

PN PRIMA App: A Human-Centered Decision Support Tool Building Trust in Maternal and Child Care

To address the challenges in maternal and child healthcare, CISDI developed the **PN PRIMA App**—a web-based decision support solution designed to assist the community health workers (CHWs) with actionable insights. By bridging the gap between CHWs and health professionals, the app enables the delivery of more personalized, timely, and high-quality health services.

The PRIMA app offers CHWs an intuitive platform for efficiently reporting and communicating health data, which enhances trust and ensures tailored advice for maternal and child care. Continuous training and support build digital confidence among CHWs, **transforming the app from a mere tool into a trusted bridge for improved health communication and informed decision-making for mothers and their children.**



PN PRIMA App Equip CHWs to Better Serve Their Communities



Benefits of Utilizing the PN PRIMA App :



Increased Satisfaction Among Community Health Workers (CHWs) : User-friendly design simplifies data entry, improving CHWs' engagement and motivation.



High Retention Rate of CHW Users : The app's relevance and ease of use ensure sustained engagement among CHWs.



Significant Uptake and Utilization : Its effectiveness in bridging communication gaps has led to widespread adoption in maternal and child healthcare services.