

## CLINICAL SOCIAL FRANCHISING SUMMARY STATISTICS



The Global Health Group  
University of California, San Francisco  
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### **Cover images**

© 2008. Piers Benatar, Population Services International. A clinic assistant in PSI Myanmar's Smiling Sun Network reviews the records of tuberculosis treatment administered using DOTS (directly observed treatment, short-course).

© 2008. Zahara Khan, Sehat First. Sehat First client with a community health worker in Pakistan.

## **ACKNOWLEDGEMENTS**

The Global Health Group wishes to thank all of the country program staff who provided information about their franchise's services. Their willingness to share their results is helping to develop a global community of learning and to establish a benchmark for future service delivery outcomes. In particular, we wish to thank Cynthia Eldridge at Marie Stopes International and Nikki Charman of Population Services International for coordinating the submissions from their respective organizations. This report was inspired by DKT International's annual summary of *Contraceptive Social Marketing Statistics*, which is available at [www.dktinternational.org](http://www.dktinternational.org).

## INTRODUCTION

This report provides a summary of services delivered through social franchises in 2008. It is a more technical companion to *Clinical Social Franchising: An Annual Compendium of Programs, 2009*, which supplies detailed information about each country program's staffing, financing, and membership. Both of these reports will be updated annually and are available electronically at [globalhealthsciences.ucsf.edu/ghg](http://globalhealthsciences.ucsf.edu/ghg)

### Definition of clinical social franchising

Social franchising creates and supports a network of private providers to offer needed health services. To be included in this report, a franchise must meet the following definition:

- Outlets are operator-owned
- Payments to outlets are based on services provided, although the mechanism of payment may vary (client out-of-pocket, voucher, insurance)
- Services are standardized (although additional, non-franchised products and services may be offered)
- Clinical services are offered, with or without franchise-branded commodities

This report illustrates the range of programs meeting this definition from the HEALTH Plus pharmacy franchise in the Philippines, which is a public-private partnership with the Department of Health, to RedPlan Salud's network of midwives in Peru. It provides information on several new franchises which were launched in 2008, including Marie Stopes International's latest programs in Malawi, Pakistan, the Philippines, and Sierra Leone; World Health Partners in India; MicroClinic International in Ghana; and Sehat First in Pakistan.

### Organization of report

Franchises are arranged by country location first and then by sponsoring organization.

#### Franchise information includes:

- Number and type of outlets: clinics, pharmacies, hospitals (does not include community health workers)
- Business model: *fractional* (only certain products and services are regulated by the franchise) or *full* (all of the services and products offered are regulated by the franchise)
- Payment sources and percent: out-of-pocket (OOP), voucher, insurance, government reimbursement, free

- Percent urban/semi-urban and rural
- Year franchise began
- Services: service areas that are part of the franchise (fractional franchise outlets may provide additional, unsupported services)
- Consultations: number of consultations or services provided (may count individual clients more than once). A checkmark signifies an area in which the organization provides care, but the total number of consultations was unavailable
- CYP (Couple Years of Protection): estimated protection provided over a one-year period by all contraceptive methods (calculations may vary by country program)
- Total individual clients served in 2008: the sum of the total number of clients served across all service areas

The data was provided by the country programs themselves and was not independently verified. Unless otherwise indicated, all data is from January 1, 2008–December 31, 2008.

### **Appendices**

**Appendix A: Key Findings** highlights cross-program results.

**Appendix B: Sponsoring Organization** includes a brief description and contact information for each sponsoring organization.

**Appendix C: Service Area Description** provides an explanation of the services that are included in each service area.

For questions or clarifications regarding this report, please contact [socialfranchising@globalhealth.ucsf.edu](mailto:socialfranchising@globalhealth.ucsf.edu).

## SUMMARY STATISTICS

### BANGLADESH

Smiling Sun Franchise Program	Franchise Details		Services	Consultations	CYPs
<p>Chemonics International</p> <p>Reorganized in 2008</p> <p>21,670,000 individual clients served in 2008</p>	<i>Outlets</i>	320 static clinics, 8,500 satellite clinics	Family planning	1,880,000	1,230,000
	<i>Business model</i>	full franchise	Other SRH	√	
	<i>Payment sources</i>	OOP, government reimbursement, voucher, free	Maternal and child health	√	
	<i>Urban/Rural</i>	50% urban	Malaria	1,248	
			Tuberculosis	4,938	
			General medicine	√	
			Other: laboratory services, newlywed counseling	√	

### BENIN

ProFam (Protection de le Famille)	Franchise Details		Services	Consultations	CYPs
<p>Population Services International</p> <p>Began in 2004</p>	<i>Outlets</i>	38 clinics	Family planning	5,688	1,799 <sup>1</sup>
	<i>Business model</i>	full franchise	HIV/AIDS	4,879	
	<i>Payment sources</i>	OOP and voucher	Other SRH	2,144	
	<i>Urban/Rural</i>	100% urban	Maternal and child health	5,108	
			Malaria	32,149	

