

## Second Global Conference on Social Franchising for Health October 22–24, 2014 | Cebu, Philippines

### Round-Table Speakers/Moderators

**Naomi Beyeler**, *Global Health Group, UCSF*

Naomi Beyeler is a Policy Program Manager with the Global Health Group at UCSF. Her current work includes research and policy analysis on health financing, healthcare quality in the informal private sector, and maternal health policies. Prior to joining UCSF, Naomi worked with non-profit organizations in Africa, Latin America, and California to design and evaluate community health and youth development programs. She has extensive experience in program management and evaluation, qualitative research, and policy analysis. She holds Masters degrees in public health and city planning from the University of California, Berkeley.

**Matt Boxshall**, *Marie Stopes International*

Matt Boxshall is a development professional with over 15 years senior management experience in the health sector. He has provided strategic leadership and built capacity in organizations from a local start-up to a national NGO, developed innovative programs with global impact, worked closely with governments to steer national policy and published widely. Matt contributed to the development of Social Franchising as a service delivery model and currently works to link private sector service delivery to public financing. Graduating with a physics degree from Edinburgh University, Matt spent 10 years in oil exploration. In 1999 he moved to Malawi and spent over 8 years as Management Advisor and helped build a local NGO into a major national and regional player in HIV/AIDS. Matt joined PSI in Myanmar in 2008, as a Technical Advisor in Finance and then as a Health Services Advisor, developing and supporting a national scale social franchise, Sun Quality Health. Since 2012 Matt has worked with MSI as global lead on Social Franchising, Health Financing and Director of the \$60million African Health Markets for Equity (AHME) partnership.

**Cynthia Eldridge**, *Consultant*

Cynthia Eldridge was previously Associate Director of Marie Stopes International's Health Markets team based in Nairobi, Kenya. During her tenure, she led the team that designed, developed, and secured a \$60M, 5 year grant from Bill & Melinda Gates Foundation and UK's Department for International Development for strengthening private sector healthcare markets in Africa (called AHME). She developed MSI's first health financing strategy and championed the inception of the Health Financing team that provides technical assistance globally. She spearheaded the Blue Star Social Franchising Team, which grew from 200 providers in 4 countries to almost 3,000 providers in over 14 countries. BlueStar has been the major growth area for MSI in the past 5 years. Prior to MSI, she worked in the Planning Department of the Ministry of Health in Malawi where she focused on revitalizing service level agreements with Christian Health Association of Malawi. She holds a Masters in Health Policy, Planning and Financing from LSHTM/LSE. She has currently relocated to Toronto, Canada with her growing family and cold Malawian mutts.

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**Dale Huntington**, *WHO Western Pacific Regional Office, Philippines*

Dale Huntington is currently Director, Asia Pacific Observatory on Health Policy and Systems, based in the WHO Western Pacific Regional Office, Philippines. Previously he was a Scientist with the World Health Organization's Department of Reproductive Health and Research, Geneva. His research interests includes bringing evidence to inform public policy towards the private health sector, advancing health equity, aid effectiveness issues, health financing systems, large scale-programme evaluation. He holds a Doctorate in Science degree from the Johns Hopkins University School of Hygiene and Public Health, specializing in health services research and evaluation. Prior to joining the World Health Organization he was a Senior Health Specialist at the World Bank, Washington, D.C. He has lived and worked in developing countries for over 20 years, including assignments as regional director for USAID supported operations research programmes in West Africa, the Middle East and South and East Asia regions. He has an extensive publication record and is proficient in French.

**Kim Longfield**, *Population Services International*

Kim Longfield is the Director for Strategic Research and Evaluation at PSI and has worked for the organization since 2001. For the last six years, she was responsible for the quality of research and metrics implemented in more than sixty countries. She now leads a strategic research unit that provides evidence about the effectiveness of PSI's work and using that evidence to inform internal strategy as well as global best practices. Kim's expertise is using evidence to develop, monitor, and evaluate social marketing and social franchising programs, and analyzing and strengthening health markets. She is also highly skilled in quantitative and qualitative research, health metrics, and studies among populations at high risk for HIV/AIDS. Kim has a PhD in Sociology and International Health and a MPH in International Health/Health Communication and Education, both from the Tulane University.

**Julie McBride**, *Population Services International*

With more than 15 years of experience in marketing and health services franchising, Julie McBride serves as PSI's Senior Social Franchising Advisor, overseeing 31 franchises in 30 countries, and building the capacity of PSI country offices to operate effective social franchises. Her considerable experience in social franchising includes her involvement in the early development of the Greenstar franchise in Pakistan, and the provision of technical assistance to several other countries in the design and launch of their social franchises, including Myanmar's Sun Quality Health Franchise and Zimbabwe's New Start VCT franchise. Julie's professional background includes private sector experience in pharmaceutical sales and marketing. She earned her Masters in Public Health from New York University and her Bachelor of Science from the University of Washington.

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**Martha Paren**, *International Centre for Social Franchising*

Martha Paren is a Managing Consultant with the International Centre for Social Franchising (ICSF). ICSF is a not for profit organisation that specialises in systematically scaling social impact. Martha leads ICSF's health practice and all work with PSI. This includes an extensive project to improve the performance of global social franchise network with a focus on Myanmar, El Salvador, Nicaragua, Tanzania and Malawi. Martha is a research for the Rapid Routes to Scale project, which aims to scale up primary care in the developing world. In the UK health sector, Martha leads on work with a range of organisations, including a child abuse prevention charity. Martha joined ICSF from Public Zone, having worked with a wide range of social impact clients including delivering an award-winning iPhone app to support diabetes patients and a new website for prostate cancer, both in the UK. In 2003, Martha was in Uganda with Restless Development's Health Education Programme and in 2010 was selected to serve on for a term on their Board.

**Christina Synowiec**, *Results for Development*

Christina Synowiec joined the Results for Development Institute in 2012. She works on the Center for Health Market Innovations (CHMI), leading the “analyze” component of the CHMI strategy, developing strategic partnerships and innovative mechanisms. Previously, she was at the London School of Hygiene and Tropical Medicine, where she earned her MSc in Public Health as a Rotary Ambassadors Scholar. From 2010 to 2011, she was a Senior Program Associate at R4D, working primarily on health systems strengthening and the early stages of CHMI. Prior to joining R4D in 2010, Christina was a Senior Research Analyst at the Advisory Board Company. She has field experience in Latin America, conducting research on internal displacement in Nicaragua and Colombia and leading international delegations to Mexico and Venezuela. Christina was also Fulbright Grantee in South Korea to teach English. Christina holds a Bachelors of Philosophy in Interdisciplinary Studies (Magna Cum Laude) specializing in international human rights from Miami University in Oxford, Ohio.