

15th
GENERAL MEMBERSHIP MEETING
of the **REPRODUCTIVE HEALTH**
SUPPLIES COALITION
20-24 OCTOBER
MEXICO CITY

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



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

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AVAILABILITY



QUALITY



EQUITY



CHOICE





Total Market

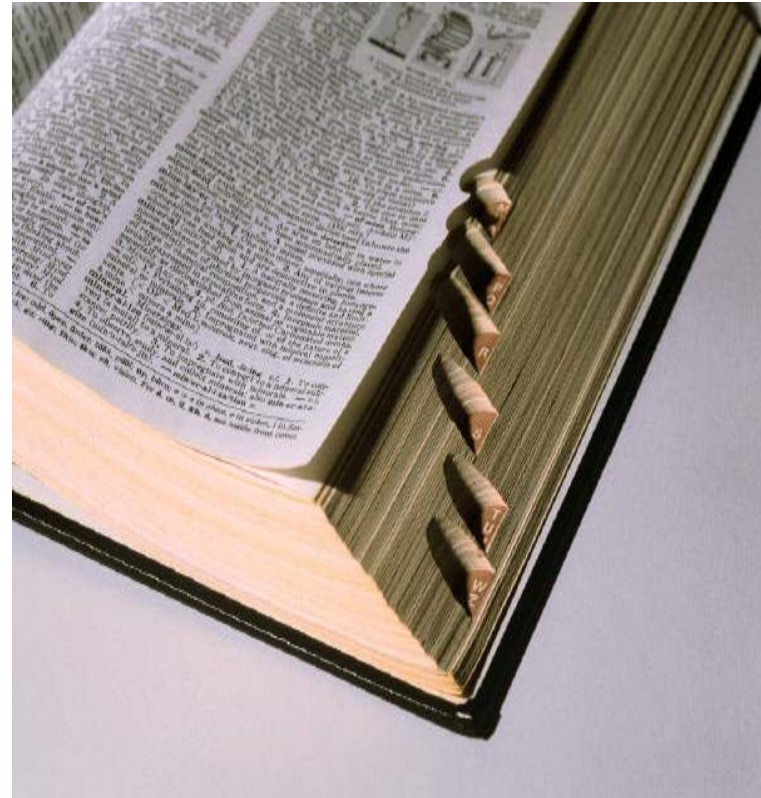
Universe
of Need

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?

The image shows a handwritten mathematical solution for the integral of $\frac{x+5}{x^2-2x-3} dx$. The solution is written on a piece of paper with the word "Problems" faintly visible in the background. The steps are as follows:

$$\int \frac{x+5}{x^2-2x-3} dx$$
$$\frac{5}{-3} dx = \int \frac{2}{x-3} dx - \int \frac{1}{x+1}$$
$$= 2 \ln(x-3) - \ln(x+1)$$
$$= \ln \frac{(x-3)^2}{x+1} + C$$

- 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?