### CAMBODIA

Sun Quality Health	Franchise Details		Services	Consultations	CYPs
<p>Population Services International</p> <p>Began in 2002</p> <p>20,192 individual clients served in 2008</p>	<i>Outlets</i>	39 outlets	Family planning	16,977	10,162 <sup>1</sup>
	<i>Business model</i>	fractional	Other SRH	422	
	<i>Payment sources</i>	100% OOP	Maternal and child health	3,215	
	<i>Urban/Rural</i>	100% rural	Malaria	254	

## CAMEROON

ProFam (Protection de le Famille)	Franchise Details		Services	Consultations	CYPs
Population Services International  Began in 2003	<i>Outlets</i>	24 clinics	Family planning	2,930	
	<i>Business model</i>	fractional	Maternal and child health	√	
	<i>Payment sources</i>	90% OOP, 10% insurance	Malaria	√	
	<i>Urban/Rural</i>	100% urban	General medicine	√	
			Other: laboratory services	√	

## DEMOCRATIC REPUBLIC OF THE CONGO

Confiance	Franchise Details		Services	Consultations	CYPs
Population Services International  Began in 2004  174,000 individual clients served in 2008	<i>Outlets</i>	78 clinics, 277 pharmacies	Family planning	√	277,564 <sup>1</sup>
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	100% urban			

## ETHIOPIA

BlueStar	Franchise Details		Services	Consultations	CYPs
Marie Stopes International  Began in 2007  14,197 individual clients served in 2008	<i>Outlets</i>	131 clinics	Family planning	√	3,964
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	100% urban			

## GHANA

BlueStar	Franchise Details		Services	Consultations	CYPs
Marie Stopes International  Began in 2007  207,307 individual clients served in 2008	<i>Outlets</i>	41 clinics, 32 chemical sellers, 26 pharmacies	Family planning	31,335	13,412
	<i>Business model</i>	fractional	Other SRH	16,945	
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	100% urban			

MicroClinic International	Franchise Details		Services	Consultations	CYPs
MicroClinic International	<i>Outlets</i>	5 clinics, 1 diagnostic lab	Family planning	416	420
Began in 2008	<i>Business model</i>	full and fractional	Other SRH	540	
	<i>Payment sources</i>	OOP, national health insurance	Maternal and child health	1,500	
	<i>Urban/Rural</i>	70% urban	Malaria	6,320	
			General medicine	√	
			Other: laboratory services	√	

## INDIA

Dimpa Network	Franchise Details		Services	Consultations	CYPs
Abt Associates, Inc	<i>Outlets</i>	1,150 clinics	Family planning	1,700,000	14,325*
Began in 2003	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	100% urban			*Injectable only

Janani	Franchise Details		Services	Consultations	CYPs
DKT International	<i>Outlets</i>	564 clinics	Family planning	√	721,512 <sup>1</sup>
Began in 1999	<i>Business model</i>	fractional	Other SRH	108,901	
72,683 individual clients served in 2008	<i>Payment sources</i>	100% government reimbursement			
	<i>Urban/Rural</i>	100% rural			

Merrygold Health Network	Franchise Details		Services	Consultations	CYPs
State Innovations in Family Planning Project Services Agency	<i>Outlets</i>	19 hospitals, 96 clinics	Family planning	√	
Began in 2007	<i>Business model</i>	full and fractional	Maternal and child health	√	
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>				



Sadhan Network	Franchise Details		Services	Consultations	CYPs
Population Services International Began in 2004	<i>Outlets</i>	220 clinics	Family planning	13,414	3353 <sup>1</sup>
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	100% urban			
World Health Partners	Franchise Details		Services	Consultations	CYPs
World Health Partners Began in 2009	<i>Outlets</i>	99 telemedicine provision centers, 1168 pharmacists, 16 clinics	Family planning	√	55,154*
			Other SRH	√	
			Maternal and child health	√	
	<i>Business model</i>	fractional	General medicine	√	
	<i>Payment sources</i>	100% OOP	Other: laboratory services	√	
	<i>Urban/Rural</i>	80% rural			*(March–June 2009)
KENYA					
AMUA	Franchise Details		Services	Consultations	CYPs
Marie Stopes Kenya Began in 2004	<i>Outlets</i>	156 clinics, 30 nursing homes/hospitals	Family planning	22,872	149,101
			HIV/AIDS	√	
	<i>Business model</i>	fractional	Other SRH	811	
	<i>Payment sources</i>	99% OOP, 1% insurance	Maternal and child health	√	
	<i>Urban/Rural</i>	80% rural			
Gold Star	Franchise Details		Services	Consultations	CYPs
Family Health International Began in 2007	<i>Outlets</i>	424 clinics and hospitals	HIV/AIDS	√	
			Other: laboratory services	√	
	<i>Business model</i>	fractional	Tuberculosis	√	
	<i>Payment sources</i>	OPP insurance			
	<i>Urban/Rural</i>	100% urban			

