



Miller Center
for Social Entrepreneurship

NURSING TRAINING MODULES: TALKING POINTS

Total Time: 30-45 min



Santa Clara University

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These Nursing Training Modules were created so that Koe Koe Tech's Marketing Team may help ANC effectively reach a larger population of nurses throughout Myanmar.

These training modules consist of PowerPoint slides and key talking points, which have been approved by Misja and ANC. The slides have screenshots of the maymay app which line up with ANC's usual speech, and due to the succinct layout of the talking points, Koe Koe Tech can have confidence that the team will completely cover everything of importance.

As you prepare to conduct the modules, plan on:

- Presenting with two to three Marketing Team members (per group of 25 nurses)
- Allowing 30-40 minutes for content delivery and 20 minutes for questions and answers
- Reminding nurses that maymay is not just for pregnant women but for everybody

During our time with you this summer, we had the privilege of working side-by-side your wonderful Marketing Team. We so greatly appreciate their help with the 160 phone surveys and are excited to see how much more they can do to advance Koe Koe Tech's impact!

We wish you the best of luck,
Esther Bartlett, Athena Nguyen, and Emily Alonso



Slide 1:



- Thank you for coming
- This is a training to show you what maymay is, why you should share it with your patients, and how to share it.

Slide 3:

What is Maymay:

- Myanmar's **most popular** maternal and child health mobile application
- **89,568 monthly active users!**
- Facebook page with **157,000+ maymay fans**
- **Useful weekly health messages**, covering antenatal care to breastfeeding
- **Fun, interactive quizzes** for better learning
- Social chat to **ask questions** of PSI doctors

- *Read this slide to them to tell them what maymay is.*

Slide 2:

Koe Koe Tech develops mobile-based software solutions to Myanmar's biggest challenges in health



- Koe Koe Tech was founded by two cousins (a doctor and a lawyer) and is a Myanmar based social enterprise with almost all local staff
- We are working towards providing health information and access to all people
- Maymay uses cell phones to give patients all the content they need!
- It is for anybody at any stage in life.

Slide 4:

Login Screen:



- Once maymay is downloaded on your phone, this is the login screen.
- You need to enter your phone number to make an account --this is your login.



Slide 5:



- On the newest version of maymay, the app will take you to this screen to choose what information is best suited for you: single, pregnant, or new mom
- If you click on pregnant, then you will enter how many weeks along you are
- If you click new mother, you will enter the baby's birthday
- You can also choose "other" if you are a man or do not want to identify as one of the previous options

Slide 6:



- Maymay functions a lot like Facebook, this way users know how to use it
- Maymay will take you to the home screen. Here, there is a social feed with a lot of content from many different content providers. We have information on nutrition and baby and family health
- Each article has a react button where you can share the article on Facebook or follow the content provider to see more of what they write!
- One of our well-known content providers is Aunty Thelma tun-Thein who talks about nutrition, exercise, breastfeeding, and more!



Slide 7:



- First, we will show you the most used feature that most patients love.
- The weekly quizzes allow patients to test their knowledge about different and new topics each week
- These quizzes will work even if there is no internet (offline mode)

Slide 8:



- As you see here, there is a question and if you answer the question correctly, you get the 2nd screen shown.
- But if you answer incorrectly, maymay will tell you the correct answer so that you learn the right information
- Quizzes also recycle the questions you got wrong so that you have the opportunity to take them again

Slide 9:



- Another thing that many users love is the weekly messages and push notifications
- Explain how to get to push notification
- Explain how to get to weekly messages
- The messages are taken from MAMA messages and are timed for a woman's pregnancy from 5 weeks pregnant through when the baby is 3 years old.
- Reminds women of things like when to go to the clinic and get vaccines. They also have information on nutrition and clean water.
- The weekly quizzes match the content of these weekly messages to both reinforce and expand on those lessons.

Slide 10:



- This is the main dashboard that shows you different features you can pick from.

