



# *MSD for Mothers*

Manyata- Injecting  
Quality of Care into  
Qũãç Á^æ@æ^Á  
Insurance Industry

November 2017



MSD for mothers  
Committed to Saving Lives

# PLACEHOLDER

## **PUSH Video**

# Our Vision

## OUR VISION

A world where no woman dies while giving life

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Two of the most powerful ways to end preventable maternal deaths – ensuring women have:

## OUR FOCUS

Quality  
maternity care

Access to modern  
contraception

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Apply the private sector's invention and expertise – at the global and local level – to design and deploy solutions that:

## OUR STRATEGY



### EMPOWER WOMEN

Empower women to make informed choices and get the quality care they need



### EQUIP HEALTH PROVIDERS

Equip health providers with the skills, tools and technologies they need to deliver high-quality care



### STRENGTHEN HEALTH SYSTEMS

Strengthen health systems to sustain the delivery of high-quality services that benefit women and their communities

# Our Vision in India



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*MSD for Mothers* designs, tests, and scales innovations – digital, process, and product innovations – to improve quality of care in India.



# Our Challenge: Maternal Mortality in India

Globally, **15% of all maternal deaths** occur in India

**Private providers** offer a significant portion of care in India and can act as a release valve for over-burdened public facilities – making it **important to motivate private providers to improve quality**

**Accreditation** is a promising mechanism to assure quality care

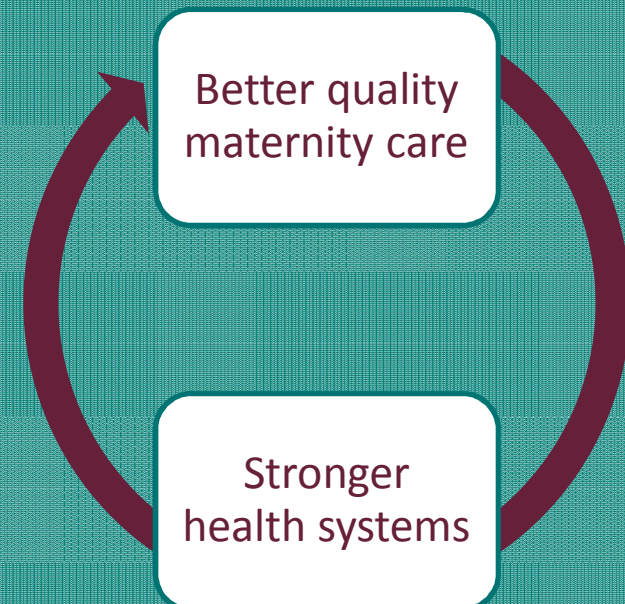


# Our Strategy: Strengthening Systems for Health



**Maternal deaths frequently occur when health systems fail women and their families.**

**To prevent maternal deaths, we must invest at scale to strengthen health systems.**



# Demonstrating the value of the private sector for strengthening health systems



We seek to collaborate with businesses within and outside the health sector, civil society, government to strengthen India's health system

