OMama Project
Innovation in Mobile Health for Maternity Care

February 17, 2016
Best Start Conference, Toronto

Agenda

Intro to the OMama Project
BORN’s Mobile Health Strategy and OMama
eHealth Innovation and OMama
Keeping Women at the Centre of the Project
Next Steps
Where OMama Fits in BORN’s Strategic Plan

**BORN 2020**

**Person-Centred Data**
- Complete: Ensure comprehensive data on each individual in the registry
- Flag & Alert: Identify and address care gaps wherever possible
- Direct to Consumer: Engage women and families through mobile technology

**Nurture Maternal Newborn, Champion the Child**
- Thrive: Continue investment and innovation in the existing maternal newborn program
- Grow: Foster growth into child health by leveraging what we’ve built
- Link: Promote the power of interplay between child and perinatal health

**Be a trusted source of maternal-child health information**
- Balance: Providing timely data access with appropriate safeguards
- User Experience: Leverage leading-edge technology (functionality, usability, attractiveness)
- Responsive: Understanding users’ data and support needs

**True Data, True Progress**
- Value: Maximize benefits to stakeholders for the investments made in data collection
- Tools: Develop enablers of change – KPIs, dashboards, reports, audit tools, data quality
- Action: People, data and innovation combined to support clinical and systems improvement

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**Advisory Committee**

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OMama our own words....

- Listen to Women
- Build a website
- Build an app
- Define a PHR
- Test and Evaluate
- Publish Results

E-Health Innovation:
OMama’s plans for now and into the future....

Website
- Users browse or search pathway content according to interest
- No registration is necessary

App
- Users register with birth year, parity and EDD
- Users browse or search, info can be pushed and tailored to cohort

PHR
- Users provide additional PHI and personal observations
- Info is securely transmitted between patient and providers

Future
- Personalized medicine meets maternity care
- BORN BIS and maternity EMR is connected to PHR
Some of the apps that informed OMama...

iBreastcheck

- Video demonstrating how women can screen for breast cancer
- Run risk reports
- Set reminders to check at a schedule of the users choosing

<iBreastcheck>

<30 Days – Heart and Stroke

- Guides users to break bad habits and adopt a healthier lifestyle in 30 days or less.
- Evidence-based and consumer survey derived heart health promotion app
Patient Passport

Dr. H. Bliss Murphy Cancer Centre – St. John’s

- Developed by the Dr. H. Bliss Murphy Cancer Centre
- Helps to
  - Track symptoms
  - Keep a journal
  - Organize medications
  - Find information
  - Keep track of appointments
  - Search for local cancer care providers in Newfoundland and Labrador

Secure Patient–Provider Communication Tools

Your online door to your doctor’s office.

Your doctor has selected you can access your medical records anytime, anywhere, manage your office appointments, test privately in your care team, and receive the best care possible.

At your convenience
- You can access your medical records anytime, anywhere.
- You can change your provider for your healthcare provider.
- Print and manage appointments.

Anytime access
- 24/7 access
- Your doctor
- Upcoming appointments

By Invitation
- EHR
- Secure communication with healthcare provider
- Providers can broadcast news and send reminders
- Healthcare providers and patients can share test results, treatment plans, and other information
- Refill prescriptions
Mapping content for women (simplified)

Maternal Pregnancy Pathway

- Choosing a Healthcare provider
- First fetal movement
- Diabetes Screening
- Plan Labour & Birth
- Morning sickness

(Delivery)

Provider Pregnancy Care Reminders

(conception)

Post-partum experiences

Changes to

Missed period

Prenatal Screening

18-week ultrasound

Prenatal classes

‘Kick counts’

Mapping content for providers (simplified)

Provider Pregnancy Pathway

- Antenatal 1&2 start
- Prenatal Education
- Diabetes Screening
- Plan Labour & Birth
- GBS Screening

(LMP)

Prenatal Screening

Dating Ultrasound

Transmit Antenatal Forms to Hospital

Rhogam for DTR

(Delivery)

Newborn Screening within 48 hours of birth

Provider Pregnancy Care Reminders

(conception)
Choosing OMama’s Content Priorities
Women’s Priorities Survey

Women’s Priorities Survey at:

- [http://facebook.com/OMama Project](http://facebook.com/OMama Project)
- [http:// surveymonkey.com/s/OMama](http:// surveymonkey.com/s/OMama)
- Over 1,100 women and maternity care providers responded

Survey Analysis
Preconception (example)
Ongoing Content Considerations

- Over 150 Milestones
- Variable quality of content, some big gaps
- Literacy levels
- Evidence base
- Appropriateness for Ontario women
- Language, culture, ethnicity
- Ownership
- Currency
- Collaboration needed on upcoming content project
Architecture – Wireframe Process

Splash Page
Main Menu

Home Page
My Pathway

Content Page
Website and App

- Website: [www.omama.com](http://www.omama.com)
- OMama available in Android and IOS App Stores

Next Steps

- Working with Stakeholders to Promote OMama since December 2015 Launch
- Developing Recommendations for Personal Health Record
- Evaluating and Reporting in 2016
- Partnering for sustainability/expansion
- Keep Innovating!
Stay in touch with us!

If you have questions or would like to be involved, please contact:
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