



Telemedicine In Action: Transforming healthcare in LMICs



Webinar Topics and Dates

Sno	Date	Topic
1	06 March 2025	What is Telemedicine and How Are Health Systems Using It Globally? A Primer for Health System Leaders
2	10 April, 2025	Brick-and-mortar to Brick-and-click - Designing & Implementing Quality, Effective, and Impactful Telemedicine Programs
3	08 May, 2025	Evaluating telemedicine interventions: Evidence so far, and Methodologies
4	5 June, 2025	Creating a Telemedicine-Ready Healthcare Workforce: Training for Healthcare Providers
5	10 July, 2025	Telemedicine Policy: How Telemedicine is Regulated in Asia
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7	11 September, 2025	Ensuring Quality of Care & Patient safety in Telemedicine
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11	8 January, 2026	Telemedicine use cases to advance the SDGs - Part 1 Applications for Non-Communicable Diseases (Diabetes, Hypertension, Cardiovascular disease, Cancer and Mental Health)
12	5 February, 2026	Telemedicine Use Cases for Advancing SDG 3 - Part 2: Digital Health Applications for Maternal, Newborn and Child Health
13	12 March, 2026	Telemedicine use cases to advance the SDGs - Part 3 Applications for Primary Healthcare

Telemedicine Use Cases for Advancing SDG 3 – Part 2 :
Digital Health Applications for Maternal, Newborn and Child Health

Objectives and Outcomes

Objectives:

Explore how digital solutions like telemedicine and digital labor care guides are applied to maternal, newborn, and child health service delivery to strengthen health systems and advance SDG 3.1 and 3.2.

Expected Outcomes: By the end of the webinar, participants will:

- Understand digital health applications for maternal, newborn, and child health services.
- Learn about models integrating telemedicine into MNCH programs within public health systems.
- Take away insights on implementation successes, operational challenges, and lessons for scale.





Dr. E Venkata Ramana

Dr. E. Venkata Ramana is a pediatrician and newborn specialist with MBBS, DCH, and DNB qualifications. He brings extensive experience in child health, newborn care, immunization, and telemedicine, and contributes to clinical quality, protocol development, and digital health initiatives with a strong focus on training, governance, and patient-centered service delivery.



Debbie Rogers

Debbie Rogers is the CEO of Reach Digital Health (formerly Praekelt.org), a global digital health organization using mobile technology to improve access to health information in low- and middle-income countries. She leads large-scale initiatives such as MomConnect, focusing on health equity, innovation, and scalable digital solutions.



Chantelle Allen

Chantelle Allen is a global health professional with over 25 years of experience leading large-scale programs in maternal, newborn, and child health. Her work focuses on health systems strengthening, program design, implementation, and monitoring, supporting governments and partners to deliver high-quality, equitable healthcare across low- and middle-income settings.

Speaker I : Dr E Venkata Ramana (Clinical Director, Intelehealth)



**A Digital Labour
Decision Support
System**

Improving Outcomes for 1 million births

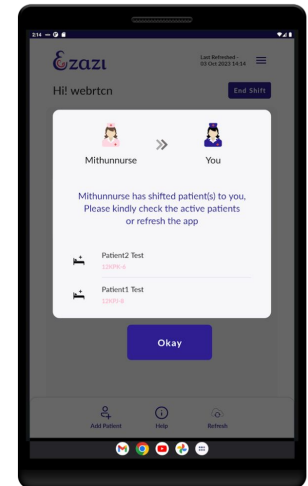
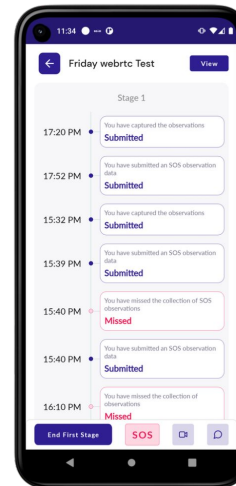
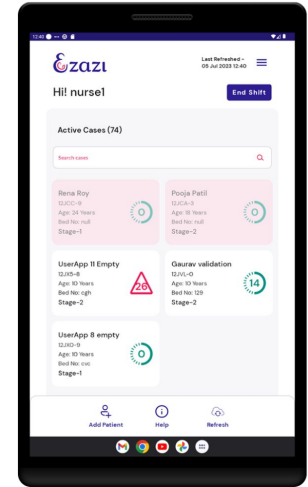
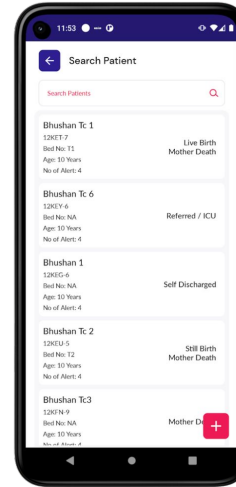
The Need

- LMICs face three major challenges
 - shortages of qualified staff,
 - large volumes of deliveries,
 - insufficient professional support
- So complications that arise during labour and childbirth cause:
 - 33% of maternal deaths
 - 50% of stillbirths
 - 25% of neonatal deaths
- Improving the quality of care during labour & birth is the most *impactful strategy* to improve maternal and childbirth outcomes



