To Improve the Reproductive Health of People in Pakistan
Registered in 1990, MSS is a subsidiary of Marie Stopes International (MSI), a UK based organization with partners in 43 countries around the globe

**MSS vision**

Improved Reproductive Health of people in Pakistan

**MSS Mission**

Is to be the leading, effective and enduring contributor towards improving the reproductive health of the people in Pakistan
MSS Today

- 82 Centers Providing Quality Services
- 200 SURAJ Franchise
- CSM A Social Marketing Organization
- 1038 Dedicated Team Members
Marie Stopes Society (MSS) Since 1992 & Service Delivery Channel & Model

<table>
<thead>
<tr>
<th>Province</th>
<th>Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sindh</td>
<td>32</td>
</tr>
<tr>
<td>Punjab</td>
<td>35</td>
</tr>
<tr>
<td>Balochistan</td>
<td>8</td>
</tr>
<tr>
<td>Khyber Pakhtunkhwah</td>
<td>11</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>86 / 73 Districts</strong></td>
</tr>
</tbody>
</table>

**Private Providers**

- Lady Health Worker
- Outreach in partnership with Government
- Community Based Mobilizers
- Registered with Government RHB Centers
Evidence to innovate: Reproductive health social franchising through output-based aid Vouchers in the Rural Areas of Pakistan

Syed Khurram Azmat, Waqas Hameed, Mohsina Bilgrami, Muhammad Ali, Ghulam Mustafa, Wajahat Hussain, Aftab Ahmed, Jamshaid Asghar
SURAJ Social Franchise

- Addressing the reasons of unmet need especially in the rural areas of Pakistan

- **Access**
- **Quality**
- **Cost**
- **Equity**
Objective of the SURAJ Model

- Train, accredit and support local private health care providers to enhance their capacities and businesses in remote, semi urban and urban areas to strengthen quality RH/ FP Services.

- Address the current demand and Unmet Need of the underserved communities.

- Launch an Output Based Aid (OBA) Voucher Scheme to let poor women receive free quality contraceptive services, especially for IUDs.
"To Measurably Improve health of communities by enhanced communications, quality RH/FP services and free coupons at door step of the most underserved communities of rural Pakistan"
SURAJ Social Franchise

Background of Private Providers

- Working in hard to reach areas
- Available Nurses, midwives, LHV's
- Low or no focus on FP services
- Poor knowledge and Skills
- Pathetic facilities in most cases
- No focus on quality
SURAJ Social Franchise Components

- Identify community provider
- Training/ refreshers
- External Accreditation/ Post test
- Franchise agreement and Branding
- Marketing
- Output Based Aid Voucher scheme
- Commodity Security
- Quality Assurance and supervision (External and Internal). Backup support through 24/7 tool free number
- Monitoring and Evaluation
SURAJ Social Franchise

**Private Providers Role**

- Pay annual franchising fees
- Buy supplies
- Provision of ST and LTM services – vouchers/out-of-pocket payments
- Record keeping (stocks, services etc)
- Ensuring client satisfaction and continuity to contraceptives
- Maintaining Quality Standards
- Making her available for refreshers, validation, quality audit
- Upgrade facility and purchase the requisites
- Benefiting through 24/7 toll-free number
SURAJ Social Franchise

Field Worker Marketing Role

- Trained on community Mobilization and sensitization
- Voucher distribution and ensuring redemption
- Refer clients to the private providers
- Follow-up of clients to ensure continuity and side-effect management
SURAJJ Social Franchise

Voucher
- Free voucher for ST/LTM
- Poverty assessment tool and capacity to benefit assessment
- Redeemable only at the franchise private provider
- External validation
# SURAJ Social Franchise Network

## Private Providers (PP)

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>56</td>
<td>100</td>
<td>110</td>
<td>More than 200</td>
</tr>
</tbody>
</table>

