plan

**Relationship Building**
- Revenue
- Clinics
- Content
- Regional

**Expansion**
- Rural areas
- Content
- Monitoring and evaluation
Questions?