

Franchising Private Providers for Healthcare

Greenstar Social Marketing

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Pakistan

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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

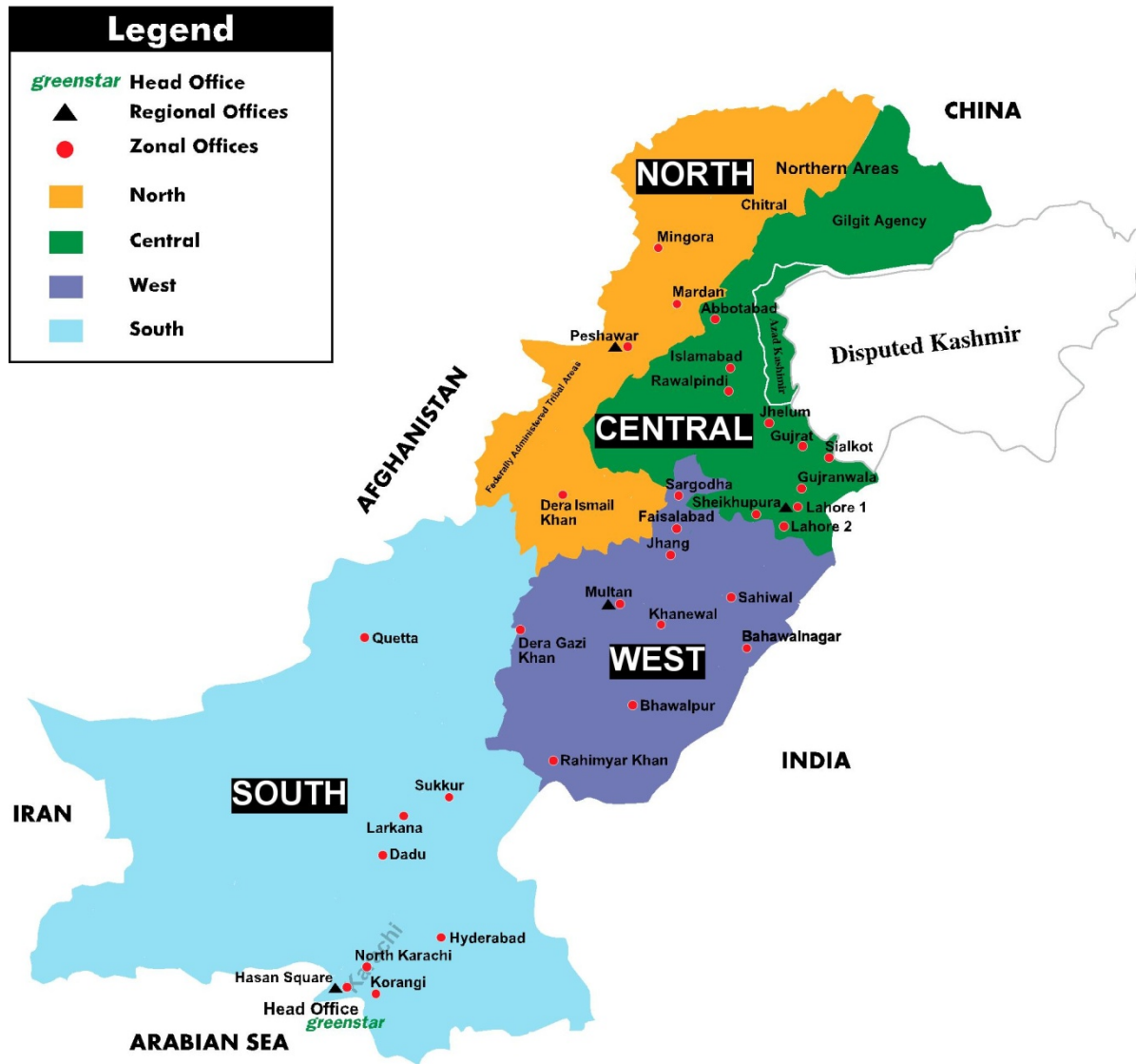
Greenstar Social Marketing

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:

