MSD FOR MOTHERS
IN INDIA

It all starts with a mother—she's the beginning of a much bigger story. A healthy pregnancy and childbirth leads to a lifetime of benefits, both for her own health and prosperity, as well as that of her children, family, community, and nation—for generations to come. We call this the "Mom Effect." Working with partners across sectors, we're making the Mom Effect a reality for communities across the globe.

Maternal Health in India

The Government of India is mobilizing to improve quality of care in the public health system. Despite increases in the number of women delivering in health facilities, maternal mortality in India remains too high, indicating inconsistent quality of care. Efforts to improve quality among private providers are also needed, especially because they offer up to half of maternity care nationwide.

What We're Doing

MSD for Mothers is working in close collaboration with partners from government, academia, non-profit organizations, professional associations, and private companies to:

- **Empower women** with the information, choice, and voice needed to access the health care they want
- **Equip health providers** with innovative products and platforms to offer better quality care
- **Strengthen health systems** with new models to better financing and deliver quality care

We are working with partners to establish a national quality certification for private maternity care—**Manyata**— as a groundbreaking solution to this problem. Manyata certification recognizes private maternity providers for meeting national quality standards for maternity care and is endorsed and administered by the Federation of Obstetric and Gynecological Societies of India (FOGSI). It also equips providers with the tools they need to improve both their businesses and the care they offer patients, and it helps payors identify quality providers more easily. Today, over 200 private providers across Uttar Pradesh, Maharashtra, and Jharkhand have become Manyata-certified.

We have also partnered with the government of Rajasthan and others to bring Manyata to the state through **the Utkrisht Impact Bond**. This innovative financing mechanism is the largest—and one of the first—development impact bonds focused on health.

Additionally, we are collaborating with partners to develop innovative, lean quality improvement models that will help providers develop the skills needed to achieve Manyata certification. As a partner in the **ASMAN Initiative,** we help nurses in Rajasthan and Madhya Pradesh improve the quality of maternity care. ASMAN leverages digital innovations, such as the **Safe Delivery App**—a smartphone application that gives providers instant access to evidence-based and up-to-date clinical guidelines—which we supported partners to adapt for India.

Finally, we are working with women and communities to create a market that demands quality care. **Together for Her Health** is a web-based platform that helps women understand quality care and submit their feedback on the care they receive. To date, the platform has over 18,000 reviews user reviews and more than 700 participating providers.

What We've Learned

Women want health information and will use it to demand quality care

- ☑ Women want information on quality maternity care and are eager to share their feedback and experience with their providers and peers.
- ☑ Despite socioeconomic and cultural barriers that may prevent reliable access to technology, women will find a way to offer feedback when platforms value their input.
- ☑ Providers will change their practices in response to women's feedback.

Private maternity providers are eager to improve quality, with the right support

- ☑ Physician-led private practices are willing to measure and report the quality of their care—they just need the right tools to help them do so.
- ☑ Nurses are essential in driving quality improvement, including motivating obstetricians to take it on.
- ☑ Professional associations play a role in measuring, improving, and assuring the quality of private care.

To sustain high quality, private maternity providers need health systems to offer the right incentives

- ☑ Peer assessment—coupled with public recognition of providers who achieve quality standards—is a reliable and effective way to assure the quality of private maternity care.
- ☑ Quality certification has a strong value proposition for private maternity providers, who see certification as a way to distinguish their services.
- ☑ Strengthening health systems requires partnerships that work across sectors and disciplines.

What's next

We believe that creating a national certification to assure quality maternity care is an important step in reducing India's maternal mortality—improving the lives of women for years to come. Our goal is to scale the Manyata quality certification nationally so that patients have reliable access to high-quality care.