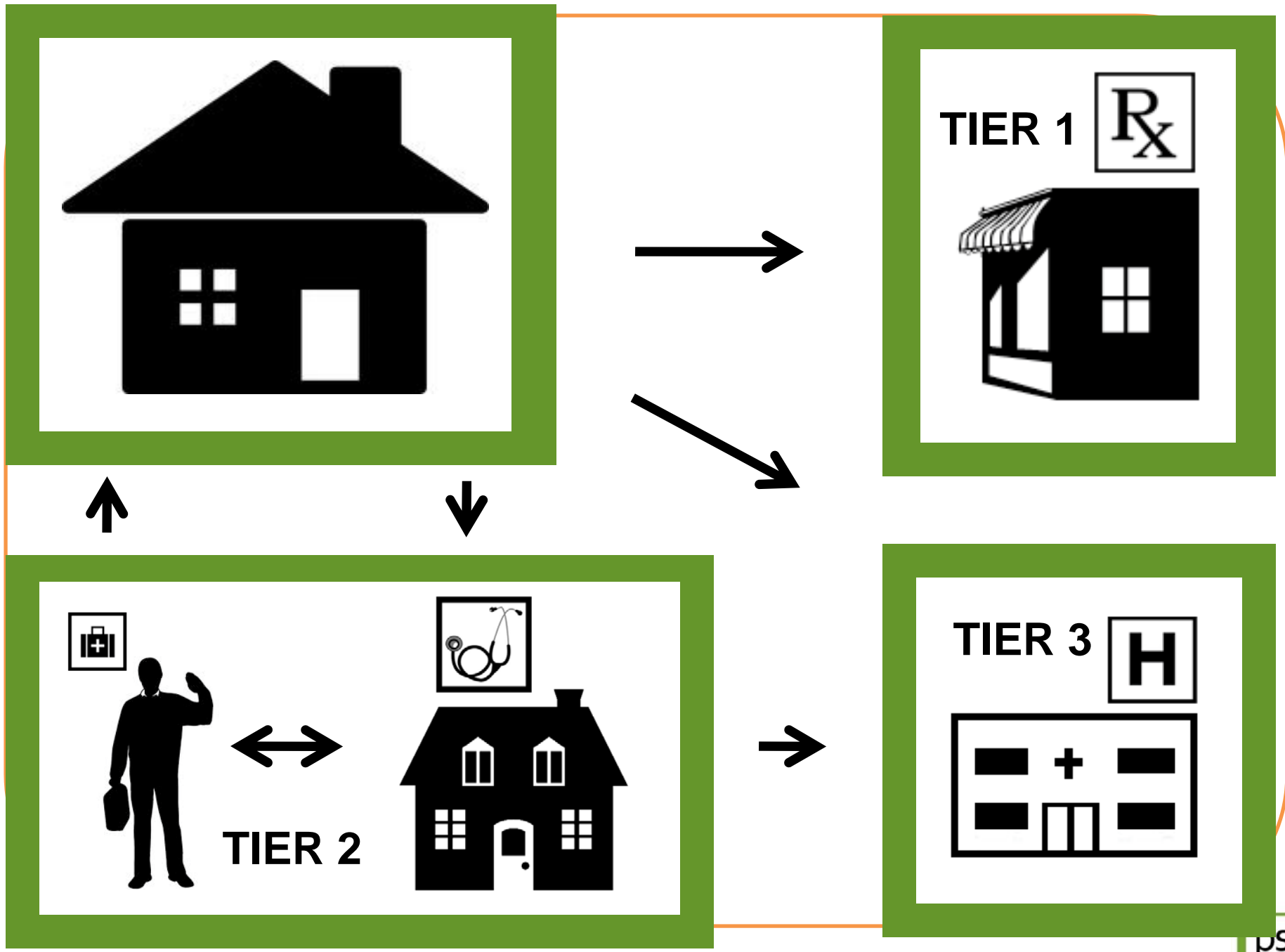
Health Impact: Improving population health

