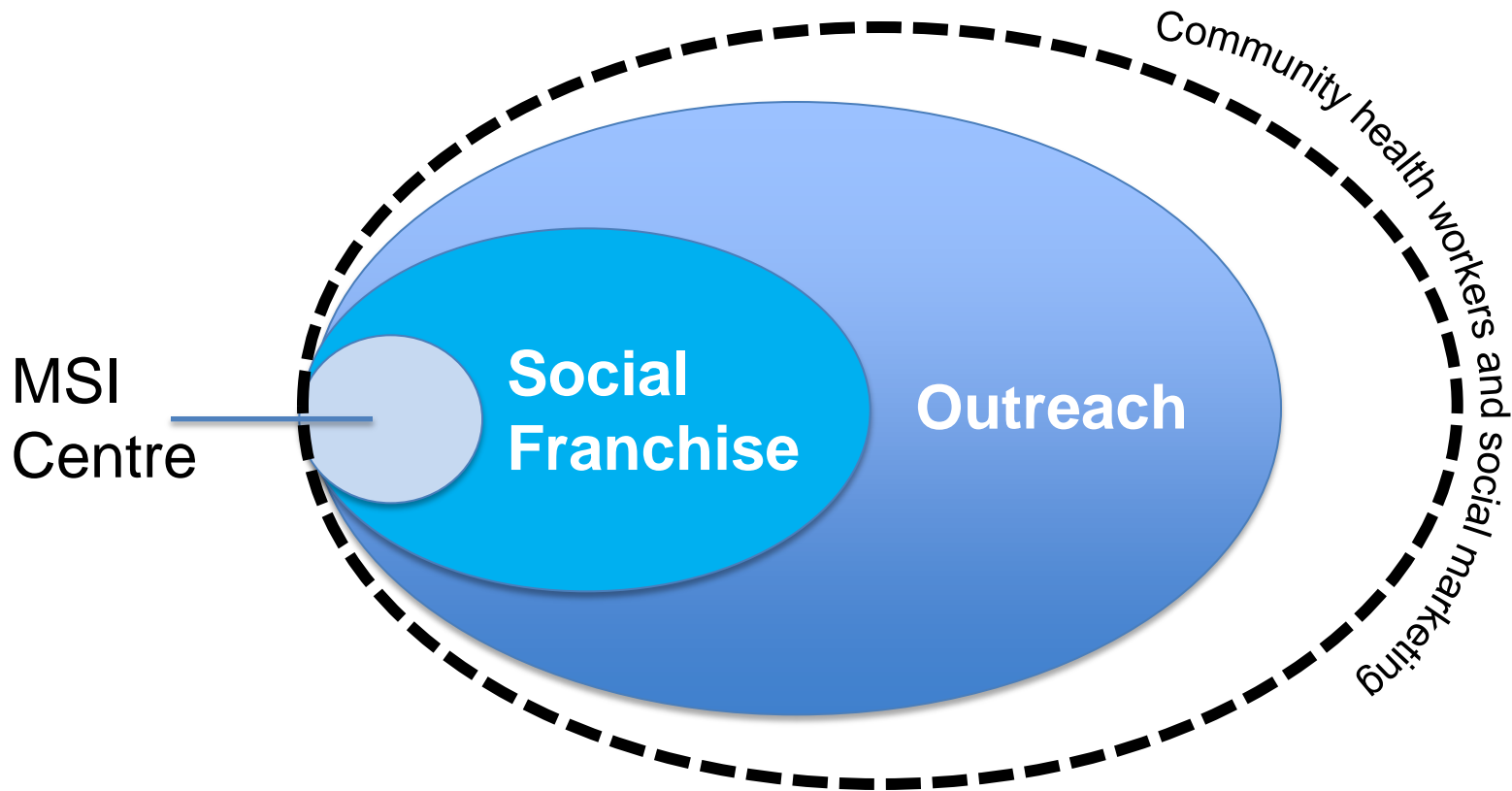


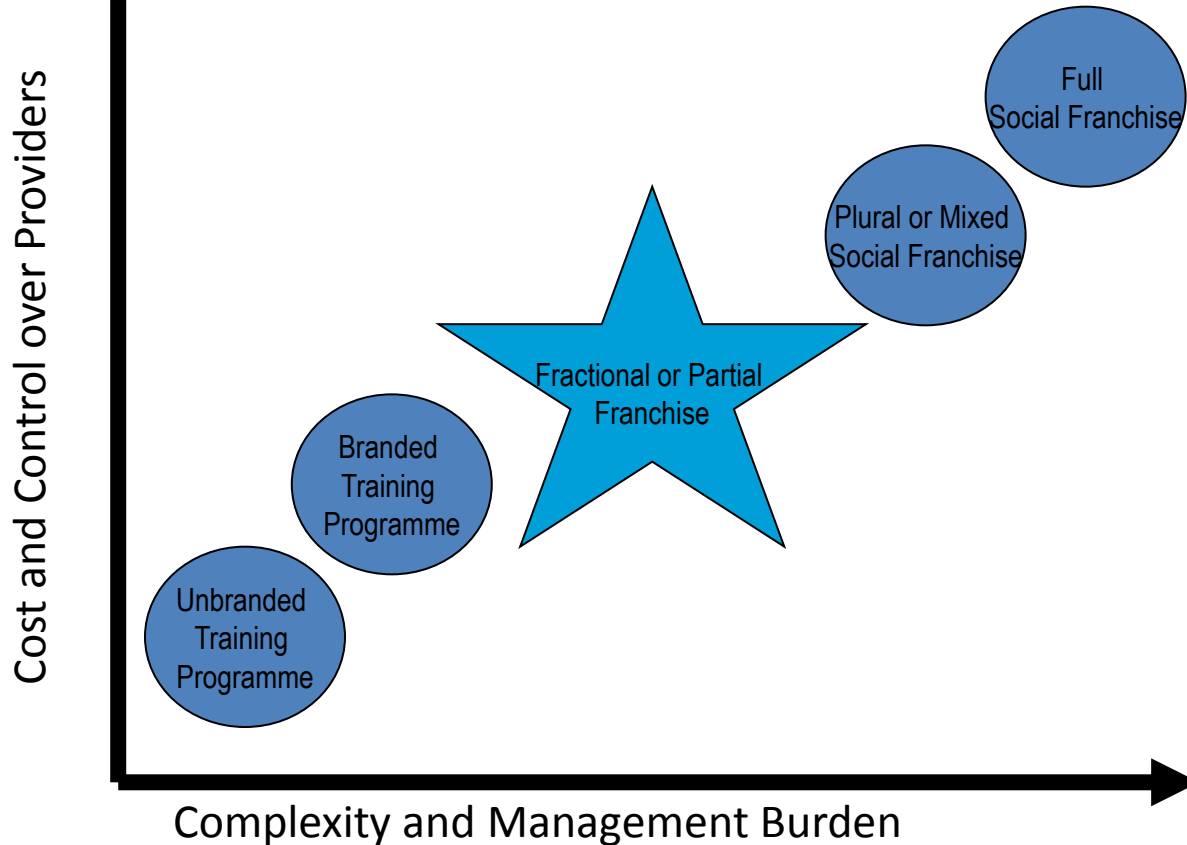
# Social Franchising at MSI

Presented by  
Dr Manoj Sojitra  
Marie Stopes India

# MSI's Business Model



# Options for organizing private providers



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*Source: Barnes, Jeff, Cueller, Carlos, Melkamu Yilma. July 2008.  
Private Provider Networks in Ethiopia. Bethesda, MD:  
Private Partnerships-One project, Abt Associates Inc.*

# BlueStar

Healthcare Network

**AMUA**  
Family Planning Clinic • *Jipangie Maisha*



**plan.it**  
Your future. Today  
A MARIE STOPES INITIATIVE



Current MSI BlueStar =  
17 countries and 3000+  
providers



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1.8 Million

FP Clients served through  
Franchised Outlets in 2012



Through...

