



# OVERVIEW OF PSI'S WORK IN MYANMAR

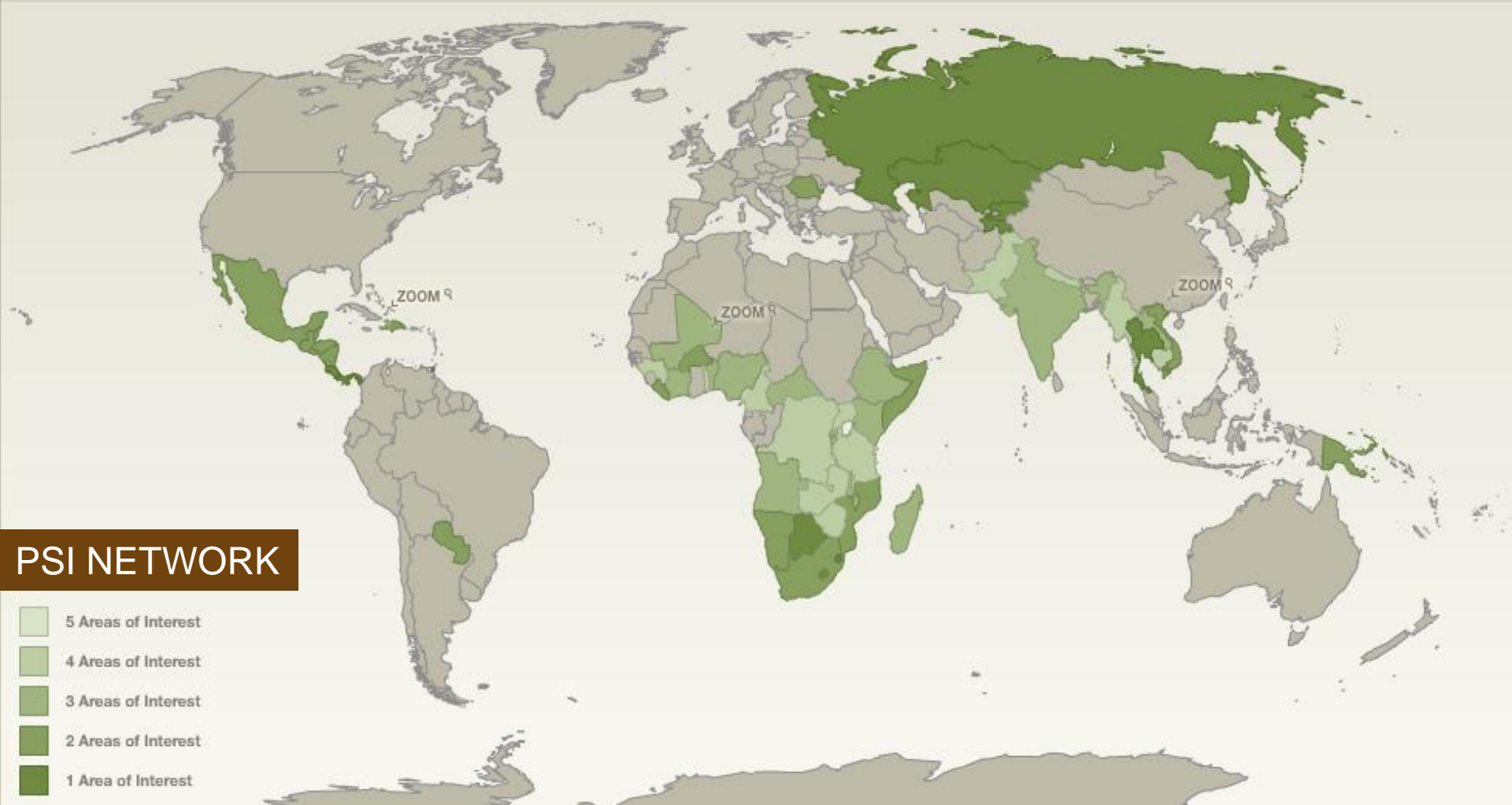


# Myanmar

- Population – 52.8 million<sup>1</sup>
- Out-of-pocket health expenditure >80%<sup>1</sup>
- History of government under-investment in health (<2% of GDP)<sup>1</sup>.
- Maternal Mortality 200/100,000 live births<sup>2</sup>
- Under 5 Mortality 62/1000 live births<sup>2</sup>
- 35% children under 5 stunted<sup>3</sup>
- 1/4 of population live in poverty<sup>4</sup>.
- 149/186 UNDP Human Development Index<sup>5</sup>

