

# Market Innovations to Improve Maternal Care

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**RESULTS FOR  
DEVELOPMENT**

# Maternal care markets present opportunities...and challenges

## Opportunities

- Expand access when public facilities are few
- Often closer to people's homes
- More personalized care
- Women's empowerment
- Innovation

## Challenges

- Small providers unmonitored, unregulated
- Limited training and monitoring on standard protocols
- Lack of access to capital for investments in infrastructure and HMIS systems
- High out-of-pocket costs
- Poor data reporting



*Mother Bless Birthing Clinics, accredited birthing facilities in Leyte Province, Philippines*

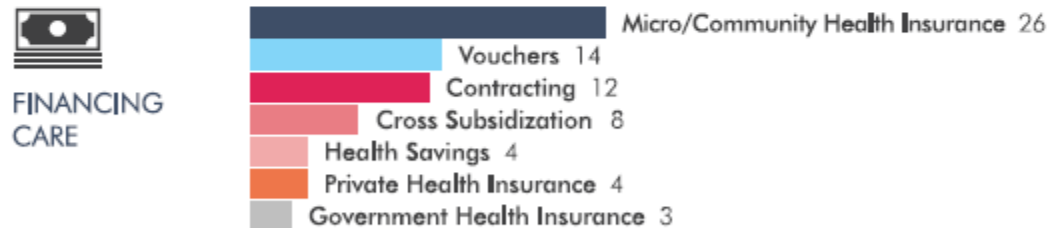
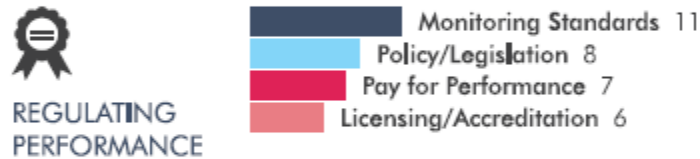
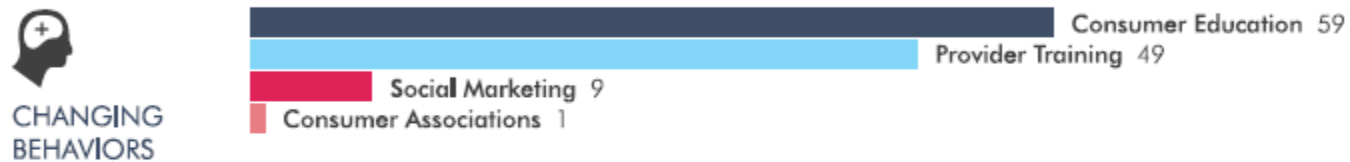
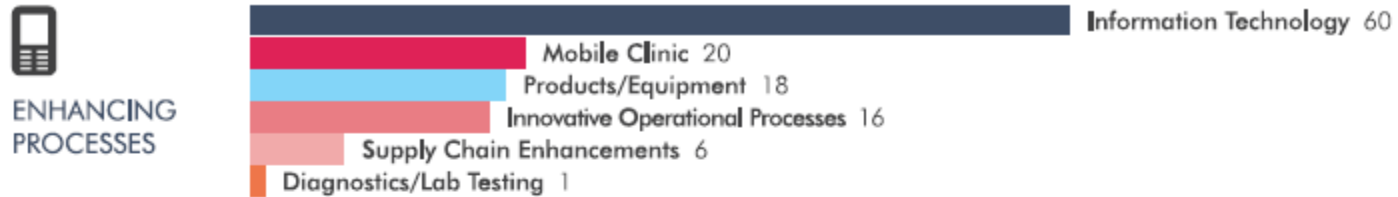


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# PROMISING DEVELOPMENTS IN MNCH CARE

CHMI DOCUMENTS OVER 315 MNCH PROGRAMS WORKING IN 33 COUNTRIES

## Market Based Activities of MNCH Programs<sup>ii</sup>



# Low-cost, high quality hospital chain

## Lifespring Hospitals, India

- Small 20-25 bed hospitals with basic amenities targeting low-income urban population
- Staffed with midwives using standard processes (90% protocol adherence)
- Charge 30 to 50% of prevailing market price
- 12 hospitals in Hyderabad, delivering 6% of all babies in the city



