

Improving prenatal screening in rural, low-resource areas

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Our Personas

- rural area
- low income
- farmers

Differences are:

- development and acceptance of health care
- cultures
- language

The Problem

Maternal and child mortality in developing countries are still high.¹

Professional help is:

- rare
- far away, difficult to reach

Devices are:

- expensive
- complicated

The Goal

Enable future mothers to perform **screening independently**, but get professional help if necessary

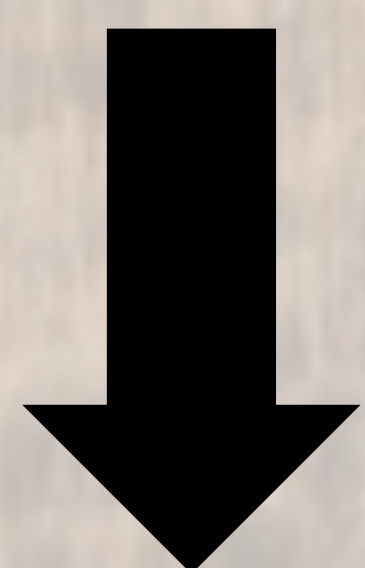
Our Solution



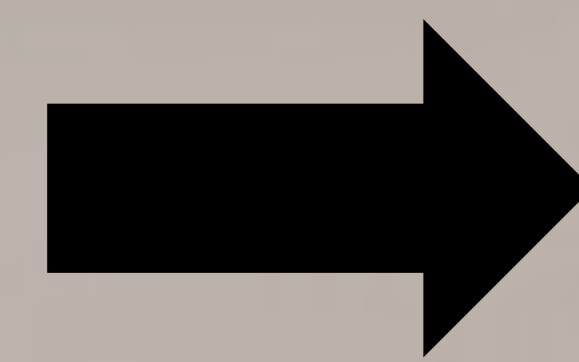
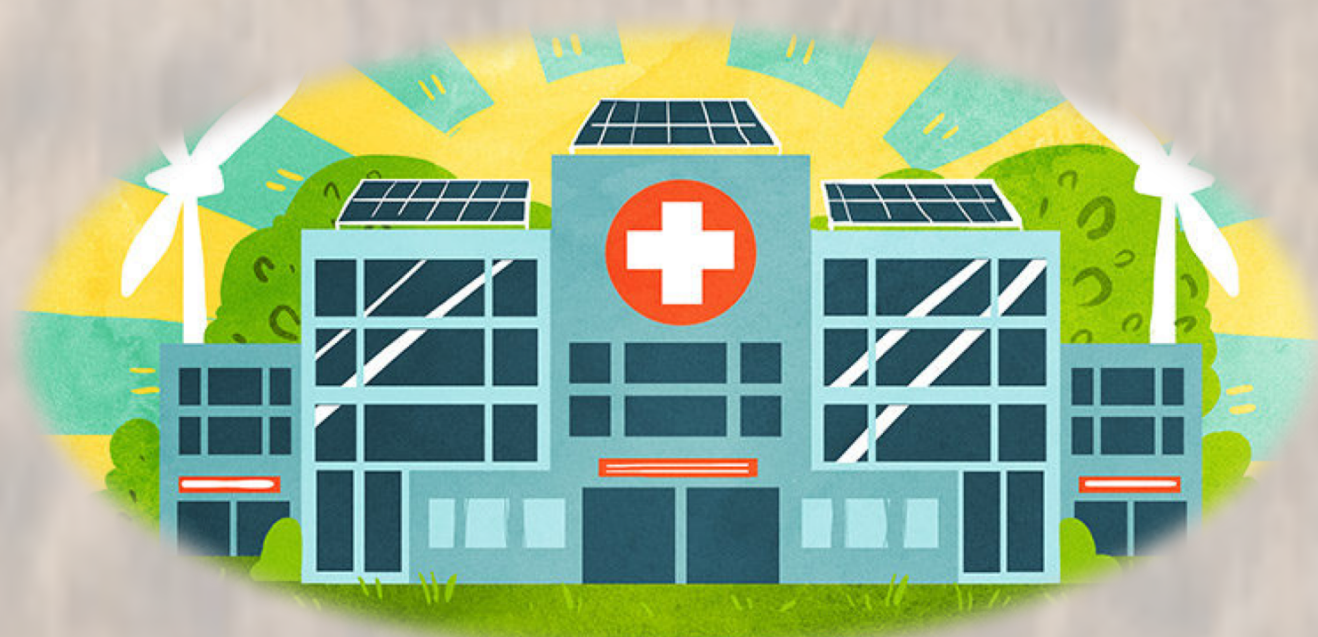
Pregnant woman



Go to community centre to screen



If necessary go to health care professional



Redesign

- solar powered
- concentration on essential feature
- understandable for illiterates & literates
- sound output
- self administration

Diseases tackled^{1,2}

- Preeclampsia (high blood pressure)
- Save mother in case of death of foetus
- Identify labours at risk

Costs & Access:

- First, kick-off with MedTech company (PR stunt)
- Later, Agricultural cooperative uses profit to finance health care

Usage

- success stories
tell a story that illustrates the importance
- hear heart beat of child to feel a connection
- In addition measure maternal BP

Open challenges

- responsibility for the device
- cleaning
- acceptance
- transition to long-term financing

Sources:

- 1) WHO.int, 2018
- 2) US Preventive Service Task Force, 2017

Image sources:
dreamstime.com; ensia.com; wikipedia.org