

SEDIN

*Pro-Poor Growth and Promotion of
Employment in Nigeria Programme*

Primary Health Care Innovation in Nigeria

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Health Care Innovation in
Nigeria Research Results and
our Innovators Factsheet



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Natal Cares a social enterprise that leverages on the power of mobile technology, machine learning and low-cost innovation to combat maternal and infant mortality in Nigeria.

Established in 2020
www.natalcares.com
Employees: 5
Based in Akure

Our solution

Natal Cares harness mobile technology (USSD) and machine learning which is easily accessible by all kinds of mobile phones (feature phones and smart phones). Our Users can dial a specialized Natal Cares USSD Code to get important and life-saving health information. These messages would be customized to fit each woman's profile (which would be ascertained through the answers they provide when interacting with the code) and would be offered in the main languages in Nigeria using SMS and VOICE NOTES. Our healthcare messages are automated and have been certified by the Ondo State Ministry of Health which makes our solution accurate and reliable.

Our Talents



Uche Udekwe
Founder



Joy Chioma
*Co-founder/Operations
Manager*



Charles Nnamdi
Chief Technology Officer

Our Business Model

We offer a Monthly Subscription fee charge that allows pregnant and nursing mothers to access unlimited vital health information via SMS and VOICE SERVICE in local languages throughout the gestation period and a Custom-tailored solutions for pharmaceutical companies, Hospitals, NGOs to track/engage mothers they serve in any developing economies with our API/proprietary software.

We have developed a flexible payment strategy "The NATAL CARES SAVING SCHEME". We offer a package deal costing a total of just \$8. Each month, users would pay a dollar to our Natal Care Certified Traditional-Birth-Attendant and before the 9th month they would have successfully saved enough to conveniently pay for our healthcare delivery solutions.

Target users

Natal Cares B2C customers includes pregnant women, nursing mothers, vulnerable children and traditional birth attendants living in underserved rural communities and who lack access to Basic Health care and certified Health Care professionals. Also the busy scheduled educated/ employed women who often forget their antenatal care and immunization sessions. Our B2B market includes: primary health care centers, traditional birth attendant centers, local hospitals, and the Ministry of Health.

Performance Facts

Patients reached
25,000
Health care centre reached
16
Turnover 2022
3,500,000

Data Privacy and Interoperability

We are working on developing a multi-layered mobile security technology which will help to protect, test and monitor to defend against mobile app threats like reverse engineering, static and dynamic analysis, code tampering and API Abuse.

Seeking for

Funding
Corporate Social Responsibility
Partnerships
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