Equity: Enabling the poorest to access services

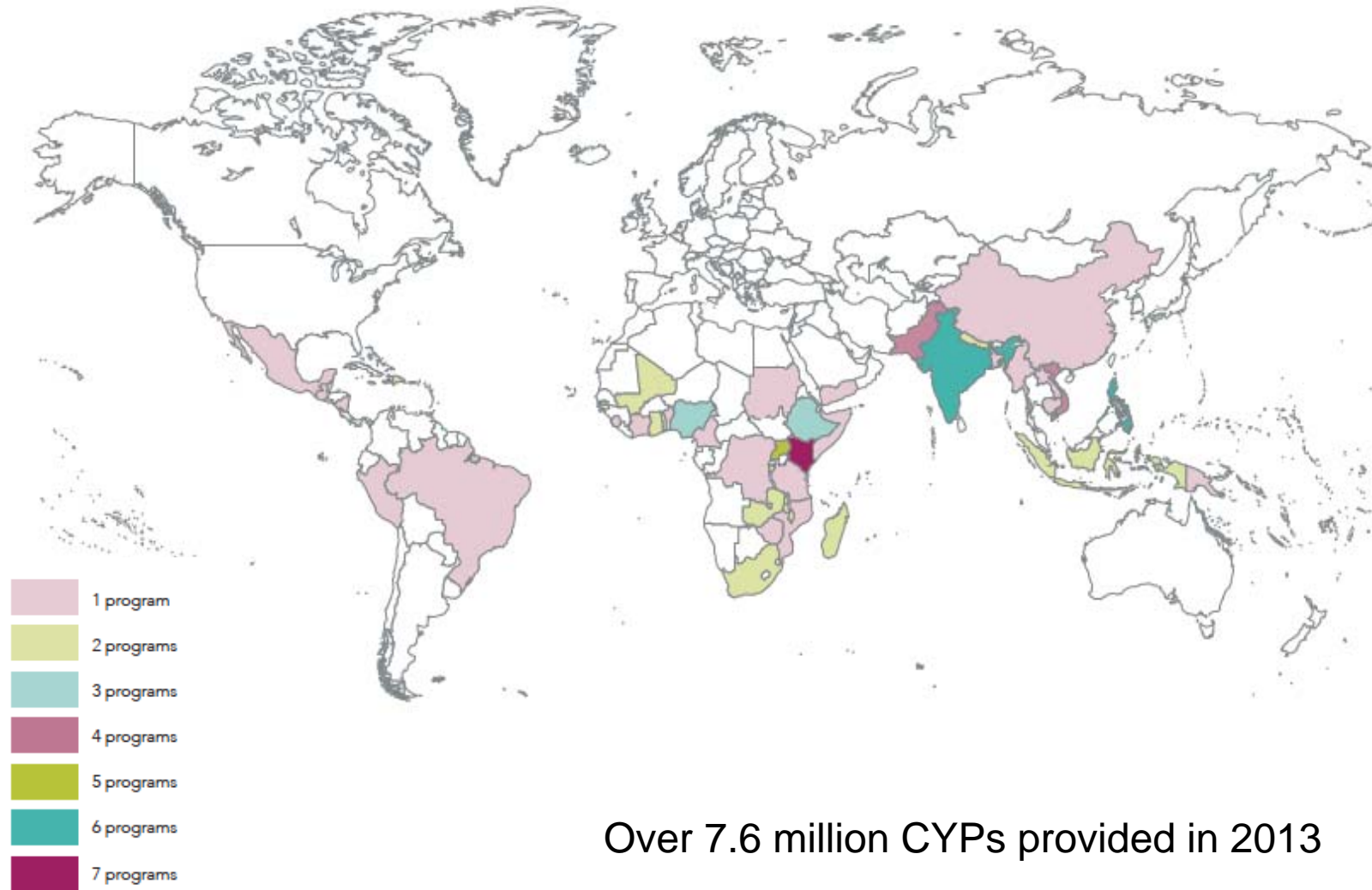
Quality: Assuring adherence to well-defined standards