3000+

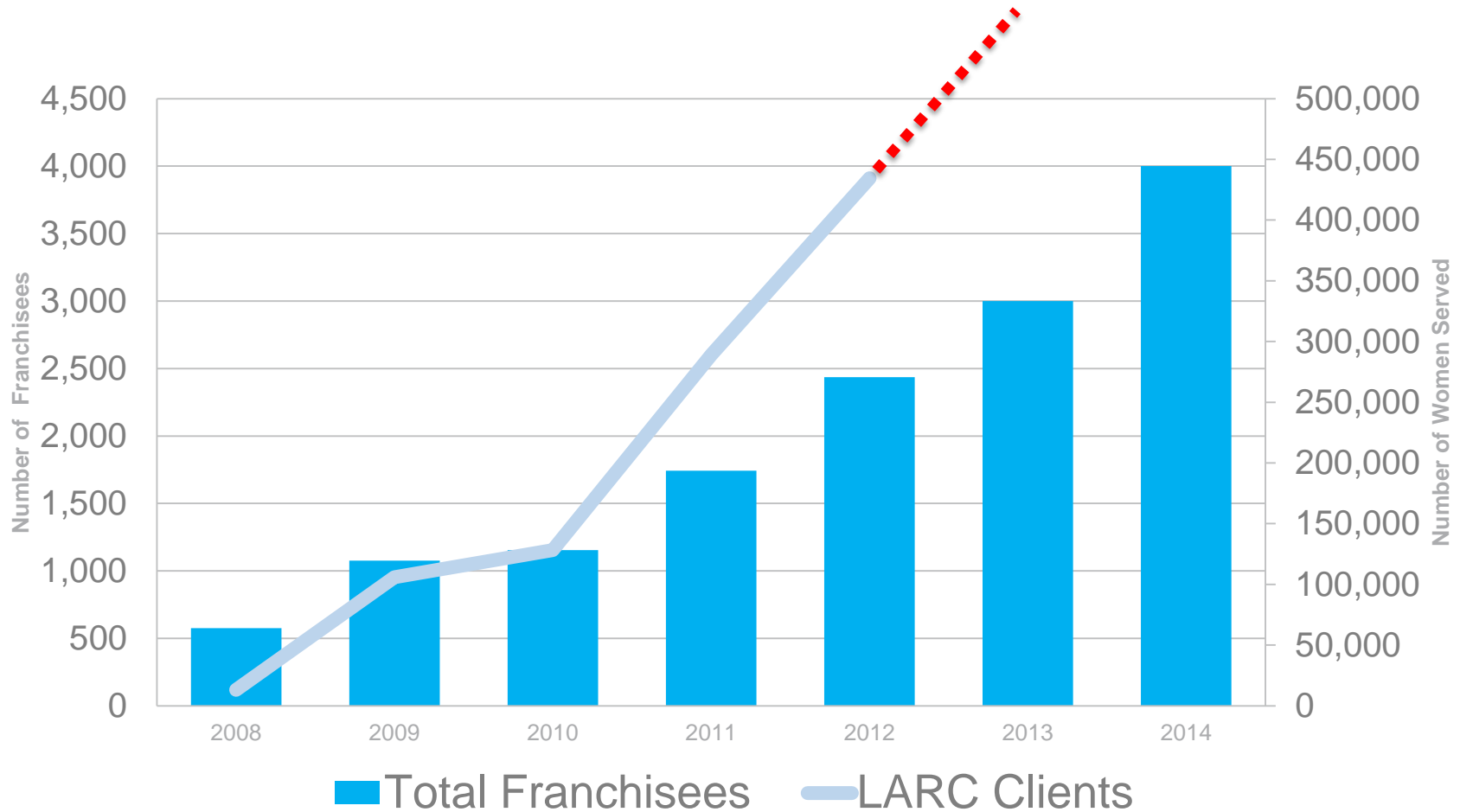
quality assured outlets in  
17 countries