The Solution

- eZazi digital tool is based on WHO Labour Care Guidelines that:
 - Monitor companionship, pain relief, oral fluid intake and mobility (supportive care)
 - Quickly address abnormal measurements of fetal well-being, mother & labour progression
- eZazi usage in delivery wards can result in:
 - 56% lower likelihood of suboptimal fetal outcomes (composite of FSB, early NND, Apgar 5 or below at 1 min, below 7 at 5 min, and newborn resuscitation need)
- eZazi creates video and chat consultations between remote providers and frontline health workers when more care is needed



Prominent Features

- Time-bound observation entry based on Labour Stage (Assess-Record-Check-Plan)
- Dashboard with crucial information for decision support and prioritization
- Shared decision making with ObGyn along with teleconsultation through audio/video calling
- Nag feature for missed observation entry, no overwhelming notifications in application.
- Auto-generated e-LCG for quick decision making



Proof of Concept Results

- General: 63% Respondents rated their overall experience as Good
- UI Design: 88% Respondents found the user interface very appealing
- Workflow: 63% Respondents find eZazi to fit well in the day-to-day operations

2026 Deployments

- Deploying to 2 hospitals in India
- Deploying to 5 hospitals in Nepal



Thanks!

Do you have any questions?

contact@intelehealth.org

intelehealth.org

Video about eZazi
features & benefits →



← Download eZazi on
Google Play Store



Speaker II: Debbie Rogers (CEO, Reach Digital Health)



MomConnect by Reach Digital Health

REACH

Health made possible





Reach Digital Health uses its 17 years of experience to connect underserved communities with essential public healthcare services through personalised, AI-powered digital tools, empowering individuals and strengthening health systems across Africa.





The Challenge: A gap in healthcare access



14%
of World's
Population



25%
of Global Burden of
Disease

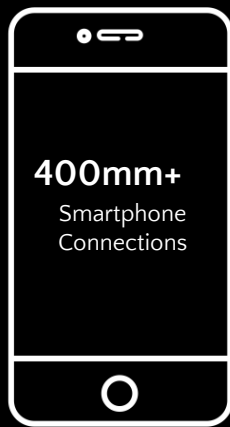
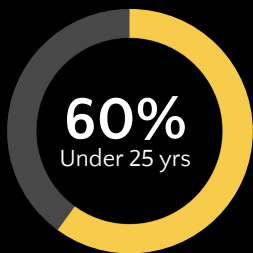


3%
of World's Health Force

Sub-Saharan Africa **lacks sufficient medical personnel** to tackle the growing crisis of accessible, equitable and quality healthcare.

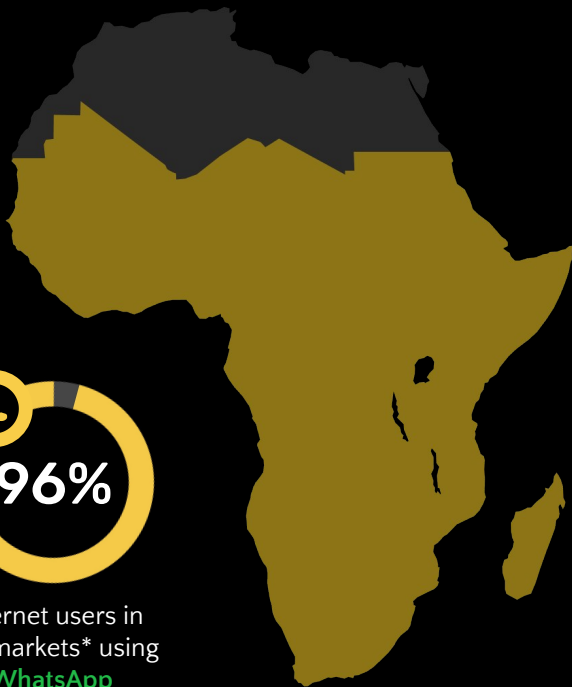


The Opportunity: A young and connected population



Internet users in
key markets* using
WhatsApp

**Nigeria, Kenya and South
Africa*



Despite these challenges, Sub-Saharan Africa's **young population** and widespread **mobile connectivity** present a significant opportunity to improve healthcare access and delivery through familiar platforms like WhatsApp and SMS.





From Individual Change to Systemic Strengthening

Individual Behavior Change & Decision-Making

Informed choices / Adoption of healthy behaviors
/ Improved self-care

Empowered Health Care Workers

Improved clinical knowledge /
Enhanced resilience / Better
decision-making under pressure.



Community-Level Impact

Improved health outcomes / Reduced
healthcare strain / Stronger community
trust in healthcare.

