

THERE IS A MATERNAL HEALTH CRISIS WORLDWIDE. MOST MATERNAL DEATHS ARE ACTUALLY PREVENTABLE BY PROVIDING AFFORDABLE/FREE TELE-HEALTH OPTIONS AND OTHER IMPORTANT FACILITIES.



FOETO



THE PROJECT

- About
- Problem statement
- Solution



PROJECT GOAL

- Goal
- Solution
- App Overview



EFFECTIVENESS OF IDEA

3 M (MED) PRINCIPAL

- **M**ental health will be improved
- **M**iscarriages will be reduced
- **M**aternal death to be reduced



EASY TO USE

- A simple product, efficient for the users.



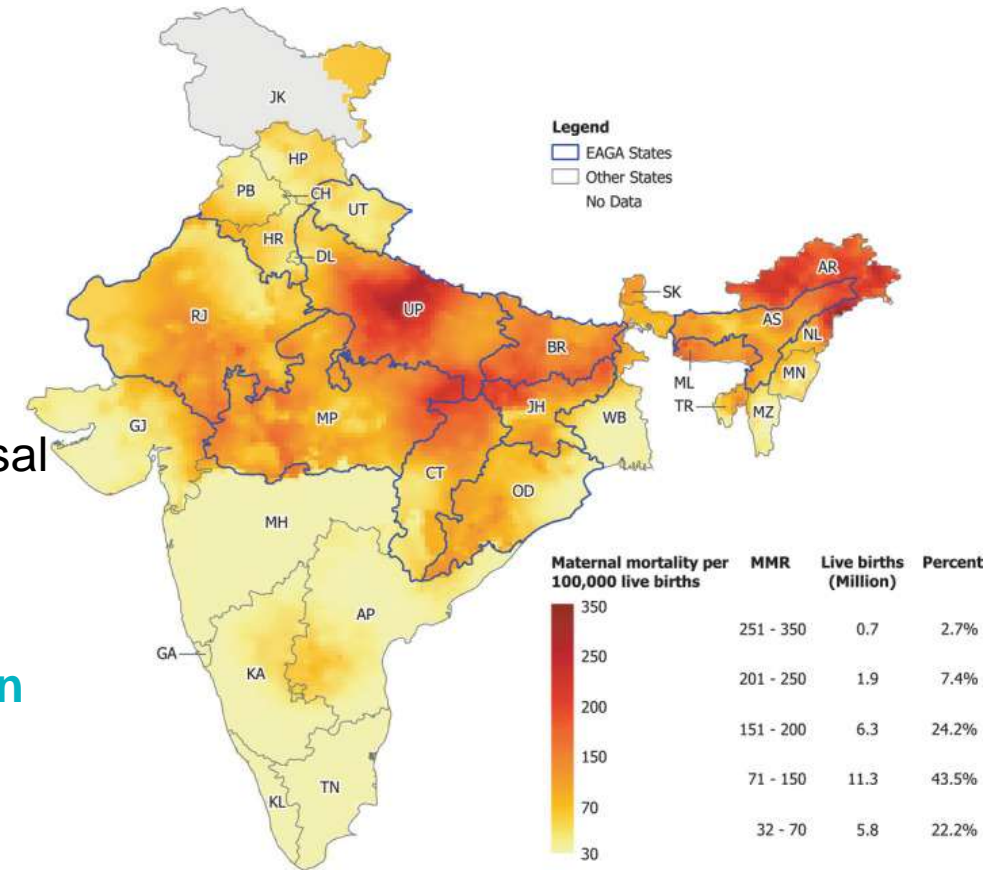
ABOUT US

There is a maternal health crisis worldwide, The truth is that most maternal deaths are actually preventable, as there exists health-care solutions to prevent or manage complications.

Team FOETO brings solution to this ever existing problem with the association of expert doctors in ayurveda, gynecologists and social reformers. FOETO has been making sincere efforts to empower humanity for timeless happiness by nurturing the unborn child. We empower hospitals to foster collaborative thinking to further support patient care and drive workplace innovation.

