Additional File 2: Results Chain of "Sky" Social Franchising Model

Activity **Outputs** Outcomes Inputs Impact Training of private Increase in early detection Improved staff skill & sector franchisees in of women at risk Trained WHP technical skills, IT & team identified telemedicine Increase in women Increased use of a range Training of public registering earlier for ANC of procedures, sector in medical skills in private sector treatment/preventive measures in sky facilities Reduce MMR Monthly monitoring of standards & targets & Improved quality of care administration of Private sector Improved cleanliness, delivered - content of care, sanctions identified & hygiene & appearance drugs & treatment & early mapped Train sky riders to management of risk transport diagnosis Increased availability of Reduce NNMR samples & product procedures, supplies (drug supply treatment/preventive Improved quality of care chain) measures in sky facilities client satisfaction Branding of Private sector Improvement in coverage franchisees franchisees Increased awareness of of institutional births & of Reduce unwanted branded centres & contracted, complicated deliveries in pregnancy Marketing of services mini-clinics services appropriate facilities mass media & local established mechanisms Increased coverage of key Refresher training of services: **ASHAs** Increased awareness of ANC attendance government benefits & PNC attendance ASHAs Messages through services FP (CPR) ASHAs & media about identified & & safe abortion mapped govt benefits Increased referral from Facilitate access to community to Increased coverage among ambulance & referral institutions for delivery people from SES BPL or lower APL