



Technology Solution for Maternity Care

Taking care of a woman's health before, during and after pregnancy is important to ensure a healthy birth while keeping the mother in a good state to care for the baby. As per [World Health Organization](#), the most common direct causes of maternal injury and death are excessive blood loss, infection, high blood pressure, unsafe abortion, and obstructed labour, as well as indirect causes such as anemia, malaria, and heart disease.

Although important progress has been made in the last two decades, about 2,95,000 women died during and following pregnancy and childbirth in 2017. Almost all of these deaths occur in low-resource settings, and most can be prevented.

Major Risk Factors During Pregnancy Include:

Severe Anaemia

Pregnancy in early or later age (less than 20 years or after 35 years age)

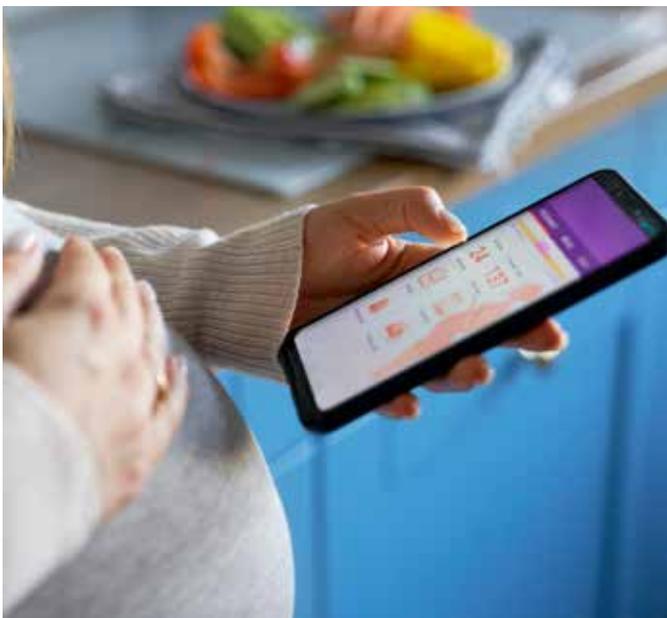
Twin/Multiple pregnancy

Gestational Diabetes Mellitus (GDM)

Hypothyroidism

Pregnancy induced hypertension

Syphilis / HIV Positive



Higher rates of early and neonatal mortality were observed among women who are uneducated, poor, nonworking, from rural areas, and having no exposure to mass media. Several studies suggest that, especially in low resource settings, limited compliance with complete antenatal care by pregnant women as well as fragmented compliance tracking mechanisms at the community health level, contributes to the ongoing issues cited above.

A Comprehensive Solution:

REAN HealthGuru virtual care platform can be effectively used to share and update medical information, daily vitals, etc. of expecting mothers with their medical care team and family members. During pregnancy, women can use the friendly mobile platform for the following services:

1. Keeping a track of diet to ensure that they are getting enough nutrients. A pregnant woman needs to get plenty of fruits, vegetables, healthy fats, lean protein and whole grains. REAN HealthGuru provides a platform to quickly upload the food that you eat and know the calories intake. This can then be shared with the consulting doctor to analyze and moderate if required.
2. Having an active, fit lifestyle is equally important for healthy pregnancy and a complication-free birth. REAN HealthGuru application and bot can provide videos with exercises and activities that can be done during different phases of pregnancy. Pregnant women can access these videos and information sources to better plan their daily activity schedule in consultation with their gynaecologist.
3. Track daily vitals like blood pressure, blood sugar levels, weight and use the mobile application to keep a record. It can then be seen as a trend developing over a period of time that can be analyzed by the medical practitioner to better understand daily health metrics performance.
4. Pregnant women can share their medical records, screening results and prescriptions in a secure manner with their family and care group. In this way, all medical history is in one place and can be accessed whenever the need arises. This allows easy communication with the doctor that is much better than the infrequent personal visits to the physician's clinic, while having quick access to the medical support team in case of any medical emergencies.
5. Taking regular vitamins are a part of daily schedule during and post pregnancy. Missing regular medications can pose unique challenges for maternal health as well as fetal well-being. It is easy to ensure 100% medication adherence with regular medicine reminders with REAN HealthGuru.
6. Mindfulness programs can be a great help for pregnant mothers to reduce maternal anxiety and improve pregnancy outcomes and delivery. The mobile health platform is the perfect medium to access mindfulness videos and articles and get positive motivation to reduce stress and medication adherence.



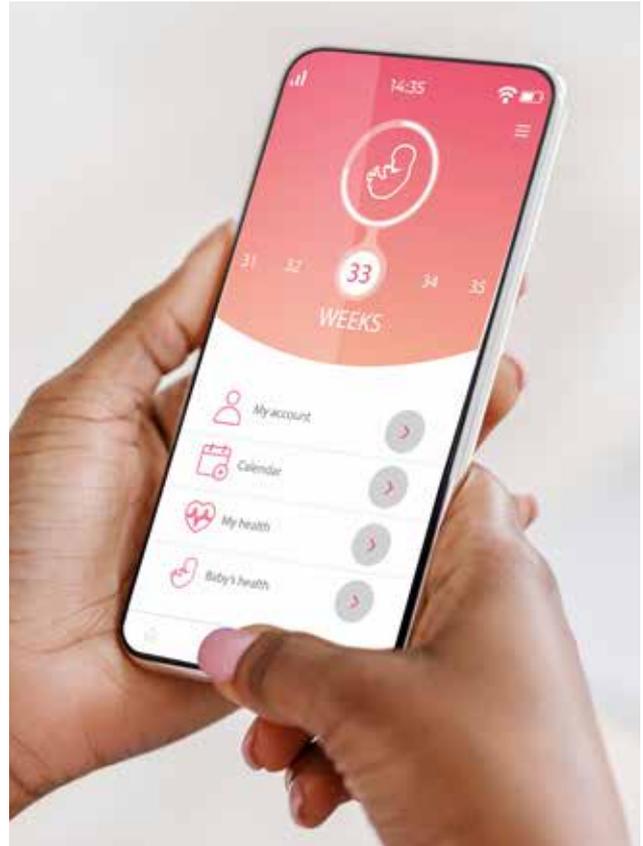
Predict Pregnancy Risks and Perform Continued Follow-Up

The mobile health solution will be used to ask questions about diet, glucose level, blood pressure, daily activity, and medications and the data collected through responses will be used to create a predictive model to visualize the risk of developing any complications like gestational diabetes or pregnancy induced hypertension. If the model shows an increase in risk, both the pregnant woman and her care team will be able to take precautions to prevent GDM through diet, activities or medications.

In another use case, the mobile platform uses machine learning to analyze ultrasound images of the womb to detect breech positioning. This capability will allow the health workers to detect this complication in advance and guide the expectant mothers to consult with the doctor and plan for a cesarean delivery, if required.

Along with the detection, [REAN HealthGuru](#) mobile health platform will also perform continued follow-up of any detected high-risk pregnancies.

With adoption of new technology e.g. telemedicine, point of care diagnosis and with the surge of AI in the field, users can be helped with smart and more effective solutions. Improved health of women before, during, and after pregnancy is essential for an increase in infant survival rates while ensuring long-term health of mothers and their children.



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