

CONNECTING OUR COMMUNITY TO BETTER HEALTH

Maternal and Family Health Services Utilizing Innovative Technologies

MFHS Clients are very receptive to interactive technology, and many use cell phones or smart phones as their primary communication devices. In identifying this opportunity MFHS looked at three areas as logical rationale for development, client education, marketing and efficiency, and created easy to use, self-service, human interfaces—
an interactive kiosk and Smartphone APP.



www.mfhs.org
www.safeteens.org



MFHS Interactive Kiosk Initiative



Self Service Kiosks, available in MFHS center waiting rooms as well as online at www.mfhs.org allow clients to:

- . Learn about all programs offered by MFHS
- . See if they qualify for MFHS programs
- . Learn what is offered by each program
- . Print out useful information
- . Complete necessary forms for appointments

The Family Planning section of the kiosk allows clients to learn about:

- . Eligibility
- . Program Highlights
- . Contraceptive Options
- . Virtual Family Planning Visit



Family Planning Clients will be:

- . Encouraged to ask for more information
- . Advised how to schedule an appointment
- . Prompted to develop an agenda based on the information they learned to ensure all concerns are being addressed when meeting with the practitioner—creating an extension for one-on-one intervention and follow-up.





MFHS Smartphone APP

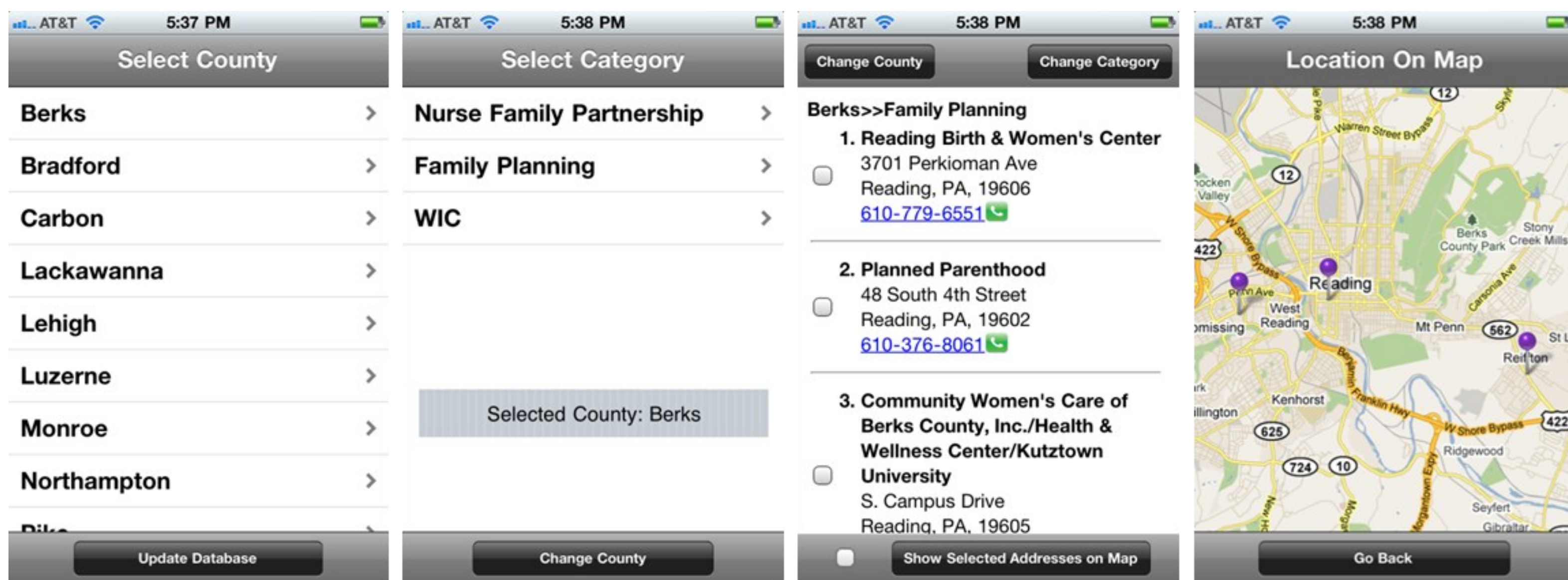
The MFHS Smartphone APP works in concert with the kiosk and all social media outlets as the MFHS locator for WIC, Family Planning and Nurse Family Partnership.