PROBLEM

- The term maternal health refers to **women's health** throughout the stages of **pregnancy** and **childbirth** as well as during the **postnatal period**. Maternal health has a direct impact on both the mother and child.
- Every day, approximately **810 women die** from causes related to **preventable childbirth and pregnancy**. Providing good quality maternity care in order to prevent these includes supporting the nutrition of mother and baby, treating diseases, supporting women who are exposed to intimate partner violence, and providing universal access to sexual and reproductive care.
- The World Health Organization (WHO) estimates that, of **536,000 maternal deaths occurring globally** each year, **136,000 take place in India**. Estimates of the global burden of disease for 1990 also showed that India contributed **25%** to disability-adjusted life-years lost due to maternal conditions alone. Unfortunately, there is little evidence that maternity has become significantly safer in India over the last 20 years despite the safe motherhood policies and programmatic initiatives at the national level.



NEED

- Women of low economic status had availed 13% of institutional deliveries compared to 84% by women of the high wealth quintile. Only 19% of mothers of the lowest wealth quintile received postnatal care compared to 79% of mothers of the highest wealth quintile. These statistics reflect the inability of the public-health system to reach out to the poor and illiterate.
- Despite the emphasis on antenatal care by the Government, about half of the pregnant mothers still do not complete three antenatal visits, and a quarter do not receive tetanus prophylaxis. The prevalence of anemia increased between 1998-1999 and 2005-2006 to 58%, although the coverage of antenatal check-ups increased
- Institutional deliveries rose from 34% in 1999 to nearly 40% in 2006. However, the percentage of deliveries taking place in public institutions has not shown remarkable improvement; most increase is in the private sector where about half of institutional deliveries now take place. The caesarean-section rate has also increased and is now 9% nationwide.

Source of data	Reference year	Maternal mortality ratio
NSS, 14 th Round	1957	1,287
NSS, 16 th Round	1960	1,355
NSS, 19 th Round	1963-1964	1,174
SRS	1972-1976	892
SRS	1977-1981	844
SRS	1982-1986	568
PN Mari Bhat's estimate	1982-1986	580
World Health Report, 1999	1990	570
NFHS 1	1992-1993	437
1997-1998 retrospective MMR surveys	1997-1998	398
SRS	1997	407
SRS	1998	408
NFHS 2	1998-1999	540
SRS prospective household reports	1999-2001	327
World Health Report, 2005	2000	540
SRS special survey of deaths using RHIME	2001-2003	301

MATERNAL MORTALITY RATIO

- **MMR**=Maternal mortality ratio;
- **NFHS**=National Family Health Survey;
- **NSS**=National Sample Survey;
- **RHIME**=Routine, representative, resampled household interview of mortality with medical evaluation, a method used in SRS;
- **SRS**=Sample Registration System

GOAL

Our goal is to provide affordable/free tele-health options for rural and indigenous pregnant people and provide access to high quality care in pregnancy.



SOLUTION

An app based tool can provide affordable/free tele-health options for rural and indigenous pregnant people. With the growing network all around the world, it has now become very easy to access underprivileged people and has made our lives a lot better.



APP OVERVIEW. . . .

▪

TOOLS & UTILITIES

The only product specifically dedicated to the rural and indigenous pregnant people.

COMMUNITY

Community network that connects new and seasoned parents on topics related to race, birthing, healthcare, child development

RESOURCE MATCHING

Free and reduced parental vitamins, baby supplies, birthing classes, support groups

DIGITAL MATCHING SERVICE

consultation from best doctors in the town

Doula and midwife digital matching services.

TRANSPORT FACILITIES

Transport facilities being available on time for beneficiaries and alerting the district authorities if needed.

BOT

A postpartum bot check in



APP BENEFITS

- Simple and efficient to use
- Easy access to customer service
- Quick online consulting





ABOUT OUR APP



BABY & PREGNANCY TOOLS:

Get the best tools and utilities to help you during pregnancy and motherhood – Baby Growth Tracker, Baby Vaccination Reminder, Due Date Calculator and more.

