CASE STUDY

GiftedMom

Using mobile channels to democratise and reinvent access to maternal healthcare in Francophone Africa

giftedMom

FOUNDING YEAR
2015

GEOGRAPHY
Cameroon

FOUNDING TEAM
Alain Nteff | Co-founder and CEO

Agbor Ashu | Co-founder and Product Manager

TWEET PITCH
GiftedMom offers health information tips and monitoring services to pregnant women and nursing mothers via an assistant mobile app, web, USSD and SMS.

WEBSITE
www.giftedmom.org

About 800 women worldwide die every day from pregnancy-related causes,[9] but most of these deaths could be prevented with access to antenatal care and information, vaccinations or timely health advice. Pregnant women and nursing mothers living in developing countries like Cameroon often delay decisions to seek healthcare. Less than 60 per cent of women in Cameroon receive the recommended amount of care during pregnancy,[10] and the country is among the world's top 20 countries with the highest maternal mortality rates.[11]

The co-founders of m-health start-up GiftedMom believe that one of the leading causes of maternal death is lack of information. Low-income families simply lack access to basic healthcare, and healthcare channels for the underserved are often inadequate.

GiftedMom was founded in 2015 to change this, offering pregnant women and nursing mothers access to health information and a monitoring service provided by specialists. The service is accessible to end users across multiple platforms, including USSD, SMS, web and a mobile app. One of GiftedMom's key offerings is the "Ask A Doctor" service, which provides a two-way text-based communication service accessible via SMS and an in-app chat. The start-up also works closely with 42 hospitals across eight of Cameroon's ten regions to offer a mobile-based hospital appointment reminder solution.

As of December 2018, 170,831 users had access to GiftedMom's services (just over 40,000 are active users).[12] The start-up also supported 24,000 patient-doctor interactions in the second half of 2018 alone.
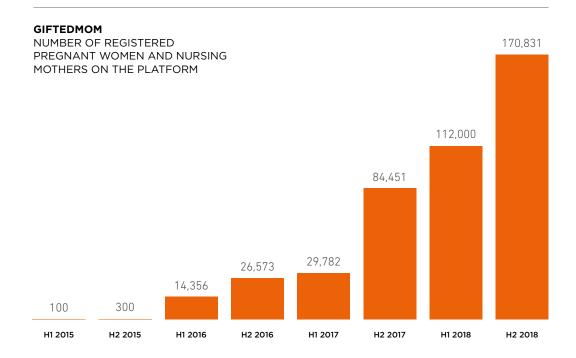
9.   United Nations Population Fund (UNFPA), 6 May 2014, "Maternal deaths continue to fall, new data show", https://www.unfpa.org/news/maternal-deaths-continue-fall-new-data-show
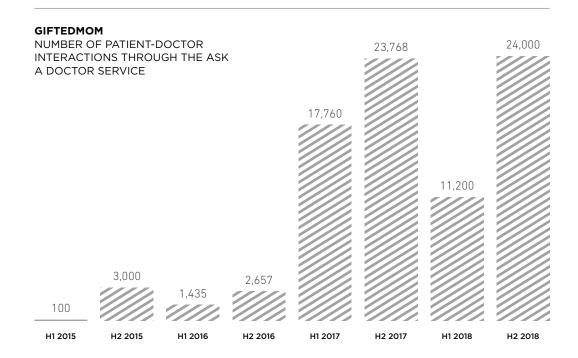10. UNICEF, June 2018, "Antenatal care", https://data.unicef.org/topic/maternal-health/antenatal-care/
11. Global Citizen, 30 October 2018, "Mothers in Cameroon Are Dying at Shocking Rates. The GFF Will Help Change That.", https://www.globalcitizen.org/en/content/cameroon-maternal-mortality-rates-gff/
12. GiftedMom defines "active users" as expectant mothers or mothers who have had a baby in the last 12 months and are paid users receiving information on the platform.

GIFTEDMOM
NUMBER OF REGISTERED
PREGNANT WOMEN AND NURSING
MOTHERS ON THE PLATFORM

	H1 2015	H2 2015	H1 2016	H2 2016	H1 2017	H2 2017	H1 2018	H2 2018
Value	100	300	14,356	26,573	29,782	84,451	112,000	170,831

GIFTEDMOM
NUMBER OF PATIENT-DOCTOR
INTERACTIONS THROUGH THE ASK
A DOCTOR SERVICE

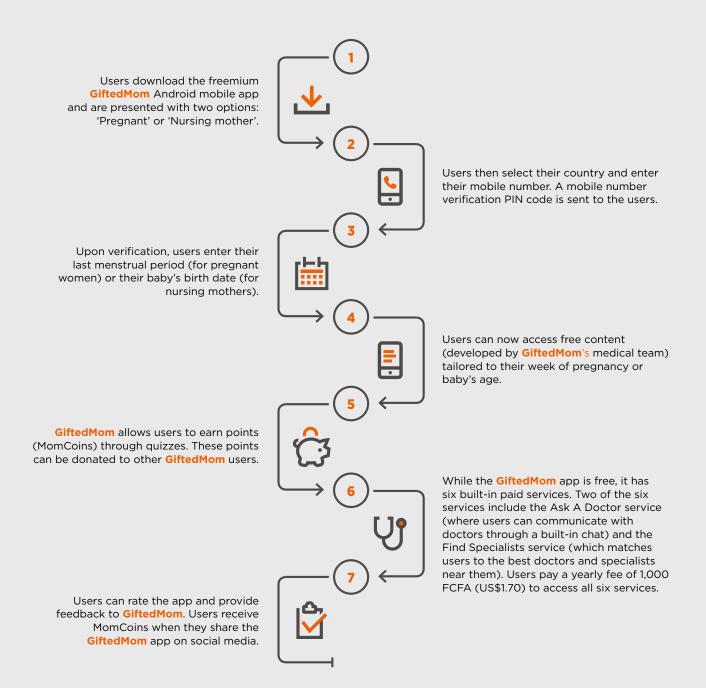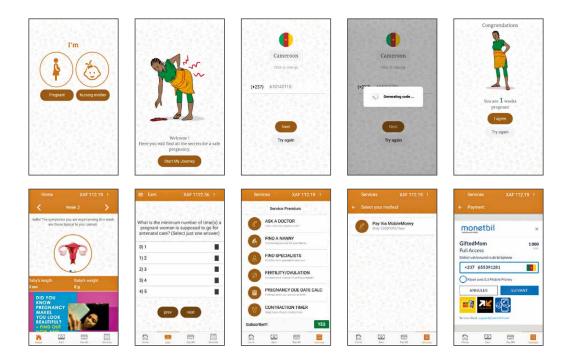|	H1 2015	H2 2015	H1 2016	H2 2016	H1 2017	H2 2017	H1 2018	H2 2018
Value	100	3,000	1,435	2,657	17,760	23,768	11,200	24,000