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

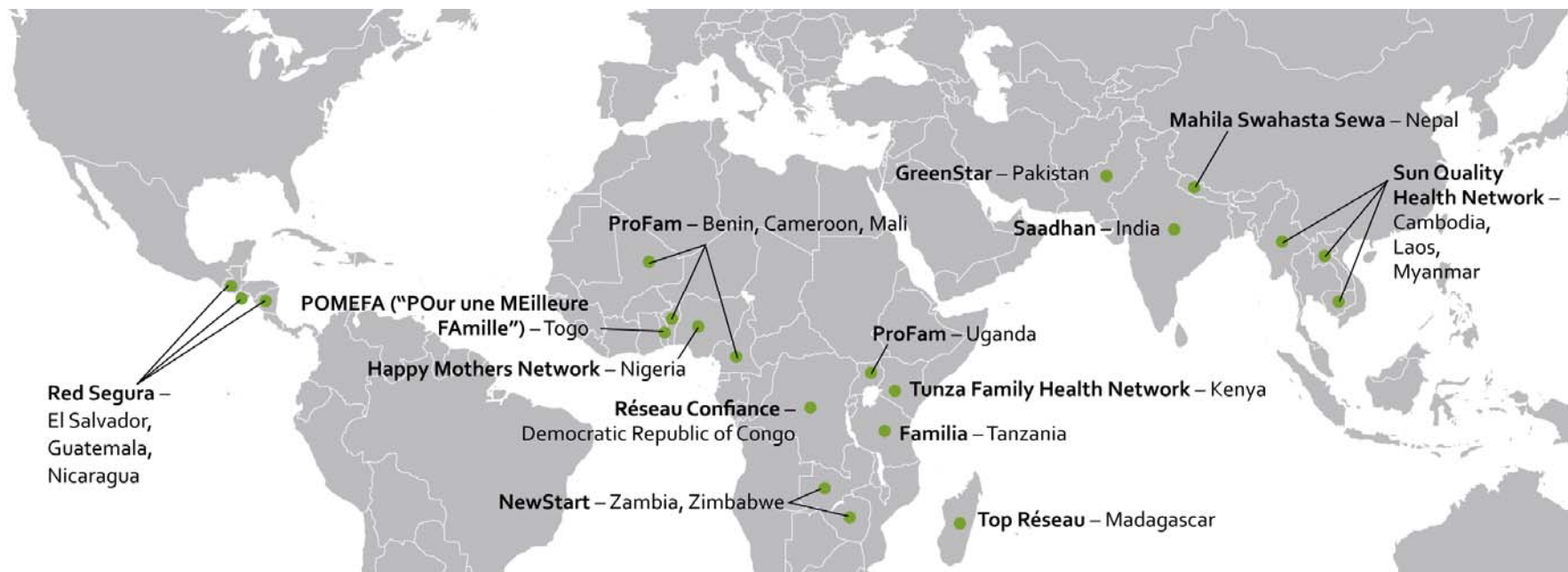


Over 7.6 million CYPs provided in 2013

**SOCIAL FRANCHISES
IN 31 COUNTRIES**

10,000 FRANCHISEES

**10 MILLION CLIENTS
PER YEAR**



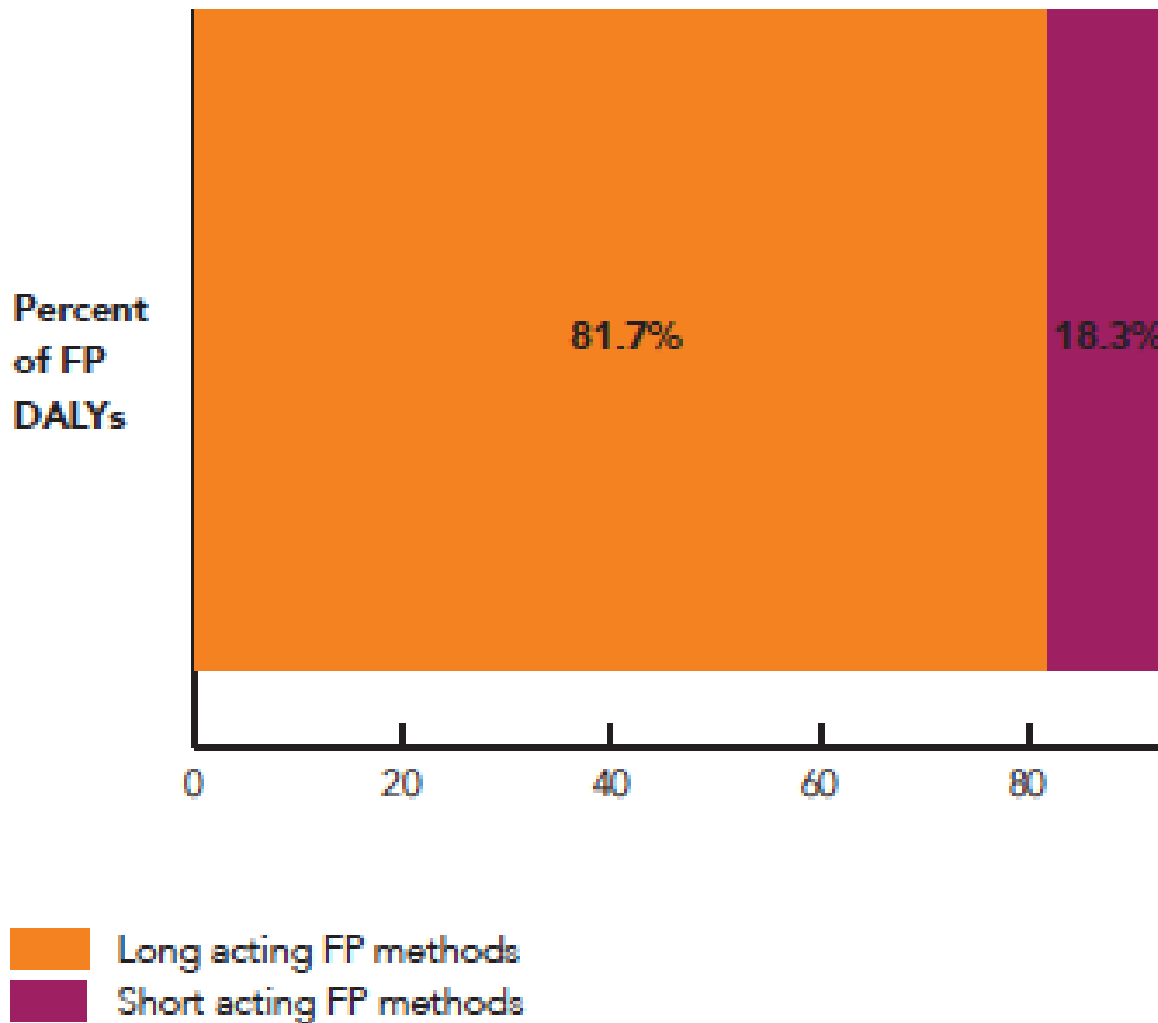