HELPFUL COMMUNITY:


you can also join your birth club to connect with other expecting moms & dads with due dates in the same month. Ask as many questions as you want, learn from the experiences of other new mothers & fathers. Share tips and advice with other pregnant couples about early pregnancy symptoms, ultrasound experiences and much more. You can ask questions that you can't wait to ask your doctor and get answers 24*7 from a super-supportive member on the FOETO Pregnancy and Baby care app WITHIN 5 MINUTES. You may face situations in life when you need support, or you may just feel like sharing your experiences. Share your stories with FOETO ladies or get opinions in the form of polls


PREGNANCY & BABY MILESTONES:


Just enter your baby's due date and receive accurate information about what to expect throughout your pregnancy. Get the expert articles and videos that will provide all the required information for all the three trimesters. Track your baby's development week by week, get pregnancy fitness tips, guides on pregnancy scans & tests for you to follow.

REGISTRATION FORM

LOGIN




 Email / Mobile Number


 Password


LOGIN


SIGN UP

SIGN UP



 Name

 DOB (dd/mm/yyyy)

 Blood Group

NEXT >

Registration form with minimum details in order to know the details of the person getting enrolled

- Name
- Date of birth
- Blood group
- Email
- Address
- Profile
- Emergency contact numbers

CHOOSE YOUR ROLE



I am a
provisioner



I am currently
pregnant



I am already a
parent

I AM A PROVISIONER

OB/GYN, Midwife and Doula are people who provide their services to pregnant women inform of tips, regular checkups and more chooses this role

I AM CURRENTLY PREGNANT

All pregnant women seeking for proper care during this time chooses this role

I AM ALREADY A PARENT

No one can provide better suggestions then people who have already been through it.

Such parents choose these role who wishes to help to-be parents



USER INTERFACE



PREGNANCY WEEK SELECTOR

Select your current pregnancy week

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45

NEXT

PARENTS CHOOSE THEIR MONTH OF PREGNANCY TO ENSURE ADEQUATE AND PERSONALIZED MEDICAL CARE FROM EXPERTS

BPL Card Holder ??

YES

NO

NEXT

If YES

Upload the card +

Home Community Store Clinic

HOW IT WILL WORK FOR POOR ONES???

BPL CARD AND GEO-GRAPHICAL LOCATION PLANS



CLINIC

Describe Your State



You have a chronic condition like diabetes or heart problems



CONTRACEPTION



You are pregnant with more than one fetus

35+

Your age is 35 or above


Do you have another complicating factor that might put you in a high-risk category?

 Home
  Community
  Store
  Clinic
  SOS

CHOOSE YOUR

DOCTOR


MIDWIFE



Dr. Bhatia

gynecologist, 3yrs experience


4km



NAME

specialisation and experience


distance



NAME

specialisation and experience


distance



NAME

specialisation and experience






distance



NAME

specialisation and experience


distance

 Home
  Community
  Store
  Clinic
  SOS

CHOOSE YOUR

DOCTOR


MIDWIFE



Ms. Gupta

3yrs experience


4km



NAME

experience


distance



NAME

experience


distance



NAME

experience






distance



NAME

experience

distance

 Home
  Community
  Store
  Clinic
  SOS

Clinic provides choice of doctors and midwife depending upon health conditions, budget and distance.

