

Guidance note for 'LaQshya' Incentive and Branding

Introduction

In December' 2017, Ministry of Health and Family Welfare launched the 'LaQshya' initiative, aiming to improve quality of intra-partum and immediate post-partum care and furthermore, accentuating the Respectful Maternal Care in Public Health Facilities. The National Quality Assurance Standards, explicitly designed for the Labour Rooms & Maternity Operation Theatres of the Public Health Facilities are the set benchmark for ensuring the envisaged quality of care.

Aiming to accomplish the desired objectives, the implementation of the Program was initiated in the Labour Rooms & Maternity Operation Theatres of the targeted facilities of the States/UTs. This is followed by the process of Certification under the National Quality Assurance Standards. Supervisory Committee. As per 'LaQshya Guidelines', the facilities achieving the National Certification of the Labour Rooms/Maternity OTs/both under the NQAS, stand eligible for receiving the monetary incentives, as defined in the Guidelines; subject to meeting the following criteria:

1. Attainment of at least 75% of commensurate facility level targets (as given in Annexure 'C', page no. 24 of the LaQshya Guidelines) and its verification by the SQAC.
2. 80% of the beneficiaries (of the Labour Room/Maternity OT/both) are either satisfied or highly satisfied.

This guidance note defines the protocol for the States/UTs for claiming and utilizing the monetary incentives, as defined in the LaQshya Guidelines and also the branding of the LaQshya certified facilities.

Eligibility for Monetary Incentive

A) For Labour Rooms and Maternity OTs, already NQAS certified:

The Labour Rooms and Maternity OTs which have attained the LaQshya Certification under the National Quality Assurance Standards stand eligible for the monetary incentives. However, the Labour Rooms/ Maternity OTs which have attained Certification with Conditionality in LaQshya external assessment shall not be eligible for the same. The State shall claim the monetary incentives for the full NQAS certified Labour Rooms and Maternity OTs, ascertaining the submission of the following to the QI Division, NHSRC:

1. The Office Orders of the formation of the Quality Circle and the Coaching Team (including the members suggested in the LaQshya Guidelines, page no. 7 & 8).
2. The baseline facility level indicators (as given in Annexure 'C', page no. 24 of the LaQshya Guidelines), as verified and signed by the SQAU and the Coaching team, of which, at least one member should be the District RCHO/District Family Welfare Officer or equivalent. The SQAU shall ensure submission of the evidence of attainment of the facility level targets in term of numbers. It

may be noted that the baseline data shall be at least three months before the date of application for the incentive.

3. The current facility level targets, as verified and signed by at least two members of the Coaching team, of which, one member should be the District RCHO/District Family Welfare Officer or equivalent. The SQAU shall ensure submission of the evidence of attainment of the facility level targets in term of numbers.
4. The preceding quarter's Patient Satisfaction Score, explicitly of the beneficiaries of the certified department i.e. LR/MOT or both (from the date of application for the incentive), as verified by SQAU.
5. The incentive claim forms, enclosed with this process note as *Annexure 'A'* (MNL: QSM: 02/05/Form1-D.1 for category A) shall be filled and shared, ensuring the submission of the above-mentioned documents.

B) For Labour Rooms and Maternity OTs, applying for LaQshya Certification:

The Labour Rooms/ Maternity OTs attaining the Full Certification in LaQshya external assessment shall only be eligible for the monetary incentives. To claim the post-assessment monetary incentives, the State Quality Assurance Unit shall submit the following to the Quality Improvement Division, NHSRC, along with the application of the National LaQshya Certification:

1. The Office Orders of the formation of the Quality Circle and the Coaching Team (including the members suggested in the LaQshya Guidelines, page no. 7 & 8).
2. Latest assessment checklist of the Labour Room and Maternity OT, as verified and signed by the facility in-charge.
3. Standard Operating Procedures of the Labour Room and Maternity OT, as verified and signed by SQAU/at least two members of the Coaching team, of which, at least one member should be the District RCHO/District Family Welfare Officer.
6. The baseline facility level indicators (as given in Annexure 'C', page no. 24 of the LaQshya Guidelines), as verified and signed by the SQAU and the Coaching team, of which, at least one member should be the District RCHO/District Family Welfare Officer or equivalent. The SQAU shall ensure the submission of the facility level targets in term of numbers. It may be noted that the baseline data shall be at least three months before the date of application for the incentive.
4. The current facility level targets, as verified and signed by at least two members of the Coaching team, of which, one member should be the District RCHO/District Family Welfare Officer or equivalent. The SQAU shall ensure submission of the evidence of attainment of the facility level targets in term of numbers.
5. Preceding quarter's Patient Satisfaction Score, explicitly of the beneficiaries of the applied department i.e. LR/MOT or both (from the date of LaQshya application), as verified and signed by SQAU.

7. The incentive claim forms, enclosed with this process note as *Annexure 'B'* (MNL: QSM: 02/05/Form1-D.2 for category B) shall be filled and shared, ensuring the submission of the above-mentioned documents.

Claiming the Incentive in PIP

Conforming the mentioned terms in sections A) and B), the respective department stand eligible for receiving the monetary incentives under LaQshya Program, subject to meeting the criteria 1) & 2), as mentioned in the introduction. The incentive amount as defined in the LaQshya Guidelines is as follows:

| Level of the Facility | Incentive Amount |
|-----------------------|-------------------------------|
| Medical College | 6 Lakhs (for each department) |
| District Hospital | 3 Lakhs (for each department) |
| SDH/CHC | 2 Lakhs (for each department) |

The States/UTs may propose the incentive amount under the relevant financial head i.e. the FMR code 13.1.4. of Quality Assurance Annexure through the NHM, Program Implementation Plan. It may be noted that the LaQshya incentive, as mentioned above shall be awarded one time in the three years of the validity period.

Branding of LaQshya Certified Facilities

The achievement of the facility and the staff may be recognized and the departments may be branded with following badges as follows:

- Platinum Badge:** on achievement of >90% Score in LaQshya external assessment.
- Gold Badge:** on achievement of >80% Score in LaQshya external assessment.
- Silver Badge:** on achievement of >70% Score in LaQshya external assessment.

The incentive amount may be utilized as follows:

| Percentage of Incentive amount | Mode of utilization |
|--------------------------------|---|
| 25% | IEC for Branding like display of LaQshya logo at the facility/respective department, badges (platinum/gold/silver) for the staff of the department etc. |
| 25% | Cash incentive to the staff and other staff welfare activity |
| 50% | Improvement activities of the respective department |