PACNET	Franchise Details		Services	Consultations	CYPs
<b>KMET</b> Began in 1996 1,200 individual clients served in 2008	<i>Outlets</i>	30 clinics and 50 hospitals	Family Planning	√	13,322 <sup>1</sup>
	<i>Business model</i>	fractional	Other SRH	11,358	
	<i>Payment sources</i>	100% reimbursement			
	<i>Urban/Rural</i>	80% rural			

Tunza Family Health	Franchise Details		Services	Consultations	CYPs
<b>Population Services International</b> Began in 2008	<i>Outlets</i>	112	Family Planning	435	690
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% free (25% free, 37.5% OOP, 37.5% voucher as of August '09)			
	<i>Urban/Rural</i>	80% rural			

## MADAGASCAR

TOP Réseau	Franchise Details		Services	Consultations	CYPs
<b>Population Services International</b> Began in 2001 147,144 SRH clients from target groups served in 2008	<i>Outlets</i>	129 clinics	Family planning	50,397	18,422 <sup>1</sup>
	<i>Business model</i>	fractional	HIV/AIDS	6,189	
	<i>Payment sources</i>	75% OOP, 25% voucher	Other SRH	24,315	
	<i>Urban/Rural</i>	100% urban			

## MALAWI

BlueStar	Franchise Details		Services	Consultations	CYPs
<b>Banja La Mtsogolo (Marie Stopes International)</b> Began in 2008 110,530 Non-FP clients in franchisee clinics served in 2008	<i>Outlets</i>	59 clinics	Family planning	8,018	5,607
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	95% urban			

## MALI

ProFam	Franchise Details		Services	Consultations	CYPs
Population Services International	<i>Outlets</i>	33 clinics	Family planning	4,121	
Began in 2005	<i>Business model</i>	fractional			
	<i>Payment sources</i>	90% OOP, 10% free			
	<i>Urban/Rural</i>	100% urban			

## MYANMAR

Sun Quality Health	Franchise Details		Services	Consultations	CYPs
Population Services International	<i>Outlets</i>	995 clinics, 2 hospitals,	Family planning	964,964	217,075 <sup>1</sup>
Began in 2001	<i>Business model</i>	fractional	HIV/AIDS	50	
1,159,123 individual clients served in 2008	<i>Payment sources</i>	100% OOP (60% voucher for STI)	Other SRH	42,823	
	<i>Urban/Rural</i>	80% urban	Malaria	109,249	
			Tuberculosis	10,357	

## NEPAL

Sangini	Franchise Details		Services	Consultations	CYPs
Nepal CRS Company	<i>Outlets</i>	2,784 service centers (pharmacies and clinics)	Family planning	√	330,330
Began in 1994	<i>Business model</i>	fractional	Maternal and child health	√	
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	70% urban			

## PAKISTAN

Sabz Sitara Network, Goodlife Network		Franchise Details	Services	Consultations	CYPs
Population Services International (Greenstar)  Began in 2001	<i>Outlets</i>	6500 clinics, 1000 hospitals, 20,000 pharma- cies, 80,000 retail outlets	Family planning	√	2,581,865 <sup>1</sup>
			Other SRH	√	
			Maternal and child health	√	
			Tuberculosis	√	
	<i>Business model</i>	full and fractional			
	<i>Payment sources</i>	65% OOP, 5% voucher, 20% free, 5% govern- ment reimburse- ment	Other: nutrition	√	
	<i>Urban/Rural</i>	100% urban			
Sehat First		Franchise Details	Services	Consultations	CYPs
Began in 2008  5,173 individual clients served in 2008	<i>Outlets</i>	3 clinics	Family planning	107	73
	<i>Business model</i>	full franchise	Other SRH	138	
	<i>Payment sources</i>	100% OOP	Maternal and child health	2,075	
	<i>Urban/Rural</i>	100% urban	Malaria	166	
			General medicine	√	
			Other: laboratory services	√	
Suraj Center		Franchise Details	Services	Consultations	CYPs
Marie Stopes International  Began in 2008	<i>Outlets</i>	100 clinics	Family planning	√	
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	50% OOP, 50% voucher			
	<i>Urban/Rural</i>	95% rural			

## PERU

RedPlan Salud		Franchise Details	Services	Consultations	CYPs
INPPARES  Began in 2003  424,754 individual clients served in 2008	<i>Outlets</i>	1,663 clinics	Family planning	217,720	34,799 <sup>1</sup>
	<i>Business model</i>	network	HIV/AIDS	√	
	<i>Payment sources</i>	100% OOP	Other SRH	207,034	
	<i>Urban/Rural</i>	90% urban	Maternal and child health	91,465	

