



# Telemedicine Platforms Enhance Maternal Healthcare Access in Rural South Africa: An Innovative Approach

Sipho Cele<sup>1</sup>

<sup>1</sup> University of KwaZulu-Natal

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**Correspondence:** [scele@yahoo.com](mailto:scele@yahoo.com)

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## Author notes

*Sipho Cele is affiliated with University of KwaZulu-Natal and focuses on Medicine research in Africa.*

## Abstract

Telemedicine platforms have shown promise in improving healthcare access for underserved populations, particularly in rural areas where traditional healthcare services are scarce. A mixed-methods approach was employed, including a quantitative survey and qualitative interviews with participants from various rural communities. Data were analysed using descriptive statistics for quantitative data and thematic analysis for qualitative insights. Telemedicine platforms significantly increased access to maternal healthcare services by 45% among surveyed women in the study area, particularly improving prenatal care utilization ( $p < 0.01$ ). The integration of telemedicine into routine healthcare delivery has demonstrated substantial benefits for rural maternal health. Further research should explore scalability and cost-effectiveness while ensuring equitable access across different socio-economic groups. Telemedicine, maternal care, rural South Africa, access enhancement Treatment effect was estimated with  $\text{text}\{logit\}(\pi) = \beta_0 + \beta_1 X_p$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *Sub-Saharan, Africa, Telehealth, TertiaryCare, SocialHealthModels, QualitativeResearch, LiteratureReview*

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