Health System Strengthening

Improved Decision Making (Data and Insights)
/ Equitable service delivery / Efficient use of
resources / "Stronger and more sustainable
health systems

Our Flagship Programmes



MomConnect
Agency: National
Department of Health
Domain focus: Maternal
and Child Health
Region: South Africa



ContactNDOH
Agency: National
Department of Health
Domain focus: Covid19
Response
Region: South Africa



WHO Health Alert
Agency: World Health
Organization
Domain focus: Covid19
Response
Region: Global



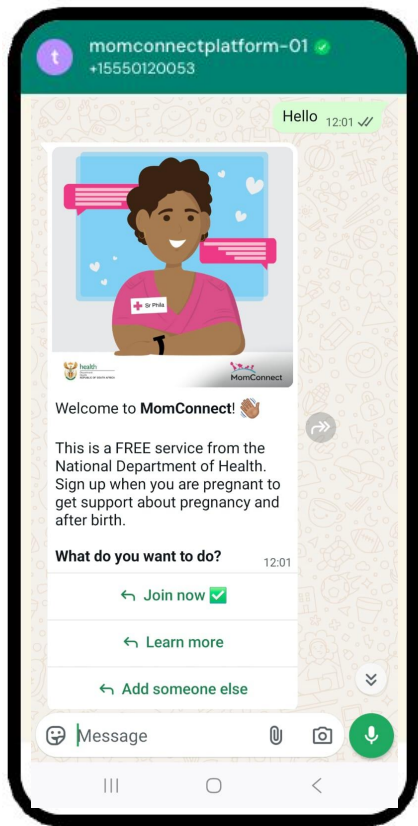
**B-Wise by Young
Africa Live**
Agency: National
Department of Health
Domain focus: Sexual
Reproductive Health
Region: South Africa



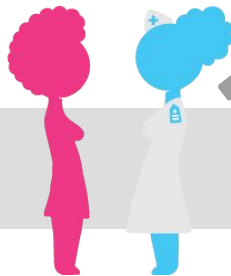
AloVida Plus
Agency: Ministério da
Saúde
Domain focus: Maternal
and Child Health
Region: Mozambique



MomConnect



How does it work?



1

A nurse confirms the pregnancy and provides the 6-digit clinic code.



2

The mom sends "join" to 079 631 2456 on WhatsApp or dials *134*550*2#.



4

She is registered on MomConnect - Welcome!



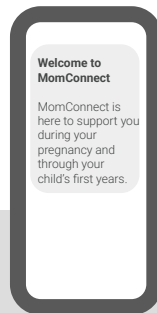
3

She answers a few simple questions about her pregnancy.



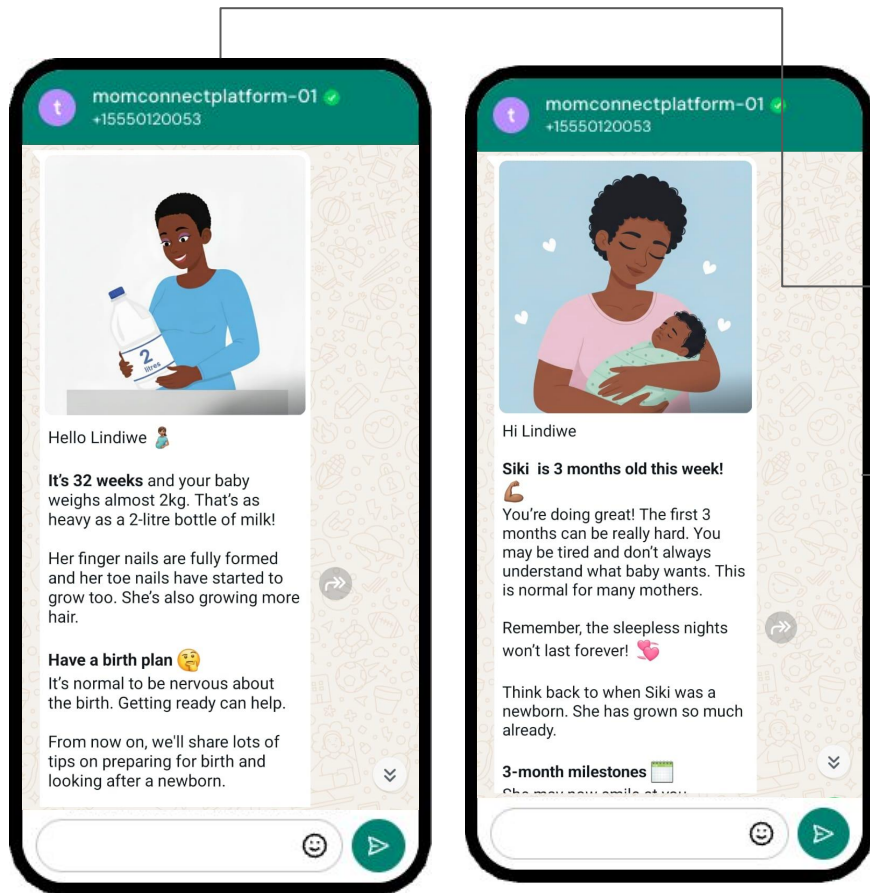
5

The pregnancy is added to the national database.



6

The mom receives weekly WhatsApp or SMS messages of support during her pregnancy and her baby's early years.



Weekly stage-based messages

Automated, personalized messages sent each week to mom from 4 weeks pregnant until baby turns 1 years old.



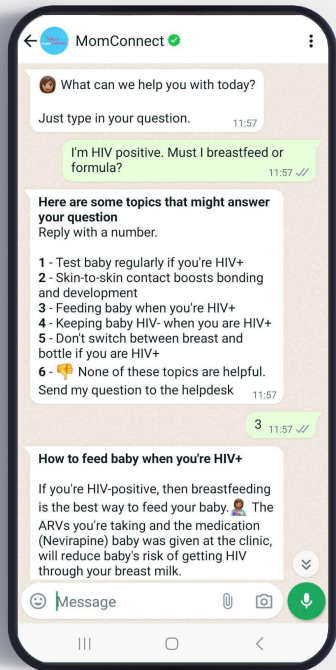
ANC and PNC appointment reminders

Personalized messages sent each week to mom from 4 weeks pregnant until baby turns 1 years old.