## PHILIPPINES

BlueStar	Franchise Details		Services	Consultations	CYPs
Population Services Pilipinas, Inc. (Marie Stopes International)  Began in 2008  10,294 individual clients served in 2008	<i>Outlets</i>	65 clinics	Family planning	10,010	12,065
	<i>Business model</i>	fractional	Other SRH	284	
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	80% rural			
HEALTH Plus	Franchise Details		Services	Consultations	CYPs
National Pharmaceutical Foundation, Inc.  Began in 2001	<i>Outlets</i>	560 pharmacies	Family planning	√	
	<i>Business model</i>	full franchise	Maternal and child health	√	
	<i>Payment sources</i>	90% OOP, 10% insurance	Malaria	√	
	<i>Urban/Rural</i>	80% rural			
Well-Family Midwife Clinic	Franchise Details		Services	Consultations	CYPs
Well-Family Midwife Clinic Partnerships Foundation, Inc.  Began in 2004  245,520 individual clients served in 2008	<i>Outlets</i>	132 clinics	Family planning	31,680	54,105 <sup>1</sup>
	<i>Business model</i>	full franchise	Other SRH	23,760	
	<i>Payment sources</i>	45% OOP, 55% government reimbursement	Maternal and child health	190,080	
	<i>Urban/Rural</i>	60% urban			

## SIERRA LEONE

BlueStar	Franchise Details		Services	Consultations	CYPs
Marie Stopes Sierra Leone  Began in December 2008	<i>Outlets</i>	45 clinics, 55 pharmacies	Family planning	√	
	<i>Business model</i>	fractional	Other SRH	√	
	<i>Payment sources</i>	100% OOP			
	<i>Urban/Rural</i>	100% urban			

## SOUTH AFRICA

ARVCare	Franchise Details		Services	Consultations	CYPs
BroadReach HealthCare Began in 2005	<i>Outlets</i>	clinics and hospitals	HIV/AIDS	√	
	<i>Business model</i>	fractional			
	<i>Payment sources</i>	100% reimbursement			
	<i>Urban/Rural</i>	100% rural			

## VIETNAM

BlueStar	Franchise Details		Services	Consultations	CYPs
Marie Stopes International Began in 2007 95,963 individual clients served in 2008	<i>Outlets</i>	32 clinics	Family planning	40,368	31,628
	<i>Business model</i>	fractional	Other SRH	54,923	
	<i>Payment sources</i>	98% OOP, 2% voucher	Maternal and child health	√	
	<i>Urban/Rural</i>	90% urban			

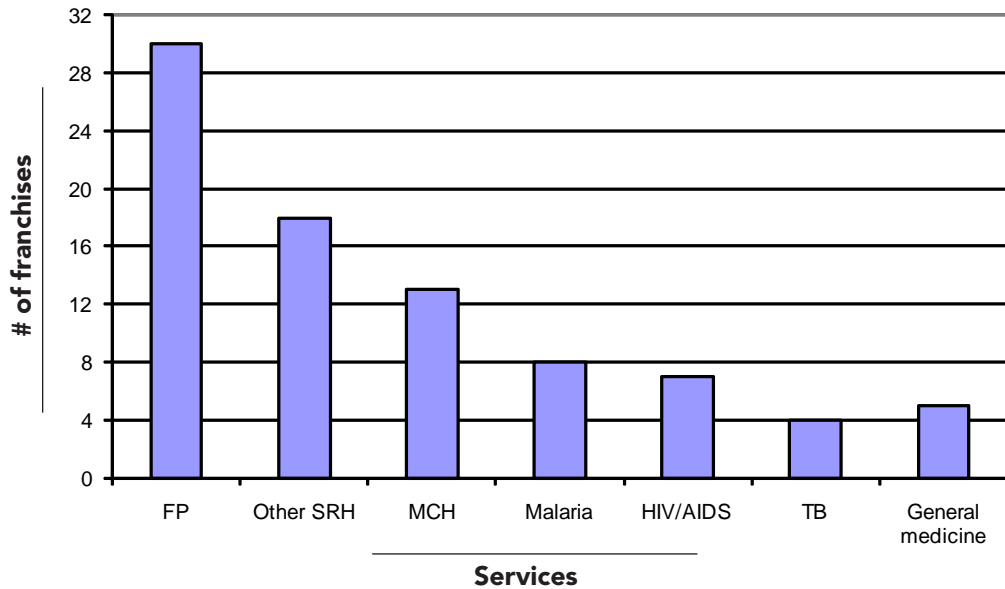
<sup>1</sup>CYP calculations: 1 CYP equals 120 condoms, 15 pill cycles, 4 injections (3 mos.) or 12 (1 mo.), .285 IUD, 13 EC. Sterilizations equal 10 CYP in Asia and Latin America and 8 CYP in Africa and the Middle East.

## APPENDIX A: KEY FINDINGS

The following charts compare key characteristics of the 32 country programs included in this report.