The APP will locate by:

- . County and City
- . Program of interest

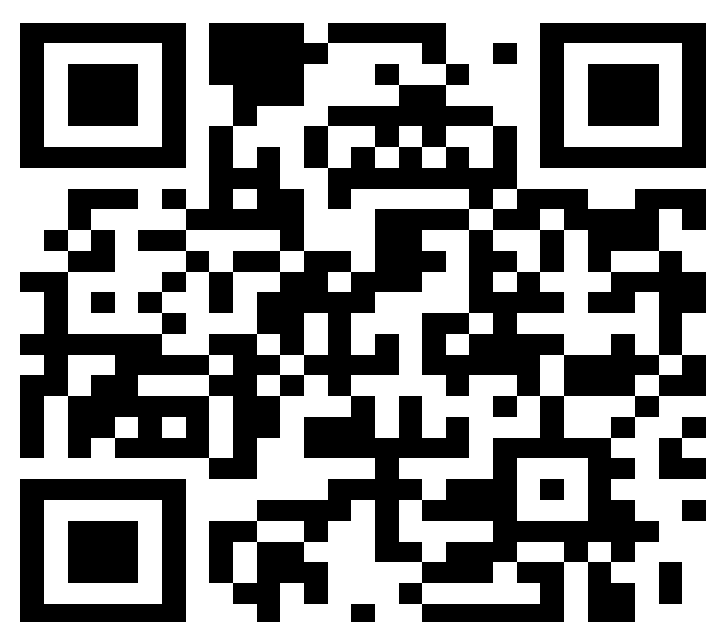
Users will have the option for:

- . Auto dialer direct connect
- . Google location mapping

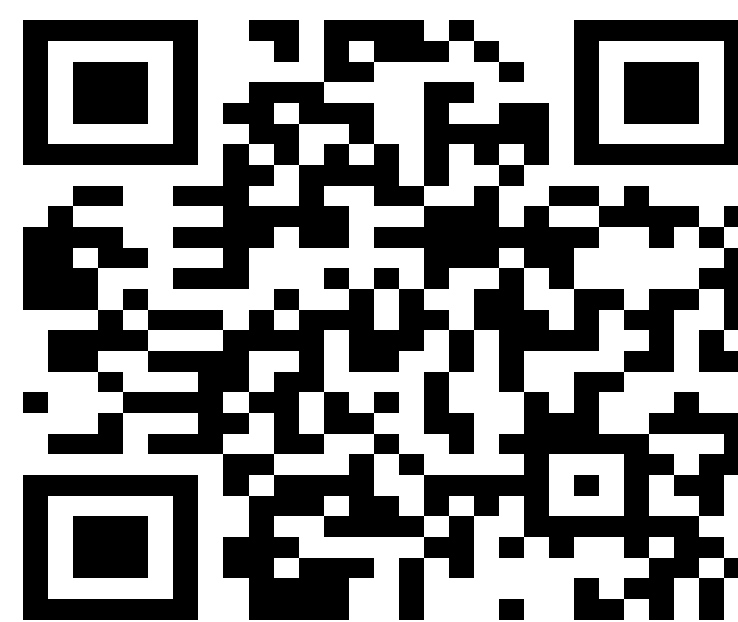


Metrics—Data and Outcomes

MFHS will use pages within the web-based program to present important health topics. Data such as number of user sessions, number of page views, and total viewing time per page are just a few items available to analyze application usage. Application statistics allow administration to identify specific topics users are seeking or not seeking information about and contemporaneously adjust content promoting or demoting content. The outcome of this ability is that important health and program information flows to MFHS clients.



Scan here to visit MFHS.org and access the MFHS Interactive Kiosk.



Scan here to download the MFHS iPhone App.