

2016 GBCHealth Business Action on Health Awards *Women & Girls*



Merck|MSD for Mothers

GBCHealth commends the Merck for Mothers program [known as MSD for Mothers outside the United States and Canada], a 10-year, US\$500 million initiative to expand women's access to affordable, quality care in India, Senegal, Uganda, the United States, Zambia and more than 30 other countries around the world.

279,131
women delivering
in facilities
providing high-quality care

50+
projects
supported to
improve
maternal
health

over
30
countries
reached

>12,150
healthcare
workers
trained

2,700+
facilities
strengthened
to provide
quality care

over **2.8 m**
women with improved access
to quality maternal healthcare

>3.2 million
women with reliable access to affordable
quality care and modern contraception



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INTRODUCTION

Maternal mortality is shockingly high. Though progress has been made – maternal mortality has dropped 44 percent since 1990 – there is still much more to be done. According to the WHO, approximately 830 women die from preventable causes related to pregnancy and childbirth every day, and 99 percent of those deaths occur in developing countries. Progress in the US has stalled, with one of the worst maternal mortality rates in the industrialized world. In fact, the number of women dying in pregnancy and childbirth in the US increased from 1990 to 2015, despite the drop in maternal mortality on a global scale.

The challenges to maternal health vary greatly across countries and communities. To combat these diverse challenges, Merck for Mothers tailors local programs to improve the health and well-being of mothers around the world. When a woman dies, her baby is more likely to die and her other children are up to 10 times more likely to leave school, suffer from poor health or die prematurely. Merck for Mothers is committed to helping all mothers have a healthy pregnancy and a safe childbirth. In this way, the program is able to enact community-wide change.

LESSONS LEARNED

Quality improvement requires a culture change. In US hospitals, MfM requires all members of the care team to be on board with new care systems. Obstetricians, midwives and nurses – as well as the blood bank, the intensive care unit and other departments – must change their individual and collective behavior to create an ethos of quality care.

Different strokes for different folks. Private providers are a diverse group, making it challenging to standardize the care they deliver. Private care is offered by midwives, drug shop owners and formal and informal providers, most of whom work independently. In India, for example, there are more than 80 types of private providers. Due to the fragmentation, MfM engaged a market research agency to conduct a market segmentation study to try and simplify the perceived diversity and complexity. The market segmentation revealed four key private provider segments in the two states studied in India. These segments have been helpful in designing program interventions and key communications to help scale the programs.

Customization of reporting structures. Time is money for private providers. They have limited availability to take on complex quality assurance and quality improvement efforts. Private providers will engage in delivering higher quality care as long as incentives are aligned. In working with private providers, MfM program partners were able to identify the most critical indicators and an approach that was more private sector friendly. This work culminated in a Quality of Care toolkit designed specifically for private providers.

ABOUT MERCK

Merck & Co. Inc., Kenilworth, NJ USA (known as MSD outside the United States and Canada) is an innovative, global healthcare leader that is committed to improving health and well-being around the world. The company delivers innovative health solutions through its prescription medicines, vaccines, biologic therapies and animal health products, and it continues to research conditions that represent some of the worst health challenges today.

Merck has also been at the forefront of global health for more than 100 years, taking on diseases ranging from HIV/AIDS to cervical cancer to river blindness. Merck for Mothers is one of its flagship programs to improve maternal health around the world.

LEARN MORE

Explore the “Merck for Mothers” program:

on the web:

- [MfM website](#)
- [In Uganda](#)
- [In India](#)
- [In the United States](#)
- [In Senegal](#)
- [In Zambia](#)

on Social Media:

- [On Facebook](#)
- [On Twitter:](#)
[@MerckforMothers](#)
[@MSDforMothers](#)
- [On Instagram](#)

To learn more about the program, please contact Merck & Co. at www.merckformothers.com.



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For more than a decade, GBCHHealth has been presenting the Business Action on Health Awards to companies that exemplify a spirit of innovation and help set the agenda for addressing today's most important global health challenges. The awards represent a key opportunity to recognize success and best practices, while providing powerful examples that inspire others to redouble their own efforts. To learn more about the awards and GBCHHealth, visit www.gbchealth.org.



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