PROVIDING WOMEN WITH THE QUALITY OF CARE THEY DESERVE: TOGETHER FOR HER HEALTH

OVERVIEW

India has the second highest number of maternal deaths in the world, accounting for 15% of all maternal deaths globally. Despite an increase in the number of women giving birth in health facilities, maternal deaths are not declining as much as they should, largely due to insufficient care quality.

With support from Merck for Mothers, ALMATA is developing and implementing Together for Her Health (Together), a web- and mobile-based platform that educates women on what quality maternity care should look like and offers the opportunity to anonymously rate the quality of care they receive. Feedback is then made available to other women and providers, creating a “feedback loop” for all parties. That way, providers can use the data to inform quality improvement efforts at facility, district and national levels, and women are empowered to make more informed choices about the care they need.

HOW IT WORKS

During platform development, we learned that:

• Women want information on maternal health and quality of care, and want to share their feedback and experience.
• Despite socioeconomic and cultural barriers that may prevent reliable access to technology, women will find a way to participate in a system that values their input.
• Health care providers (both public and private) are interested in receiving women’s quality ratings.

These learnings have informed Together’s approach. The platform includes:

Information on quality care for pregnant women and new mothers

Health care provider profiles

Anonymous client ratings of providers

Text message capability to “push” messages directly to women’s mobile phones

WHAT’S NEXT

By the end of the project, we hope to reach at least 50,000 women across India. For more information, visit: www.togetherforher.com.

This program is supported by funding from Merck, through Merck for Mothers, the company’s 10-year, $500 million initiative to help create a world where no woman dies giving life. Merck for Mothers is known as MSD for Mothers outside the United States and Canada.