48% clients  
living on less  
than \$2.50 /day

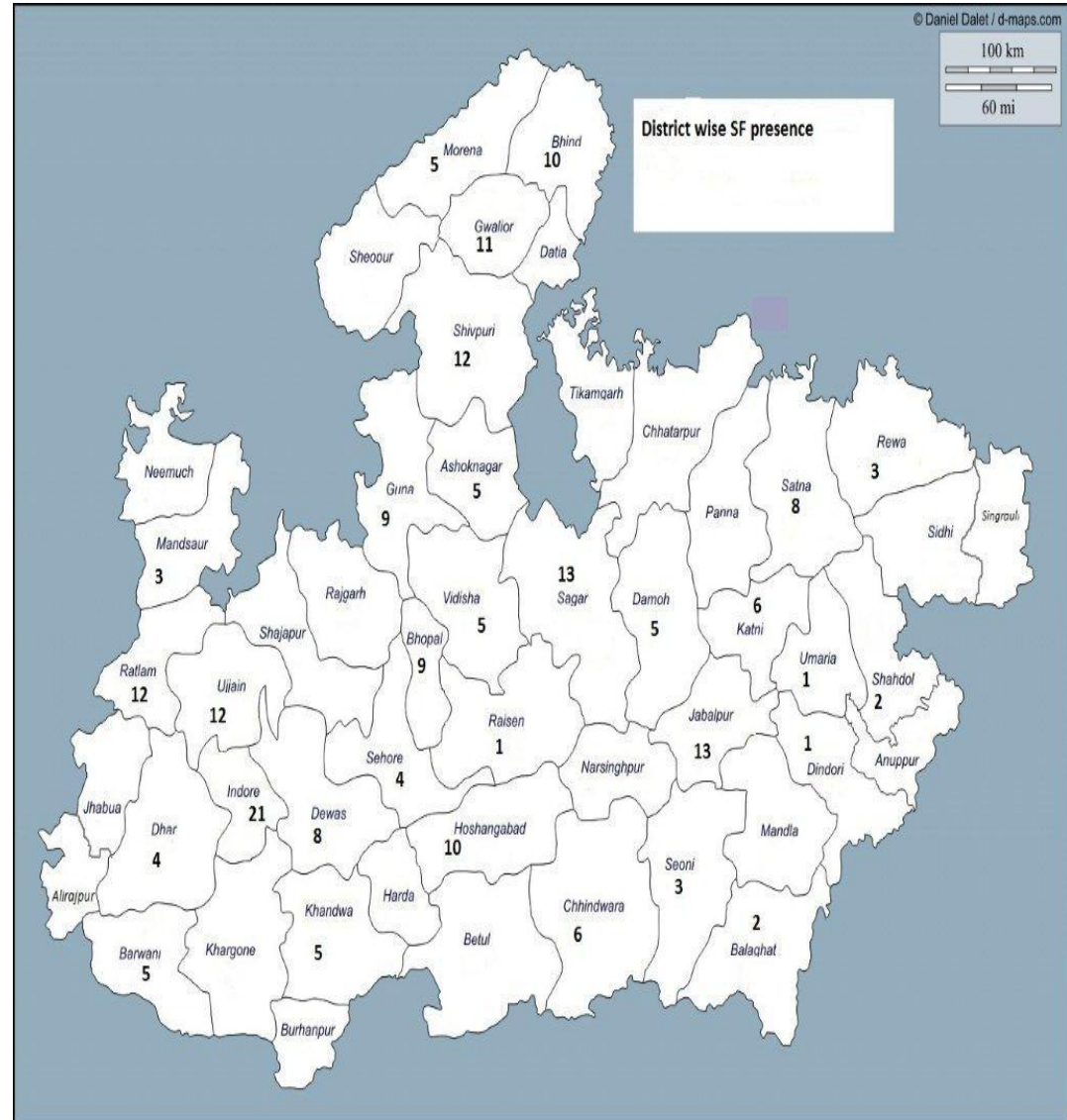


# Scale: Social Franchising at MSI



# Network in Madhya Pradesh

- Launch Year -2012
- 220 SF across 30 districts
- 65 % Urban, 35 % Rural/Periurban
- Franchised service - FP, PAFP & Safe abortion care
- Payment source -100 % OOP & Government reimbursements
- Total clients : 21990
- CYPs - 52363



# Social Franchising



A network of trained private providers providing a standardized set of **SERVICES** and products at the franchise brand name. Not-for-profit franchisor For-profit franchisee