IMPACT BY THE NUMBERS

Our investments have:

STRENGTHENED

+1,000 HOSPITALS AND CLINICS

TRAINED ALMOST

10,000 HEALTH WORKERS

SUPPORTED MORE THAN

300,000 SAFE DELIVERIES

As a result:

+600,000 WOMEN NOW HAVE IMPROVED ACCESS to quality maternity care and modern contraception

MSD for Mothers' Investments in India

EMPOWERING WOMEN

Together for Her Health

In collaboration with **Almata**—and building on previous partnerships with **The White Ribbon Alliance** and **M4ID**—we have developed a digital platform that helps women learn about the maternal healthcare they deserve and rate the services they receive. Quality ratings help private health providers deliver more woman-centered care and attract new patients. Overall, the Together platform empowers women to demand quality care and providers to be responsive to their patients' needs.

EQUIPPING HEALTH PROVIDERS

Private Maternity Care Quality Toolkit

In collaboration with **Jhpiego** and **the Federation of Obstetric and Gynecological Societies of India,** we developed a quality toolkit for private providers called the Private Maternity Care Quality Toolkit **(PMC-QT)**. It includes tools and standards for quality measurement, quality improvement, and quality assurance that are applicable to a range of private providers including nurses, midwives and obstetricians. Its development and field-testing took place in both India and Uganda.

Safe Delivery App

In collaboration with the **Maternity Foundation,** we are developing a Hindi-language version of the **Safe Delivery App**. This smartphone application gives providers instant access to evidence-based and up-to-date clinical guidelines for maternity care.

Social Franchising

In collaboration with **World Health Partners (WHP)** and the **International Center for Social Franchising,** we worked to develop a more financially sustainable telemedicine social franchise model in rural Uttar Pradesh. This investment builds off of our work with **Pathfinder International** and **WHP** on **the Matrika Project**, which aimed to improve quality across public and private sectors through a total market approach that included broadening WHP's existing social franchise to link remote providers with urban doctors via telemedicine. Our work in social franchising also included previous collaboration with the **Hindustan Latex Family Planning Promotion Trust (HLFPPT)** to expand a rapidly scaling social franchise network of private hospitals offering affordable maternal health and family planning services to Rajasthan.

Market Research

We invested in two different types of market research in India to better understand the private maternity care market, including: 1) nature of competition research conducted by **The London School of Medicine and Tropical Hygiene** in Uttar Pradesh, and 2) a **market segmentation analysis** of private maternity providers conducted by **GfK** in Uttar Pradesh, Rajasthan, and Jharkhand, which revealed four segments of private maternity providers. These segments are an organizing framework for the diverse local private sector and help public health professionals develop programming to meet each segment's needs.

Project CHAMPION

We have forged a unique collaboration with **World Health Organization** and **Ferring Pharmaceuticals** to advance a heat-stable drug, carbetocin, that has lifesaving potential to prevent women from hemorrhaging after childbirth. Project CHAMPION's 30,000-women clinical trial took place across 10 countries, including India.

Manyata

In collaboration with **Jhpiego** and **the Federation of Obstetric and Gynecological Societies of India,** we are working to ensure that women consistently receive quality care from private maternity providers by developing a certification for private maternity providers able to meet national quality standards. Today, this certification is available in Uttar Pradesh, Jharkhand, and Maharashtra, and almost 200 private providers have become Manyata-certified.Manyata's first phase of work successfully improved quality of care across ~140 facilities in Jharkhand and Uttar Pradesh to—adherence to quality standards rose from <3% to >75%.

STRENGTHENING HEALTH SYSTEMS

Utkrisht Development Impact Bond

Along with public and private sector partners—such as **USAID, UBS Optimus Foundation, Mathematica, and Palladium**—we have launched a first-of-its-kind development impact bond that leverages private investor capital to incentivize private maternity providers in Rajasthan to improve the quality of care they deliver.

ASMAN

We are partnering with **Tata Trusts, the Reliance Foundation, USAID and the Bill & Melinda Gates Foundation** to improve the quality of maternity care offered in public facilities in Rajasthan and Madhya Pradesh. By helping providers to digitally monitor patients during labor and delivery, ASMAN links providers to the Safe Delivery App for easy access to evidence-based and up-to-date clinical guidelines for maternity care.