Helpdesk

FAQ Matching service with possible escalation to a helpdesk operator.

MomConnect Overview



5m+

All time
MomConnect users



270,000

Monthly users



47k+

Average Helpdesk questions
received per month



30k+

Average Questions
matched with FAQs



95%

clinics in SA have registered
mothers on MomConnect



\$0.20

Ongoing maintenance cost per
user per year (excl SMS)



Strengthening the Health System

96%

of moms surveyed attended at least 4 ANC visits (compared to 76% in 2016 DHS), with the average mother attending 7.3 ANC visits¹

89%

of moms surveyed report that their baby received all six of the recommended vaccinations at 6 weeks old (validated with vaccination cards)¹

17%

MomConnect increases breastfeeding by 17% ($p=0.02$) for first-time moms and 10% for young moms ($p=0.07$)²



6%

MomConnect increases family planning use by 6% ($p=0.06$) amongst moms with previous pregnancies²

∞ Meta



ada



RTHD
Research and Training for
Health and Development



BILL &
MELINDA
GATES
foundation



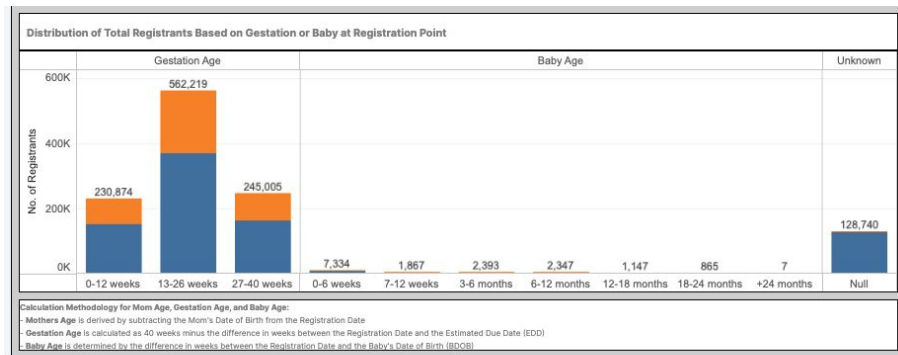
Informing Health Leaders and Policymakers

MomConnect empowers health officials with data with which they can make informed decisions and plan according to actual needs.

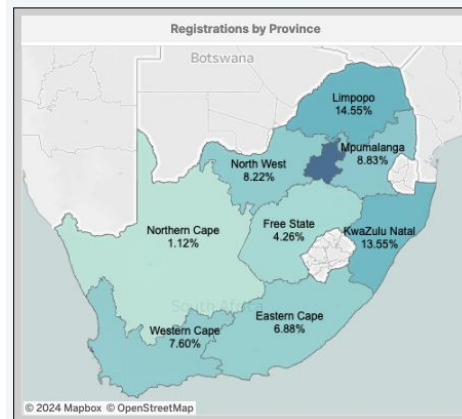


Jane Sebidi

National Dept of Health
Deputy Director of MomConnect



Registration by location and preferred language



	Faq Frequency Top Five
Burping baby	91,696
Tummy cramps in pregnancy	82,020
Late labour (after week 42)	63,973
Early labour (before week 37)	56,186
How much breast milk baby needs	46,902
Baby won't drink	45,828
Finding out if baby is a boy or girl	45,311
Baby's growth - 3 to 6 months	44,514
Baby's skin is yellow (Jaundice)	44,447
Toothache in pregnancy	43,975
Baby's due date	38,714
Getting labour started	37,062
Labour contractions	36,293
Heartburn in pregnancy	36,161
Foods and substances to avoid in pregnancy	36,075
Vaginal discharge in pregnancy	34,971
Baby's first teeth	34,381
Baby does not need water before 9 months	33,759
Bleeding in pregnancy	32,918
Feeding baby when you're HIV+	32,757
Sweating during breastfeeding	30,804

Supporting Healthcare Workers



“

“It saves the nurses time because moms don’t have to ask as many questions because the messages give them the answers”

“

“The messages really help us because it reminds mothers of the danger signs and helps them understand what they need to do”

Empowering Women and New Mothers

“

When I get messages from MomConnect I feel like I matter. They must care about my life...”

“

“If you were to be HIV positive, you would also need the information on how to deal with things. I think it’s better too...more than having a face to face with a counsellor where you have to disclose and explain. In a kind of way it is traumatic you understand. So this way is easier because it’s not someone.”



98.6%

of Moms would recommend
MomConnect to a pregnant
friend or relative

Lessons Learned at the Intersection of Policy, Technology & People

Key Lessons Along The Path To Scale

01

Political will and government stewardship are critical to the success of a national scale digital health programme

02

Cost of the programme determines sustainability, and a free service for end users is essential to adoption

03

Integrating with the public health system allows the program to leverage its resources and feed **data back into the system**

04

Constantly adapt to the technology that is already in a user's hands.



