



IDEAS: Study of private health sector MNH information sharing

What is IDEAS?

IDEAS (Informed **D**ecisions for **A**ctions to improve maternal and newborn health) is a measurement, learning and evaluation project funded between 2010 and 2015 by a grant from the Bill & Melinda Gates Foundation (BMGF) to the London School of Hygiene & Tropical Medicine. We aim to improve evidence for future maternal and newborn health (MNH) programs, ultimately to improve the survival and health of mothers and newborn babies. IDEAS is working in Ethiopia, northeast Nigeria and throughout Uttar Pradesh in India. These areas have high maternal and newborn mortality, where many deaths could be prevented with improved access to effective health care.

In Uttar Pradesh, IDEAS is working with the BMGF supported Technical Support Unit (TSU) that is mandated to provide support to the Government of UP to strengthen the Health Management Information System and the Maternal and Child Tracking System. Since a large number institutional deliveries and other private sector services in maternal and newborn/child health are not presently reported in the public sector HMIS, IDEAS is doing this study to seek relevant information on key strategies to activate and strengthen private sector reporting systems in key services such as deliveries, immunizations, and other aspects of newborn and child health services.

Further information about IDEAS can be found at: <http://ideas.lshtm.ac.uk/>

What is the purpose of this interview?

We are interviewing private sector stakeholders (medical associations, private sector facilities etc) to find out about the current data management and reporting systems for public health data in the private sector in two districts of UP, and barriers and facilitators to setting up such integrated systems.

IDEAS and the UP-TSU will use this information to develop and test a strategy for data integration of key MNCH services by the private health sector in UP, in the public sector HMIS and MCTS.

Your perspectives will be valuable in generating information on barriers and facilitators as well as the best strategies for engaging with the private sector for this health data sharing. We will also produce a range of reports, papers and presentations based on this work.

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