



Adoption and Outcomes of Mobile Health Communication Platforms in Antenatal Care Utilization among Rural Ethiopian Communities

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Abstract

Antenatal care is crucial for maternal and infant health in rural Ethiopian communities where access to healthcare services can be limited. A mixed-methods approach including surveys and focus group discussions was used to gather data from 1000 participants. Data were analysed using descriptive statistics and thematic analysis. MHCP adoption rates reached 45% among rural Ethiopian women, with significant improvements in antenatal care utilization observed ($p < 0.001$). The study highlights the potential of MHCPs to enhance antenatal care access and outcomes. Further research is needed to evaluate long-term effects and cost-effectiveness of these platforms. Treatment effect was estimated with $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta_1 X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: African geography, Mobile health communication, Antenatal care utilization, Focus groups, Geographic access, E-health outcomes, Community engagement

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