Source:

1. World Bank, 2012
2. WHO, 2011
3. MICS, 2010
4. ADB, 2010
5. UNDP HDI, 2012



PSI has worked in Myanmar since 1995 and is one of the largest non-state providers of health products and services in the country.

# PSI/Myanmar is...



A non-profit, non-political and non-religious organization that uses **social marketing and social franchising techniques** to empower low-income and vulnerable people to lead healthier lives.

# Sun Quality Health

Urban & Rural



# Subsidized Commercial Distribution

Urban



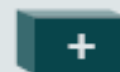
# Sun Primary Health

Rural



# TOP

Urban



Commodities



Services



**HEALTH MARKET CHANNELS - SQH**



# HEALTH MARKET CHANNELS - SPH



# HEALTH MARKET CHANNELS – SOCIAL MARKETING

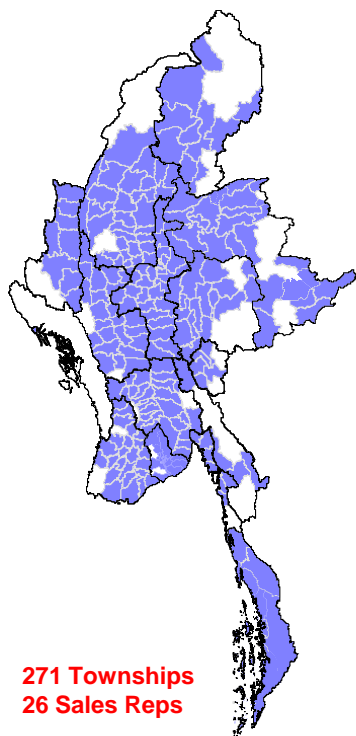




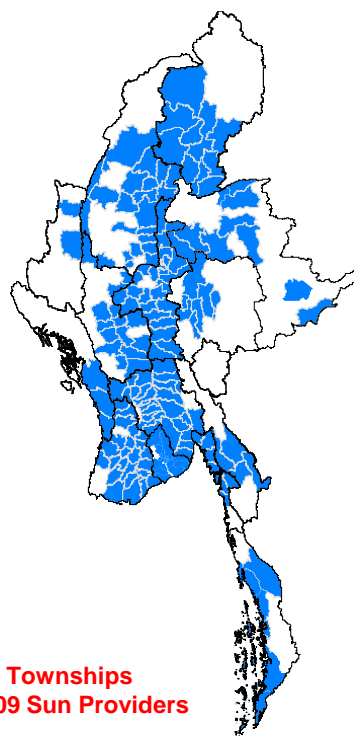
**HEALTH MARKET  
CHANNELS – TOP DICs**

# Scale: Coverage of PSI Myanmar's Program

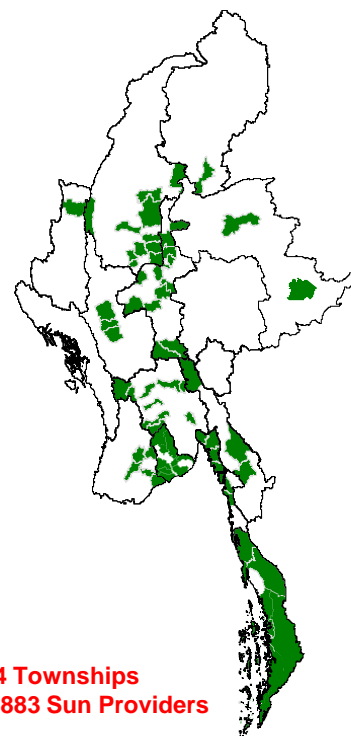
**Social Marketing  
Urban  
(Commercial)**



