



Mobile Health Services Implementation in Rural Gambian Communities: A Comparative Retention Rates Study

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Abstract

Mobile health services have been introduced in rural Gambian communities to address healthcare access challenges. A comparative study design was employed, with data collected through structured interviews and observation logs over a six-month period. The first community saw an 85% retention rate compared to the second's 70%, indicating higher effectiveness in patient engagement for mobile health services. Mobile health services are effective in improving healthcare access and patient retention in rural Gambian communities, with significant disparities noted between implementation sites. Further studies should explore factors influencing patient retention to inform policy improvements and service delivery models. mobile health services, patient engagement, rural communities, retention rates, Gambian

Keywords: *African geography, rural health, mobile healthcare, patient retention, community-based studies, qualitative methods, intervention evaluation*

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