Thank you

Speaker III : Chantelle Allen
Sr Principal Technical Advisor, Primary Health Care, jhpiego

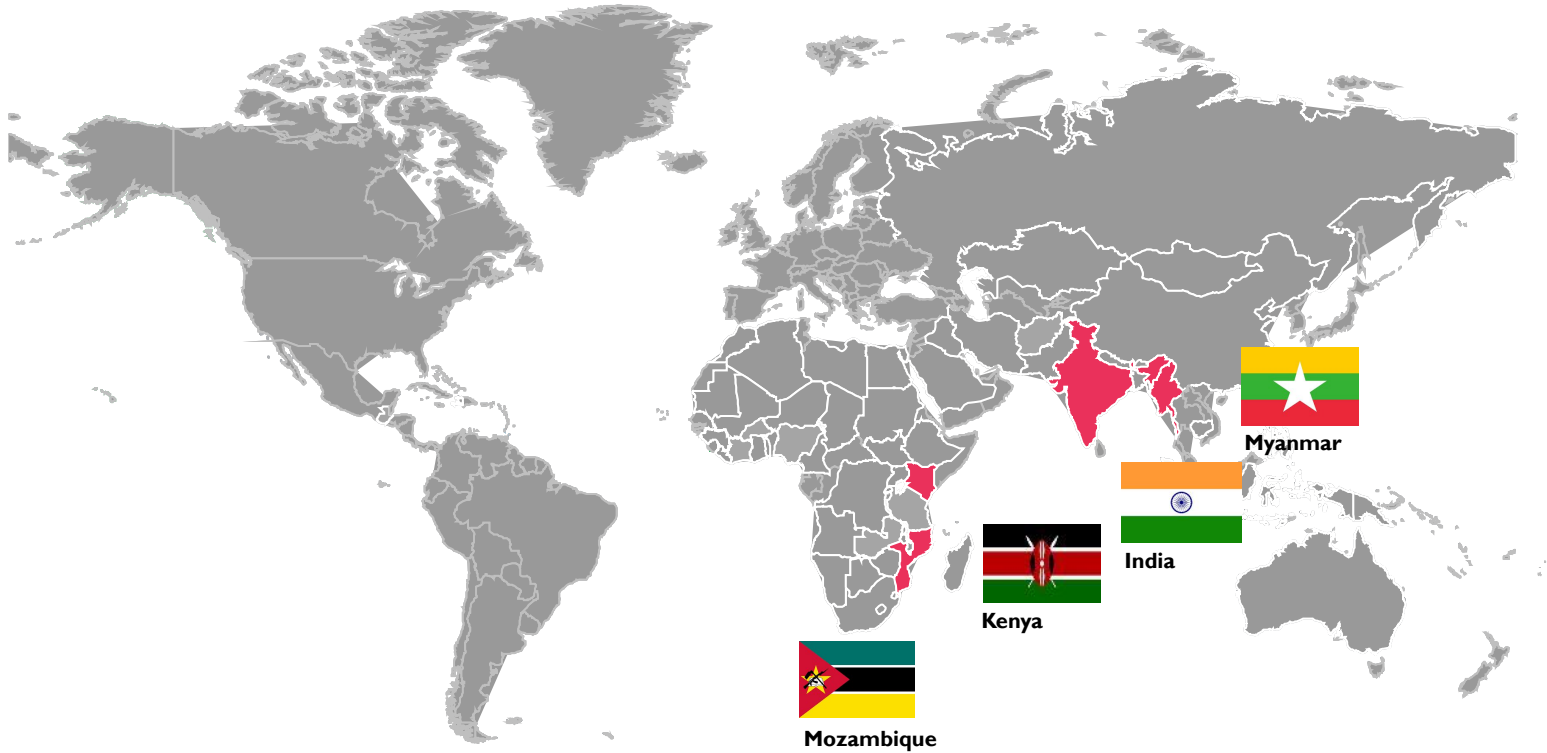


j;
jhpiego
Johns Hopkins University Affiliate

Maternal and Newborn Health Telemedicine Services:
Practical insights and experience

1. **MNH Care:** How might we use telemedicine for specific MNH care?
2. **Expand access in new ways:** How might we use telemedicine and technology to expand access to care in new ways?
3. **Systems and support:** How might we strengthen systems, provide support and assure quality of telemedicine?
4. What are we working on?