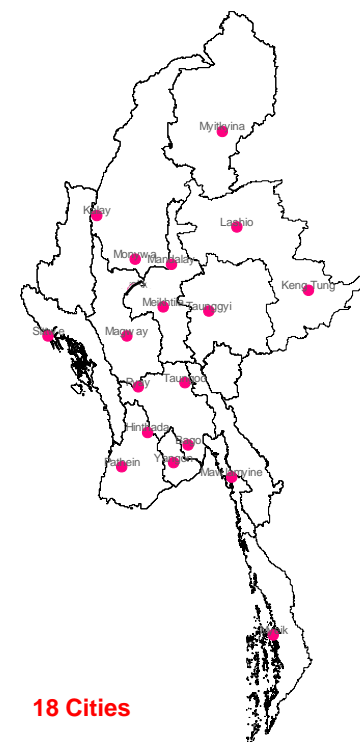
**Social Franchising  
Urban  
(Sun Clinics)**



**Social Franchising  
Rural  
(SPH Providers)**



**TOP**



Urban	Urban	Rural	Urban
Retail/Wholesales Outlets, Mass Media & IPCs	Private GPs	Trained community members	PSI Staff, Peer Educator, DiC
Health Product, Health Communications and Promotion	Health Products & Services	Health Products & Basic Services	Health Communications, Products, Services, and Empowerment
HIV, Malaria, Diarrhea	RH, Malaria, STI, TB, Pneumonia, Diarrhea	Malaria, Pneumonia, Diarrhea, RH, STI, TB	HIV



