



Innovative Approaches to Maternal Healthcare in Ghana: A Case Study of Technological and Community-Based Strategies

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Abstract

Maternal mortality in sub-Saharan Africa remains high, with Ghana facing challenges in providing equitable and accessible antenatal and obstetric care. Traditional models have been hindered by geographical, financial, and infrastructural barriers, especially in rural areas. This case study aimed to document and analyse context-specific strategies in Ghana designed to improve maternal healthcare outcomes. It evaluated the integration of technological solutions with community-based programmes, assessing their design, implementation, and perceived impact. A qualitative, instrumental case study design was employed. Data were collected through document analysis of programme reports and semi-structured interviews with key stakeholders, including healthcare providers, programme managers, and community health volunteers. Thematic analysis was used to identify core patterns. The integration of mobile health (mHealth) platforms for appointment reminders and danger-sign alerts, alongside a revitalised community-based health planning and services (CHPS) strategy, enhanced antenatal care attendance and facility-based deliveries. A key theme was the critical role of trained community health officers in bridging the gap between technology and local trust. Preliminary data from one district indicated a self-reported increase in timely referral of obstetric complications. The synergistic combination of appropriate technology and strengthened community health systems presents a viable model for improving maternal healthcare access in resource-constrained settings. Success depends on contextual adaptation and sustained investment in human resources. Policymakers should prioritise scalable integration of simple mHealth tools into national maternal health programmes. Investment in training and equipping community health workers is essential. Further operational research is needed to quantify the long-term impact on key health indicators. Maternal health, mHealth, community-based healthcare, Ghana, case study, innovation, antenatal care This case study provides a detailed analysis of an integrated technological and community-based approach to maternal healthcare in Ghana, offering practical insights for similar resource-constrained settings.

Keywords: *Maternal mortality, Sub-Saharan Africa, Community-based interventions, mHealth, Antenatal care, Health systems strengthening*

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