

PN PRIMA App

Indonesia's fragmented health data systems have long posed challenges for effective patient care, particularly in maternal and child health. Pregnant women and parents of young children often face barriers in accessing healthcare services due to limited accessibility. Community health workers (CHWs) and primary care professionals often face difficulties in tracking health outcomes and providing timely follow-up, especially in underserved areas. These challenges lead to gaps in health reporting and delayed or inadequate medical responses.

To bridge these gaps, CISDI developed the **PN PRIMA App—a trusted bridge** that connects CHWs and health professionals with mothers and children, facilitating communication and building a foundation of trust.

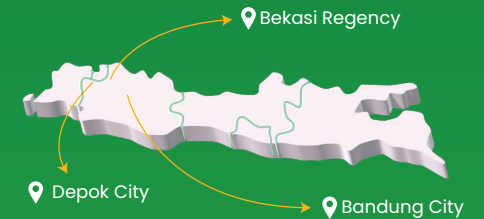


Why the PN PRIMA App?

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Streamlined Data Management: The app integrates critical data, from nutritional status to medical history, into a single platform that CHWs and primary care professionals can easily access.
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Timely Interventions: By addressing health data fragmentation, the app ensures real-time communication and tailored recommendations for pregnant women and children.
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Human-Centered Design: Developed with continuous feedback from CHWs, the app provides CHWs with a tool that is both intuitive and responsive to their daily work. The app's design simplifies data entry and follow-ups, enabling CHWs to confidently support mothers and children with tailored interventions based on real-time data.
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Continuous support : The PRIMA app is supported by ongoing training initiatives that enhance digital literacy among CHWs. This ongoing support not only ensures that CHWs are proficient in using the app but also boosts their confidence in managing health data and providing informed recommendations. As a result, the app becomes a **reliable bridge** for better health communication, strengthening the decision-making process for mothers and their young children.

Where It's Making an Impact

The PN PRIMA App is already making an impact, having been implemented in three districts in West Java province. This implementation supports CHWs and health professionals in providing improved health services, particularly in underserved areas, showcasing the app's potential to transform maternal and child healthcare by focusing on trust, communication, and human-centered solutions.

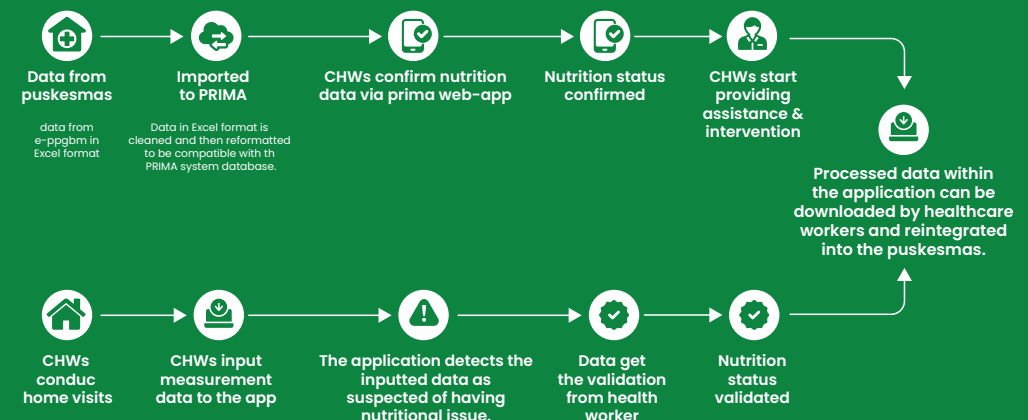


Human-Centered Design of the PN PRIMA App

In many communities, pregnant women and parents of young children often do not report their health status due to lack of awareness, fear, or accessibility issues, leading to delayed or inadequate medical responses.

The PRIMA web app addresses this communication gap with a Human-Centered Design approach, focusing on the needs of community health workers (CHWs). It provides CHWs with a user-friendly tool to efficiently report and communicate health data, enhancing trust and enabling timely, personalized advice for maternal and child care. Ongoing training and support further build digital confidence, **ensuring that the app is not just a tool but a bridge for better health communication and decision-making** for mothers and their young children.

How PN PRIMA App Works?

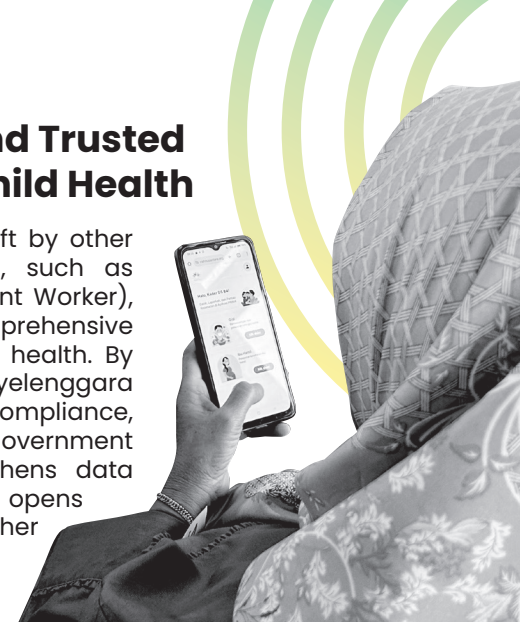


PN PRIMA App Equip CHWs to Better Serve Their Communities



PRIMA: A Comprehensive and Trusted Solution for Maternal and Child Health

The PRIMA web app aims to fill the gap left by other existing health applications in Indonesia, such as iPosyandu and E-HDW (Human Development Worker), by providing a more integrated and comprehensive solution in the field of maternal and child health. By registering the PRIMA web app with Penyelenggara Sistem Elektronik (PSE), we ensure legal compliance, enhance credibility, and secure government recognition. This registration also strengthens data protection, builds trust among users, and opens opportunities for collaboration with other stakeholders in the health sector.



Benefits of the PRIMA App : Enhancing Health Services and Strengthening Trust in Care Quality



Increased Community Health Workers (CHWs) Satisfaction:

CHWs report greater satisfaction due to the **app's user-friendly design**, which simplifies data entry and communication. This ease of use leads to higher engagement and motivation, as CHWs feel more confident in their ability to provide effective, personalized care.



High Retention Rate of CHW Users:

The PRIMA app has achieved a **high retention rate** among CHW users, indicating sustained use and trust in its features. The app's relevance to daily tasks and its capacity to facilitate timely interventions contribute to this strong, ongoing engagement.



Significant Uptake and Utilization:

The widespread adoption of the app underscores its **effectiveness in bridging** communication gaps between CHWs, pregnant women, and caregivers. By empowering health workers with a user-centered tool, the PRIMA app validates its role in fostering better health outcomes and communication within communities.