**HIV**

dots



လေ သေးသောက်ပြီး



Stop TB Partnership  
TB REACH

တိဘီရောဂါ ရှိ/မရှိ  
အခမဲ့ စစ်ဆေးနိုင်ရန်နှင့်

TUBERCULOSIS

ကူညီနေပါသည်။

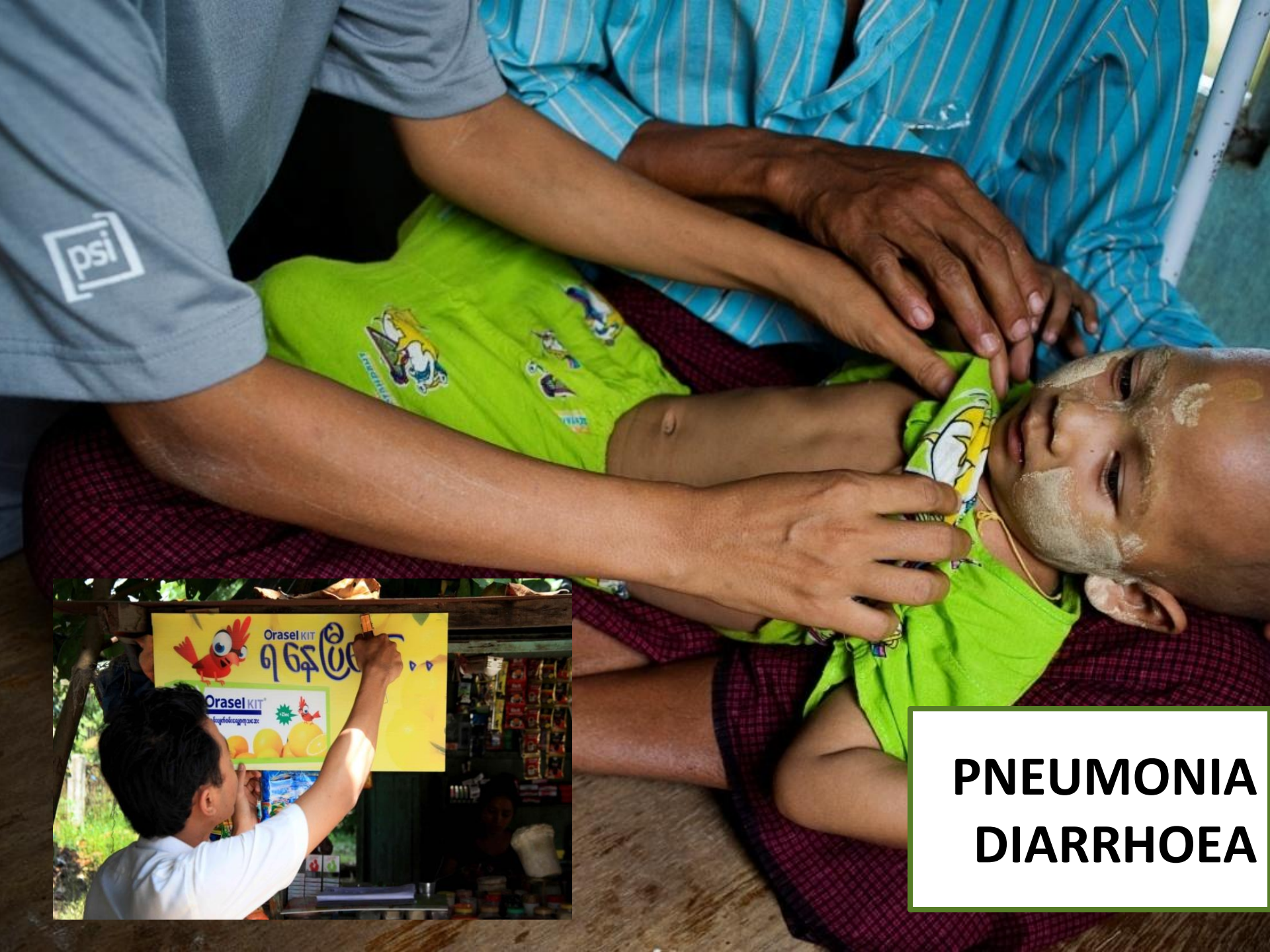




**MALARIA PREVENTION, DIAGNOSIS AND TREATMENT**



**REPRODUCTIVE HEALTH**



**PNEUMONIA  
DIARRHOEA**

**In 2012, PSI/Myanmar contributed**

- 21 million male condoms
- 88,000 STI treatment
- 24,000 TB cases (16% of national TB case registration)
- 600,000 malaria treatment
- 1.5 million RH consultation (15% of national BS)
- 100,000 pneumonia treatment for Children under 5
- 680,000 diarrhea treatment



# Challenges to Success

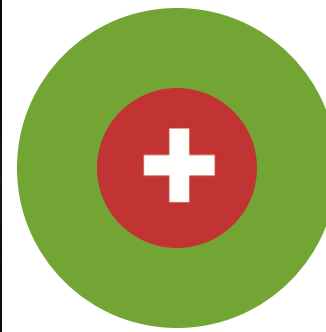
- Aligning provider and consumer needs
- Securing ongoing financial inputs from donors
- Local complexities and constraints
- Ensuring and measuring quality is resource intensive



# PRIVATE SECTOR HEALTHCARE

MYANMAR

EVIDENCE FROM THE 'SUN' SOCIAL FRANCHISE



**Health  
Impact**

**Quality**



**Cost  
Effectiveness**

**Equity**





# EVIDENCE

PSI adds to the body of evidence on private sector service delivery in difficult operating environments.

In collaboration with the Foundation and with **University of California San Francisco (UCSF)**, the program is conducting research around the four dimensions of quality, cost-effectiveness, scale and equity.



**National TB Prevalence survey (2009)**, supported by The Foundation through Health Markets, showed significantly higher prevalence than previously estimated, and led to a strategic policy shift towards a renewed emphasis on enhanced case detection.

**Impact evaluation of the Sun Network** by Dale Huntington which examined the motivations for private GPs belonging to the Sun Network franchise.





thank you!

[hwhtat@psimyanmar.org](mailto:hwhtat@psimyanmar.org)