*A Lifespring hospital delivery room, Hyderabad India*



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# Perfecting and diffusing systems for quality

## Jacaranda Health, Kenya

- Maternity hospitals in Nairobi
- Use of evidence based protocols and tools to standardize and systematize care.
- Intensive training of nurses and midwives with tracking of individual performance
- Patient-centered design of the care process, including SMS communications to improve patient behaviors
- Currently has 2 hospitals, but aims to achieve impact as an “innovation laboratory” replicating processes at existing partner hospitals



*Mother and child at Jacaranda Health Center, Kenya*



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# Quality assurance through midwife accreditation

## Bidan Delima, Indonesia

- A midwife accreditation program created by the Indonesian Midwives Association (with support from USAID, JPIEGO and J&J)
- Trains midwives on best practices in midwifery, family planning, and reproductive health
- Private midwives must pass orientation, pre-qualification and validation to be certified as “Bidan Delima” midwives
- Over 10,000 midwives in 15 provinces have been accredited



*Bidan Delima certified midwife with patient, Indonesia*



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## Chiranjeevi Yojana, Gujarat India

- Private providers contracted by government to provide deliveries to Chiranjeevi Yojana insurance beneficiaries.
- Private providers receive an advance to commence services and are compensated per 100 deliveries.
- Any qualified providers with basic facilities including labor and operating rooms, access to blood and anesthetics can enroll.
- Program was initially hailed as a success, but recent data questions the impact, and providers have exited the program.



# Four ideas for improving health markets

1. Enable development of the whole market -- the “venture capital” model only goes so far
2. Diffuse and adapt innovative practices to existing providers – a different way to scale
3. Expand government purchasing -- the holy grail??
4. Foster the development of intermediary organizations – to address the fundamental problem of fragmentation



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# You can provide direct support!

**Kangu.org** reduces the number of maternal and neonatal deaths and injuries by crowdfunding the medical services required for pregnant women to have a safe pregnancy and childbirth.



## Meet a Mama

Meet pregnant moms from around the world who need healthcare services.



## Donate to Support her Care

Donate \$10 or more to fund healthcare for mom and baby, and become a part of her birth story.



## Receive an Update

Kangu will email you an update from our on-the-ground medical partners after the birth.

# An integrated approach for strong mixed health systems

## Strong public financing

- Ensures everyone has affordable coverage
- Provides steady revenue stream to providers
- Incentivizes cost-effective care
- Incentivizes quality

## Quality Management Institutions

- Develop standardized clinical protocols
- Measure and report on quality
- Accredite providers
- Foster continuous quality improvement

## Strong private delivery orgs

- Monitor and improve quality
- Coordinate care over time and across levels of care
- Proactive population management
- Customer service
- Management support



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# Thank you!

- [www.r4d.org](http://www.r4d.org)
- [www.HealthMarketInnovations.org](http://www.HealthMarketInnovations.org)



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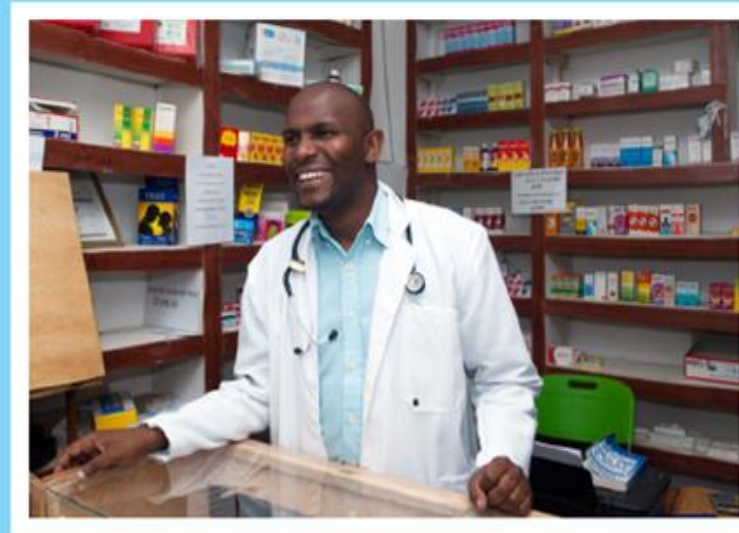
- **The Center for Health Market Innovations (CHMI)** accelerates the diffusion of promising programs, policies and practices that improve healthcare for the poor in low- and middle-income countries.
- CHMI is a flagship initiative of **Results for Development (R4D)**, a non-profit organization that unlocks solutions to tough development challenges.



