

# ENSURING WOMEN CONSISTENTLY RECEIVE QUALITY CARE FROM PRIVATE MATERNITY PROVIDERS IN INDIA



MSD for mothers  
Committed to Saving Lives



## PLACE

Three states of India (Uttar Pradesh, Jharkhand, and Maharashtra) with populations of 350 million

## SCALE

250+ private maternity providers

## TIMEFRAME

November 2016 – October 2018

## PARTNERS

Jhpiego India, the Federation of Obstetric and Gynaecological Societies of India (FOGSI), and the National Accreditation Board of Hospitals and Healthcare Providers (NABH)

India has the second highest number of maternal deaths in the world. Despite an increase in women giving birth in health facilities, maternal deaths are not decreasing as much as they should, largely due to insufficient care quality. Among private maternity providers, quality of care is inconsistent, there is no clear consensus on quality standards and there is no national system to assure quality.

Jhpiego India, the Federation of Obstetric and Gynaecological Societies of India (FOGSI) and the National Accreditation Board of Hospitals and Healthcare Providers (NABH) are partnering to improve the quality of maternity care in three states with particularly high numbers of maternal deaths and/or a strong private maternity provider presence. Based on the success of an initial pilot, these partners will launch the Manyata initiative, a national certification and quality improvement system to recognize private providers who consistently deliver quality care to the women they serve.



### Scalable Quality Improvement:

With technical support from Jhpiego, FOGSI will implement a quality improvement (QI) model to help private maternity providers enhance their care and achieve certification for meeting national quality standards. This model—designed to be scaled across India—includes two components:



**Quality Improvement Hubs:** Up to 20 QI Hubs—similar to centers of excellence—will offer private maternity providers ongoing training and mentorship.



**Quality Toolkit:** The QI Hubs will use the Private Maternity Care Quality Toolkit ([www.pmcqt.org](http://www.pmcqt.org)), designed during the pilot phase, as the foundation for training providers and measuring the quality of their care.



### Sustainable Quality Assurance

Once private maternity providers meet quality standards, they become eligible for national certification, which assures that providers continue to offer quality care.



**Quality Certification:** Private maternity providers who meet both safety standards (defined by NABH) and clinical maternity care standards (defined by FOGSI) will receive the certification.



**Sustainable Business Model:** The project will design and test various business models to make the certification system self-sustaining after project funding ends.

By the end of the project in 2018, at least 200 providers will achieve certification and many more will be fulfilling requirements to meet the new national quality standards.