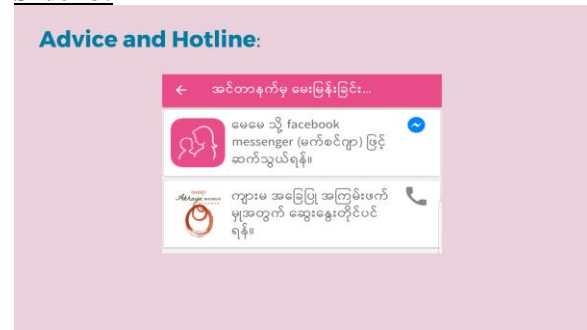


Slide 11:



- Users can find vetted PSI sun clinic doctors near them
- Note that you cannot talk to them directly, but it will help you make an appointment

Slide 13:



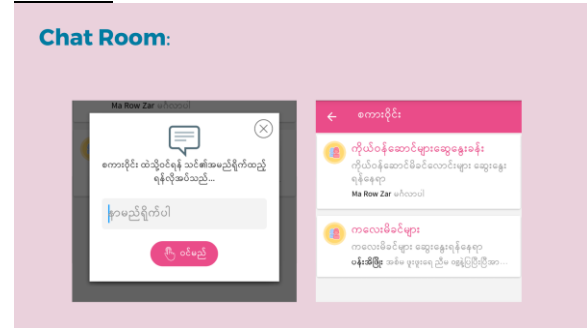
- This is where users can contact other resources
- For example, on the top, we see the Facebook messenger link to contact either a Koe Koe Tech employee or the PSI clinic. This is useful if users have questions about medicine or about the application.
- The bottom is a hotline you can contact and speak directly to a trained specialist for gender based violence.

Slide 12:



- Users can find hospitals near them and information like the address (on Google maps) and telephone number to contact them

Slide 14:



- Here you can sign in with your name and ask questions to other users based on whether you are pregnant or not.
- Other users will answer your questions, share their experiences, and chat!
- These chats are monitored by PSI and a KKT employee to make sure people get correct information.

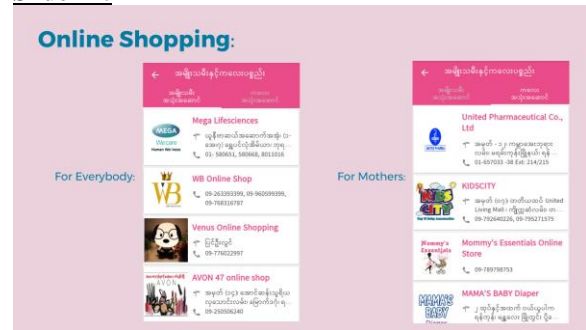


Slide 15:



- This is the emergency page
- This lets you check your symptoms and will tell you if you should call the ambulance and go to the hospital emergency room
- There are also tips on breastfeeding and info on what vaccinations for mothers and their babies

Slide 17:



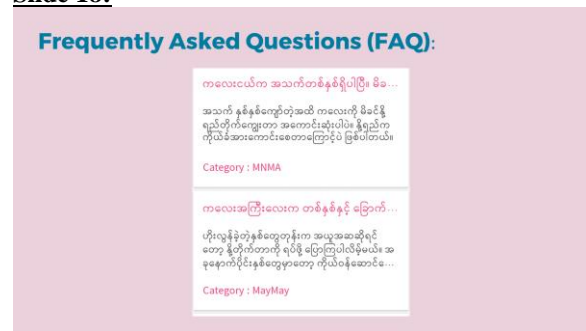
- Maymay also has an online shopping feature.
- Mothers can buy things like diapers and formula.
- There are also health and hygiene products, clothes, and Myanmar crafts for everybody else.

Slide 16:



- This page tells pregnant women what symptoms to expect and various stages of their pregnancy (per week and month)

Slide 18:



- There is an FAQ page in case users have questions
- There is information on nutrition, babies, and more.



Slide 19:

Why you Should Share Maymay:

- Maymay reduces the amount of time patients need to spend with you
- Provides answers to questions they have
- Teaches patients how to deal with symptoms themselves

- Now that you have seen what maymay has to offer, we hope you will share it with your patients! It is not only great for your patients but will save you time!
- *Read the slide aloud*

Slide 21:

What To Say When Sharing:

- How to enter user's phone number to sign in
- How to generally use the app

What Features To Show:

- Weekly Messages
- Quizzes
- Social Features
- Telemedicine

- *Read aloud*

Slide 20:

How to Share: Zapsya and Referral Fee



- *Show them how to share the app through Zapsya*
- *Tell them how to get the referral fees*

Slide 22:

Funders and Partners



- Thank you for your time!
- We are so excited for you to join us in sharing maymay and educating more women about their health!
- Do you have any questions?

