

# FRANCHISING PRIVATE PROVIDERS IN INDIA TO OFFER AFFORDABLE, QUALITY MATERNITY CARE



## IMPACT BY THE NUMBERS



63 Facilities strengthened to provide quality care



Maternal health network spanning 25 districts — two-thirds of the state



Health workers trained



~175,000

Women with improved access to affordable, quality care

<b>PLACE</b>	Rajasthan (25 districts)
<b>SCALE</b>	63 health facilities and more than 2,000 health workers
<b>TIMEFRAME</b>	March 2013 – June 2016
<b>PARTNERS</b>	Hindustan Latex and Family Planning Promotion Trust (HLFPPT)

## OVERVIEW

Although fewer women in India are dying in pregnancy and childbirth, India still has the second highest number of maternal deaths globally. In India's largest state, Rajasthan, maternal deaths significantly exceed the national average. Although the government has increased women's access to affordable, quality maternity care, many areas of the state are still underserved.

Supported by *Merck for Mothers*, the Hindustan Latex and Family Planning Promotion Trust (HLFPPT) broadened access to maternity care through its sustainable social franchise network, Merrygold Health Network. Merrygold offers quality, affordable maternity care through a franchised network of private hospitals and health outreach workers. Franchisees agree to provide standardized, quality-assured maternal and family planning services; in return, providers receive Merrygold branding, demand generation and technical support for quality improvement. Trained health outreach workers refer women to Merrygold providers.

## SUCCESSES

-  **A scalable franchise model**  
Extended the reach of quality maternity and family planning services from Uttar Pradesh to two-thirds of the state of Rajasthan – a state with a population of more than 70 million
-  **A new quality assurance system**  
Implemented a new quality assurance system for private maternity providers and monitored providers to ensure adherence
-  **Grassroots outreach**  
Created awareness of, and demand for, maternity care through a network of 2,000 private health outreach workers

## LESSONS LEARNED

- ✓ Social franchising is a promising way to assure private maternity providers' care quality
- ✓ Private maternity providers need strong incentives to report their data on quality of care and patient outcomes
- ✓ Private maternity providers need strong clinical and business skills to deliver quality care consistently

## WHAT'S NEXT

HLFPPT's Merrygold Network is growing exponentially—the network covers 732 facilities in 7 states with a goal of reaching 3,000 facilities by 2020.

## STORY FROM THE FIELD

*When Prabhati Meena, a health outreach worker with Merrygold Health Network, advised Gopi Devi to take her young daughter-in-law, Kesarta, to the nearest Merrygold hospital in Dausa for checkups during her pregnancy, Gopi was taken aback. Like many women, Gopi grew up watching women in her community deliver at home. But for 23-year-old Kesarta, who had a miscarriage last year, delivering in a hospital was key.*

*“Her previous pregnancy might have been different had she undergone routine antenatal checkups during her first pregnancy,” said Prabhati. Her persistence paid off and Gopi and Kesarta went to a nearby Merrygold hospital.*

*“During our visits, a doctor would examine Kesarta and advise us on pregnancy care, dietary intake and supplements,” said Gopi. When Kesarta went into labor, her family travelled six miles to the hospital where she delivered a baby girl safely.*

*“This is the first hospital delivery in our family. I am grateful to Prabhati,” said Gopi.*

