

Maternova: the 'go-to' platform connecting those who work and innovate for maternal and neonatal health

A creative web-based platform focused on efficiency

Maternova is a nimble, innovative entity creating value by connecting clinicians and innovators in real-time. We will take a highly fragmented market of 30mm nurses and midwives and consolidate information flows to improve efficiency and save lives. The three current areas of focus are: 1) mapping 2) social networks 3) technologies and innovation.

1) A pioneer of user-generated maps of health clinics

Using the power of Web 2.0, Maternova will create user-generated maps to pinpoint the location of health facilities providing maternal and neonatal care. Systematic, comprehensive maps of public and private clinics do not exist in most countries. In many settings frontline providers are isolated from networks, information and innovation. They may not even know who is working nearby. Maternova will begin with one small country—Haiti—and build out to 10 countries, then 20 then 30. Maps can be used by planners and donors to target gaps in health care and by providers to link with nearby clinics.

2) A host for dynamic social networks tailored to enhancing clinical practice in the field

A social network underlies the mapping function allowing clinicians to have ongoing discussions with peers. The network will facilitate discussion around key areas of practice relevant to each country—and across countries. Key topics will include clinical issues, cultural and behavioral issues, training, logistics and new technologies. To allow rapid communication between groups, Maternova will work with the emerging sms technologies that allow transfer of essential health information via mobile phone. Midwives' and nurses' stories may be adapted into a book championing these engines of economic growth.

3) A unique platform tracking and prioritizing technologies and innovation

Maternova focuses on rapid dissemination of new technologies and best practices. No one entity has the incentive to feature all the innovations for maternal/neonatal health on the market and in research and development. We fill this important gap in a design-savvy, user-friendly way. Maternova features short descriptions and visual updates on all of the cutting-edge appropriate technologies for ob/gyn and neonatal care in the field. The team will build upon this work to spearhead expert-led discussion of new research and development priorities.

Maternova is a concept that resonates in the field



"There definitely is a market gap for what Maternova is doing."

-CEO, Global Medic Force

"So much money is wasted on duplicative projects AND projects reinventing a wheel that is already known to have failed in other areas (or even in the same country)."

-Partners clinician, Rwanda

"I believe Maternova will become a great resource if it functions like a wiki site such that clinicians around the world could provide input on maternal/infant health & innovation"

-Sustainable Cambodia

For more information contact: Meg Wirth / mwirth@maternova.net / <http://maternova.net>

Meg Wirth, Founder: prior experience includes field work in Indonesia, Rockefeller Foundation health equity team, co-author for UN Millennium Project report, editor of Challenging Inequities in Health; consultant in global health technology for a venture capital firm; MPA in international development from Princeton University; BA from Harvard.