

BornFyne Initiative: A Digital Health Solution to Improve Maternal Health Outcomes in Rural Cameroon

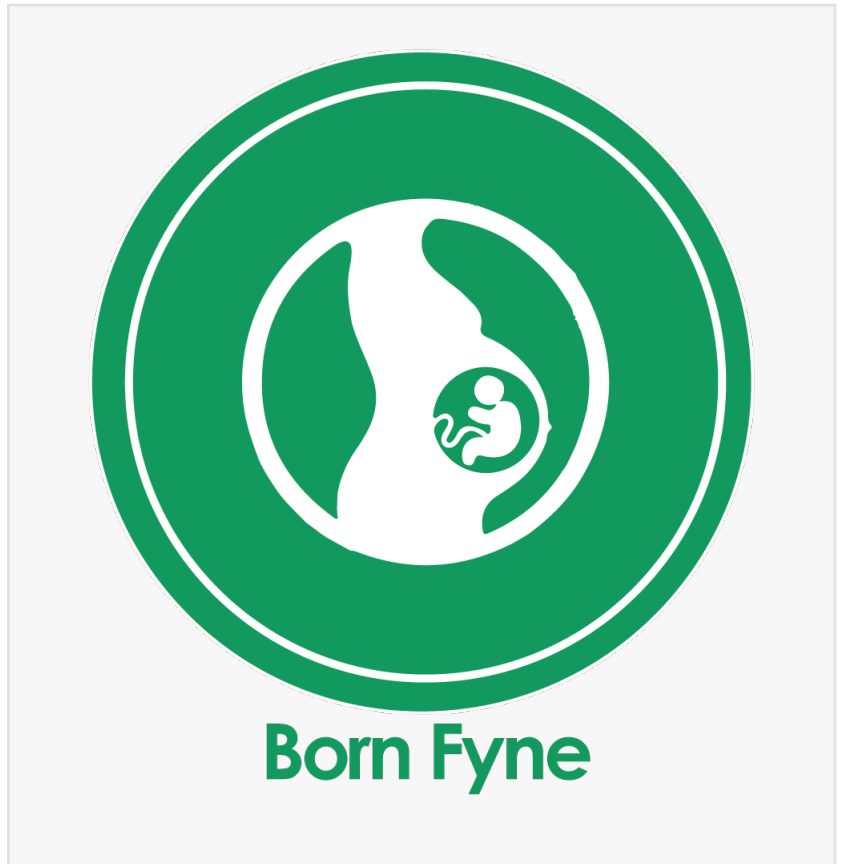
Let Knowledge, Facts, and Modern Healthcare Technology Save Lives

OTTAWA, ONTARIO, CANADA, March 28, 2025 /EINPresswire.com/ -- [BornFyne](#), a pioneering [digital health](#) initiative, is spearheading efforts to address maternal health challenges in Cameroon through mobile-based education and digital tracking for pregnant [women](#) in rural areas. With maternal mortality rates remaining high due to delays in accessing care and limited information on reproductive health, BornFyne aims to bridge these critical gaps.

Recent statistics indicate that adolescent girls and women in Cameroon face severe risks due to early pregnancies, compounded by a lack of accessible healthcare information and inadequate infrastructure. In the digital age, ensuring access to life-saving technology and healthcare information is imperative to improving maternal health outcomes, particularly in underserved communities.

The urgent need for such an intervention became evident in 2016 with the tragic case of Koumate Monique, a 30-year-old pregnant woman who lost her life outside a hospital in Douala due to delays in treatment and financial barriers. Her desperate family attempted an emergency cesarean section to save her twins, but all three lives were lost.

“The solution to addressing these delays,” says Dr. Miriam Nkangu, founder of BornFyne, “is to create a cost-effective digital platform that provides mobile-based education, digital tracking, and tailored services for pregnant women, ensuring no woman is left behind due to



geographical barriers.”

Studies have shown that when women receive quality family planning information, they are 60% more likely to adopt safer reproductive health practices, reducing unintended pregnancies and lowering maternal mortality rates. Additionally, simple interventions such as reminder messages for antenatal visits can significantly improve healthcare outcomes.

“The reminder messages from the nurse make me feel more confident in my healthcare providers,” shared a BornFyne user.

Beyond digital solutions, BornFyne recognizes the challenges of unreliable electricity in rural health facilities. With solar-powered energy, maternal healthcare units can ensure uninterrupted services, preventing life-threatening situations during childbirth. “Once night falls, our prayer is that no woman goes into labor or faces an emergency,” expressed a rural health provider.

To expand its impact, BornFyne is launching a crowdfunding campaign on Indiegogo, aiming to support 10,000 mobile phones for rural women, 50 solar energy systems, and 50 computers for health facilities. The initiative presents a unique opportunity for global supporters to contribute to improving maternal health in Cameroon.

A pilot study conducted across four rural districts found that 80% of women who accessed educational messages through BornFyne gained new knowledge on contraceptive methods, side effects, and postpartum care.

“People need to know about the BornFyne app because when we visit the clinic, we often receive little or no information. Midwives are sometimes too busy, and this app helps fill that gap,” shared a BornFyne user.

With growing momentum, BornFyne is calling on individuals and organizations to support the scale-up of this initiative. Beyond contributing to a transformative healthcare project, backers will receive exclusive rewards, including VIP privileges, one-on-one sessions with digital health specialists, and recognition as supporters of an innovative, life-saving solution.

For more information on how to support the initiative, visit

<https://www.indiegogo.com/projects/bringing-essential-digital-health-to-rural-women/x/38464770#/>

Your contribution can and will save lives

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