



# International Maternal Newborn Health Conference 2023

08 May - 11 May 2023

Cape Town International Convention Center, Cape Town, South Africa

**Submission ID :** IMNHC428

## **MomCare - A Value Based Care program to improve MNCH in Kenya and Tanzania**

**Submission Type :** Single Abstract

**Category:**Program, project, or policy implementation

**Country:**Kenya, Tanzania

**Primary Track:**Innovative Tools and Strategies

**Secondary Track, If Applicable:**Strengthening Quality of Care

**Indicate Whether Your Abstract Has Special Focus On Any Of The Following:**Mental Health, Private Sector

**Abstract Text:**In Sub-Saharan Africa, 200,000 women die annually from pregnancy-related complications, representing 68% of maternal deaths worldwide. Value-based healthcare (VBHC) could help improve maternal and neonatal health outcomes, by promoting a data-driven and patient-centered approach. This presentation will highlight the impact, lessons, and feasibility of implementing VBHC for maternal, neonatal and child health (MNCH) in LMICs. Improving MNCH outcomes requires early and regular antenatal care, facility-based delivery, and postnatal care, tailored to the needs of individual mothers. Therefore, PharmAccess launched 'MomCare' in Kenya in 2017 followed by Tanzania in 2019. Using the VBHC framework, MomCare incorporates three dimensions of care: Financing for a package of maternal care, quality standards (SafeCare) for healthcare providers and actionable data to incentivize patient and provider behaviors. Mothers received a digital wallet (M-TIBA in Kenya) that entitled them to a care bundle encompassing the entire pregnancy journey including postnatal and neonatal care. Quality assessment was done through SafeCare during onboarding and repeated every year. Women consented to data-collection through claims / data entry systems, sms-surveys and call surveys. This allowed us to track utilization behavior, well-being, care experience and outcomes throughout the journey as well as risk-mitigation by clinics. We implemented a pay-for-performance model and created dashboards with insights and benchmarking information. Clinics received actionable feedback including risk stratification and an overview of mothers to call to encourage facility-based delivery. Field teams supported clinics through periodical data-based feedback sessions to stimulate continuous quality improvement. MomCare has been implemented in over 70 clinics across Tanzania and Kenya, supporting over 55,000 mothers. Throughout the program we measured improved adherence to maternal care, better SafeCare scores and improved risk mitigation. Providers actively engaged with data-based insights, actionable feedback, and the pay-for-performance system. We were able to identify unmet needs like mental health support for (teenage) mothers or breastfeeding support and adapted the care bundle accordingly. Importantly, the program brought transparency on risk mitigation and costs. MomCare is proof that VBHC can be successfully implemented in LMICs to improve maternal care.

**Ethical Declaration:**Yes

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**2. Policy Regarding Previously Presented Findings:**No

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**10. Will The Presenter Be Under The Age Of 35 By May 8, 2023?:**Yes

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