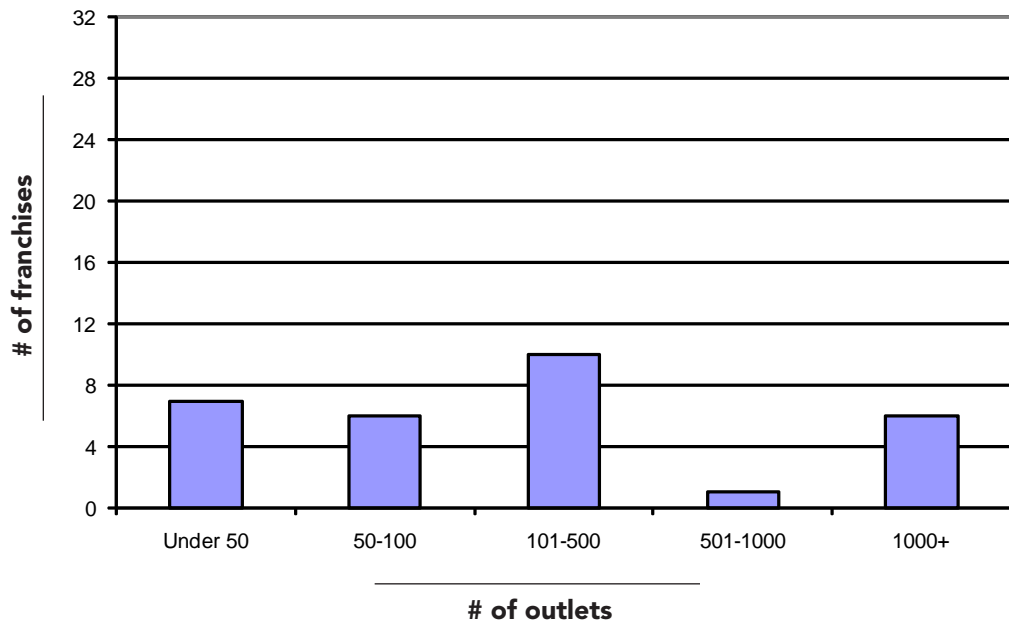
### Services offered

Family planning is the most common service provided.



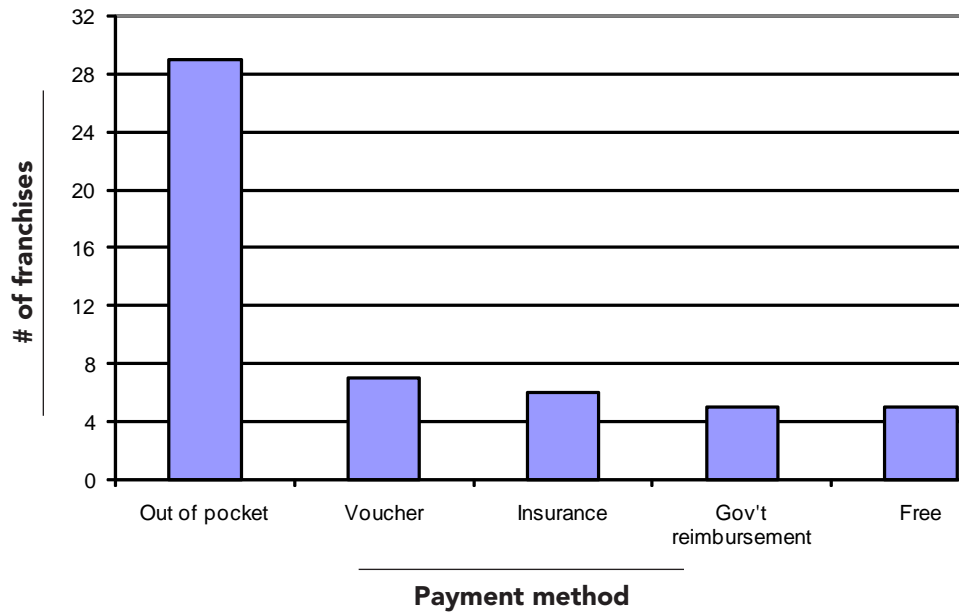
### Number of outlets

Over half of the franchises have 100 or more outlets. The number of outlets supported by franchises range from 3 to 107,500 and includes pharmacies, retail outlets, clinics, and hospitals.



## Payment method

Out-of-pocket payment by clients is the most common way of purchasing services.





## **APPENDIX B: SPONSORING ORGANIZATIONS**

Sixteen agencies serve as the sponsoring organizations for the social franchises included in this report. Contact information and a brief description of each of the sponsoring organizations is included below.

### **Abt Associates, Inc**

[www.abtassociates.com](http://www.abtassociates.com)

Country Director: Anand V Sinha: [anand@abtindia.net](mailto:anand@abtindia.net)

Abt Associates is one of the largest for-profit government and business research and consulting firms in the world. Since 2005, Abt Associates has led the PSP-One project to scale up the successful DiMPA Network in northern India. DiMPA is a branded network of OB/GYNs and general practitioners trained to provide quality family planning services with a focus on providing the DMPA three-month contraceptive injection, which is not offered through the Indian public health systems.

