

# SCALING AND SUSTAINING QUALITY PRIVATE MATERNITY CARE IN INDIA



**PLACE:** Five states: Uttar Pradesh, Jharkhand, Maharashtra, Rajasthan, and Karnataka

**SCALE:** 2,000+ quality-certified private maternity care facilities

**TIMEFRAME:** March 2019 – December 2021

**COLLABORATORS:** Jhpiego India, The Federation of Obstetric and Gynaecological Societies of India (FOGSI), Avalon Information Systems, Ariadne Labs

## Overview

India has one of the highest numbers of maternal deaths in the world. Although the country has made significant progress in increasing the proportion of women who give birth in a health facility, maternal deaths are not decreasing as much as they should, largely due to poor quality of care. Among private maternity care providers, who offer up to 50% of maternity care services in India, there is no clear consensus on quality standards and no national system to assure quality maternity care, resulting in inconsistent quality of care.

Since 2013, Jhpiego India and the Federation of Obstetric and Gynaecological Societies of India (FOGSI) have partnered to improve the quality of maternity care in three states with especially high numbers of maternal deaths and/or a large cadre of private maternity providers. Based on the success of an initial pilot, which improved adherence to quality maternity care standards among ~140 facilities from  $\leftarrow 3\%$  to  $\rightarrow 75\%$ , Jhpiego and FOGSI launched Manyata – a national certification and quality improvement program. Manyata recognizes private maternity care providers who meet evidence-based, World Health Organization (WHO)-aligned standards, thereby delivering consistent quality care to the women they serve. As of 2019, and in only 3 years, almost 500 private maternity care providers have achieved Manyata certification.



## COLLABORATORS



Today, FOGSI, with technical support from Jhpiego, is working to scale Manyata nationally and is currently collaborating with the Government of Maharashtra to bring Manyata to private providers throughout the state. To support rapid, effective and efficient scale up, Jhpiego is working closely with Avalon (a software development company) to digitize quality improvement and certification processes. Ariadne Labs (a research lab affiliated with Harvard University) will collect, analyze, and generate data insights on Manyata's value to providers and health systems to help ensure Manyata's sustainability.

## Key Features



### Scalable Quality Improvement

With technical support from Jhpiego, FOGSI is implementing a quality improvement (QI) model to help private maternity providers enhance their care and achieve certification for meeting evidence-based, WHO-aligned quality standards. This model—known as Manyata—is now being scaled across India. It includes two components:

**Quality Improvement Hubs:** QI Hubs and Centers of Skill Enhancement offer private maternity care providers ongoing training and mentorship to meet quality standards.

**Quality Toolkit:** The QI Hubs 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 Manyata certification, which assures that providers are delivering quality care. A pool of 200+ Manyata assessors will evaluate whether facilities meet quality standards.

**Quality Certification:** Private maternity care providers who meet maternity care standards receive Manyata certification.

**Sustainable Business Models:** Jhpiego will design and test a business model for improving and assuring quality care so that the Manyata certification program can become sustained for the long-term. .

By the end of 2021, at least 2,000 private maternity providers will achieve Manyata certification and many more will be building the skills they need to achieve—and sustain—certification.