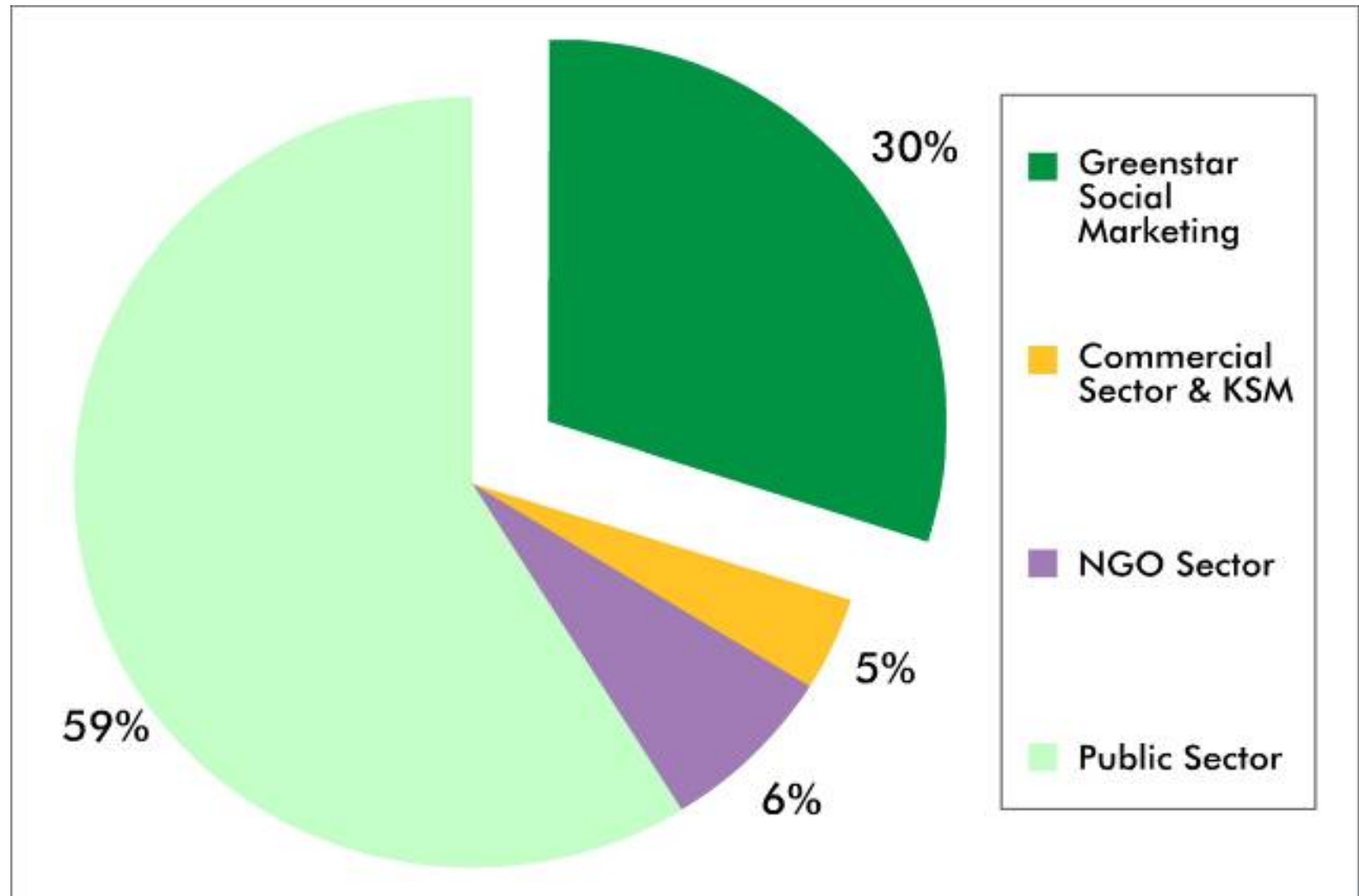
- **Reproductive Health**
- **Maternal, Neonatal and Child Health**
- **Tuberculosis**
- **STI/HIV/AIDS**
- **Nutrition**
- **Safe Water**

GEOGRAPHICAL COVERAGE



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 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