# Why franchise ?

Access

Equity

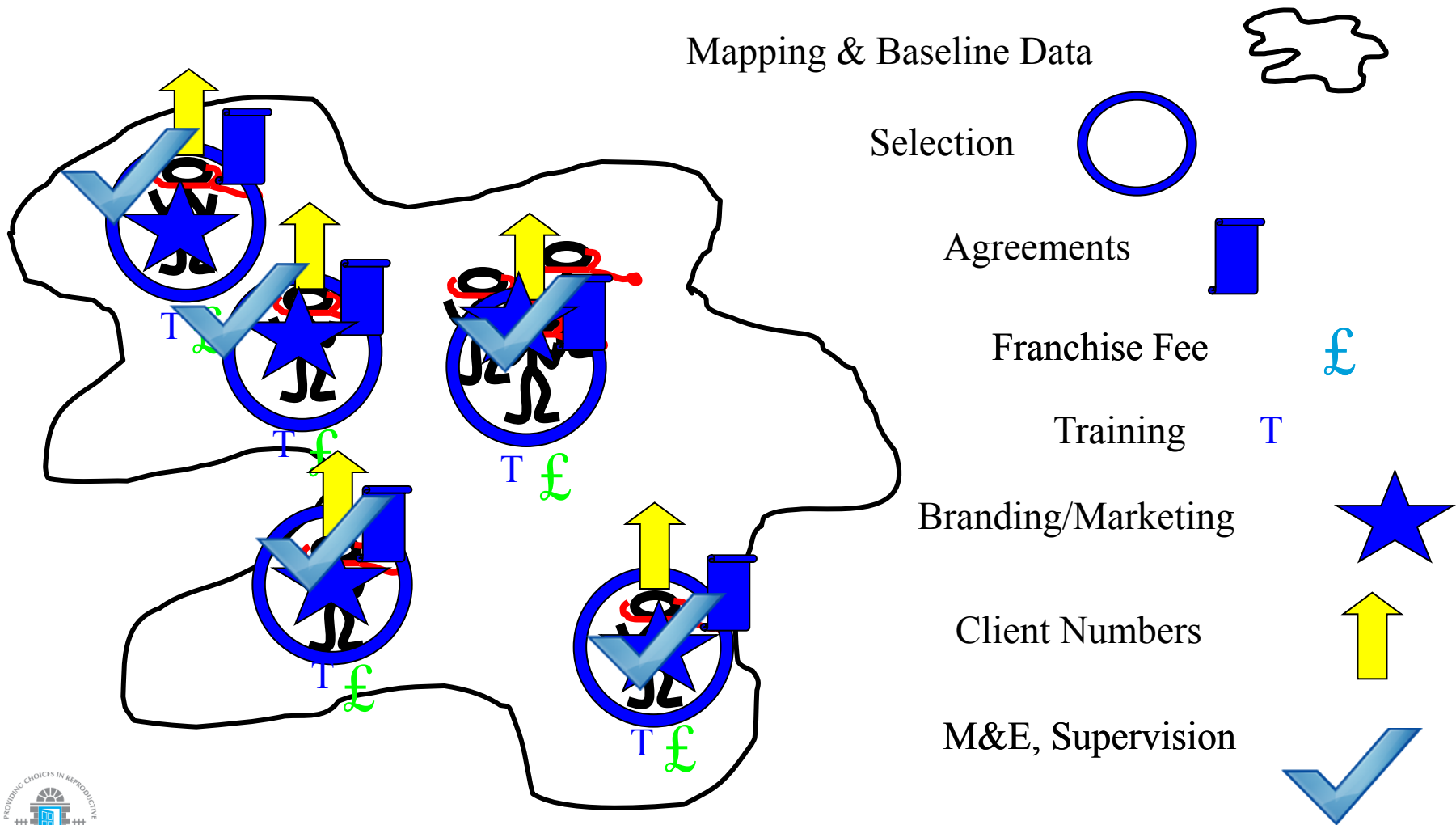
Quality

Cost-effectiveness



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# Plan.it Steps



**Quality**

**Access**

**Equity**

**Cost-  
Effectiveness**



# Quality



## Call for action

- Technical update workshops on Comprehensive Abortion Care (MVA/EVA), FP/PAFP services and MTP rules mandates
  - 435 providers oriented
- Infection prevention –onsite training for support staff
  - 627 workers trained
- Counseling training for support staff
  - 29 field and franchisee staff trained
- MTP and FP record keeping training of support staff with sharing all required record keeping registers.
- Medical emergency management training
- Vocal local training

# Minimum Quality Monitoring & Evaluation for Plan.it

Activity	Purpose	Standard Tool	Frequency	Conducted by
Self Assessment	To ensure providers are engaged in quality improvement	Current MD T QTA tool	1 per franchisee per year	Franchisee
Internal Audit	To monitor quality against standards and develop action plans for improving quality	Current MD T QTA tool	1 per franchisee per year	Country clinical team
External Audit	To verify self report and internal audit findings	Current MD T QTA tool	10% of franchisees with completed internal audit	MDT/Third Party/Clinical Services Manager from another MSI programme
Mystery client /exit interview	To behaviour, clinical skills and pricing .	Global RMT Mystery Client Survey	Sample of franchisees	Programme Research and Metrics Team



# Annual Ranking Tool

Priority: Reward  
