

# Leveraging private enterprise in Uganda to improve the quality of maternal health

**GEOGRAPHIC AREAS:** 43 districts across Uganda  
**SCALE:** 160 health facilities, 150+ pharmacies/drug shops, and 300+ community health workers



**PSI and PACE are unlocking the potential of Uganda’s local private health sector to expand access to high quality and affordable maternal health services and products.** Private clinics, local drug shops, transportation providers, and other businesses in Uganda serve a vital but often overlooked role in delivering health care. Working with private health facilities, local businesses, and communities, *MSD for Ugandan Mothers (MUM)* is a comprehensive program that uses private sector approaches to address all three delays leading to maternal mortality. The program is improving the quality of private maternal health care and helping women overcome barriers to care, such as cost, transportation, and limited supplies.

## Delay 1 • Decision to Seek Care



### Maama/Taata Ambassadors

MUM’s community health workers, Maama/Taata Ambassadors, conduct community outreach and education and help women plan for and access facility-based care and subsidized “Maama Kits” containing essential childbirth supplies.



### Drug Shops

MUM trains drug sellers to offer health information and referrals to care, and supplies them with “Maama Kits” to sell to pregnant women who are often required to bring basic medical supplies with them when they give birth.

## Delay 2 • Accessing Care



### Emergency Transport

In collaboration with its partner, TransAid, MUM works with private motorcycle taxis to safely transport pregnant women from their homes to facilities during labor. MUM also works with facilities to ensure that women can be safely transferred to higher level facilities at any time of the day when referral is necessary.



### Affordability of Care

To improve the affordability of private care for more women, MUM has established community savings and loan associations to help women pay for care and transportation. MUM is also piloting a community health insurance program with its partner, Save for Health Uganda.

## Delay 3 • Receiving Quality Care



### Social Franchising of Private Facilities

PACE is working with the Association of Obstetricians and Gynecologists of Uganda to introduce quality labor and delivery services to its *ProFam* social franchise network of private health facilities, which previously only franchised family planning services.

MUM provides clinical training in emergency obstetric care and postpartum family planning, mentorship, quality assurance, and medical audits. MUM offers private providers business and management support to improve the operations and sustainability of their practices. MUM also links private providers with a loan guarantee program to finance upgrades and expand their businesses.

MUM is part of *Saving Mothers, Giving Life (SMGL)*, a public-private partnership among the U.S. Government, the Norwegian Ministry of Foreign Affairs, the American College of Obstetricians and Gynecologists, Every Mother Counts, Project C.U.R.E. and *MSD for Mothers* to reduce maternal mortality in sub-Saharan Africa. MUM’s work with the private sector complements SMGL’s efforts to strengthen the provision of public maternal health services.

For more information and an update on progress, visit [www.msdfornthers.com](http://www.msdfornthers.com) and [www.pace.org.ug](http://www.pace.org.ug).