Come on a journey with us

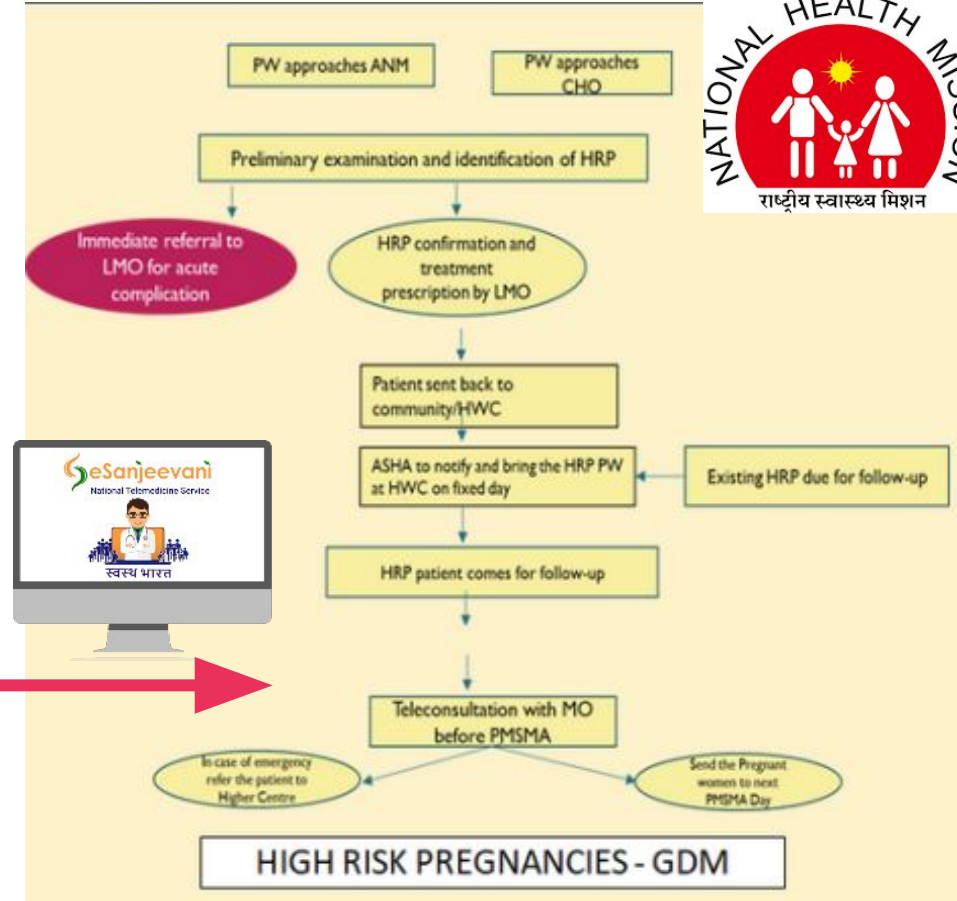


1. MNH Care: How might we use telemedicine for specific MNH care?



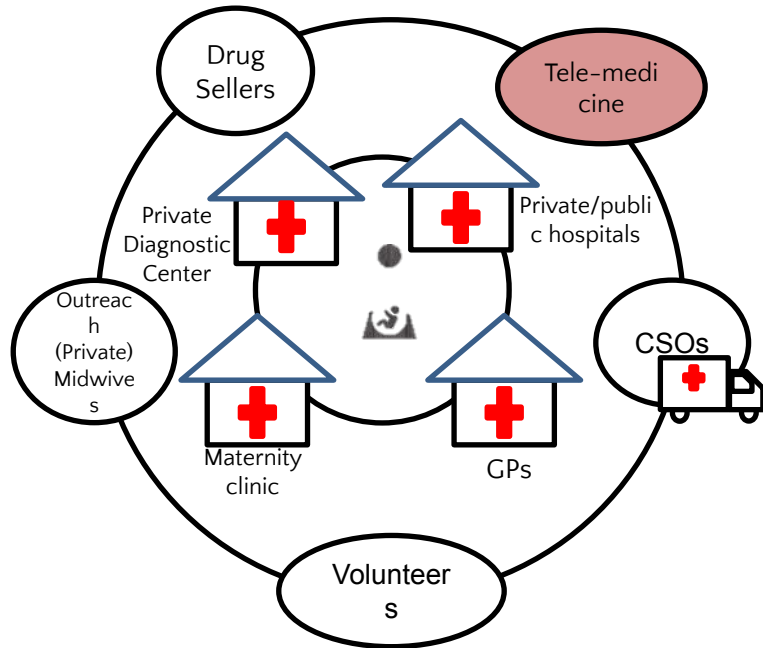
Gestational Diabetes in Pregnancy, India

- Uttar Pradesh, five districts (Lucknow, Varanasi, GB Nagar, Ghaziabad, & Fatehpur)
- Test and demonstrate the impact innovative solutions
- Use case: **Management of GDM in pregnancy**