### **BroadReach Healthcare**

[www.broadreachhealthcare.com](http://www.broadreachhealthcare.com)

Director: Niles Friedman: [nfriedman@brhc.com](mailto:nfriedman@brhc.com)

Founded in 2003, BroadReach Healthcare is an international consulting firm specializing in global health. In 2005, BroadReach Healthcare created a network of private sector general practitioners to provide HIV/AIDS care in public sector hospitals. This is a public-private partnership with the South African Department of Health, the North West Province/Klerksdorp Tshepong Hospital Complex, and the KOSHMED Doctors Network. All doctors are paid on a per patient visit basis from funding provided by PEPFAR.

### **Chemonics International**

[www.chemonics.com](http://www.chemonics.com) & [www.smilingsunhealth.com](http://www.smilingsunhealth.com)

Juan Carlos Negrette: [jnegrette@milingsunhealth.com](mailto:jnegrette@milingsunhealth.com)

Chemonics is a for-profit international development consulting firm based in Washington, DC. Working under contract to USAID and other aid donors, Chemonics designs and implements projects in financial services, private sector development, health, environmental management, gender, crisis prevention and recovery, democracy and governance, and agriculture, in many of the world's developing countries. Chemonics supports one social franchise: the USAID-funded Smiling Sun Franchise Program in Bangladesh. Between October 2007 and September 2011, this four-year project will transform an existing national network of clinics run by 29 local NGO partners into an independent health franchise system.

### **Family Health International**

[www.fhi.org](http://www.fhi.org) & [www.goldstar-network.org](http://www.goldstar-network.org)

Country Director: Peter Mwarogo: [pmwarogo@fhi.org](mailto:pmwarogo@fhi.org)

Gold Star Network Coordinator: Dr. Margaret Kaseje: [mkaseje@fhi.org](mailto:mkaseje@fhi.org)

Formed in 1971, Family Health International (FHI) is among the largest nonprofit organizations active in international public health. FHI manages research and field activities in more than 70 countries. In April 2006, FHI formed a new partnership with the Kenya Medical Association to increase critically needed private sector involvement in HIV/AIDS care. With financing from USAID and PEPFAR, the partnership supports a network of private providers to deliver HIV/AIDS care under the brand name Gold Star Network.

### **K-MET**

<http://www.kmet.co.ke/>

Monica Oguttu: [moguttu@kmet.co.ke](mailto:moguttu@kmet.co.ke)

K-MET is an NGO founded in 1995 to improve access to reproductive health services, particularly family planning and abortion. It oversees Private Providers PACNET, a network of over 200 reproductive health providers in western Kenya who are certified clinicians or nurses. Members must meet facility standards for cleanliness and privacy, and must pay membership fees. They receive training, some clinical equipment, regular delivery of contraceptive supplies, and low-interest loans for facility improvements.

### **INPPARES**

[www.inppares.org.pe](http://www.inppares.org.pe) & [www.inppares.org.pe/redppass.htm](http://www.inppares.org.pe/redppass.htm)

Executive Director: Dr. Daniel Aspilcueta: [daspilcu@inppares.org](mailto:daspilcu@inppares.org)

Social Marketing Director: Lic. Olenka Zapata: [ozapata@inppares.org](mailto:ozapata@inppares.org)

The Instituto Peruano de Paternidad Responsable (INPPARES), or the Peruvian Institute of Responsible Parenting, is a member of the International Planned Parenthood Federation. Its primary goal is to improve sexual and reproductive health services for low- and middle-income populations in Peru. In 2002, INPPARES partnered with the USAID-supported CATALYST Consortium to launch RedPlan Salud as a pilot program in low-income districts of Lima. INPPARES now serves as the franchisor to a network of private midwives and physicians throughout the country.

### **Janani/DKT International**

[www.dktinternational.org](http://www.dktinternational.org) & [www.janani.org](http://www.janani.org)

Program Director: S.P. Bose: [Shejo@janani.org](mailto:Shejo@janani.org)

Since 1989, the US-based nonprofit DKT International has been promoting family planning and HIV/AIDS prevention through social marketing in the developing world. Through its Indian affiliate, Janani, DKT supports one social franchise. Janani operates 28 clinics and one franchise program that provide family planning and comprehensive abortion care services. Clinic services are linked to a network of 28,000 rural medical practitioners who are trained to provide advice in reproductive health care and referrals to the clinic network.

### **Marie Stopes International**

[www.mariestopes.org](http://www.mariestopes.org)

Marie Stopes International (MSI) is a UK-based nonprofit that applies modern business methods to prevent unintended pregnancies and unplanned births in 42 countries worldwide. Founded in 1976 with a mission to ensure that children are born by choice not chance, MSI delivers a range of services including family planning, safe abortion and post-abortion care, maternal and child health, and HIV/STI services, including male circumcision. In most countries, MSI owns and operates multiple clinics. In eight countries, MSI now operates social franchises under the BlueStar, Suraj, and AMUA brands.

