

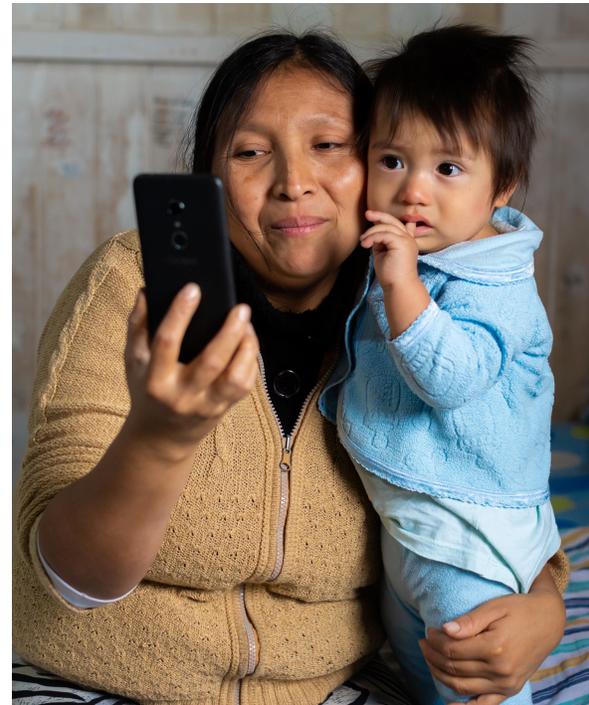
CASE STUDY



Improving Perinatal Healthcare Utilization in Peru

Project SANAME is a community intervention intended to increase health literacy, attendance to prenatal care visits, and adherence to daily nutritional supplements for pregnant women in Lima, run by Socios En Salud of Partners in Health.

Learn how Socios En Salud achieved nearly a two-fold increase in the number of women adhering to the recommended minimum of 6 prenatal visits by engaging patients along their prenatal care journey using mobile health technology.



SANAME: HEAL ME

Project SANAME (Heal Me); a community intervention led by Socios En Salud, the Peruvian branch of Partners in Health

The Peruvian Ministry of Health (MoH) recommends women attend at least 6 prenatal care visits and consume daily folic acid and iron supplements to help combat maternal and infant mortality, and improve the overall standard of perinatal care. These preventative measures have been documented to reduce the incidence of highly prevalent conditions, such as anemia, which affects three out of ten pregnant women in the country.¹

The SANAME intervention combined community-based workshops with the automated delivery of SMS text-messages custom-written by Socios En Salud, that provided daily health education and nutritional guidance, and encouraged adherence to care visits at the appropriate gestational milestones.

Project SANAME deployed a series of community-based interventions alongside timely SMS-text based reminders designed to increase prenatal care visit attendance, prenatal vitamin supplement adherence, and maternal health literacy.

KEY OBJECTIVES:

(1) INCREASE ATTENDANCE

to ≥ 6 prenatal care visits - the minimum of number of visits recommended by the Peruvian Ministry of Health

(2) INCREASE ADHERENCE

Increase in proportion of pregnant women who obtain folic acid and iron supplements from the MoH

(3) IMPROVE HEALTH LITERACY

Improve gestational health literacy as demonstrated by the Knowledge, Attitudes and Practices (KAP) survey

¡Hola Mamita! Tu bebé ya tiene formada toda la estructura de su cuerpecito. Esta semana tu bebé tiene el tamaño de una uva. ¡Ya mide casi 2 cm!

¡Hola Mamita! La anemia es muy frecuente en las mujeres embarazadas, para prevenirlo, debes consumir el sulfato ferroso.

¡Hola Mamita! En estas semanas puede ser que empiece a hincharse tus pies. Si sientes que esta hinchazón te causa dolor, debes conversar con tu obstetra.

Through the Memora Health digital platform, women received health education reminders related to their pregnancy, such as information about nutrition and the stage of fetal development, as well as reminders to take their micronutrient supplements and attend their prenatal care appointments.

The information was sent in the native Spanish language via SMS, a widely accessible means of communication, even in the remote villages of northern Lima, thanks to the over 71% mobile penetration in the country.



71%

Mobile Phone Penetration³
Peru, 2016

“ I was very excited because until that moment I felt that nobody cared and receiving them made me happy.

I felt accompanied throughout my pregnancy... I am very grateful for making me feel valuable.”

- Mother Receiving the SANAME Intervention

IMPACT

THE FINDINGS

1.8X
ATTENDANCE

70%
ADHERENCE

34%
IMPROVEMENT

The Memora Health digital text messaging solution, combined with community health worker led nutrition workshops and knitting classes proved to be significantly effective in increasing knowledge about nutrition, attitudes about diseases such as anemia, and practices to promote health among participants.

In a per-protocol analysis, 88/120 (73%) of participants in the intervention group attended ≥ 6 prenatal care visits, compared to 48/120 (40%) of the control group ($p < 0.001$), a 1.83x increase in adherence to MoH-recommended attendance frequency.⁵

Gestational age at time of enrollment and education level were found to differ between the two groups with $p < 0.1$, making them possible confounders. The analyses then adjusted for these covariates and in both the simple and adjusted analyses, women in the intervention group were significantly more likely to attend ≥ 6 prenatal visits compared to women in the control group.⁵

84/120 (70%) of women in the intervention group obtained more than 6 months' supply of folic acid and iron supplements, compared to 44/120 (37%) of the control group ($p < 0.001$), in a per-protocol analysis.⁵

The median overall KAP survey score improved by 34% ($p < 0.001$) in the intervention group as compared to the control, from 29 (range: 17-41) to 39 (range: 24-48). Significant improvements in each section (knowledge, attitude, and practices) were demonstrated along with improvement in total score.⁵

What's Next for SANAME

Given the positive results seen using this text-based solution, several more projects using the Memora Health platform have been proposed or are underway, including:

- Launch of Alto a la TB, an SMS-text campaign aimed at improving adherence to TB medication in Lima
- Extension of the SANAME project to continue helping women beyond pregnancy into the postpartum and early childhood period
- This new program has been designed using 2-way SMS that both provides health education support and tracks nutritional supplement adherence, to strengthen both maternal and pediatric child health outcomes

The rapid expansion of this successful program demonstrates the scalability of this mobile health intervention. Memora Health has repeatedly been shown to scale patient follow-up initiatives that achieve tangible financial and operational results. Interested in learning how Memora Health can help you increase patient compliance and health outcomes? **Contact us to learn more.**

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