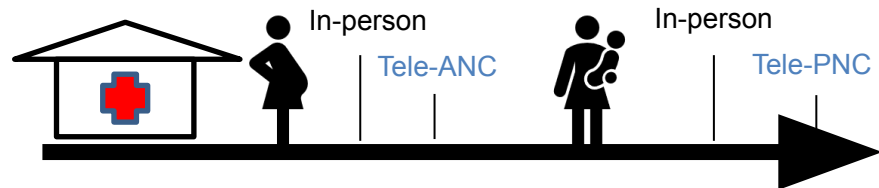
Perinatal Mental Health Care, Myanmar

Network of Care



Bundle of Perinatal Mental Health Services through telemedicine

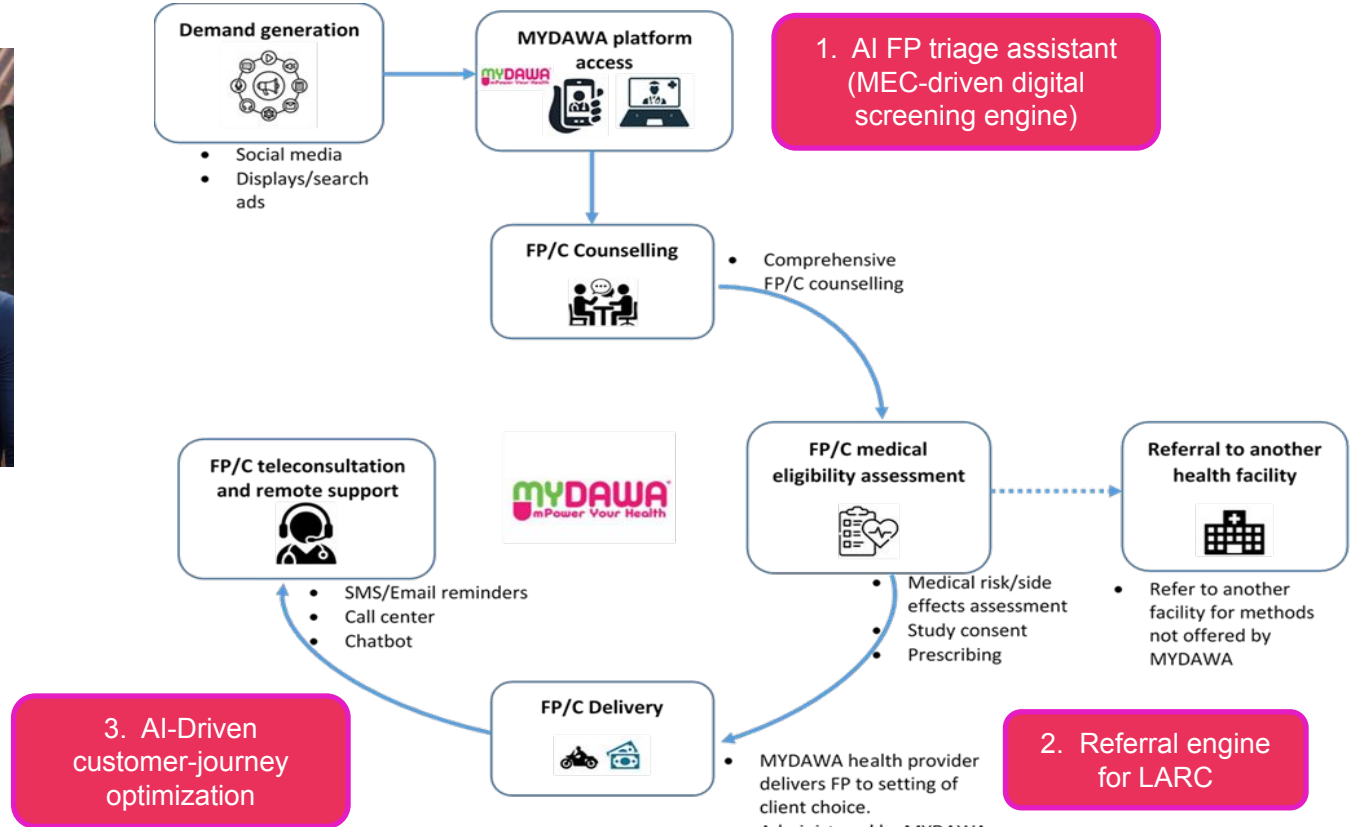
- Psychoeducation
- Clinical Assessment (Client Monitoring Form)
- CETA Psychosocial Support (CPSS)
- Safety Follow Up and Planning if needed
- CETA Full Treatment (CETA)
- Referral for other Services (treatment)



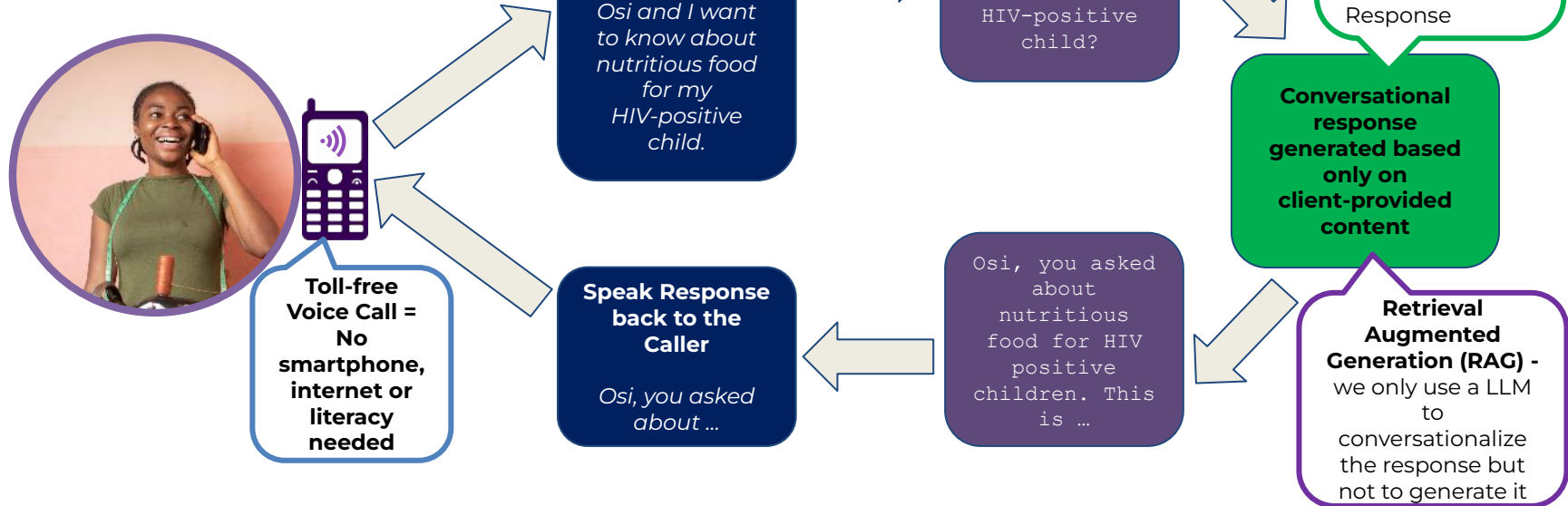
2. Expand access in new ways:

