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# WHCC Health Innovations

## News - May 2011

[www.whcchealthinnovations.com](http://www.whcchealthinnovations.com)

### Featured Article

#### Telemedicine India, AYZH, Grameen Caledonian Nursing College receive health innovation awards at 2011 World Health Care Congress

A special program that is training women in rural Bangladesh to become nurses, a project that allows doctors in India to make "house calls" with residents who cannot easily visit a care center, and a global effort to fulfill the needs of impoverished

women by bringing them affordable appropriate technologies that increase income and improve health, were honored as part of the WHCC Affordable Health Innovations Exhibit in Washington, D.C.



*(Left to Right):* Barbra Parfitt, Director of the Caledonian Centre for Global Health; Zubaida Bai, CEO and Founder of AYZH and Sangita Reddy, CEO of Apollo Hospitals Group, accept their awards at the 8th Annual World Health Care Congress in Washington



### Submit your Innovation

WHCC Health Innovations welcomes innovators to submit their work for display at the [website](#). Submissions are welcome across all health care sectors. To share your work with a global audience, send submissions to

### Featured Videos



**Center for Health Market Innovation identifies top innovations for developing world**



### May Innovators Q&A

**maternova™**

*Tools & ideas that save mothers & newborns*

Founded in 2009,

[Maternova](#)

aggregates on its Web site numerous effective safe-saving maternal health technologies and products. It also assembles an obstetrics kit that contains several tools that can be administered to birthing mothers. WHCC Health Innovations recently spoke with Maternova founder Meg Wirth regarding how the company is helping to fill a significant gap in care.

**Q. Many people may be surprised to know childbirth is the leading cause of death among women of childbearing age in the developing world. What are some of the main reasons for this?**

**A.** The main overarching reason for this is that women do not have access to life-saving obstetric services-they live too far away, they don't have money to pay, they don't recognize the complication's danger until it is too late, the trained staff simply are not present. Emergencies are hard to predict yet they do occur in a fraction of all women giving birth. For example, if you need a cesarean section and you live in the U.S. your chances of death are slim. If you live in a rural setting 8 hours from the nearest obstetrician and anesthesiologist, there is a very high likelihood you will lose your life trying to give birth.

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## Upcoming Innovations Exhibits - 2011

WHCC Health Innovations features special

**Diagnostics For All uses regular paper as diagnostic tool**



**Grameen Kalyan is improving health care in Bangladesh**

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## WHCC Health Innovations Blog

### New Health Innovations Videos Featured

*May 14, 2011 by whcchealthinnovations*

The [WHCC Health Innovations YouTube Channel](#) features several new videos conducted at the [The 2011 World Health Care Congress](#).

To read more, [click here](#).

poster exhibits at several conferences to highlight innovative work being done in health care. While some of these innovations aid the developing world, others aim to improve care and reduce costs in hospitals and other care settings. To attend a conference and display a poster or send a poster for display, submit an abstract for any of these conferences.

[The Leadership Summit on mHealth](#)

June 28-29, 2011

[The World Healthcare Innovation and Technology](#) Congress November 7-8, Washington

[The World Health Care Congress Middle East](#) December 11-13, 2012 Abu Dhabi

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