Case Study:
Saving Lives at Birth - game for nurses - promoting safe childbirth, maternal & new-born care practices

Makes learning fun, engaging & interactive

Real life cases improve ‘problem solving’ skills, reinforces positive behavior
Simulation based learning to practice evidence-based skills

Multilingual and adaptive with real life scenarios

Leaderboard for healthy competition

Practice evidence-based protocol
Use centric design principle based on 5-element model

- Character
- Learning objectives
- Narrative
- Culture
- User context
Multiple use-cases of the product

Pre-Service/In-Service, training activities

Assessments for workforce optimization

Job-Aid
AI engine helps personalise learning path for every nurse – significant cost saving for hospital chains

- Measure and monitor progress and compliance
- Recommend learning path for every player
- Identify high performer
Reach and Impact

1,02,581 High-risk cases detected
1,47,697 Total no of deliveries
17,496 Total number of referrals
Over 2000 healthcare providers trained

Source: https://www.asmanalliance.in/
Easy deployment and scale-up

- Multiple Languages
- Standard Content
- Single Deployment Platform
Testimonial – It is changing the way clinicians are handling complications during child birth

Alliance for Saving Mothers and Newborns (ASMAN) – Sep 12
Who said games are a waste of time? So far, 718 nurses across facilities in 8 districts have logged into the ASMAN interactive game - designed to help healthcare providers make quick, evidence-based decisions that save mothers’ and newborns’ lives! Visit asmanalliance.in

Alliance for Saving Mothers and Newborns (ASMAN) – Sep 16
ASMAN is giving nurses the confidence to handle even high-risk and complicated cases. The result - we are saving more lives of mothers and newborns. Dr. Piyush at #PHC Raoli in #Ratlam, Madhya Pradesh

Alliance for Saving Mothers and Newborns (ASMAN) – Oct 6
At ASMAN, we have developed engaging gamified learning modules to help healthcare providers sharpen their critical thinking and decision-making skills while caring for mothers and new-borns. Visit asmanalliance.in for more

Alliance for Saving Mothers and Newborns (ASMAN) – Oct 9
Till date, over 160 healthcare providers have completed all 5 levels of ASMAN gamified case-scenarios. The games are designed to aid critical thinking and decision making and help them practice evidence-based management. Visit asmanalliance.in to know more

Awards
Frontline of Health – Finalist 2018

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