How the service works

GiftedMom offers a freemium mobile app that provides free, tailored maternal healthcare information to pregnant women and nursing mothers. The app comes with some paid add-on services listed below. This is how the mobile app works:

1

Users download the freemium **GiftedMom** Android mobile app and are presented with two options: 'Pregnant' or 'Nursing mother'.

2

Users then select their country and enter their mobile number. A mobile number verification PIN code is sent to the users.

3

Upon verification, users enter their last menstrual period (for pregnant women) or their baby's birth date (for nursing mothers).

4

Users can now access free content (developed by **GiftedMom**'s medical team) tailored to their week of pregnancy or baby's age.

5

GiftedMom allows users to earn points (MomCoins) through quizzes. These points can be donated to other **GiftedMom** users.

6

While the **GiftedMom** app is free, it has six built-in paid services. Two of the six services include the Ask A Doctor service (where users can communicate with doctors through a built-in chat) and the Find Specialists service (which matches users to the best doctors and specialists near them). Users pay a yearly fee of 1,000 FCFA (US$1.70) to access all six services.

7

Users can rate the app and provide feedback to **GiftedMom**. Users receive MomCoins when they share the **GiftedMom** app on social media.

In addition to this service, GiftedMom offers a toll-free SMS solution to users who want to access free maternal healthcare information, but do not have access to the app or internet. These users can get access to the six paid services through GiftedMom's USSD solution. Currently, customers that use USSD can only pay with airtime.

Working with mobile operators

GiftedMom's collaboration with Orange (Cameroon's second-largest mobile operator with seven million mobile connections as of December 2018),[13] began in early 2016 when the start-up participated in RFI Challenge App Africa. The competition sought to support and promote the integration of new technologies in the field of sustainable development in Francophone Africa. Finalists had the opportunity to integrate Orange APIs, which led GiftedMom to integrate with Orange SMS, #303# My Store (USSD APIs) and Billing APIs. This gave GiftedMom the technical capacity to scale its services and reach

its target users in Cameroon. Later in 2016, Orange selected GiftedMom as one of three start-ups to join the accelerator programme, Orange Fab Cameroon, deepening the partnership.

Integrating Orange's Billing APIs enabled GiftedMom to charge users a weekly fee without payment frictions. Combined with the USSD version of the service, the billing API solidified GiftedMom's monetisation strategy. The start-up is now pursuing billing integration with Orange Côte d'Ivoire and Orange Senegal.

> " *GiftedMom was among the three start-ups selected during the Season 1 of Orange Fab Cameroon Accelerator Program. GiftedMom's team was highly receptive and motivated during the program and we found GiftedMom service was an important platform that could reach out to women in our network, providing them with quality information as this is their primary mission. I am proud to see how this start-up is growing and I am totally confident in their capacity to achieve a bigger impact in Africa.* "

Joseph Abena, Innovation Manager, Orange Cameroon

Changing lives

3 GOOD HEALTH AND WELL-BEING

GiftedMom's solution grants healthcare access to pregnant women and nursing mothers in underserved areas in Cameroon, reducing mortality rates and neonatal complications. As of December 2018, the start-up has provided critical health information to over 250,000 women, many of whom are nursing mothers earning less than $3 a day.

"

GiftedMom's app has really been a great help to me. Having doctors on call and texts is hugely helpful. I can ask questions and get prompt answers to get a better understanding of my health and that of my child. The weekly tips are so amazing. In my view this app is a blessing to our generation.

Yvonne, mother of one child - shown on page 25

Since the introduction of GiftedMom services, we have observed that more and more women are coming back to the hospital for check-ups. We used to receive on average 30 women each month returning for their appointments, now about 50 of them come back for their appointments.

Emmanuella, nurse at Muea Subdivisional hospital

"

Working with the GSMA Ecosystem Accelerator

GiftedMom received a grant from the GSMA Ecosystem Accelerator Innovation Fund in November 2018 to develop a personalised, remote maternal healthcare solution via mobile apps that rewards pregnant women and nursing mothers with tokens they can use to pay for healthcare. The GSMA grant will be used to test and develop two mobile apps: a natal app and a nursing app. The grant will also be used to on-board users and roll out the apps.

By the end of the grant in November 2019, GiftedMom plans to have reached an additional 100,000 pregnant women and nursing mothers through its new mobile app. Besides funding, GSMA will continue to support GiftedMom to deepen its relationship with local mobile operators in the Francophone region.