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# What we do

CHMI promotes programs, policies and practices that make quality health care delivered by private organizations affordable and accessible to the world's poor.



Photography Credit: Allan Gichigi

## Our Approach

### Identify >

We provide comprehensive, up-to-date information about innovative programs and policies.

### Analyze >

We identify promising practices that can be scaled-up or adapted in other countries.

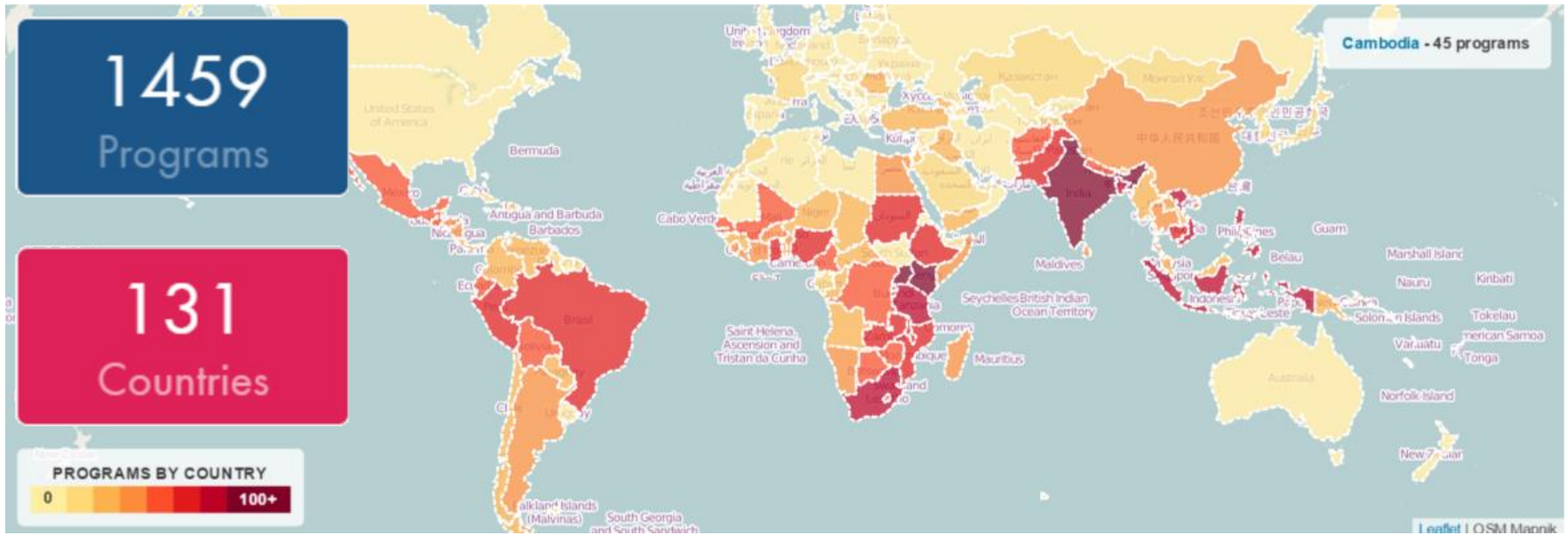
### Connect >

We connect people implementing, funding, and studying innovative programs to translate good practices and encourage innovative programs to scale.



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# WHERE CHMI PROFILED-PROGRAMS WORK



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