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HYGIENE  
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MEDICINE



## IDEAS: Study of private health sector in West Bengal, 2015

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### What is IDEAS?

IDEAS (Informed Decisions for Actions to improve maternal and newborn health) is a measurement, learning and evaluation project funded between 2010 and 2016 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 India. These areas have high maternal and newborn mortality, where many deaths could be prevented with improved access to effective health care.

In West Bengal, IDEAS is working with the Public Health Foundation of India (PHFI) to provide support to the Government of West Bengal to improve the synthesis and utilisation of maternal and child health information from the public and private health sectors. Since a large number of institutional deliveries and newborn and child health services take place in the private sector, IDEAS is doing this study to find out more precisely the role of the private sector in maternal and child health and in information sharing and in planning and decision making with the public sector. 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 their maternal and child health related services, any partnerships with the public sector, current data management and reporting systems for public health data, and barriers and facilitators to setting up such integrated systems.

This information will contribute in particular to a Data Informed Platform for Health that PHFI and IDEAS are working on, along with the Government of West Bengal. We will also produce a range of reports, papers and presentations based on this work.

### Confidentiality

If you consent to participate, we would like to interview you for about 30 minutes. With your consent, we will audio record our conversation to aid the transcription process.

We may quote your responses in our study report. However, your name, the name of your workplace, and any other identifying details will be confidential and will not be mentioned in any communications related to this study, nor appear in the published report.

There is no compulsion to participate or to complete the interview. You may refuse to answer any question or stop the interview at any time.

**If you consent to participate your personal identity will be protected at all times and nothing you talk about will be linked to you.**

Thank you for reading this information. Please feel free contact us with any further questions or concerns:

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