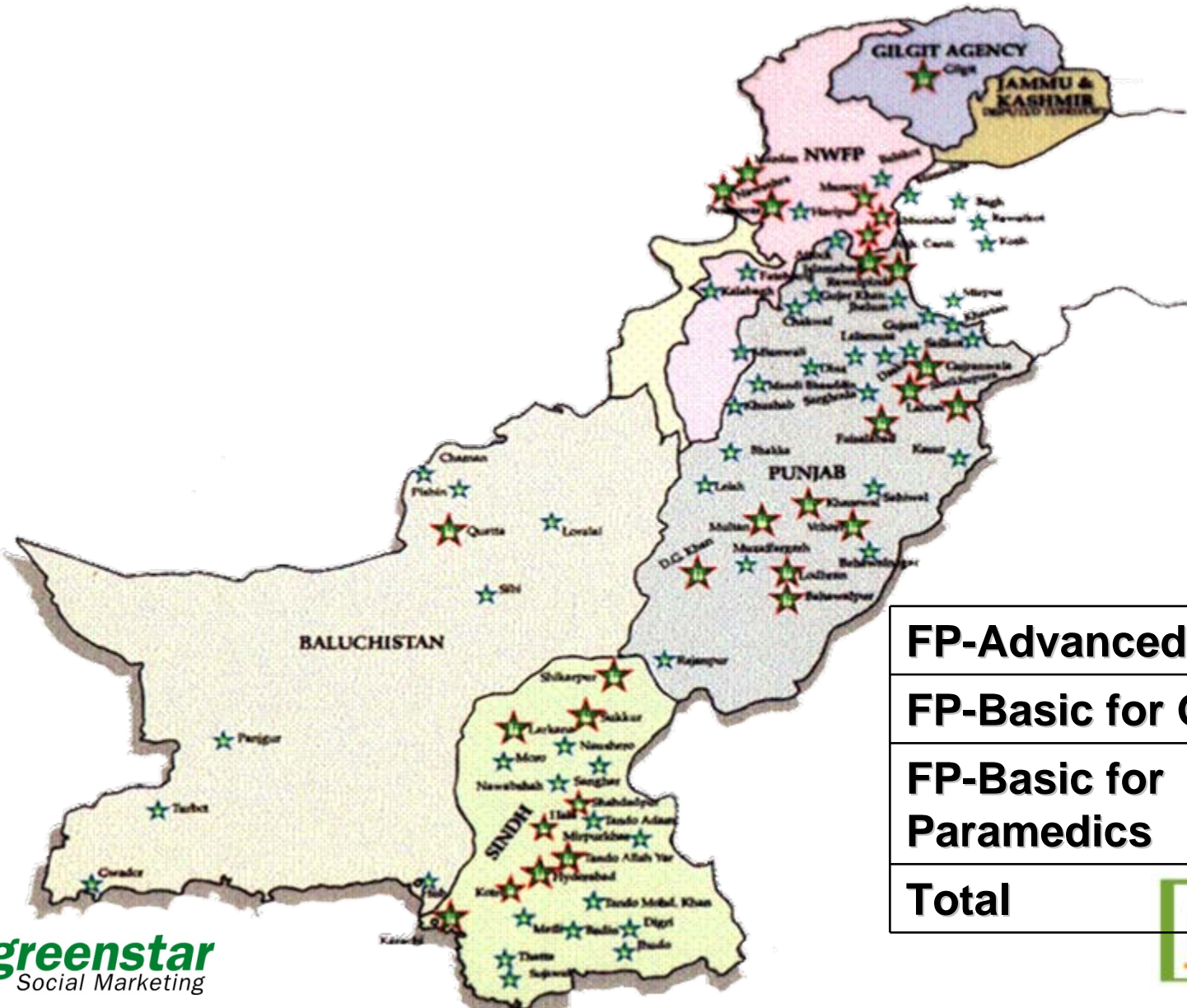
Training of private providers



Greenstar Franchise Branding



Trained Providers across Pakistan



FP-Advanced	8,599
FP-Basic for GP	2,156
FP-Basic for Paramedics	869
Total	6,415



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

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