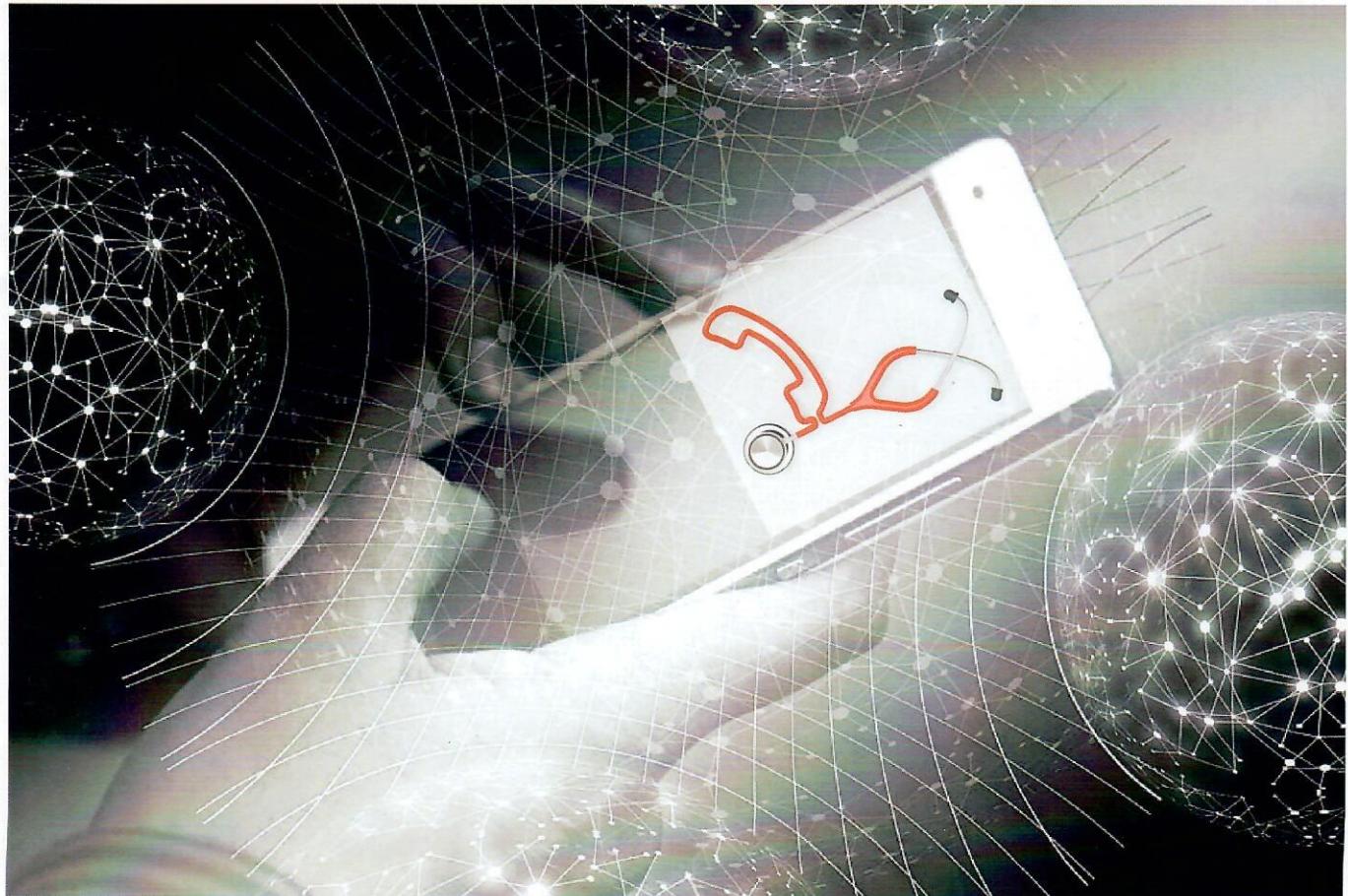# అమ్మ కోసం

Amma Kosam - App for healty children and happy motherhood

NFC(Near-Field Communication) Technology Based Reproductive Child Health Solution

2022

Reproductive and Child Health is a key component that impacts both mother and child

Traditional paper-based tracking processes for maternal and child health in India are complicated, requiring data entry and processing at multiple stages. Identified challenges include data manipulation, data entry errors, lack of data validation, slow processing time for analysis and decision-making. There is a need for a scalable digital application to ensure accountability, awareness and access to precision health at the last mile in this segment. An effort for digitisation of maternal and child health records has been introduced in the state of Rajasthan and is currently being replicated in Andhra Pradesh.

"The policy advocates extensive deployment of digital tools for improving the efficiency and outcome of the healthcare system. The policy aims at an integrated health information system which serves the needs of all stake-holders and improves efficiency, transparency, and citizen experience.
...Ensure district-level electronic database of information on health system components .
...Leveraging the potential of digital health for two way systemic linkages between the various levels of care viz., primary, secondary and tertiary, would ensure continuity of care. "
- National Health Policy 2017

Objectives

Digitally empower frontline health workers(ASHAs, ANMs and Medical Officer) with mobile tools to assist in planning, care delivery, follow-up, referral linkages and continuing education through a unified interface

Eliminate paper-based reporting, data-entry operator reliance and delays in field level updates

Provide women, mothers and children with chip-based connectivity to platform developed as per National Guidelines

Implementation Strategy

Awareness programmes for ground level officials on digitization aspects under National Health Policy

Focussed Group Discussions to understand existing processes, data collection methods, health advisories

Amma Kosam App - Demonstration to sensitize and introduce the benefits of digitization

Local language customization

Hands-on training programmes for ASHA and ANM workers on the app

Handholding of data collection to facilitate intended monitoring and tracking

Field implementation at Tatipaka PHC, East Godavari, Andhra Pradesh

Deliverables and Benefits

- Health Census for Reproductive Child Health baseline data

- Seamless access of health records on a card across geographic locations for better healthcare services.

Digitized health records of Reproductive and Child Health(RCH)

Health cards for beneficiaries containing reproductive child health data that are easy to carry

Interventions and timely updates on various schedules to be followed by mother and child

App for ASHA and ANM workers to capture field data

- Anytime Health Care

Unified Interface for rural public health cadres

Team

Administrative Staff College of India
Leadership through Learning

Centre for Innovations in Public Systems
(An Autonomous Centre of Administrative Staff College of India Established by the Government of India)

KhushiBaby

Contact Us : Project Leader, ASCI, vallim@asci.org.in, (040)66533080