Franchising Private Providers for Healthcare

Greenstar Social Marketing

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What I will highlight…

• Pakistan’s Health & Population Issues
• Greenstar’s Philosophy & Approach
• Greenstar Training Strategy
• Greenstar Quality Assurance Strategy
• Greenstar Results
• Challenges & Opportunities
Pakistan's Health System – Health Sector Issues

- Utilization of health services is poor in the public sector

- The first contact for most patients is the private sector health provider; almost 70% of the overall health need is being catered for by the private sector

- Private sector service provision is of variable quality and weakly regulated
Pakistan's Health System – Population Issues

- Only 1/3rd of married women of reproductive age currently use contraception
- 1/3rd have no current desire for family planning
- 1/3rd have an unmet need for family planning
- 58% of women report never having used a modern family planning method
Greenstar Social Marketing is a nation-wide Pakistani not-for-profit, non-governmental organization affiliated with Population Services International (PSI)

We provide high-quality, affordable health products and services to low-income Pakistanis for:

- Reproductive Health
- Maternal, Neonatal and Child Health
- Tuberculosis
- STI/HIV/AIDS
- Nutrition
- Safe Water
Greenstar operates through its nationwide network of 13 zonal offices covering more than 108 districts of Pakistan including Tribal & Northern Areas. These zonal offices are assigned to four regional offices in Peshawar, Lahore, Multan, Karachi.
Greenstar Contribution of FP

- Greenstar Social Marketing: 30%
- Commercial Sector & KSM: 5%
- NGO Sector: 6%
- Public Sector: 59%
Greenstar Approach & Philosophy

• Greenstar works closely with the private sector healthcare providers to build their capacity in knowledge and practice

• This is followed by a close supportive supervision to ensure quality reproductive health service provision to clients

• The aim is to strengthen existing health system for long term sustainability
Greenstar Training Strategy

• Modular training designed to suit private sector providers’ schedule

• Training is competency –based

• Training duration includes on-the job and organized follow up to ensure proficiency and provider behaviour change

• Training sessions are monitored for quality

• Providers PAY for training
Training of private providers
Greenstar Franchise Branding
Trained Providers across Pakistan

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Greenstar
Quality Assurance Strategy (SBMR)

• Standards Based Management and Recognition (SBMR), with technical support from Jhpiego

• Greenstar has incorporated this tool into its training, and within three months of the classroom training conduct the SBMR assessment on each trained provider.

• Based on the assessment, Greenstar works with each provider to develop a plan for specific actions for quality improvement.
Quality Standards
SBMR: Measuring Progress

- Greenstar staff doctors measure progress through regular visits after the initial assessment and development of the quality improvement plan.

- New providers are visited quarterly for the first year after training; during these visits Greenstar staff doctors assist the franchise providers to achieve their quality goals.

- All data is entered into MIS so quantitative measurement can be made.
SBMR : Feedback

• Regular supportive supervisory visits to ensure that providers are adhering to quality standards

• Where gaps in meeting quality standards are identified, these gaps are filled with Greenstar assistance in terms of:
  – refresher trainings,
  – hands-on practical training, and
  – provision of technical assistance
  – Provision of equipment and low cost sale of bleach
  – Sale of subsidized contraceptives
Results

• **Impact:** Greenstar family planning products or services protect 1 out of every 4 married couples who use modern methods

• **National** scale and reach

• **Reaching those in need:** 70% of our clients are low-income

• **Sustainability:** Cost recovery and cross-subsidization
Challenges

• Ongoing advocacy to harness political will for FP as a high priority
• Moving into rural areas is operationally more challenging and resource intensive
• Measurably improving provider quality of care
• Generating demand for family planning
• Contraceptive security
• Adequate market segmentation to compensate for subsidy offered to the poor
• Reaching populations in the wake of rigid local religious and social customs
Leveraging the Franchise

The Greenstar franchise infrastructure can be leveraged to address additional health needs

• Goodlife training for mother and child health to:
  – Increase institutional deliveries through vouchers and health insurance
  – Reducing PPH with misoprostel and improving post abortion care
  – Addressing diarrheal disease, ARI, and nutritional deficiencies
Thank you