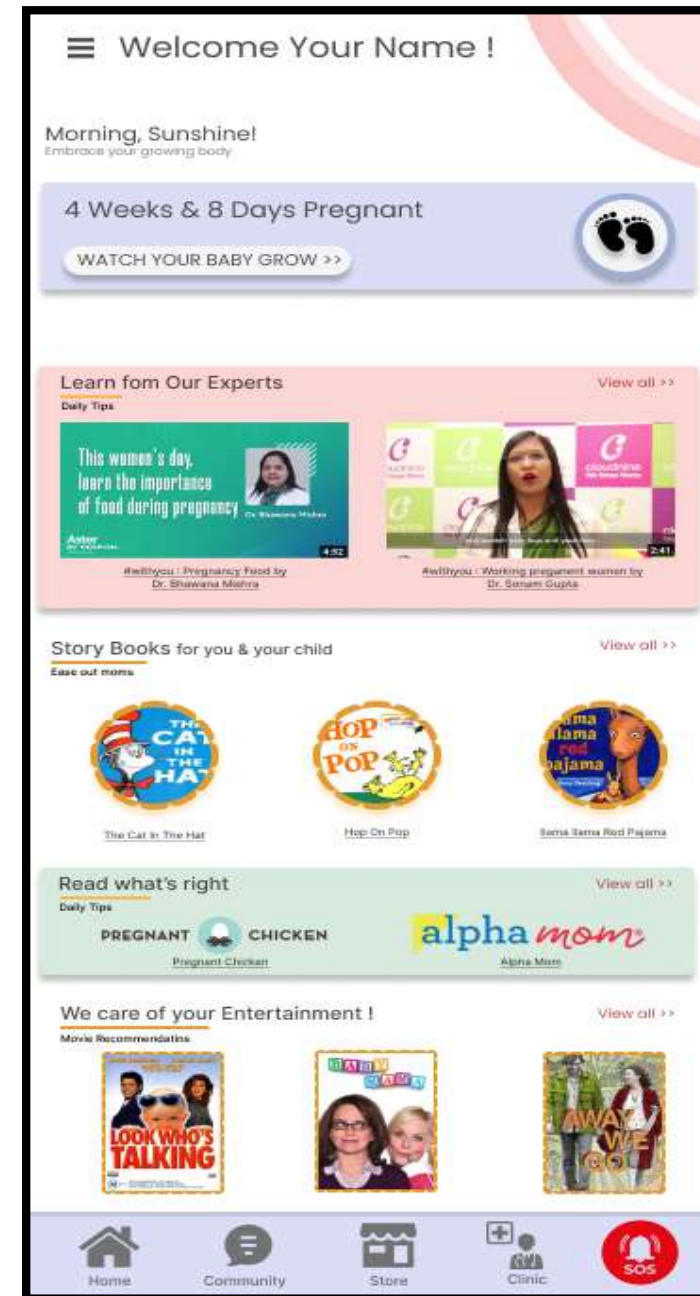
A choice based on

- Condition
- Budget
- Distance

To best suit you

DASHBOARD

- This is the home-screen for to-be parents user interface
- It provides video tips from doctors, experts and access to verified blogs
- It also takes care of mother's mood upliftment inform of movie suggestions and story works.
- Mothers can also keep track of there growing child
- Clinic provides choice of doctors and midwife depending upon health conditions, budget and distance.





NATION WIDE COMMUNITY

COMMUNITY NETWORK THAT CONNECTS NEW AND SEASONED PARENTS ON TOPICS RELATED TO RACE, BIRTHING, HEALTHCARE, CHILD DEVELOPMENT

ALREADY PARENT

They provide solutions from their experience of being a parent to any queries raised.