& encourage

Priority: Demand  
generation



<b>HIGH Quality HIGH Volume</b>	<b>HIGH Quality LOW volume</b>
<b>LOW Quality HIGH Volume</b>	<b>LOW Quality LOW Volume</b>



Priority: Quality  
(URGENT)

Priority: Quality, then  
demand generation







- ❑ Building 250 franchise across 50 Districts of MP by mid of 2014
- ❑ 160 certified facilities to deliver safe legal abortion care
- ❑ 70 empanelled facilities under FP scheme
- ❑ Focus on FP behavior change communications and demand generation that will increase clients for public and private sector and client flow increase

# ONE CALL - Toll free FP helpline

- To increase access to correct information and counseling services about-
  - Family planning methods
  - Post partum/post abortion contraception
  - Safe and legal abortion care
- To guide and refer the clients to conveniently accessible public and private approved health facilities, if needed.
- To make out bound calls to follow up with clients who have received services



**ONE CALL**  
**सम्पूर्ण समाधान**

परिवार नियोजन और सुरक्षित,  
कानूनी गर्भ समापन से जुड़े सवालों  
के गोपनीय जवाब

**ONE CALL** **1800 102 8090**  
(टोल फ्री)

सोमवार से शुक्रवार 11:00 बजे से शाम 7:00 बजे तक ✂



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Equity

# Call for action

- Increase participation under Govt PPP /FP scheme to reach poor clients
- Support for organizing Inreach/outreach FP camps at SF facilities
- Focus on High Impact CYPs
  - Modern FP adopter
  - Switching from ST to LTFP
  - PAFP, PFPF
  - Adolescents

