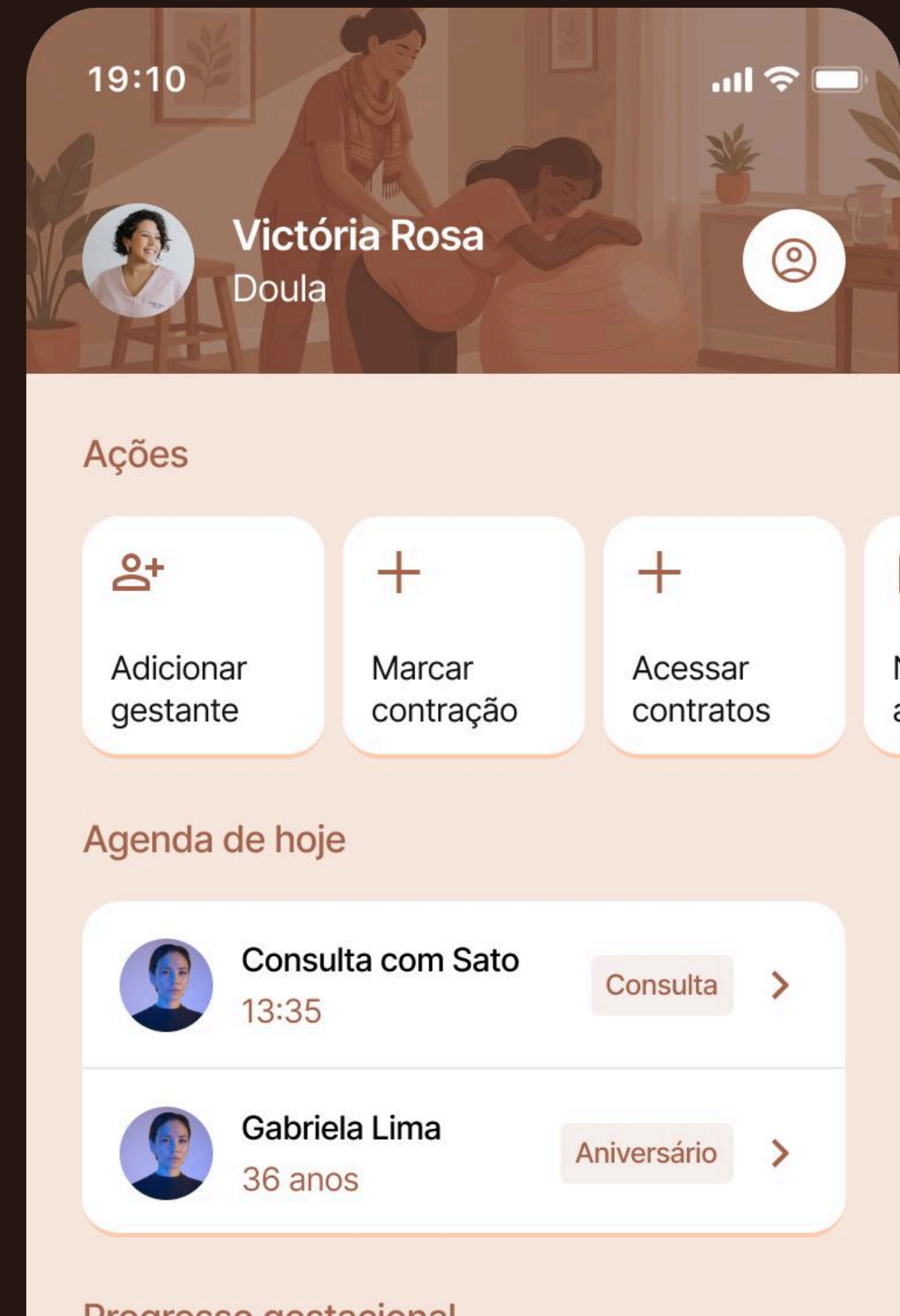


Project 02 • ObsCare

Building a SaaS for obstetrics professionals

My role: Founder and Builder

You can access here: obscore.app



Brazil has one of the highest C-section rates in the world

01

56% of births in Brazil are delivered by cesarean section, far above the level at which population-level maternal and newborn mortality no longer improves.

