SOCIAL FRANCHISING: Leveraging the Private Sector to Supply FP Products and Services

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Total Market

Universe of Need

Demand

Supply
What is social franchising?

• Strategy that leverages commercial franchising approaches to efficiently expand access to high quality health care that is affordable to underserved population segments of society

• Creates a highly visible network of health care providers that are contractually obligated to deliver specified services in accordance with franchise standards under a common brand
To what problem is social franchising a solution?

- Overburdened public health system
- Limited opportunity, ability, and/or motivation among private sector providers to deliver essential health care to the underserved
- Under regulated private health system
- Minimal linkages to the public sector
- Minimal data collection and involvement in forecasting for the private sector
- Poorly informed consumers
What are the goals of social franchising?

**Health Impact:** Improving population health

**Equity:** Enabling the poorest to access services

**Quality:** Assuring adherence to well-defined standards

**Health Market Expansion:** Delivering services that would otherwise not be provided

**Cost-effectiveness:** Providing services at equal or lower cost to the alternatives
Geographic Reach of SF

Over 7.6 million CYPs provided in 2013

Source: Social Franchising Compendium 2014
SOCIAL FRANCHISES IN 31 COUNTRIES

10,000 FRANCHISEES

10 MILLION CLIENTS PER YEAR

SOCIAL FRANCHISING AT PSI

- Red Segura – El Salvador, Guatemala, Nicaragua
- POMEFA (“POur une MEilleure FAmille”) – Togo
- Happy Mothers Network – Nigeria
- Réseau Confiance – Democratic Republic of Congo
- NewStart – Zambia, Zimbabwe
- ProFam – Benin, Cameroon, Mali
- Saadhan – India
- GreenStar – Pakistan
- Sun Quality Health Network – Cambodia, Laos, Myanmar
- Tunza Family Health Network – Kenya
- Familia – Tanzania
- Top Réseau – Madagascar
- Mahila Swahasta Sewa – Nepal
Capitalizing on SF for Supply of Services

• Understanding of and responsiveness to evolving market conditions to identify opportunities for health impact
• Diversification of services to increase health impact, sustainability and cost effectiveness
• Leveraging economies of scale to decrease costs such as commodity procurement
• Creation of standards for quality oversight and commodities and services
• Leveraging networks to innovate and extend reach within the market system
Supply of FP Methods

Source: Social Franchising Compendium 2014
PSI Tanzania Example
Challenges

• Integration into National Health Systems
  – Accurate product forecasting
  – Data sharing and integration
  – Access to financing schemes
  – Involvement in policy development

• Sustainability of networks and service offering to vulnerable populations

• Development cost effective monitoring and quality assurance mechanisms to ensure adherence to minimum standards