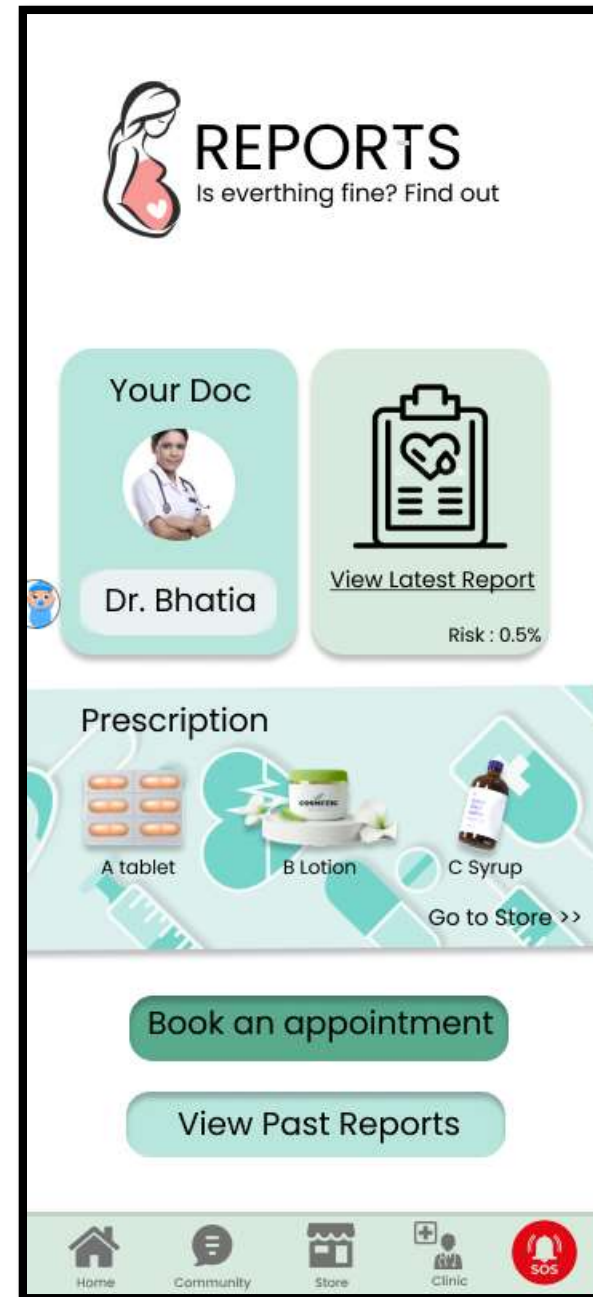
They can also add short video tips for better understanding

TO-BE PARENTS

They get a platform for help in case of any short inconvenience they face.

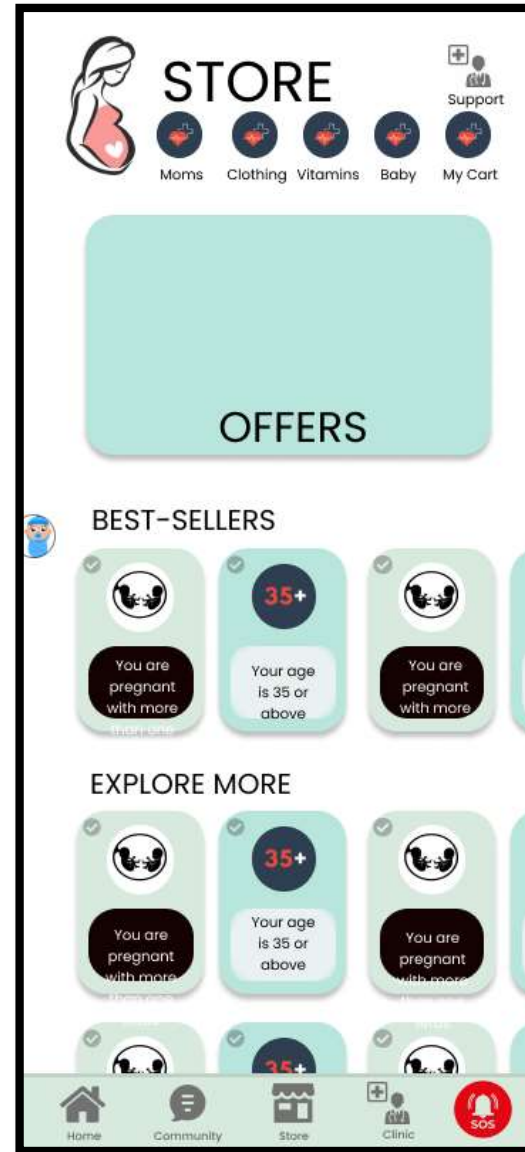
REPORTS

Parents can have access to their medical reports and prescriptions during the period of the service they entail.



STORE

Prenatal vitamins with reduced prices, baby supplies and birthing classes




There is a bot facility on every user interface that provides helpful solution for basic queries of parents or connects them with their medic in case of complex problem




PROVISIONER INTERFACE



☰ Welcome Your Name !