- **Ethiopia**

Country Director: Grethe Peterson: [msie@ethionet.et](mailto:msie@ethionet.et)

- **Ghana**

Faustina Fynn-Nyame: [Faustina.fynn\\_nyame@mariestopes.org.gh](mailto:Faustina.fynn_nyame@mariestopes.org.gh)

- **Kenya**

Cyprian Awiti: [cyprian.awiti@mariestopes.or.ke](mailto:cyprian.awiti@mariestopes.or.ke) or [info@mariestopes.or.ke](mailto:info@mariestopes.or.ke)

- **Malawi**

Acting Country Director: Peter Lawton: [peter.lawton@banja.org.mw](mailto:peter.lawton@banja.org.mw)  
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### **MicroClinic International**

[www.microclinics.com](http://www.microclinics.com)

Founded in 2008, MicroClinic currently operates in rural areas and with underserved populations in Ghana and Uganda. MicroClinic enables community health nurses to own and operate their own businesses while providing essential basic health services to rural communities. MicroClinic focuses on a short list of preventable diseases that account for 70% of childhood illnesses and deaths in sub-Saharan Africa. To support its franchisees and ensure standardized operating practices and consistent levels of quality, MicroClinic provides business consulting and disease protocol through initial and on-going training sessions, field visits, meetings, and regular communications.

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- **Uganda**

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### **National Pharmaceutical Foundation, Inc**

Chief Executive Officer: Teofila E. Remotigue: [ceo\\_npf@pltdtssl.net](mailto:ceo_npf@pltdtssl.net)

The National Pharmaceutical Foundation (NPF) is a non-profit, NGO organized in 2000 as the franchisor of HEALTH Plus products in the Philippines. The HEALTH Plus system is a public-private project implemented by the Department of Health with the financial support from the German Bank for Reconstruction (KfW) and technical assistance from the German Agency for Technical Cooperation (GTZ). It is embedded within the public health service facilities and is designed to improve access to essential pharmaceuticals and family planning commodities, especially for poor families. It sustains operations from its gross profit margin from sales of HEALTH Plus products, which include branded generic pharmaceutical products as well as other affordable health and family planning commodities.

### **Nepal CRS Company**

[www.crs.org.np](http://www.crs.org.np)

Managing Director: Mr. Krishna B. Rayamajhi: [mis@crs.org.np](mailto:mis@crs.org.np)

Nepal Contraceptive Retail Sales (CRS) Company was founded in 1978 as a pilot program of the Nepal Family Planning/Maternal Child Health Project of the Nepal Ministry of Health. In 1983, it became an independent non-profit company. Its shareholders include representatives from government agencies, family planning and social service organizations, professional bodies, and private sector companies. Nepal CRS Company partners with Nepal Social Marketing and Franchise

Project (N-MARC), a USAID project led by the US-based Academy for Educational Development, the Nepal Fertility Care Center, and US-based EngenderHealth. Together they support the family planning-focused Sangini social franchise network of providers.

### **Population Services International**

[www.psi.org](http://www.psi.org)

Population Services International (PSI) is a leading global health organization with programs targeting malaria, child survival, HIV, tuberculosis, and reproductive health. Working in partnership within the public and private sectors, and harnessing the power of the markets, PSI provides life-saving products, clinical services, and behavior change communications that empower the world's most vulnerable populations to lead healthier lives. With programs in more than 60 developing countries, PSI focuses on measurable health impact and attempts to measure its effect on disease and death much like a for-profit measures its profits. PSI regularly produces comparable performance data from all of its programs around the world. In 1995, PSI launched GreenStar Pakistan, one of the first social franchise networks in the world. It currently oversees twelve clinical social franchise interventions, as well as a number of VCT networks.

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**Sehat First**

[www.sehatfirst.com](http://www.sehatfirst.com)

Chief Operating Officer: Zahara Khan: [zahara@sehatfirst.com](mailto:zahara@sehatfirst.com)

Sehat First is a social enterprise designed to provide access to basic health care and pharmaceutical services across Pakistan through self-sustainable franchised telehealth centers. The enterprise was founded in 2008. A central component of the Sehat First model is the telehealth consulting service, which supports the local clinic staff with IP-based video phone consultations with a qualified physician.

**State Innovations in Family Planning Project Services Agency**

[www.sifpsa.org](http://www.sifpsa.org)

Shuvi Sharma: [ShSharma@futuresgroup.com](mailto:ShSharma@futuresgroup.com)

The State Innovations in Family Planning Project Services Agency (SIFPSA) was designed to serve as a catalyst for the Government of India in reorienting and re-vitalizing the country's family planning services. Since 1994, SIFPSA has developed innovative models for service delivery through partnerships with the government and other agencies including NGOs and employer organizations. In 2007, SIFPSA launched the Merrygold Health Network through the Hindustan Latex Family Planning Promotion Trust (HLFPPT). This collaboration with the Government of Uttar Pradesh and USAID also receives technical assistance from Futures Group International. The Merrygold Network seeks to provide high quality maternal and child health services at affordable prices in all 70 districts of Uttar Pradesh. It follows a three-tiered approach (hospitals, clinics, and referral network) with a mix of full and fractional franchising. The 20-bed Merrygold hospitals provide emergency obstetric care and comprehensive prenatal care while the Merrysilver clinics provide basic obstetric care, family planning services, counseling, and vaccination services in rural district headquarters. Merrytarang partners serve as a referral network and also provide health counseling and commodities in rural areas.