02

Studies summarized by the WHO show that continuous labor support reduces cesarean sections by more than 20% compared with usual care, while also shortening labor and increasing spontaneous vaginal births.

The fragmented reality of obstetric care

Obstetric professionals manage critical clinical information across multiple disconnected tools, making care coordination inefficient, time-consuming, and error-prone.

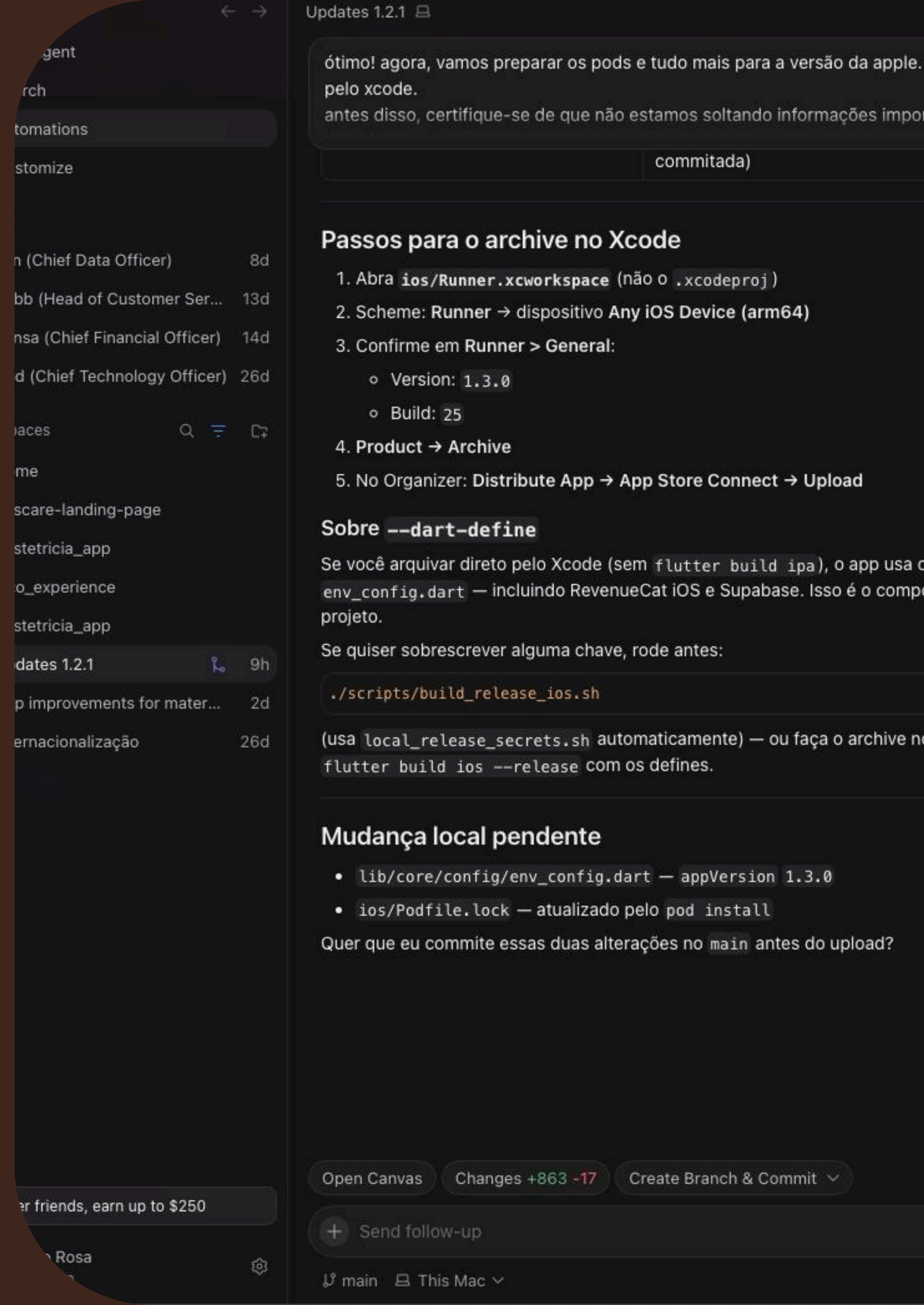


The idea came from a real need. My wife, a doula and nursing student, struggled to manage her practice across multiple disconnected tools.



