

# A DIGITAL REVOLUTION FOR SUSTAINABLE QUALITY IMPROVEMENT IN KENYA: M-TIBA



**GEOGRAPHY** : Kenya

**PARTNERS** : MSD for Mothers, PharmAccess Foundation, CarePay, Safaricom

## OVERVIEW

When most Kenyans fall sick, they pay out of pocket for their healthcare because they have no insurance, placing them at serious financial risk if they face a catastrophic health expense. They may also not know whether the care they receive is high quality and so may be incurring costs for services that have minimal health benefits. For a pregnant woman, poor quality care at high cost can not only threaten her health and that of her newborn, but also bankrupt her family.

In partnership with the PharmAccess Foundation, *MSD for Mothers* is supporting the expansion of M-TIBA to include maternal health services. Founded by the PharmAccess Foundation, CarePay and Safaricom, **M-TIBA** is a mobile phone-based solution that efficiently and transparently links patients, providers, and payers to improve the financing and delivery of care. The digital platform helps families create “health wallets” to save **mobile money** and pay for health services from affiliated providers. Payers can offer patients insurance products or vouchers to cover the costs of care. And providers can use the platform to improve their care, attract patients, and receive payment from patients and insurers. To participate in M-TIBA, providers must be accredited by **SafeCare**<sup>1</sup> – so users know that they are paying for quality care.

## KEY FEATURES

Building on top of the M-TIBA platform – which has nearly 1 million users and over 450 M-TIBA facilities registered – PharmAccess is expanding the platform’s functionality to track each step of a pregnant woman’s maternal healthcare pathway thereby monitoring healthcare utilization, costs of care and health outcomes in real-time. Building on top of the M-TIBA platform — which has nearly 1 million users and over 450 M-TIBA facilities registered — PharmAccess is expanding the platform’s functionality to monitor service delivery along pregnant women’s maternal health care journey. This expansion improves understanding of health care utilization, costs of care and health outcomes in real-time.

### Key features of the solution will include:



**An innovative quality monitoring and improvement model for maternity care.** We will integrate quality standards for maternity care into M-TIBA and support providers to continuously meet those standards as a requirement for joining the M-TIBA network through SafeCare’s stepwise certification process.



**Calls to action for patients and providers.** Patient feedback will be collected via patient experience surveys and patient reported outcome measures (PROMs). At the facility level, data will feed into operational and clinical dashboards to improve patient/provider interaction.



**A blueprint for value-based purchasing.** The tools, data and research generated will be used to develop a blueprint for value-based care – helping to improve the quality over quantity of care that patients receive.

<sup>1</sup>SafeCare is a standards-based quality rating methodology developed by PharmAccess (Netherlands), the Joint Commission International (U.S.A) and COHSASA (South Africa). The approach is based on internationally acknowledged (ISQua) quality standards and rates the quality of care delivery according to 5 survey-able, measurable steps.