Strengthening Clinical and Business Skills of Community Midwives to Help Establish Their Private Practice: A Study From Sindh, Pakistan

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Background
• Maternal mortality ratio is 276/100000 live births
• Newborn mortality rate is 5/1000
• To improve access to Maternal Newborn Child Health (MNCH) services in underserved areas the government introduced a new cadre Community Midwives (CMW) in 2007
• The Maternal and Newborn and Child Health (MNCH) Services Project, a component of USAID/MCH Program in focused districts of Sindh is supporting MNCH program by approaching deployed CMWs to upgrade their clinical and business skills to serve the community

Programmatic Approach
• Vision:
  • The MNCH service component of USAID/Pakistan will prevent maternal newborn and child deaths by ensuring improved access to skilled birth attendants (SBA) through ‘total market approach’
• Goal:
  • MNCH services component is facilitating the provision of comprehensive MNCH services to all women, couples and children in targeted districts
  • MCHIP is strengthening community midwives to be competent and provide respectful, affordable and high quality care close to the women’s house

Impact / Outcome

Methodology
• Deployed CMWs were traced in 5 targeted districts and selected based on criteria:
  • Had physical space for birthing room
  • Already have few clientele and providing MNCH services
  • Have basic knowledge and skills
  • Trained from MNCH program
• MCHIP worked with CMWs by improving their clinical skills, infrastructure development and business skills of CMWs specifically:
  • Interpersonal skills
  • Customer management
  • Sales
  • Record keeping

Components of Business Development

Business Training
• 75 out of 96 CMWs in 5 targeted districts (Tandoallayar, Khairpur, Dadu, Tharparkar and Thatta) trained in business and technical skills
• CMWs able to increase profits up to 3000 rupees with their usual earning

Capacity Building of CMWs

Establishment of Private MNCH Centers
• Through private partnership MCHIP supported establishing 44 private clinics to enhance structural and clinical practices in their own clinics
• Also partners provided family planning (FP) commodities to increase the demands and provide FP services to community

Conclusion
• MCHIP is now supporting 214 CMWs to strengthen their maternity care businesses and serve their community
• Expansion of the program is going on by increasing target districts
• MCHIP is now working to associate these community midwives with the Midwifery Association of Pakistan to work per regulations and standards and provide quality care

Increased Number of Services Provided by CMWs Per District

Overall Performance After 6 Months
• By Oct, 2014 business coordinators started monitoring business services delivery and profit improvement
• Results included increased service delivery and profit improvement
  • 88% of SBAs have shown a growth in number of clients
  • 59% have shown a growth in number of deliveries
  • 79% of the SBAs have stated an increase in their income levels

Monthly Average Profit by CMWs (Pak Rupees)

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