Profile



Upload
Your
Photo

Choose your role

Highest Qualification

Years of Experience

Submit Your Resume +

Have any queries?


Contact Us

PROFILE SET UP

PROVISIONERS SET UP THEIR PROFILE TO BE VISIBLE BY THE PARENTS IN ORDER TO AVAIL THEIR SERVICES

Depicting their experience, qualifications and charges

WELCOME, DR NIKITA



Choose your role


Highest Qualification

Years of Experience

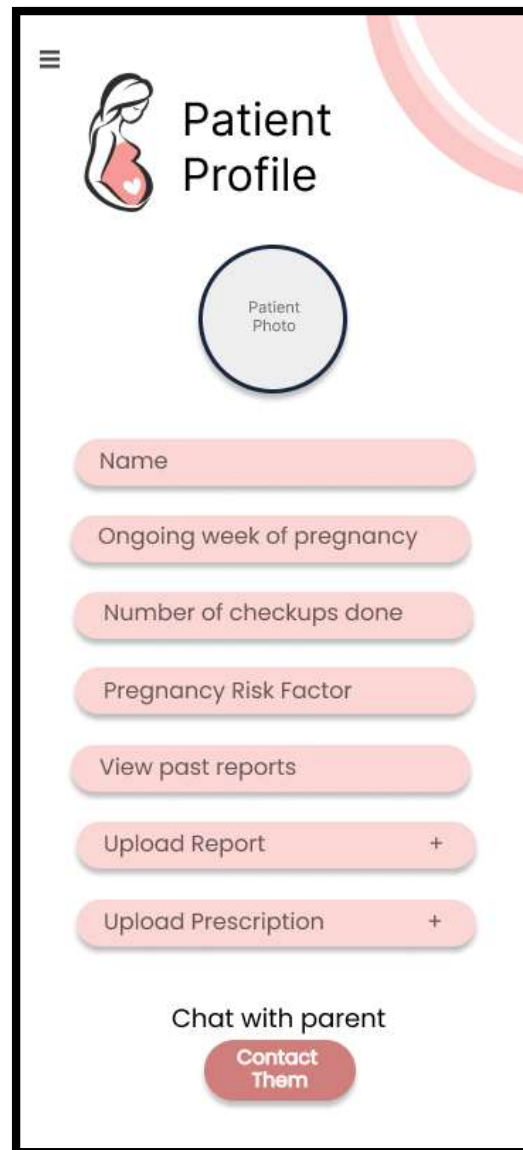
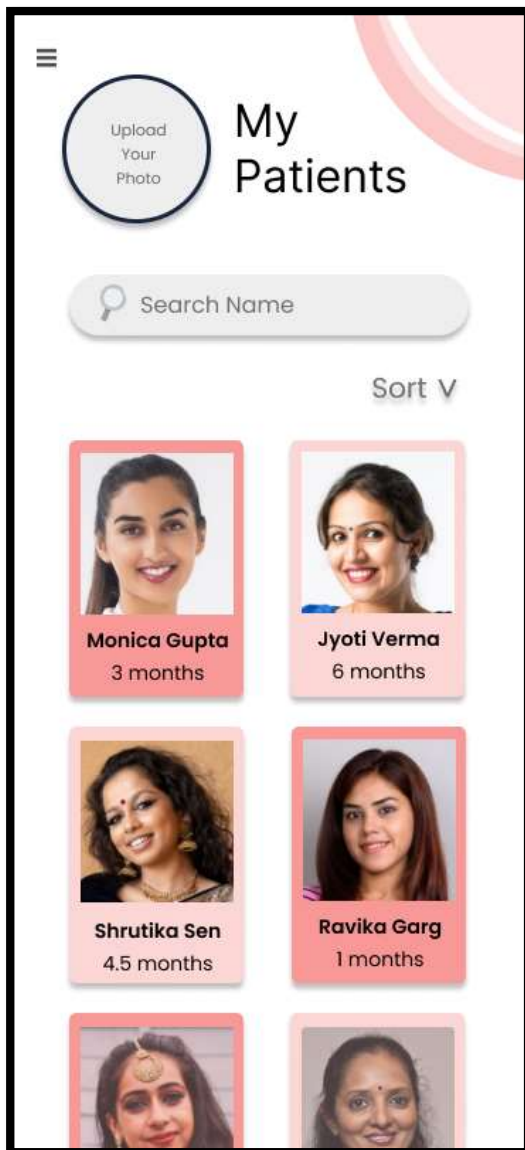
Submit Your Resume +

Have any queries?