In just four months, I designed, built, and launched a cross-platform SaaS used by obstetric professionals to manage clinical care, finances, and patient information from a single application.

Product → Design → Code → Marketing



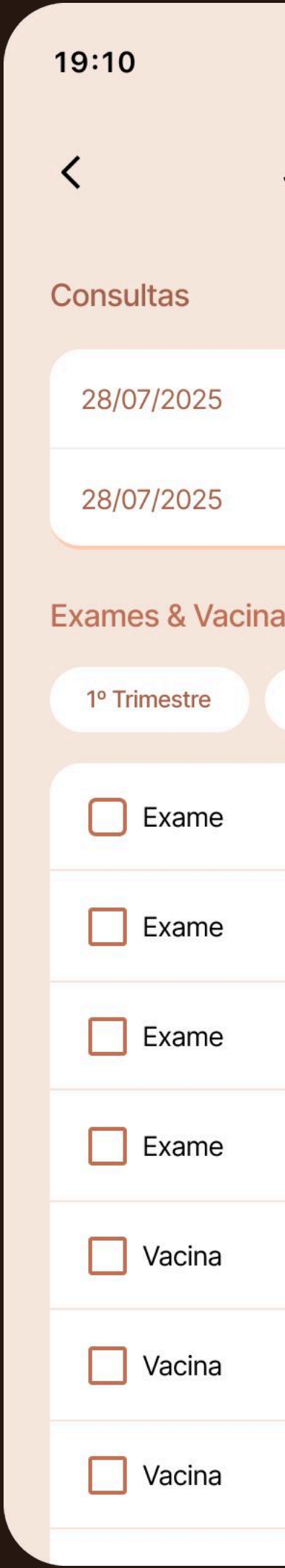
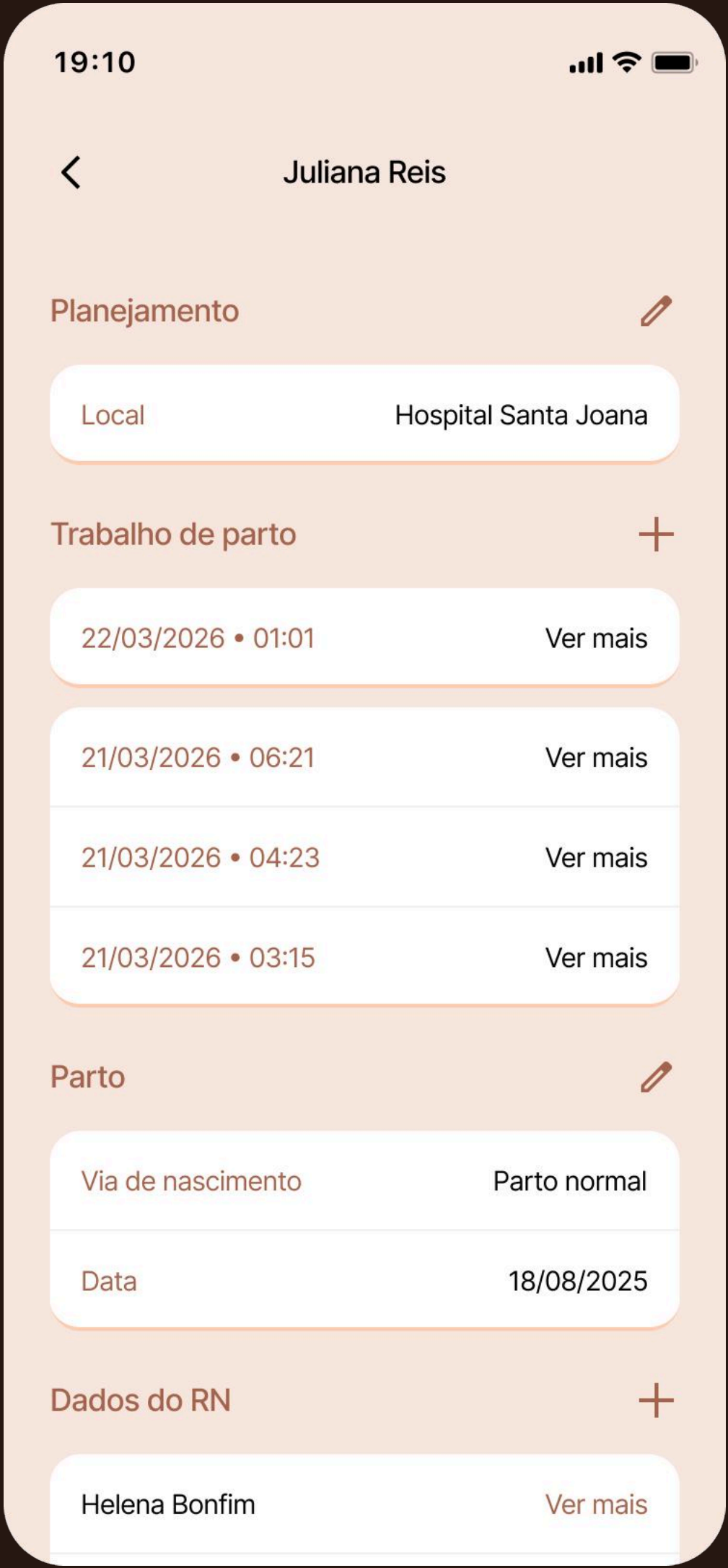
Running an obstetric practice, not just managing patients

