

Amplifying women's voices to improve the quality of maternal health care



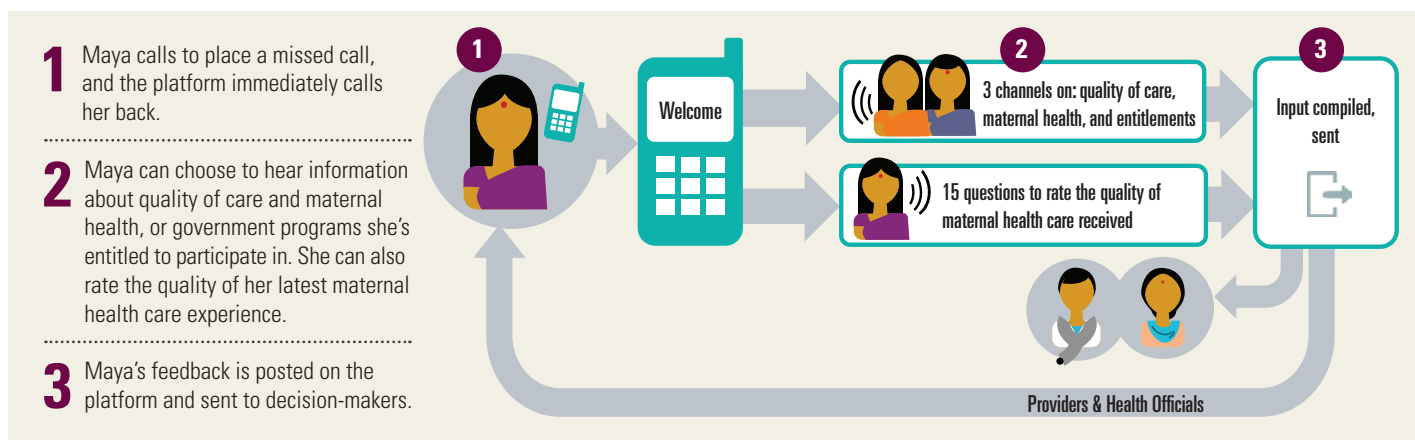
We are committed to empowering women to become educated health consumers and enabling communities to hold providers accountable for the quality of care they deliver. Our vision is to work with local partners to develop a widely-adopted, easy-to-use tool that:

- **educates** women on the quality of care they should expect from health providers
- **informs** women about available health programs and services
- **enables** women to anonymously rate the quality of care they received
- **empowers** women to make more informed decisions about their health and health care
- **encourages** providers and health officials to improve care in response to quality ratings delivered through a continuous feedback loop

As a first step, we partnered with the White Ribbon Alliance for Safe Motherhood India (WRAI) and Gram Vaani (a social technology company) to create a free mobile phone platform that uses interactive voice response technology to reach low-income women with limited literacy.

To design the platform, WRAI and Gram Vaani convened stakeholders at the local, state, and national levels to achieve consensus on four areas of quality for women to rate: timeliness, service availability, cleanliness, and respectful care. In early 2014, WRAI and Gram Vaani conducted a field test with 400 women in 20 villages of Jharkhand, ultimately reaching nearly 5,000 callers in just four months.

Findings to date reveal that low-income women with limited literacy can successfully use an interactive voice response platform to learn and rate care quality, and that health providers and officials are receptive to receiving this feedback. Building on the field test's success, we hope to develop a model that can be scaled to reach more women, communities, and providers — in India and beyond.



For more information and an update on progress, visit www.msdfornthers.com and www.whiteribbonalliance.org.