

# PROVIDING WOMEN WITH THE QUALITY OF CARE THEY DESERVE: TOGETHER FOR HER HEALTH



## OVERVIEW

India has the second highest number of maternal deaths in the world, accounting for 15% of all maternal deaths globally. Despite an increase in the number of women giving birth in health facilities, maternal deaths are not declining as much as they should, largely due to insufficient care quality.



With support from *MSD for Mothers*, ALMATA is developing and implementing **Together for Her Health (Together)**, a web- and mobile-based platform that educates women on what quality maternity care should look like and offers the opportunity to anonymously rate the quality of care they receive. Feedback is then made available to other women

and providers, creating a “feedback loop” for all parties. That way, providers can use the data to inform quality improvement efforts at facility, district and national levels, and women are empowered to make more informed choices about the care they need.

## HOW IT WORKS

### During platform development, we learned that:

- Women want information on maternal health and quality of care, and want to share their feedback and experience.
- Despite socioeconomic and cultural barriers that may prevent reliable access to technology, women will find a way to participate in a system that values their input.
- Health care providers (both public and private) are interested in receiving women’s quality ratings.

### These learnings have informed Together’s approach. The platform includes:



Information on quality care for pregnant women and new mothers



Health care provider profiles



Anonymous client ratings of providers



Text message capability to “push” messages directly to women’s mobile phones

<b>PLACE</b>	India
<b>TIMEFRAME</b>	2016 – 2019
<b>PARTNERS</b>	<i>MSD for Mothers</i> , Almata

## KEY FEATURES

- Aligned with national and international quality standards
- Culturally sensitive, evidence-based and user-centered
- Applicable to all facilities, whether small, large, public or private
- Easy to use for women and maternity providers
- Available in multiple local languages

## WHAT’S NEXT

By the end of the project, we hope to reach at least 50,000 women across India. For more information, visit: [www.togetherforher.com](http://www.togetherforher.com).