

# FEMTECH360- Digital Continuum of Care for Women's Health Across the Life Course

## About the Applicant

- Name Dr Hema Divakar
- FOGSI No 30050117
- Location BENGALURU
- Type of practice – PRIVATE HOSPITAL
- AND ORGANISATIONAL collaborative Hybrid model –Clinical care + Community outreach + Digital health platform

## Problem Statement / Digital Challenge

- **What was the key operational or clinical challenge?**
  - **For Providers**
  - lack of Skills and lack of structured decision making through digital tools
  - Poor documentation and tracking of long-term health risks
  - **For Women**
  - Fragmented care for women/ Low awareness
  - Limited access to preventive screening and continuity of care in semi-urban and rural areas
  - **Why was a digital solution required?**
  - For providers -
  - **Digital platform for skills transfer in the maternal health sector in India - an efficient cost-effective , and feasible approach (Published: July 2020)**
  - **For women /girls**
  - **High Risk Preg care and wheel of wellness app**
  - **Point of care devices**
  - **Video Consult**
  - **Awareness building through social media platforms – different languages**
  - **Which stakeholder(s) were most affected (e.g., nursing, admin, patients)?**
- Frontline workers, clinicians, health systems, Women

## Digital Tool / Solution Implemented

- **Description of the tool/solution developed with scalable architecture with health tech collaborators**
- Integrated **digital health platform** for lifecycle-based women's care **WOW** app
- Combination of **mobile app + provider dashboard + cloud-based EMR**
- **Key features (e.g., dashboard, patient safety tracking, KPI reporting)**
- Risk stratification algorithms (High risk pregnancies ,menopause, NCDs, cancer screening)
- Patient tracking across camps and facilities
- Teleconsultation integration
- Clinical decision support tools
- KPI dashboards for outcomes and coverage
- Health education modules in local languages

## Digital Implementation Highlight

- **Time taken for rollout – 6 months**
  - **Staff trained / departments covered**
  - 648 private hospitals across 24 States/obgyn teams
  - 5400 individual frontline providers on 14 courses
  - 12 Rural centers established for preventive care and wellness checks for women across age groups- cluster of 20 villages to each Hub covering 20,000 families
  - Rural urban tele connect and treatment plans for high risk pregnancies
  - **Internal champions or teams that led the initiative**
- Team ARTIST with 40 champions pan India

## Digital Impact

- Quality or safety improvements
  - Operational improvements
  - Better documentation compliance
  - cost reduction – minimize inperson visits ; remote devices for monitoring and follow up
  - **Any awards, recognitions**
- FICCI award for excellence in capacity building  
Best research - women's health and technology  
IHW council- Smart Hospital award

## Key Enablers

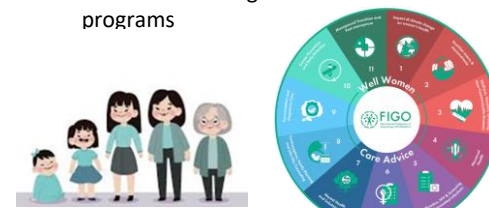
- **Enablers**
- Strong clinical leadership and domain expertise
- Public-private partnerships and CSR support
- Use of **mobile health units + digital integration**
- Community engagement and trust-building

## challenges

- Digital literacy gaps
- Connectivity issues in rural areas
- Resistance to technology adoption initially
- Building trust and rapport through community volunteers

## Lessons Learned / Replicability

- Top 2–3 learnings
- What other hospitals should consider when adopting similar practices
- Start simple: **user-friendly interfaces improve adoption**
- Combine **technology with human touch (counselors, field workers)**
- **Training and continuous handholding are critical**
- **Digital tools must align with existing workflows, not disrupt them**
- Scalable across LMICs with similar healthcare gaps
- Potential for integration with national health programs



- (Optional) Supporting visuals or dashboards
- Any **relevant links + documents** to the details of the solution / write-up – sent already