



TRACKING WOMEN OVER THE CONTINUUM OF CARE: EXAMPLE FROM MCTS INDIA

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Mother and Child Tracking System (MCTS)

An innovative **web based, name based, tracking system** which enables health workers to ensure timely delivery of full complement of maternal and child health care services to pregnant women (mothers) and children up to 5 years of age.

The Portal can be accessed by the following URL

<http://nrhm-mcts.nic.in>

nrhm-mcts.nic.in/home.aspx

MCTS

Mother & Child Tracking System

(Ministry of Health and Family Welfare)

Common Master Administration | Mother Child Tracking System (Data Entry 1) | Mother Child Tracking System (Data Entry 2) | Mother Child Tracking System (Reports)

NATIONAL FAMILY WELFARE BUREAU
Creating a better future

When a **woman** dies, children lose their **parents/caregivers**, communities are denied her good and unpaid labor, and countries lose her contributions to economic and social development.

A woman's death is **more** than a personal tragedy—it represents an enormous cost to her nation, her community, and her family. Any social and economic investments that have been made in her life are lost.

More than a decade of **research** has shown that small and affordable measures can significantly reduce the health risks that women face when they become pregnant. Most maternal deaths could be prevented if women had access to appropriate health care during pregnancy, childbirth, and immediately afterwards.

Dr. SK Sikdar, Ministry of Health and Family Welfare, India

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Objectives of MCTS

Vision and Objectives

To reduce IMR, MMR, TFR

Promote and facilitate timely delivery of full services to beneficiaries

Improve service delivery coverage

Strengthen health care service delivery system

Establish robust monitoring system at all levels.

MCTS: A budding concept in India



2009

MCTS initiated by MoHFW

2011

Declared as Mission Mode Project

2013

Launched MCTS based DBT (cash)

2014

Launched MCTFC

2015

Planning the launch of RCH Portal



ASHA/ANM Data Base

Generation of MCTS ID (for new beneficiaries); updating the data for old beneficiaries

ASHA Identify pregnant women and children

ANM maintain beneficiary record

Data upload at PHC/CHC/Block

Generation of work plan

SMS

SMS

State/National level help desk- Verification of beneficiary record

Mother and Child Tracking and Facilitation Centre



Data captured under MCTS

Pregnant Women

- ▶ **Location Details** (State, District, Block, Address)
- ▶ **Identification details** (Name, DOB, Phone No, JSY, caste, UID)
- ▶ **Health Provider details** (ANM, ASHA, Linked facility for delivery)
- ▶ **ANC details** (LMP, ANC dates, TT, IFA, Anemia, Complications)
- ▶ **Pregnancy Outcome** (Place, delivery date, JSY benefits)
- ▶ **PNC Details** - dates
- ▶ **Infant details**

Children

- ▶ **Location Details** (State, District, Block, Address)
- ▶ **Identification details** (Name, DOB, Phone No, caste)
- ▶ **Health Provider details** (ANM, ASHA)
- ▶ **Immunization details** (Dates for BCG, OPV, DPT / Pentavalent, Hepatitis, Measles, Vit A)

**INTEGRATED RCH
(VILLAGE WISE REGISTER)**

Mother and Child Tracking and Facilitation Centre (MCTFC)

The MCTFC is a **86 seater call centre** and is designed :

- to get feedback of beneficiaries on various mother and child care services and programmes to evaluate the programme interventions
- to create awareness among them about health services and promoting right health practices and behavior
- to provide a supporting framework to MCTS and help in validating the data entered in MCTS by making phone calls to pregnant women and parents of children as also the health workers

IVRS based application (Interactive voice response)

- A series of specially customized 18 **health messages** on reproductive and maternal and child health in simple Hindi dialect to be disseminated as audio messages through mobiles.
- **Mobile Academy:** for training of ASHAs and ANMs to increase awareness and improve the health-seeking behavior of pregnant women, parents of infants and to provide training to the health workers.

USSD Application (Unstructured supplementary service data)

- USSD is a global system for mobile communication technology that is used to send text between a mobile phone and an application program in the network
- Available to the validated mobile numbers of ANM/ASHA registered on MCTS portal
- User is not needed to pay any cost for using this application

Benefits of MCTS

Beneficiaries



- Information about desired services, Government Schemes
- Advance information about the due services
- Facilitate in timely delivery of services and better interaction with Health Provider
- Free consultation from Central (Toll Free No.)

ANM / ASHA (Community Health Workers)



- Auto generation of work-plan
- SMS based workplan
- Micro planning for Filed Visit
- Readily available Services due list
- Better guidance from senior supervisors
- Contact details of the Beneficiaries

MCTS Benefits to States



At a Glance real time State progress report

Facilitate in identification of poor performing Districts, health facilities

Graphical Dashboard for pictorial representation of the reports

Special reports of high risk cases

Dedicated helpdesk for feedback and suggestion

Focused deployment of health workers & any supplementary immunization activity planning

Better data analysis for preparation of District /Block health action plans

Trend of Registration – All India

Year 2011-12 : PW 1,66,61,473 (52%) | Child
1,40,35,002 (51.2%)

Year 2012-13 : PW 1,96,21,804 (62%) | Child
1,76,04,894 (61%)

Year 2013-14 : PW 2,22,35,890 (71%) | Child
1,90,95,788 (67%)

*Year 2014-15 : PW 1,91,93,212 (61%) | Child
1,63,08,619 (57%)

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**Registration of beneficiary (PW and Children) for Year 2014-15 based on pro-rata basis*

Way Forward

Effective operationalization of MCTS portal and RCH portal

MCTS as sole source of reporting and reviewing of MCH services

Capture UID and bank account details of beneficiaries and health service providers

Optimal utilization of Interactive Voice Response System (IVRS)

Use of mobile (GPRS)/tablet technology for updating of service delivery data on real time basis.

Toll free help line for enquiries on RCH (Including FP)



Thank You

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