How might we use
telemedicine and
technology to expand
access to care in new
ways?





MISAU: GenAI Powered Helpline for HIV related concerns (families and caregivers)



3. Systems and support:

How might we strengthen systems, provide support and assure quality of telemedicine?

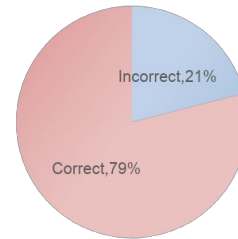


Quality through group practice, India

Center of Excellence in Telemedicine at King George Medical University, Lucknow, UP, India



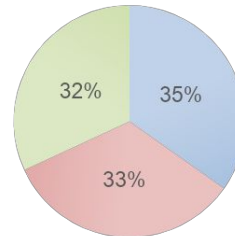
Provisional Diagnosis



Incorrect, 21%
Correct, 79%

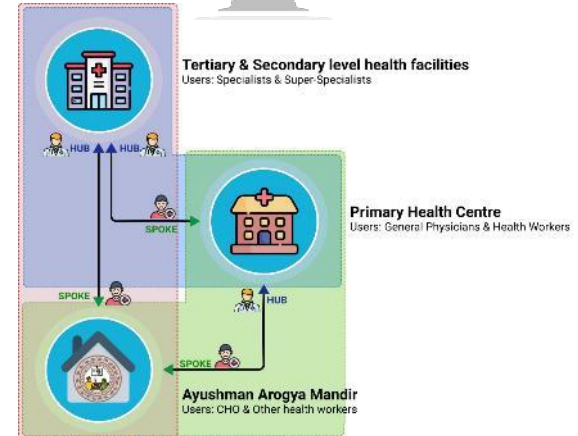
Incorrect Correct

Overall prescription Audit Score



Good (6-7) Average (4-5) Poor (0-3)

- Telemedicine operations and systems include continuous quality tracking and improvement
- Targeted support to medical officers conducting the consultations



(4) What are we working on?

Care Ecosystem

- Strengthening capabilities of local institutions to provide quality assurance and improvement
- Expanding access to services through non-traditional health platforms



Caregiving

- Workflow optimization for health workers
- Technology enabled learning and performance support

Care

- Innovations / AI / diagnostic products can support telemedicine
- Advanced analytics and technology solutions to improve continuity of care



Thank you

Chantelle Allen

Sr Technical Advisor, PHC

Chantelle.Allen@jhpiego.org



Q&A Session



WHO SEARO + Intelhealth webinar series

www.intelehealth.org/webinars

Objectives:

- Explore how digital solutions like telemedicine and digital labor care guides are applied to maternal, newborn, and child health service delivery to strengthen health systems and advance SDG 3.1 and 3.2.

Expected Outcomes: By the end of the webinar, participants will:

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- Learn about models integrating telemedicine into MNCH programs within public health systems.
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Telemedicine in Action: Transforming healthcare for LMICs

Telemedicine Use Cases for Advancing SDG 3 - Part 2:
Digital Health Applications for Maternal, Newborn and Child Health

February 5th, 2026, 14:00 IST

Context: Digital health solutions offer promising benefits for improving maternal and child health, especially in LMICs with limited access to essential maternal, newborn, and child health (MNCH) services. For example,

- Teleconsultations between patients, frontline health workers, and doctors can enable remote consultations and monitoring, support timely referrals, and provide continuity of care for mothers and children.
- Digital labor care guides that follow the WHO labor care guidelines can improve labor management and enhance the quality of care provided to expectant mothers during childbirth.

Objectives: Explore how digital solutions like telemedicine and digital labor care guides are applied to maternal, newborn, and child health service delivery to strengthen health systems and advance SDG 3.1 and 3.2.

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LIST OF SPEAKERS



Dr. E Venkata Ramana
Clinical Director - Programs
Intelhealth



Debbie Rogers
CEO
Reach Digital Health



Chantelle Allen
Sr Principal Technical Advisor,
Primary Health Care, Jhpiego

Click here to register for the webinar:
<https://bit.ly/3Zzy5es>

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Webinar Evaluation and Feedback

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Access the recording and slides at: <https://intelehealth.org/webinars/>

Please take a few minutes to fill out our feedback form – your input is invaluable!

<https://forms.gle/X5Bf9Hab8ZdD1u3k6>



Thank You For Joining Us!



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