



# A digital revolution for quality maternal health care: MomCare

## Geography:

Kenya  
Tanzania  
Nigeria

## Collaborators:

MOMCARE

PharmAccess  
FOUNDATION

m-tiba

Care  
Pay

SafeCare  
HEALTHCARE STANDARDS

When most Kenyans fall sick, they pay out of pocket for their health care because they have no insurance, placing them at serious financial risk if they face a catastrophic health expense. They may also not know whether the care they receive is high quality, and so may be incurring costs for services that have minimal health benefits. These are issues that women accessing care during pregnancy and childbirth also face.

In collaboration with the PharmAccess Foundation, Merck for Mothers is supporting the development of [MomCare](#), a digital platform that helps a woman track her maternal health journey, improving her ability to complete the full continuum of health care visits to help assure a healthy pregnancy and safe childbirth. To participate in MomCare, providers must be accredited by SafeCare<sup>1</sup> — giving women the confidence that they are paying for quality care.

MomCare also helps payers and health care providers better payments and services. They can understand if women are receiving the care they need to maximize positive health outcomes, driving value and ensuring transparency and accountability.



## MomCare offers benefits to women, providers and payers:



### Women use MomCare to track their maternal health journey — with it, they can:

- Receive text messages with appointment reminders to encourage them to stay on track with antenatal and postnatal visits
- Know which services they will receive and, through access to SafeCare ratings, know the quality of care to expect
- Provide feedback on the services they received so that providers can improve the quality of their care
- Have reliable information on how much maternal health care will cost so they can plan accordingly



### Providers use MomCare to improve the quality of care they offer, attract and stay digitally connected to patients, and receive payments more quickly — with it, they can:

- Better manage and deliver quality care to patients thanks to transparent data on adherence to the maternal health care journey, the ability to send automatic nudges when patients are delayed in follow-up, and review patient feedback on care received
- Receive “quality bonuses” from payers as an incentive to deliver the full continuum of high-quality maternal health care and support women to complete their journeys
- Collect payments from payers quickly and efficiently using [M-TIBA](#), an integrated health payment platform developed by [CarePay](#) and linked to MomCare



### Payers use MomCare to understand how to drive value-based care by getting real-time data on costs, utilization and outcomes:

- Understand costs per patient and in aggregate through a digital dashboard that monitors the quality of care throughout a maternal health journey and link them to maternal and newborn health outcomes
- Validate that providers delivered care as reported by tracking utilization and by relying on patient feedback — to promote transparency, accountability and paying for outcomes

In a world where resources are constrained, MomCare provides the peace of mind that women are getting the right care at the right time and at the right cost for safe and healthy pregnancy and childbirth.



<sup>1</sup>SafeCare is a standards-based quality rating methodology developed by PharmAccess (Netherlands), the Joint Commission International (U.S.A) and COHSASA (South Africa). The approach is based on internationally acknowledged (ISQua) quality standards and rates the quality of care delivery according to 5 survey-able, measurable steps.

MomCare is supported by funding from Merck, through *Merck for Mothers*, the company's \$500 million initiative to help create a world where no woman has to die giving life. *Merck for Mothers* is an initiative of Merck & Co., Inc., Kenilworth, N.J., U.S.A.