



NurseConnect Fact Sheet

What is NurseConnect?

NurseConnect, an extension of MomConnect, is a project that has been initiated by the National Department of Health to support nurses and midwives in their daily work.

The aims of this project are to:

- Improve maternal and newborn clinical knowledge
- Provide professional and psycho-social support for clinical staff

Modules

- 1. Registration:** Using a simple USSD menu, a midwife or nurse is asked to provide a few pieces of information, including her facility code, in order to sign up to receive weekly messages.
- 2. Messaging:** Once registered, every nurse or midwife working in maternal health, child health or family planning in South Africa will receive free weekly SMS messages relating to maternal & child health & family planning
- 3. Mobile Website:** Nurses will be able to access a mobile website with a longer form version of the SMS content set, as well as additional learning resources. These resources will include a mix of articles and interactive learning resources sourced from existing content repositories.

Content

Clinical SMSs are based on the NDOH protocols for nurses and midwives, and are largely informational. The process of message creation involved taking the original messages from Prof



David Woods and having them reviewed by members of the NDOH content review committee, and edited by a medical professional for content and flow.

Example Messages:

- Remember the Golden Minute. If a newborn baby is not crying or breathing well after drying, you will need to help the baby breathe.
- Take care not to perform a digital vaginal examination if antepartum bleeding is present. You must first rule out placenta praevia.
- Remember: check mom's HIV status. Make sure that she and her baby are getting the care they need as outlined in the latest PMTCT guidelines.

Motivational SMSes were developed by a medical professional and a writer, in close collaboration with nurses. They were designed to help support nurses and midwives in their daily work, and provide them with motivation and encouragement.

Example Messages:

- De-stress Tip: Laughter & tears are natural stress-busters! Have some fun after work. Treat yourself: go see a movie or have a massage.
- Learning Tip: A midwife who works hard & puts her patients' needs first, will usually be respected & appreciated by the people she serves.
- MomConnect Tip: Tell moms they can register for messages in any of SA's languages. Info in their own language is helpful for moms!
- Did you know that your patients are 76% satisfied with the service they get at SA's maternity wards? Hats off to all midwives, nurses & CHWs!

Architecture

A workshop was held to brainstorm the design of the mobile website, and from that, paper and digital prototypes of the NurseConnect mobile website have been created which deliver the following NurseConnect services:

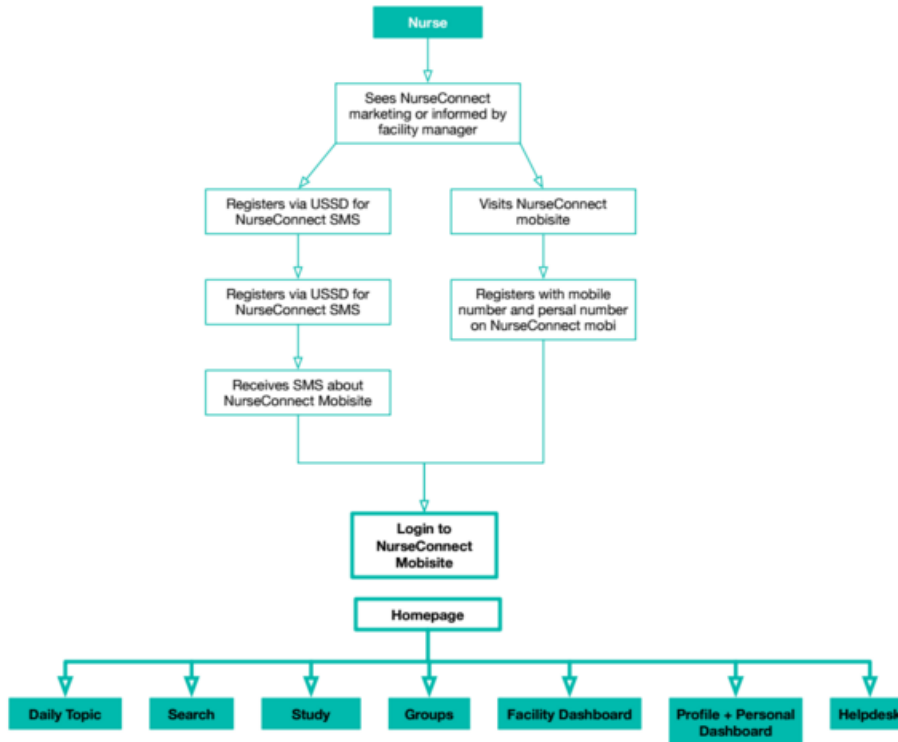
- Public registration
- Topic of the day messages
- Database searches
- Online courses
- Helpdesk
- Facility dashboard
- Personal dashboard
- WhatsApp groups
- Discussion Board

Below is the proposed architecture of NurseConnect. However please note that this is the first iteration, and user testing will be conducted with multiple stakeholders over the next 2-3 months. With the feedback received, changes will be made, and a second iteration designed.