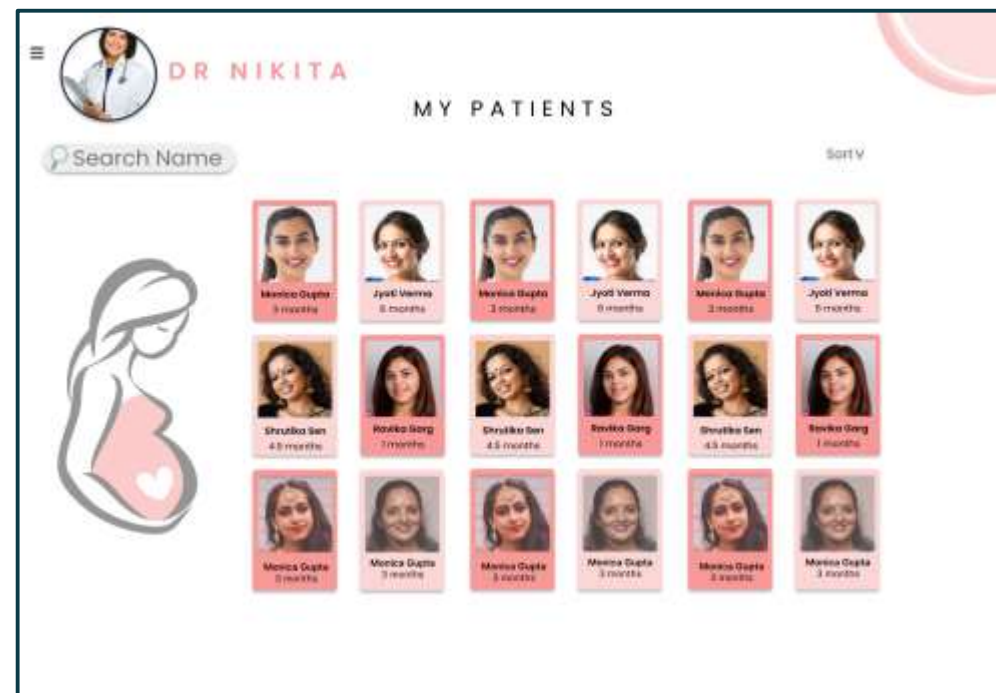
Contact Us



KNOW YOUR PATIENTS



Medics have access to complete patient profile. Searching is made easy with the help of search, sort options depending upon their state and month of pregnancy





MARKETING STRATEGY





SOCIAL MEDIA

Can organize multiple social media campaigns to promote our app and our idea

GOODIES

Distribute goodies to our service providers to promote our name amongst public

AMBASSADORS

Visit clinics and talk to mothers-to-be about this app

Linking to patients via hospitals and clinics present in rural as well as urban



BUSINESS MODEL

REVENUE GENERATION

- Premium products related to pregnant females will also be available for wealthier section of people
- Premium plans (\$\$\$)
- Crowd funding / donations

SINCE EVERY COMPANY TARGETS SOME SPECIFIC USERS BUT THAT DOESN'T MEAN IT WILL NOT BE ACCESSIBLE TO EVERYONE, THUS IF SOME PARENT WANTS MORE PERSONALIZED CARE, FACILITIES THEY CAN ACCESS THE PAID PLAN WHOSE PRICE WILL BE VARIANT

COMMISSION

Keeping some commission from doctor's/ midwife's fees (Premium Plans)

GitHub Repository Link

[HTTPS://GITHUB.COM/AVNEETS2103/FEOTO](https://github.com/AVNEETS2103/FEOTO)

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MEET THE TEAM