SOCIAL FRANCHISING AT PSI



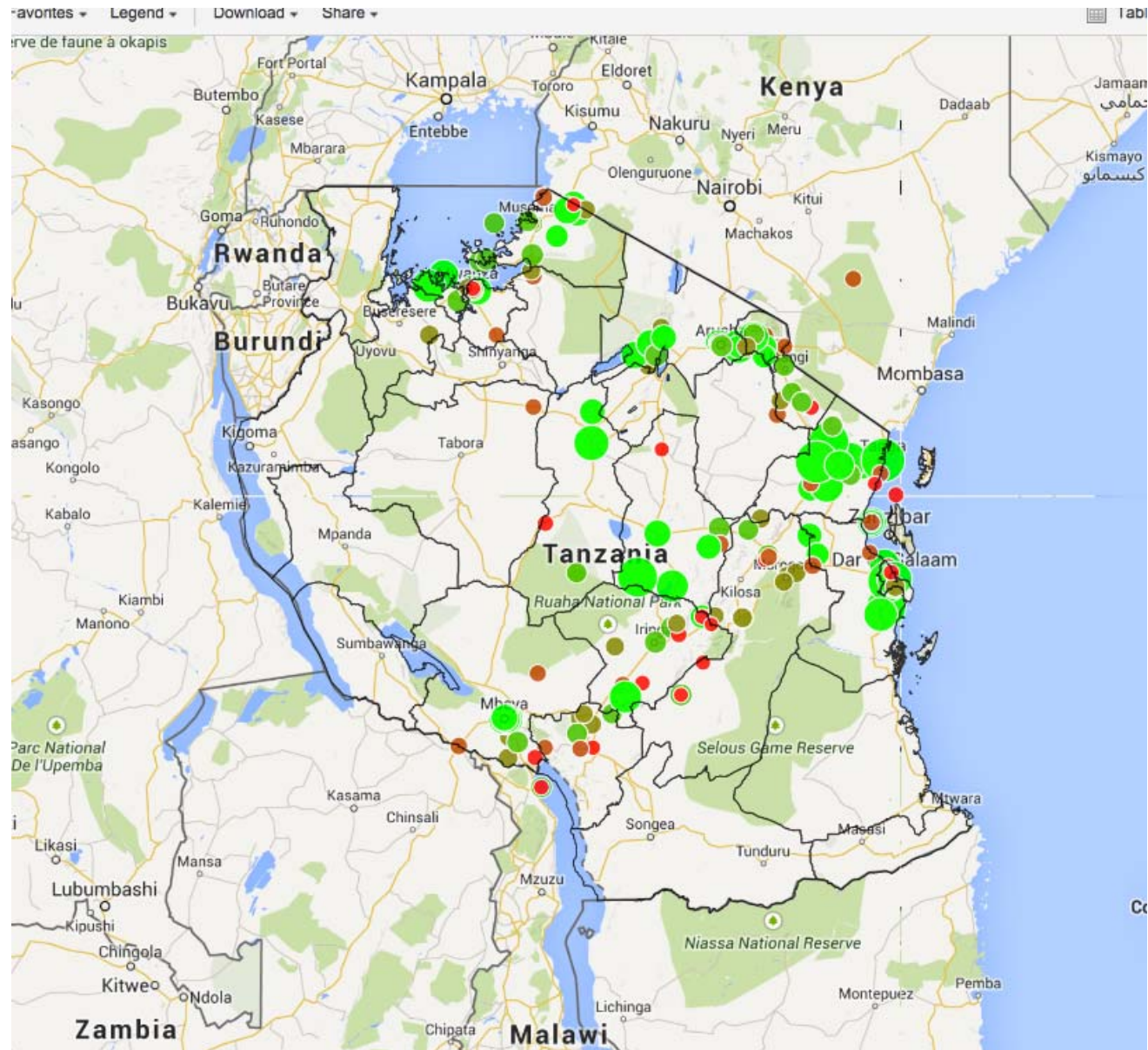
Capitalizing on SF for Supply of Services

- 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 with in the market system

Supply of FP Methods



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

