

BUDDYCARE → Electronic guidance and advice pass (case: breastfeeding guidance)

The need

A breastfeeding pass is a tool used by a mother and child clinic and the hospital for implementing breastfeeding guidance and information transfer as a part of the job of caring for a newborn. It has been developed in cooperation with the city of Oulu to promote breastfeeding. For the time being, the card is printed on paper so health care personnel is unable to carry out the necessary real-time entries regarding the implementation of the guidance. Every family is entitled to sufficient breastfeeding guidance as this promotes establishing and sustaining exclusive breastfeeding in accordance with the national and international recommendations. Both the mother and her family benefit from access to proof-based information regarding breastfeeding.

Impact

- 100% would either highly or somewhat highly recommend the app to other pregnant women and mothers
- 75% said that by using the app, they increased their knowledge about breastfeeding
- 92% said the app was either very or somewhat easy to use and they preferred using it to a paper format of the breastfeeding guidance pass

(* These results come from regular end-user testing during the co-creation by healthcare professionals at the Oulu University Hospital Testbed.

The solution

The BuddyCare breastfeeding guidance app has several features which make it easy-to-use for families at the same time providing them with information in a simple format. Smart communication between the mobile app used by families and the dashboard used by care personnel allows two-way communication between the healthcare professionals and families. All important information during the pregnancy period and after giving birth is found in the app on a simple timeline, where it's easy for the family to go through the guide step-by-step. It is also possible for families to write notes about issues they would like to bring up during appointments at the child health centre. In the mobile app, families also find links to different official healthcare websites where they may read additional instructions.






#Breastfeeding

#Digitalguidance

#Digitalhealth

Co-creation and Business Support

Pilot region: Oulu (Finland) | Period: May 2018 - December 2018

 Challenger	 Solver	 Users	 Supporter	 Funder
Oulu University Hospital	Buddy Healthcare	Pregnant women and their family members	BusinessOulu	Oulu Region Council
4 Head Nurses 1 Quality Manager	1 COO 1 UX/UI Designer 4 Software developers 1 QA Engineer	13 pregnant mothers	2 business development experts	2 experts

Hear the stories!



I am happy about the active collaboration between health care professionals and technology developers. We reached our goal to provide evidence-based breastfeeding guidance to mothers.

Pirkko Nikula, Head Nurse at Oulu University Hospital



InDemand process taught us efficient and goal-oriented development together with healthcare professionals

Peter Hänninen, COO, Co-founder, Buddy Healthcare



About inDemand

inDemand boosts digital health solutions proposed and co-created with healthcare professionals

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