फैमिली प्लानिंग शिविर दिनांक 26 सितम्बर



मनपसंद

फैमिली प्लानिंग सेवायें लेने का सुनहरा मौका



चौधरी हॉस्पिटल - मैरी स्टोप्स इंडिया के सहयोग से

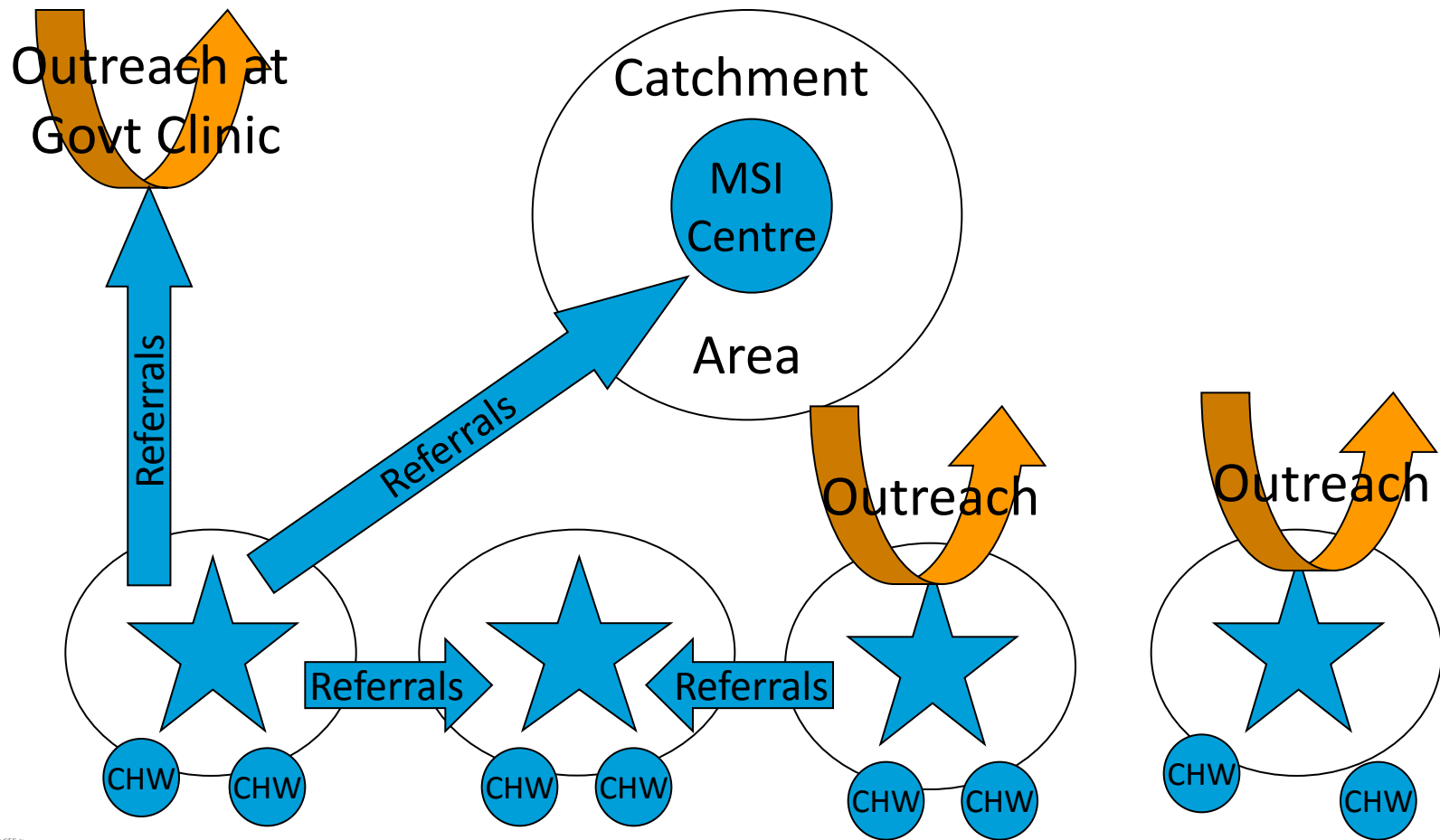
डॉ. ए.के. चौधरी, चौधरी हॉस्पिटल मांडव रोड़, धार (म.प्र.) फोन: 07292 - 232173



