MERCK
Merck for mothers

TRANSFORMATION THROUGH DIGITAL INVENTIONS

Merck for Mothers is exploring the power of digital technologies — investing in breakthrough solutions — to improve maternity care and access to modern contraception in low- and middle-income countries.

Why Digital Innovation?

Digital innovation has revolutionized every aspect of life, disrupting existing business models and reshaping the way information and services are accessed, delivered, and experienced.

Merck for Mothers understands the recipe for being successful in this dynamic space — appetite for risk, the value of "failing fast" to learn, an enabling environment for quick adoption, and a drive for scale. That's why we've committed resources to inventing or enhancing existing solutions that will tackle some of the most critical obstacles standing in the way of delivering quality maternity care and contraceptive services in low- and middle-income countries.

Our Approach

Patient-Centric
We encourage and support efforts to understand women's and health providers' unmet needs and to develop and refine solutions through continuous engagement.

Data-Driven Decisions
We support solutions that convert data into information that helps health providers and women make more informed decisions.

Scale
We work with partners to increase usership and develop sustainability models simultaneously.

70% of the Sub-Saharan population has access to a digital mobile network, just 23 years after the first digital networks became available.[1]

OUR PORTFOLIO

FAMILY PLANNING
Nivi
Together for Her Health

ANTENATAL CARE
MomCare
Project iDeliver
Together for Her Health

LABOR & DELIVERY
Project iDeliver
Safe Delivery App
MomCare
Together for Her Health

POSTPARTUM CARE
Project iDeliver
Safe Delivery App
MomCare
Together for Her Health

Nivi

In Kenya and India, we are supporting the development and deployment of **Nivi** — a simple mobile phone-based service that helps women learn about the full range of family planning options, identify the method(s) they want and find local providers who offer quality services and have their preferred options available.

Key Features and Capabilities:
- Consumer behavior insights
- Artificial intelligence-enabled chatbot
- Keyword attribution

Partner: Nivi

MOMCARE

In Kenya, we are supporting the expansion of **M-TIBA** to include maternal health services through **Mom Care**, a new platform that efficiently and transparently links patients, providers, and payers to improve the financing and delivery of maternity care. The digital platform helps families create "health wallets" to save mobile money and pay for health services from affiliated providers. It also offers "quality bonuses" to providers who successfully deliver the full continuum of quality maternity care to patients.

Key Features and Capabilities:
- Consumer behavior insights
- Real-time quality monitoring
- Value-based care modeling

Partners: PharmAccess Foundation, Jacaranda Health

together FOR HER HEALTH

With our support, Avegen — a digital health company — launched **Together for Her Health** in India. The web- and mobile-based platform educates women about quality maternity care, empowers women to demand the care they deserve, and allows women to rate the quality of the services they receive. This feedback allows health providers to be responsive to their patients' needs.

Key Features and Capabilities:
- Personal development
- Crowd-sourcing feedback
- Human-centered design

Partner: Avegen

THE SAFE DELIVERY APP

We supported the development — and now global scale up — of the **Safe Delivery App**, a smartphone application that gives maternity care providers instant access to evidence-based and up-to-date clinical guidelines on obstetric care and can be used as an immediate life-saving reference during complicated deliveries.

Key Features and Capabilities:
- Gamification
- Adaptive learning
- Blended learning

Partners: Maternity Foundation, Bill & Melinda Gates Foundation, Jhpiego, University of Copenhagen, University of Southern Denmark

iDeliver

In Kenya, we are supporting **Project iDeliver** — a digital tool that helps maternity providers consistently offer quality care. The solution captures routine data through antenatal care, admissions, and discharge, which health providers can use to inform quality improvement efforts.

Key Features and Capabilities:
- Digitized workflows and reporting
- Risk assessment and clinical decision support
- Human-centered design

Partners: Vecna Cares, Scope, John Hopkins University