



M4M Secures Global Grand Challenges Grant to Enhance Women's Health Care

Metrics for Management (M4M) is delighted to have been selected for a grant by the Global Grand Challenges, a highly competitive, global competition seeking solutions to big problems. Together, M4M and Population Services International (PSI) responded to a call for innovative solutions to improve women's health through the development of a new measure of women's healthcare experiences.

BETTER MEASUREMENTS IMPROVE CARE

In recent years, the healthcare industry has made significant strides in identifying the unique needs and preferences of women, but more needs to be done. M4M and PSI recognise that a comprehensive approach is needed to capture the full spectrum of women's healthcare experiences, which in turn enables better designed products and services. Yet, despite the importance of this issue, current measures of women's experiences in healthcare are often limited to specific health areas, with a heavy focus on sexual and reproductive health services.

Research indicates that men and women experience healthcare differently, with varying degrees of quality. Women's healthcare needs are unique, encompassing a wide range of services throughout their lives. From reproductive health to chronic disease management,

women require tailored care that acknowledges their specific health concerns. By accurately capturing women's healthcare experiences care gaps can be identified, service delivery improves, and women's health needs can be comprehensively met. Additionally, researchers can use this measure as a foundation for further refinement and validation, contributing to the advancement of women's healthcare.

AN ADVANCED MEASUREMENT FRAMEWORK

A [recent review](#) by M4M and PSI highlights a significant gap in the measurement of both men's and women's experiences in healthcare. Until now, no single conceptual framework or measure has been able to capture the entire spectrum of women's healthcare experiences. Most existing measures have been health area-specific and have not provided a holistic view of women's interactions with the healthcare system.

Thanks to the Global Grand Challenges, M4M and PSI's specialized partnership will enable the creation of a new measure that could be applied across diverse healthcare settings. M4M brings expertise in the development of robust and needed measures and PSI has long recognized the need to measure the care provided by its partner organizations worldwide.



DEVELOPING A COMPREHENSIVE MEASURE

The traditional approach to developing a healthcare measure has been lengthy, involving several phases, including conceptualization, measurement development, testing, validation, and refinement. This process can take years and requires substantial resources. However, M4M and PSI's approach expedites this. Together, M4M and PSI are producing strong methods to create a rapid and generalizable measure, collecting data that organizations such as PSI can use immediately to improve their services. This is important not just for governments and NGOs, but also for private entities providing products and services in the fast-growing women's health sector.

The new measure includes four key phases. In the **Define** phase, formative research and expert consultations help identify the core concepts underlying women's healthcare, establishing a consensus-driven conceptual framework. The **Develop** phase entails creating and testing items that measure each domain of this framework through various surveys, aiming for a concise set of indicators that accurately reflect experiences.

During the **Validate** phase, the full prototype survey undergoes validation via digital surveys in three countries, capturing diverse perspectives to ensure reliability and validity, supplemented by cognitive interviews and focus groups. Finally, the **Disseminate** phase involves sharing results through publications and presentations, advocating for global adoption of this innovative approach to improve healthcare practices for women.

This approach offers several advantages over traditional methods. Leveraging technology and engaging respondents across multiple countries, allows us to quickly gather diverse perspectives and prototype new indicators. The approach will also reduce the financial and human resource requirements typically associated with measure development, making it a cost-effective solution for healthcare organizations.



WOMEN AT THE CENTER

The Global Grand Challenges grant provides M4M and PSI with an exciting opportunity to activate our extensive knowledge, networks and methodologies to make a real impact on the delivery of women's healthcare. It also provides a much-needed avenue to furnish policy makers, public health researchers and health care providers with the valuable insights they need to find practical, inclusive solutions to women's health care needs. Most importantly, this grant amplifies women's voices, enabling us to record and measure the realities of their healthcare experiences from infancy to old age and apply this to tailored and impactful solutions for the future.

INTERESTED IN LEARNING MORE?

Global Grand Challenges, funded by the Bill & Melinda Gates Foundation and other partners, fosters innovation that addresses health and development challenges worldwide.

Visit [Global Grand Challenges](#) online.

ABOUT METRICS FOR MANAGEMENT

M4M is a non-profit organization, created with a vision to establish common metrics in global health, and the tools to apply them, in order to enable governments and NGOs to measure what matters and better serve those in need. M4M designs, promotes, and standardizes performance measures in health service delivery to improve health outcomes and well-being in low- and middle-income countries.



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