ONE CALL 1800 102 80 90  
धारा में उपलब्ध होगा कि अन्य स्थानों पर (विशेष मुद्रक)

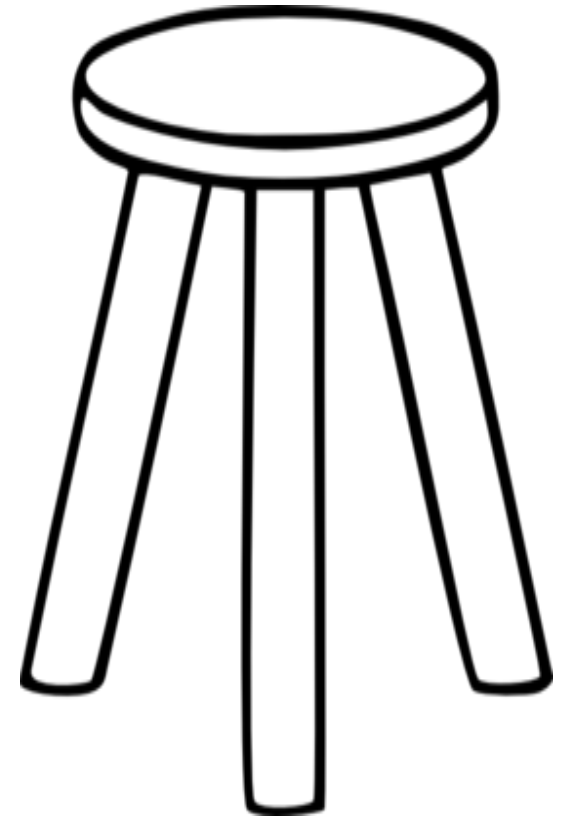
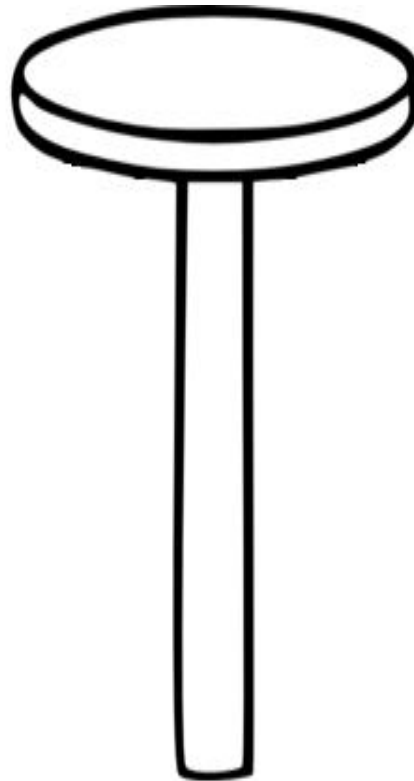
Cost-  
Effectiveness

# Cost-effectiveness through synergies within MSI



# Balanced Approach to Sustainability

1. Cost reduction
2. Cost recovery
3. Government interest
4. Donor preference



# SF and Health System Integration Goals



More efficient  
resource  
utilisation

Increased supply  
of health service  
providers

Quality services to  
the end user