

ENGAGING THE PRIVATE SECTOR FOR QUALITY OF CARE FOR MATERNAL, NEWBORN AND CHILD HEALTH

WEBINAR SERIES

October 2020 - February 2021

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Quality, Equity, Dignity

A Network for Improving Quality of Care
for Maternal, Newborn and Child Health




World Health
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TODAY: LESSONS FROM TOGETHER FOR HER HEALTH: CREATING A MARKET FOR QUALITY OF CARE IN INDIA

- Dr. Sumiti Saharan, Research and Design Director - Avegen Health
- Ms. Anne Reijns, Commercial Director - Avegen Health



**LESSONS FROM TOGETHER FOR HER HEALTH:
CREATING A MARKET FOR QUALITY OF CARE IN INDIA**

WEBINAR - Thursday 22 October 2020, at 10 am GMT

Part of a series on **Engaging the private sector for quality of care for maternal, newborn and child health**

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Private providers offer up to half of all maternity care in India. This webinar will share what Together for Her, a web- and mobile-based platform designed to improve maternity health experiences in private facilities in the country, has learnt from the challenges of creating a market for quality of care.

Together for Her Health partners with private healthcare providers and maternity hospitals across India. The digital platform, developed by Avegen Health and supported by Merck for Mothers, enables access to good quality maternity care and enables women to submit their feedback on the care they receive. Private providers can then use the data to inform quality of care improvement at facility, district and national levels.

Speakers will talk about how Together for Her Health has expanded its online rating platform to provide a comprehensive maternal care programme. They will also address how the online platform was leveraged to support quality of care during COVID-19.


Speakers:

- Ms Anne Reijns, Commercial Director - Avegen Health
- Dr Sumiti Saharan, Research and Design Director - Avegen Health
- Dr Jaideep Malhotra, Founder, Infertility Centre & Director - Rainbow Hospital, Agra, Former President of FOGSI.

This is the second webinar in a series on **Engaging the private sector for quality of care for maternal, newborn and child health**, co-hosted by the **Network for Improving Quality of Care for Maternal, Newborn and Child Health** and the **World Health Organization**.

See the whole series and register: bit.ly/SeriesPS

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STAY ENGAGED

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- Register for the next webinar on 12 November on 'Manyata: Sustaining Quality Assurance Accreditation for Maternal Health Care in India's Private Sector': bit.ly/PrivateSector4QoC
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