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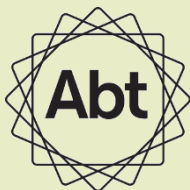


Strengthening Health Outcomes
through the Private Sector

Social Franchising within the broader health system and private sector context

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SHOPS is funded by the U.S. Agency for International Development.
Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

The private sector is a key partner in the health system

- Increases number of available providers of products and services
- Improves consumer choice
- Mobilizes resources and expertise
- Brings innovations and new technologies

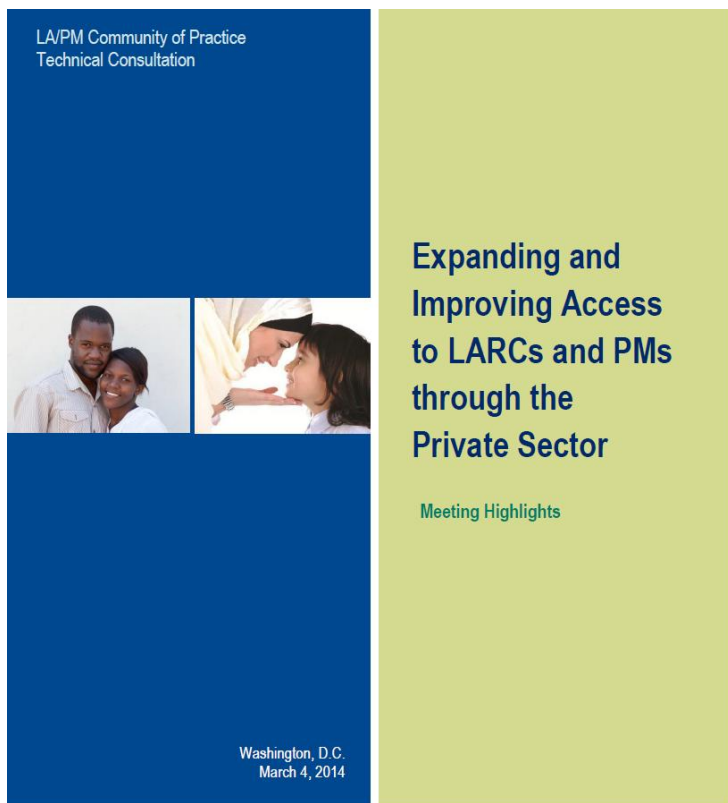


Engaging the private sector is a challenge

- Highly fragmented
- Size, scope and scale unknown in many countries
- Weak mechanisms for registering, regulating and monitoring the private sector
- No single voice or entry point



Private sector delivery of LARC and PMs not immune to challenges



- Policy environment
- Quality assurance
- Training
- Supply



Organizing the private sector critical to achieving success!

Provider networks can be used effectively

- Provide platform for:
 - Training
 - Marketing
 - Monitoring
 - Link to commodities
- Take advantage of existing networks
 - Professional associations
 - Insurance/ health finance schemes
- Support and expand social franchises





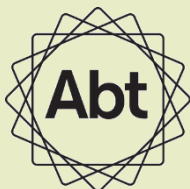
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Thank You!

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