## Level 1



**Non-health businesses and corporations** | Multi-sector partners such as Tata Trusts, FICCI, CII WEF, TCS etc.

## Level 2



**Local health businesses** | FOGSI, large hospital chains, social franchises, third party payors, social entrepreneurs

## Level 3



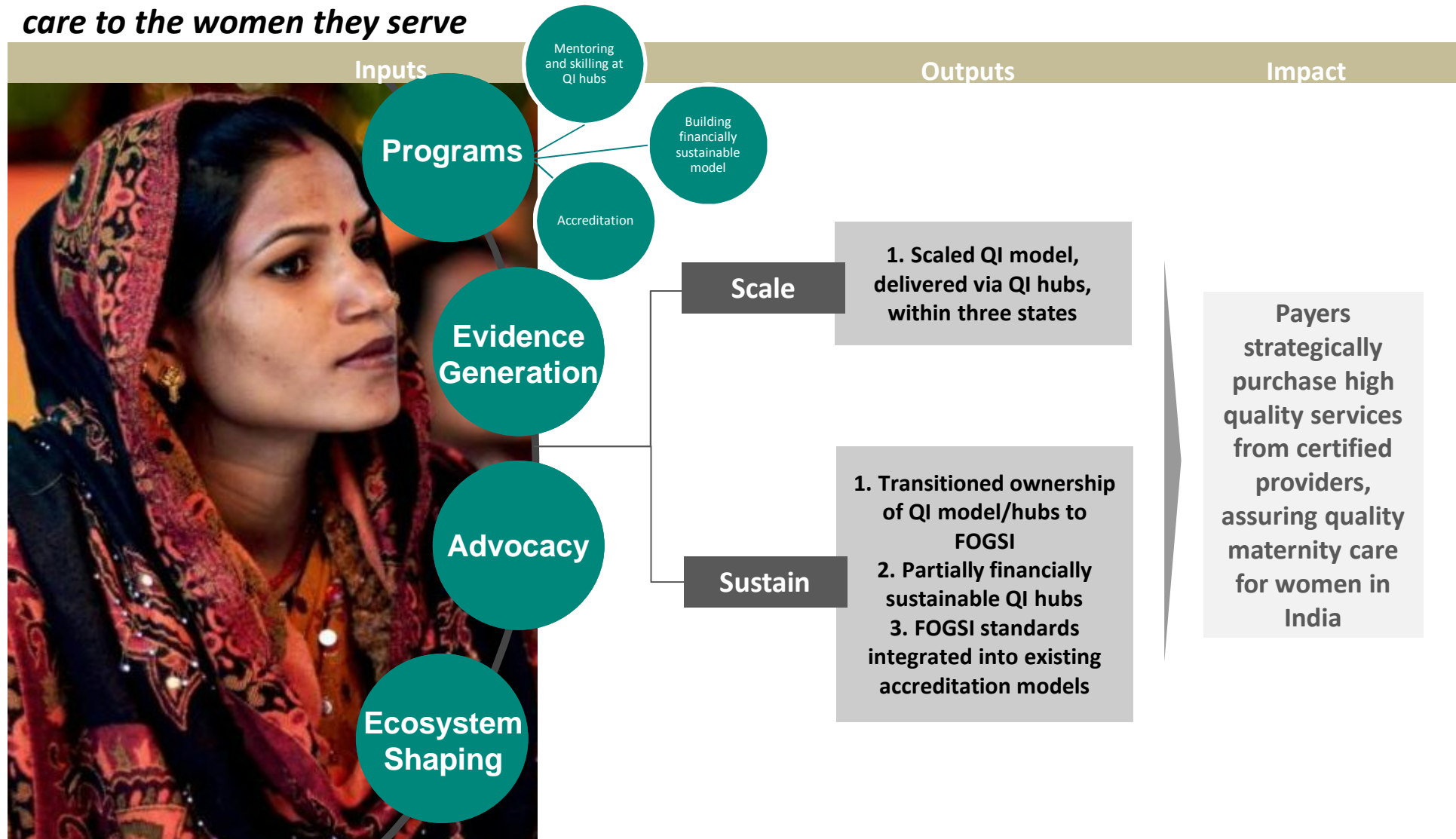
**Private maternity providers** | Private maternity providers in focus states and social entrepreneurs

# PLACEHOLDER

## Manyata Video

# Manyata: Improving the Quality of Maternity Care

*Creating a robust quality improvement and assurance system by helping private maternity providers improve their quality of services and recognize those who consistently deliver quality care to the women they serve*



# The Demand for Quality

Private and public sector payers need a way to identify quality providers who will deliver services that leave patients healthy and satisfied with their care.

Quality improvement and a certification indicating quality can act as that signal for private providers in India

Manyata enables payers to incentivize quality care, a critical step towards UHC



# Linking Quality and Financing

***MSD for Mothers* links health system stakeholders to create incentives for payers to demand quality**

## Challenges for payers

Identifying providers who offer quality care

Overpaying for low quality services that necessitate future care



## Benefits for payers

Strategic purchasing of quality services

Reputational gains for delivering higher quality care to customers

Better care today helps avoid future maternity care expenses

Payers' commitment to UHC demonstrated, as well as commitment to helping India achieve SDG goals



# Thank you



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