**Well-Family Midwife Clinic Partnerships Foundation**

Well-Family Midwife Clinics (Philippines)

<http://www.wfmc.com.ph/wfmc.htm>

National Coordinator: Ms. Sylvia M. Ordonez: [wpfiheadoffice@yahoo.com](mailto:wpfiheadoffice@yahoo.com)

In 1997, John Snow International Research and Training Institute (JSI/RTI) and ten local NGOs, through the funding assistance of USAID, established a network of clinics known as the Well-Family Midwife Clinics (WFMC). Currently, private, licensed midwives own and manage over 100 clinics nationwide. Equipped with birthing facilities and private examination rooms, each clinic provides family

planning and basic maternal child health services to lower- and middle-income families and sells various brands of contraceptives and other health care products. To sustain their business and social development operations, the WFMC midwives and their partner NGOs formed the Well-Family Midwife Clinic Partnerships Foundation, Inc. (WFPI) in 2002.

**World Health Partners**

[www.worldhealthpartners.org](http://www.worldhealthpartners.org)

Krishnamurthy Gopalakrishnan: [gopi@worldhealthpartners.org](mailto:gopi@worldhealthpartners.org)

World Health Partners (WHP) was founded in 2008 to provide comprehensive medical care through a franchise model where providers are linked to, and supported by, e-health centers in a hub-and-spoke arrangement. Started by the founder of DKT's Janani program, WHP aims to incorporate all of the lessons learned from a decade of franchise operations in Bihar, India, and update them with a more comprehensive range of services. WHP's first franchise was started as a pilot in 2008 and is expanding in 2009. WHP manages two franchises in India: SkyHealth Centres and SkyCare Centres.

## **APPENDIX C: SERVICE AREA DESCRIPTION**

The following types of services are included under each service area. Other services that are provided less frequently such as newlywed counseling and laboratory services are listed separately under specific franchises.

### **Family planning**

- Male condoms
- Female condoms
- Emergency contraception
- Hormonal implant (3-year, 5-year, Jadelle, Norplant)
- Injectable (1 month - Depo Provera, DMPA)
- Injectable (3 month - Depo Provera, DMPA)
- Intrauterine device (IUD)
- Oral contraceptives
- Vasectomy
- Tubal ligation
- Cycle beads, natural family planning
- Spermicides, foaming tablets

### **Other sexual and reproductive health**

- STI testing
- STI treatment (STI management and kits)
- Cervical screening
- Medication abortion (misoprostol/Cytotec)
- Abortion (CAC, menstrual regulation, MVA)
- Post-abortion care

### **HIV/AIDS**

- Male condoms, female condoms, lubricants
- Male circumcision
- PMTCT (Nevirapine/NVP)
- Testing and counseling: couple, single (consultations)
- Antiretroviral therapy (individuals treated)
- Opportunistic infection management (individuals treated)

### **Maternal and child health**

- Antenatal care
- Clean delivery kits (CDKs)
- Labor and delivery; emergency obstetric care (EmOC)
- Post-natal care
- Vaccinations (# of children receiving any vaccinations)
- Pediatrics



**Malaria**

- Testing (Rapid Diagnostic Kit/RDK, RDT)
- Treatment (ACT)
- Treatment (Non-ACT)
- Insecticide treated nets (ITN, LLIN)

**Tuberculosis**

- Testing (diagnosis, x-ray, smear, PCR)
- Directly observed treatment, short-course (DOTS)

**General medicine**

## **ABOUT THE GLOBAL HEALTH GROUP**

The Global Health Group (GHG) at the University of California, San Francisco, Global Health Sciences, is an “action tank,” dedicated to translating major new paradigms and approaches into large-scale action to impact positively the lives of millions of people. Led by Sir Richard Feachem, formerly the founding Executive Director of the Global Fund to Fight AIDS, Tuberculosis and Malaria, the GHG works across the spectrum from analysis, through policy formulation and consensus building, to comprehensive implementation of programs in collaborating low- and middle-income countries.

The GHG’s Health Systems Initiative provides leadership on applied strategies to improve the effectiveness of the for-profit private sector in supporting public health priorities in low- and middle-income countries. Social franchising is one such strategy: a promising delivery platform which organizes private practitioners into branded, contractual arrangements to deliver goods and services of social benefit. The GHG is working to evaluate social franchises against four goals: access, cost-effectiveness, quality, and equity, and to expand available evidence on social franchises worldwide.

For more information please visit [globalhealthsciences.ucsf.edu/ghg](http://globalhealthsciences.ucsf.edu/ghg).