

SOCIAL FRANCHISING

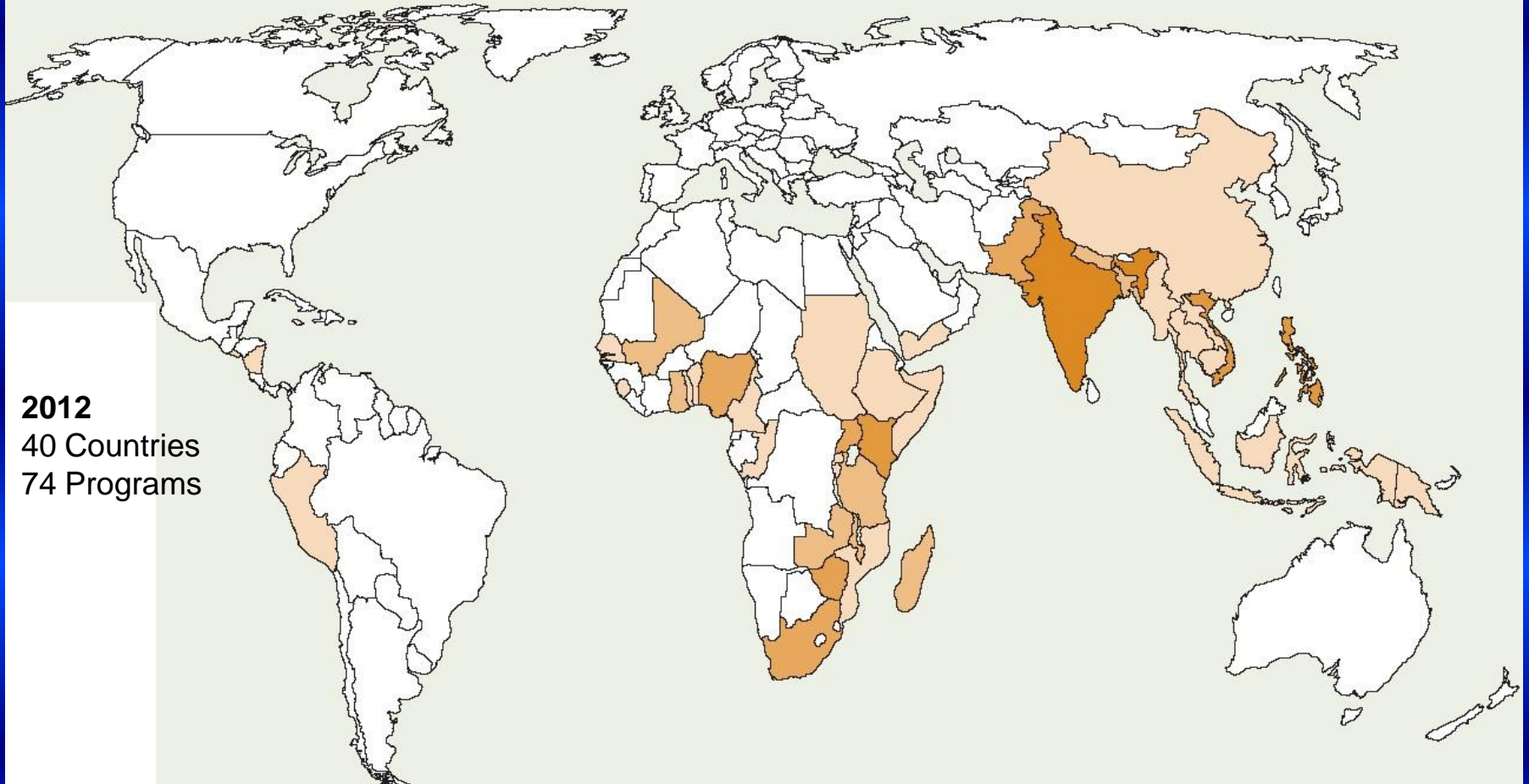
How does it work?

19th May 2014

Goretti Masadde – PACE



What is social franchising?



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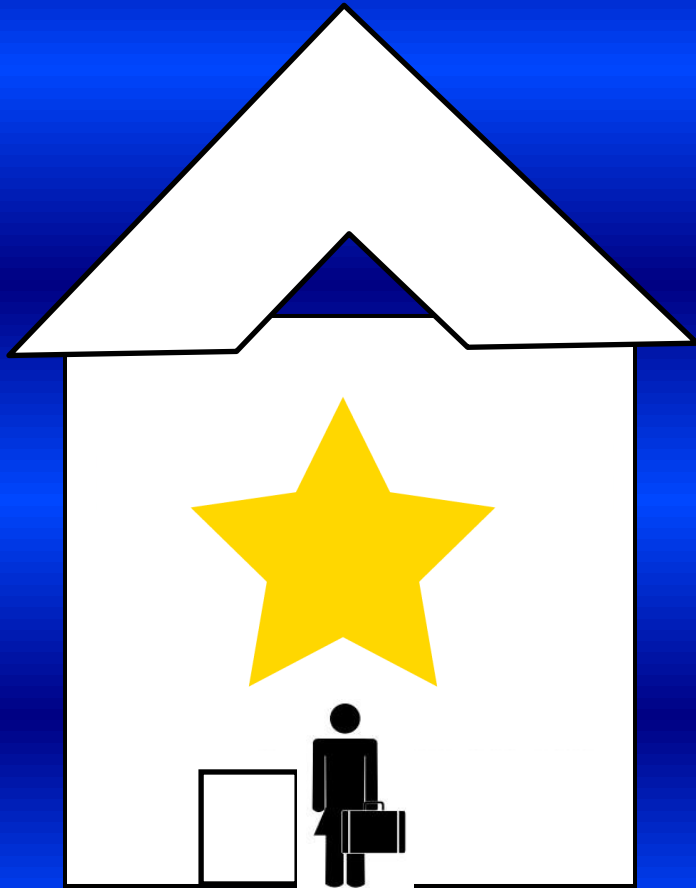
- Organizing networks of private sector healthcare providers
- Linked through agreements, standards and protocols
- To provide socially beneficial health services
- Averting disease or disability
- Under a common brand name