ObsCare helps professionals manage contracts, payments, revenue, and subscriptions—bringing business operations into the same workflow as patient care.



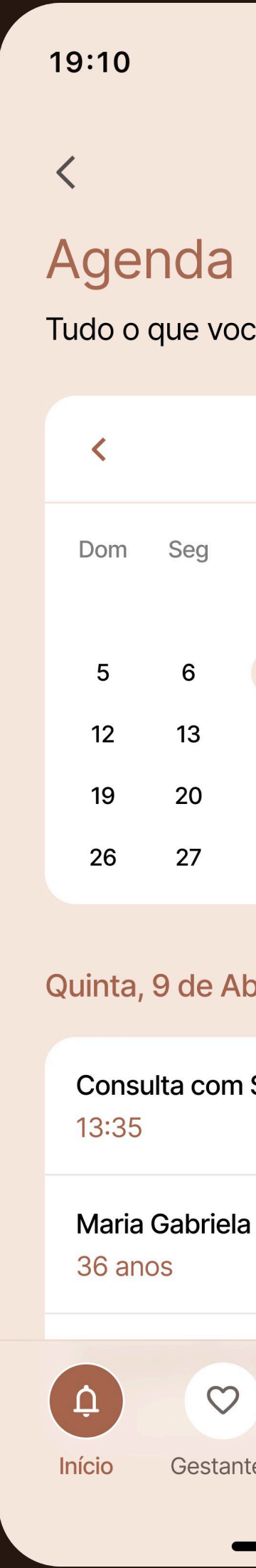
A complete clinical timeline for every pregnancy

From prenatal care to postpartum, every consultation, exam, labor event, and birth record is securely organized in a single patient timeline.



Extending care beyond the clinic

I built a companion app for pregnant women, fully synchronized with ObsCare, giving patients real-time access to appointments, documents, educational content, and labor tracking.



Growing faster than I expected

In just five months, ObsCare became part of the daily workflow of hundreds of obstetric professionals.

846+

Healthcare professionals
Doulas, obstetric nurses,
midwives and physicians.

1,838+

Pregnancies managed
Clinical care centralized in a
single platform.

206+

Births recorded
Complete delivery history
preserved digitally.

80+

Active community members
Professionals who
continuously help shape the
product.

iOS • Android • Web

Built and maintained by a single person.