Registration/Login User Journey

Last modified: Tue Apr 12 2016



Monitoring & Evaluation

There are 3 main objectives for M&E and these will be measured using a number of predefined indicators:

- Objective 1:** Creating a communication and engagement channel with nurses and midwives to increase their support and knowledge of MomConnect and thereby the registration of pregnant women for MomConnect.
 - % of public to clinic conversion for MomConnect
 - % of clinic registrations for NurseConnect
 - # of unique users registered through USSD (pilot & low resource area focus)
 - # of unique users registered through mobile website (at-scale focus)
 - # of clinics (nationally) with nurses and midwives who have registered for NurseConnect
 - # of Nurses and midwives who opt-out of receiving messages
- Objective 2:** Improve the clinical knowledge of nurses and their adherence to protocols by providing informational messages and continuous professional development opportunities; and foster communities of practice for peer-to-peer educational support.
 - # of nurses and midwives (nationally) who have subscribed to use NurseConnect



- # of nurses and midwives using NurseConnect mobile website at least once a month
- # of nurses and midwives who self-report improved clinical knowledge and confidence as a result of using the service
- % of correctly answered questions about newborn and maternal healthcare by nurses and midwives
- # of informational text messages sent
- # of registered users accessing online learning portal
- Average time spent on site by unique user (minutes)
- # of mini tests completed
- # of nurses/midwives in virtual study groups
- % of completion certificates issued

- **Objective 3:** Increase the motivation of nurses and their loyalty to patients and the health system by providing them with supportive messages and regular feedback; and Improve the quality of care delivered by nurses within state health facilities.
 - # of motivational and service feedback messages sent
 - # of users engaging on the mobile website
 - # of nurses and midwives who self-report improved personal and professional behaviours

Facts and Figures

1. Pilot of SMS Service at 4 clinics: 25 November 2015 - 15 February 2016
2. Provincial Roll-out of SMS service: commenced 2 May 2016
3. USSD Registrations (as at 7 June 2016): 1380
4. Number of SMS messages sent as at 7 June 2016: 12,762

Partners

NurseConnect partners include:

Founding Partners

National Department of Health

Technical Partners

Praekelt Foundation, Jembi Health Systems, HISP

Funding Partners

Discovery Health, Johnson & Johnson

Monitoring & Evaluation Partners

Wits RHI

Content Partners

BetterCare



SMS & USSD Pilot Phase Findings

The service is being designed and developed in close collaboration with nurses and midwives to ensure that the service is directly useful and user-friendly. The USSD registration and SMS service was therefore first piloted in 4 clinics in the country for 3 months between 25 November 2015 - 15 February 2016. During this time, 3 site visits were made to each of the 4 clinics, and multiple sources of qualitative and quantitative data were gathered.

Four sites were selected by classifying clinics as either low-performing or high-performing MomConnect sites according to the proportion of pregnant women registered. The pilot sites identified were as follows:

District	Site Name	MomConnect Registrations
Tshwane Metro	Kgabo Community Health Centre	Low
Tshwane Metro	KT Motubatse	High
Cape Metro	Retreat MOU Maternity Ward	Low
Cape Metro	Khayelitsha (Site B)	High

Findings from the pilot include the following:

Content:

- Overall, clinical messages were ranked as the most important messages to nurses and midwives. However, the general consensus was that all of the messages are useful and valuable and none of the categories should be removed.

Recognition & Acknowledgement

- It seems that in this industry, there are very few thank you's or acknowledgement for work well done, and this seems to be a huge issue, and would have major impact on morale if this could be improved. This project will endeavour to create this feedback loop using the various channels available.

Technology

- Registration via USSD is an effective solution for registration to the service
- The majority of nurses said that if they could send an SMS to NurseConnect, and someone would respond, they would use this service. However, nurses do not want to spend their airtime/data on messages for work. They would be more inclined to use the service if they had access to free Wi-Fi.

Personal Identifier

- Some nurses seemed to be suspicious of why their personal information is requested during



registration e.g. RSA ID no or Persal No.

Distribution

- 97% of nurses say that they will recommend NurseConnect to a colleague.
- Management suggested using an info session and/or posters or a 1 pager leaflet to tell nurses about the service and encourage them to register.

HelpDesk

- 84% of nurses said that if they could send an SMS to NurseConnect, and someone would respond, they would use this service.
- However, nurses do not want to spend their airtime/data on messages for work. They would be more inclined to use if they had access to free Wi-Fi.

SMS & USSD Pilot Phase Outputs

Outputs from the pilot include the following:

Content:

- The entire SMS set was reviewed by the writers, as well as the NDOH, taking all feedback from the pilot into consideration, and recommendations were made to changes to be made.

Recognition & Acknowledgement

- The NurseConnect team is looking at ways of using messages (possibly ad hoc) to acknowledge and congratulate positive behaviour in clinics.
- Investigate the viability of a nurse/midwife incentivisation scheme.

Technology

- Look into IP Messaging as an additional service to use for NurseConnect
- Conduct further research into the Safe Delivery App and the viability of using it as one of the tools within NurseConnect.

Personal Identifier

- Robert Allan from ICFI, a programme partner, created a one pager detailing the need for NurseConnect to eventually link to the Health Provider Index. In this document he recommends that a phased collection of health care worker identification information be implemented rather than mandatory collection on sign-up.
- The request for a nurse's RSA ID number has therefore been removed from the USSD registration flow, and added instead as an optional added piece of information to be collected at a later date.

Distribution

- Clinics will be supplied with NurseConnect promotional material as soon as the service is launched, including posters, flyers and Master Trainer handbooks.
- Have all facility Operational Managers hold an info session to introduce all nurses and midwives to the service and encourage them to register once they have received the promotional material.

HelpDesk



health

Department:
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- Source additional funds to develop a manned national help desk for nurses and midwives to ask questions, receive feedback on queries, share stories, voice their challenges, report abuse by patients etc.

NurseConnect

- Offer NurseConnect on a larger scale while monitoring the best method of ensuring high levels of signup and usage by facility staff.
- Move forward with plan for a NurseConnect mobile website, with further input from nurses, midwives, facility managers, training experts etc.