

IMPROVING AFFORDABILITY AND QUALITY OF FP SERVICES AND SUPPLIES IN THE PRIVATE SECTOR

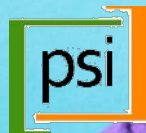
ATTAINING SUSTAINABLE
FINANCING FOR FAMILY
PLANNING IN SUB-SAHARAN
AFRICA

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REFRESHER

WORKING DEFINITIONS OF SOCIAL FRANCHISING & MARKETING

A **social franchise** (typically “fractional”) is a network of private sector healthcare providers that are linked through agreements to provide socially beneficial health services under a common franchise brand

Social marketing makes contraceptive products accessible and affordable through private sector outlets, such as pharmacies and shops, while using commercial marketing techniques to achieve specific behavioral goals



WHAT CHALLENGES CAN SOCIAL FRANCHISING HELP COUNTRIES ADDRESS?

- Improving **quality** of FP services delivered by private sector providers
- Supporting **coordination** of independent private providers with public health systems in support of goals like UHC
- Supporting access to and uptake of **LARCs and permanent methods** in particular
- Can speed the dissemination of **new health technologies** in the private sector
- Reaching **additional users** in a health market



HOW DOES SOCIAL MARKETING ADD VALUE?

- Can promote a wide range of methods and products – not only in FP, but in other health areas like malaria and MCH
- Compliments the public sector's FP distribution system by utilizing commercial and non-governmental sector outlets
- Helps reduce geographic and socioeconomic disparities in FP use by targeting underserved groups
- Through use of subsidy, shown to help reach underserved young people



HOW DO SOCIAL FRANCHISING & SOCIAL MARKETING SEEK TO IMPROVE AFFORDABILITY?

- Various approaches piloted and adopted, such as:
 - Price caps on services
 - Sliding scale fees
 - Targeted voucher programs
 - Varying product price points
 - Periodic free service days (often coupled with provider training)
 - Facilitation of provider enrollment in pro-poor national insurance schemes



SOCIAL FRANCHISING & SOCIAL MARKETING

COMMON CRITICISMS	... & COMMON RESPONSES
Sustainability, particularly at scale	Develop and test cost-neutral social franchising models
Equity and effective targeting of subsidy	Use specific initiatives such as working with providers in poor and rural areas, using targeted voucher programs, enrolling network providers in pro-poor insurance programs
Cost-effectiveness?	Remains a challenge, but is being examined in more rigorous ways by social marketing organizations and researchers
Potential “crowding out” of commercial players	Ensure effective targeting and that price points are set at the right place to create a future viable commercial market

EVOLVING MODELS

- Developing aggregator or intermediary models to leverage domestic financing via strategic purchasing or other mechanisms
- Exploring how partners (like PSI or MSI) can take on non-clinical roles on behalf of the public sector (e.g. QA, M&E, enrollment, demand creation, etc.)
- Providing franchisees with access to a proven business model in exchange for royalties
- Forming social enterprises and testing cost recovery approaches, particularly for social marketing of products



QUESTIONS?

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Courtesy of PSI