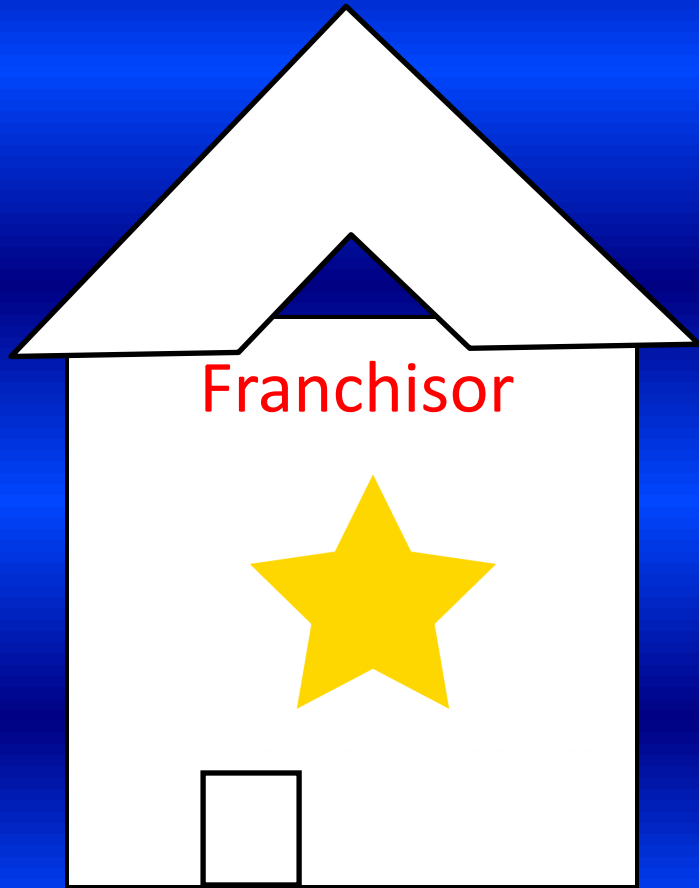
Key SF Network Characteristics

- A 'franchisor' (typically a non-profit) manages the brand and oversees the administration of the program.
- Franchise outlets are owned by the operator (Franchisee)
- Fees for services and commodities provided

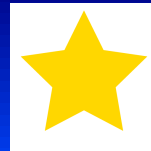




Franchising is an
efficient way to
replicate success



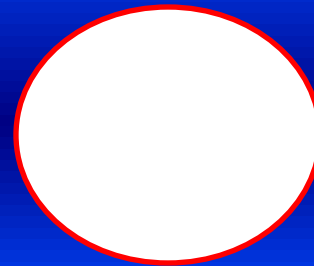
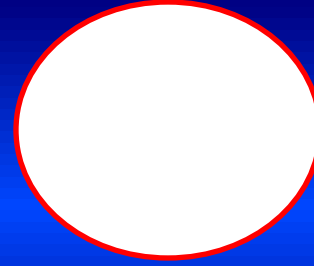
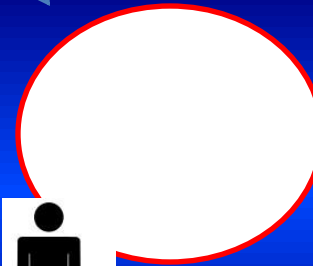
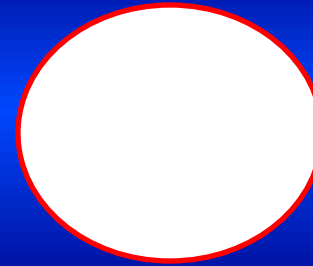
Health care business