- **35 Districts**
- **3 PROVINCES**
## Before and After joining SURAJ Network

* Average number of IUD per month per provider

<table>
<thead>
<tr>
<th>Year</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3*</td>
<td>24*</td>
<td>36*</td>
<td>41*</td>
<td>45*</td>
</tr>
</tbody>
</table>

**Total LTM clients 142,876 since 2008**

**35% free from Voucher**
Country Situation

Total fertility rate (TFR) **4.1%**

17.7% CPR of modern methods - rural areas

14 MILLION MWRA demand for family planning

- 65% Rural Area
- 35% Urban area
Introduction

- Female sterilization and condoms are mostly utilized
- Long term reversible IUD and implant use is almost negligible (2.3% & 0.1%)
- Unmet need for contraception is 25%
Introduction

- MSS launched a Private Provider Partnership (PPP) model, a partial social franchising intervention, branded as SURAJ, in 18 rural districts of Pakistan - to improve access to quality and affordable FP services through free voucher for IUD and providing a field worker marketing (FWM)

- Private Providers mainly mid-level providers working in underserved rural areas were accredited and trained to provide all modern FP methods except for implants
Study design

These are program highlights from a case study that show how successful the program has been.

Data sources: MSS Social Franchising

- (SURAJ) services numbers of years 2008-2010 from 96 providers
- Exit surveys conducted in 2009 and 2010
Study design

- Data from a retrospective IUD clients in 2011

- Data of two third party
  - Voucher validation surveys took place in 2009
  - Data from the external third party quality audits conducted in 2009 & 2010
Findings

Service numbers

<table>
<thead>
<tr>
<th>IUDs</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2619</td>
<td>2008</td>
</tr>
<tr>
<td>43465</td>
<td>2009</td>
</tr>
<tr>
<td>53601</td>
<td>2010</td>
</tr>
<tr>
<td>48734</td>
<td>2011 Jan-Sep</td>
</tr>
</tbody>
</table>
Findings

- 74% are referred (IUD) by field worker marketing (FWM)
- IUD continuation rate 81% - retrospective study
- Only 22% reported side effects
- 90% expressed higher level of satisfaction with the service
- 97% reported to recommend this service to others
Findings

Clients satisfaction with different service delivery aspects
A comparison of year 2009 & 2010 data

- Opening hours
- Facility Cleanliness
- Waiting Time after Registration
- Level of Privacy with the Provider
- Time given by the Provider
- Advice and Info Quality
- Procedure of Treatment

Average score (1=poor and 5= Excellent)
Findings

Number of IUD services provider by 96 MSS Suraj provider, by client type in 2009 and 2010

Findings

Findings of MSS Suraj on key monitoring indicators

- Comply by MSS clinical standards: 80%
- Voucher validation in 2009: 100%

Monitoring Indicators
Programme Implications

- The programme has turned out to be effective for the community. The findings of this case study reveals that the MSS social franchise model can influence the uptake of modern long term contraceptive use through:
  - Increasing accessibility to quality
  - Affordable FP services
  - Availability of commodities
Programme Implications

- Addressing the need of poor through:
  - Vouchers
  - Trained providers
  - Field worker marketing
Programme Implications

<table>
<thead>
<tr>
<th>Indicators will be averted based on impact estimator</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnancies</td>
<td>305,064</td>
</tr>
<tr>
<td>Birth</td>
<td>200,260</td>
</tr>
<tr>
<td>Maternal deaths</td>
<td>640</td>
</tr>
<tr>
<td>Infant deaths</td>
<td>14,639</td>
</tr>
<tr>
<td>Under five deaths</td>
<td>18,103</td>
</tr>
<tr>
<td>Safe abortions</td>
<td>87,829</td>
</tr>
<tr>
<td>Unsafe abortions</td>
<td>58,552</td>
</tr>
</tbody>
</table>
Pre SURAJ Social Franchise
Post SURAJ Social Franchise
THANK YOU