

Title of the Digital Solution

About the Applicant

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Problem Statement / Digital Challenge

What was the key operational or clinical challenge?

- Cervical cancer is the second most common cancer in women in India and a leading cause of cancer deaths.
- Preventive services for cervical cancer need a boost
- No nationwide program
- HPV Self-sampling has emerged as a good option
- Self-sampling is seen as highly acceptable for its privacy, convenience, cost-effectiveness, and user-friendliness
- May not be feasible to send samplers directly to clients or even teleconsult
- Accredited Social Health Activists (ASHA) workers can fill this gap in services

Why was a digital solution required? To reach masses for HPV self sampling via ASHA workers Training each ASHA worker via meetings or community visits is not feasible.

Which stakeholder(s) were most affected (e.g., nursing, admin, patients)? Crores of Women in India

Digital Tool / Solution Implemented

- **Description of the tool/solution:** The ASHA-TRACK App
- **In house/ Outsourced:** Designed with aid of American Society of clinical Oncology (ASCO)-International Innovation Grant Award
- **Key features:**
 - Training Material for ASHA on HPV self sampling in Hindi and simple videos
 - Patient details entry
 - Patient Follow-up details

Digital Implementation Highlight

- **Time taken for rollout:** 6 months for administrative approval from Ministry of Health and Family Welfare and App. creation
- **Staff trained / departments covered:** ASHAs
- **Internal champions or teams that led the initiative:** Team from department of OBG and Lab Oncology

Digital Impact: ~10,000 women screened in community
250 ASHAs trained and participated in community screening



Key Enablers

Enablers:

- Passion for cervical cancer elimination
 - ASCO-IIG Award (Funding)
 - Good App creation Team
 - Positive reinforcement from ASHAs and Women in community
 - Feedbacks from ASHAs on App
- Challenges:** Administrative Approval, Retaining funds for App maintenance

Lessons Learned / Replicability

- Novel strategy of cervical cancer screening
- Acceptable and feasible
- Hospital Visits not required
- Saving Wage hours

Replicability:

Implementation at national-level policy(ICMR multi-centric Trail)
Implementation in LMICs and LICs

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Novel Strategy of Training the Accredited Social Health Activists via Application-Based Telemedicine for Cervical Cancer Screening by Human Papillomavirus Self-Sampling: The TRACK Study

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ABSTRACT

PURPOSE This pilot study is aimed to analyze a novel strategy of cervical cancer screening by training of Accredited Social Health Activist (ASHA) workers via telemedicine to counsel women for human papillomavirus (HPV) self-sampling.

MATERIALS AND METHODS This is a pilot, community-based, prospective, single-arm study. Physicians trained the ASHA workers regarding self-sampled HPV testing via a mobile application and telephonically using videos and e-pamphlets, who in turn trained the clients in community. The HPV kits were transported via prepaid courier service.

RESULTS Four hundred and sixty-five women of age group 30–65 years were tested by 47 teletrained ASHA workers. The mean age of ASHA worker and clients was 39.47 ± 6.45 and 37.26 ± 8.38 years, respectively. Of the ASHA workers, 94.7% were satisfied with the information provided during telecounseling; 95.7% could understand the contents of mobile app easily, and 93.6% could fill the data of clients in app easily. Of the clients, 99.6% were satisfied with counseling by ASHA workers and 98% found it easy to self-sample. The acceptability of this strategy among clients was 58.2%. The feasibility of this strategy (percentage of clients who find it easy/those who did self-sampling) was around 99%. Among those screened, 11.8% were high-risk HPV-positive and 85.5% had follow-up at the study center.

CONCLUSION The current study highlights a novel strategy of cervical cancer screening by incorporating the role of telemedicine in training ASHA workers and their role in improving the screening by home-based delivery of HPV kits with promising results.

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