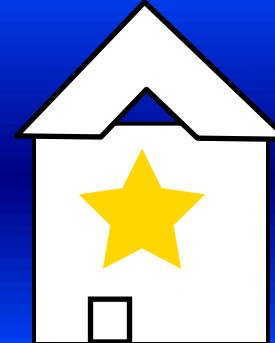
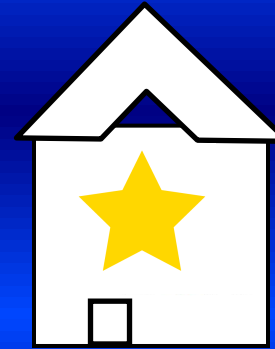
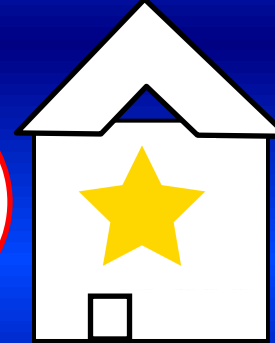
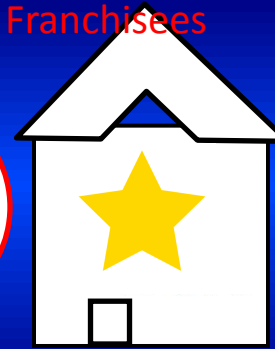
Support



Health Care Providers



Franchisees



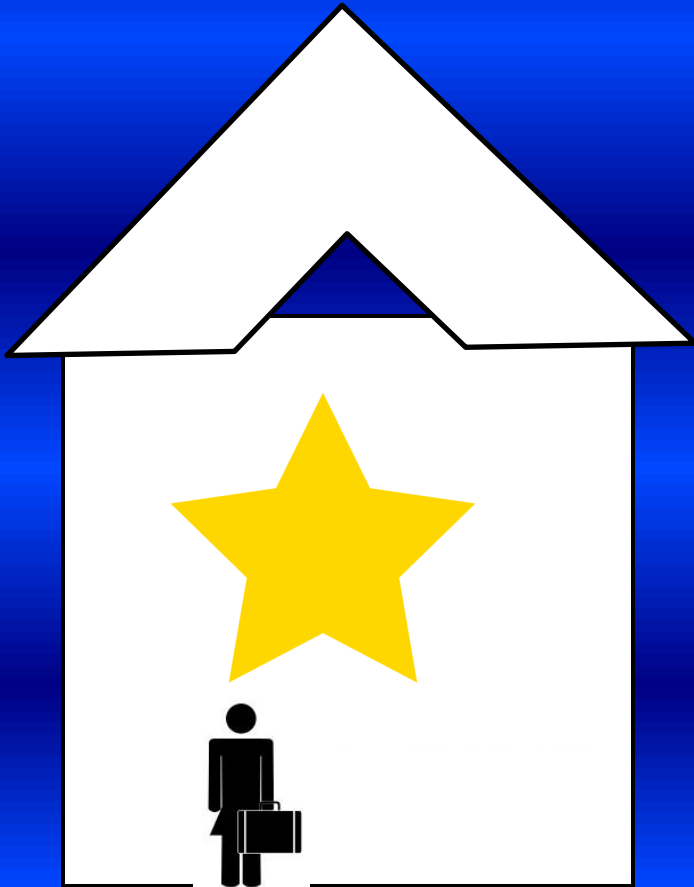
Benefits to franchisees

- Recognized and trusted brand
- Proven and standardized operating system
- Equipment and supplies
- Financing
- Marketing
- Training
- Continuous coaching and mentoring

Franchisee Roles and Responsibilities

- Comply with standards and procedures related to quality, customer experience, productivity, and equity.
- Pay franchise fees

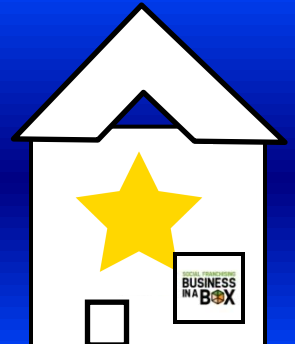
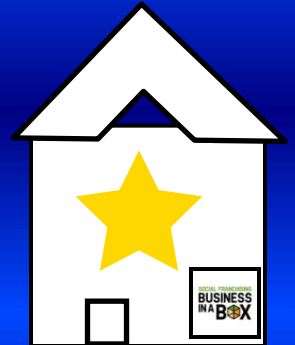
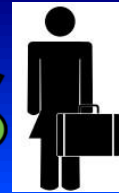
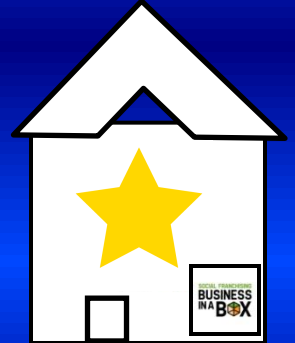
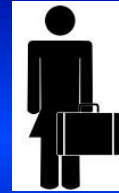
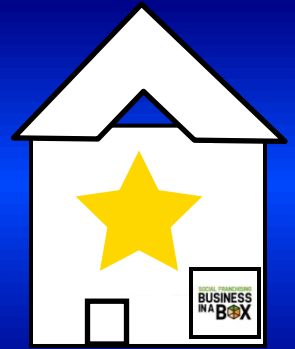
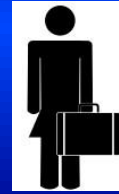
More Sustainable



More Health Impact

Support

More Profitable



THANK YOU!

