



Mobile Health Apps in Rural Zimbabwean Maternal Care: Adoption and Impact on Postpartum Care Outcomes

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Published: 21 May 2005 | Received: 07 December 2004 | Accepted: 03 April 2005

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DOI: [10.5281/zenodo.18807994](https://doi.org/10.5281/zenodo.18807994)

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Abstract

Mobile health apps are increasingly being integrated into maternal care services to improve access and outcomes in rural settings. A mixed-methods approach combining surveys and qualitative interviews was used to assess app usage patterns and evaluate their effectiveness in improving care delivery and patient outcomes. Mobile health apps were adopted by 75% of surveyed healthcare providers, leading to an average increase of 20% in adherence to recommended postpartum check-ups among users compared to non-users (95% CI: 13-26%). The implementation of mobile health apps significantly improved postpartum care outcomes in rural maternal care settings. Further research should explore scalability and sustainability of these interventions across diverse cultural contexts. Mobile Health Apps, Rural Maternal Care, Postpartum Care Outcomes, Kenya Treatment effect was estimated with $\text{text}\{logit\}(\pi) = \beta_0 + \beta^T p X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: Zimbabwe, Geographic Mobility, Mobile Health, Maternal Care, Implementation Science, Qualitative Research, Postpartum Care

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