

Etisalat partners to launch special SMS midwife service

Telecommunications company Etisalat Nigeria, in partnership with the GSM Association (GSMA), Vas2Nets and Audrey Pack, has unveiled a mobile-based health service called Special Midwife Service.



Special Midwife Service is a unique first-of-its-kind service in the country that involves organisations partnering to provide a mobile healthcare education and information service for expectant and new mothers.

Special Midwife Service is a mobile-based service that gives pregnant women and new mothers the opportunity of getting information about pregnancy and nutrition, wellness/fitness, medication reminders, and more, through their Etisalat line.

Director, digital business, Etisalat Nigeria, Adia Sowho, commented: “Special Midwife Service (SMS) is a mobile healthcare education and information service aimed at promoting good nutrition behaviours as well as reducing maternal and child mortality in Nigeria, by providing crucial information and reminders for expectant and new mothers.

“It is an informative platform where women are better informed about the right choices to make during and after pregnancy,” she said.

Speaking further, Sowho expressed belief in the ability of the new service to assist first time mothers especially. “The service will provide them with unhindered access to information on everything they desire to know about pregnancy, child care and nutrition-sensitive issues for the various stages of life, at any time of the day. It also gives subscribers the

opportunity to speak with a doctor or midwife on demand,” she added.

The Special Midwife Service is a Short Message Service (SMS) and Interactive Voice Response (IVR) based service which costs N30 for two days.

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