

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

Plenary Speakers

Rehana Ahmed, *Population Services International*

Dr. Rehana Ahmed has been a pioneer in organizing private health providers through social franchising. Her career has focused on maternal and child health, with a concentration in reproductive health and family planning. After completing training as a medical doctor in Pakistan and the UK, she was in clinical practice and managing an International Planned Parenthood Fund (FPAP) clinic in Pakistan. During this period she was also an honorary faculty member of Aga Khan University, Karachi. In 1995 Rehana joined Greenstar Social Marketing, a premier Pakistani NGO affiliated with Population Services International. During her 10 years with Greenstar Pakistan she led in creating the largest reproductive health network of private health providers. In 2001 she was named Chief Executive Officer of the organization. Marie Stopes International invited her to start up their social franchising program and BlueStar network was born which is in 17 countries of Africa and Asia. Rehana is now a Senior International Health Advisor and a Board Director for Greenstar Pakistan ; PSI Washington DC and PSI Tanzania.

Eduardo Banzon, *Asian Development Bank*

Dr. Eduardo P. Banzon is a Senior Health Specialist of the Asian Development Bank. Formerly, he was Regional Adviser for Health Economics and Financing of the World Health Organization-Eastern Mediterranean Regional Office (WHO-EMRO). He served as a Health Economist in WHO-Bangladesh providing support for health financing reforms in Bangladesh and Nepal. He is also the former President and Chief Executive Officer of the Philippine Health Insurance Corporation (PhilHealth) and was a Senior Health Specialist for the East Asia Pacific region of the World Bank. He was a faculty member at the Ateneo de Manila University, University of the Philippines (UP) College of Medicine, and the UP-National Institutes of Health. Dr. Banzon was previously Vice President of the Health Finance Policy and Services Sector of PhilHealth. Dr. Banzon obtained his medical degree from the University of the Philippines College of Medicine, and his Masters of Science degree in Health Policy, Planning and Financing from the London School of Economics and the London School of Hygiene and Tropical Medicine.

Easter Y. Dasmariñas, *RTI International*

Easter Dasmariñas has over 30 years of international and local experience in a wide range of family planning, maternal and child health and reproductive health programs. Her areas of expertise include program design, development and management, health enterprise development, grants management, local health systems development, monitoring and evaluation, public-private partnership and application of e/mHealth in public health service delivery programs. She has served in key management and technical positions of several family planning, maternal and child health and reproductive health projects and has worked collaboratively with various governmental and nongovernmental organizations (NGOs) in 15 countries throughout Asia and the Pacific. She is currently the Senior Technical Advisor for Public-Private Partnerships for the Integrated Maternal, Neonatal, Child Health and Nutrition/Family Planning Regional Project in Luzon administered by

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RTI International. She has extensive experience in expanding the role of the private sector in family planning and maternal and child health (FP/MCH) service delivery adopting innovative strategies and operational approaches, which includes among others using social franchising to expand FP/RH services. Ms. Dasmariñas has a BA in Sociology from the University of Santo Tomas in Manila, Philippines.

Richard G. A. Feachem, *Global Health Group, UCSF*

Professor Sir Richard Feachem is Director of the Global Health Group at UCSF Global Health Sciences, Professor of Global Health at both the University of California, San Francisco and Berkeley. He is also a Visiting Professor at London University, and an Honorary Professor at the University of Queensland. From 2002 to 2007, Sir Richard served as founding Executive Director of the Global Fund to Fight AIDS, Tuberculosis and Malaria and Under Secretary General of the United Nations. From 1995 until 1999 Dr. Feachem was Director for Health, Nutrition and Population at the World Bank. Previously (1989-1995), he was Dean of the London School of Hygiene and Tropical Medicine. Professor Feachem served as Chairman of the Foundation Council of the Global Forum for Health Research; Treasurer of the International AIDS Vaccine Initiative; Council Member of Voluntary Service Overseas; and on numerous other boards and committees. He was a member of the Commission on Macroeconomics and Health, the Commission on HIV and Governance in Africa, and the Commission on Investing in Health. He is a Fellow of the Royal Academy of Engineering and an Honorary Fellow of the Faculty of Public Health Medicine of the Royal College of Physicians and of the American Society of Tropical Medicine and Hygiene. In 2002 he was elected to membership of the Institute of Medicine of the US National Academy of Sciences. He has worked in international health and development for 40 years and has published extensively on public health, health policy and development finance.

Nemesio Gako, *Department of Health, Philippines*

Dr. Nemesio Gako, head of the Administration Technical Cluster of the Department of Health, Philippines, governs the Health Departments' Health Human Resource Development Bureau, Administrative Service and Procurement Service. Dr. Gako is the Project Coordinator of "Urban Health and Nutrition Project" and the proponent of "Strengthening the District Health Office Project"; "Pro-poor Project"; "Safe and Adequate Medicines for the Poor"; "Barangay Health Worker Coordinators"; and "Alternative Treatment for Endemic Goiter". He is the technical authority for Health Sector Reform in Mindanao; Chairperson of the Joint Coordination Committee, Technical Cooperation Project; Regional Program Management Committee of United Nations Population Fund; and Mindanao Sustainable Settlement Area Development Project. Currently, he is the Chairperson of the Central Office Bids and Awards Committee; Vice-Chairperson of the Pre-qualification, Bids and Awards Committee for the Modernization of the Philippine Orthopedic Center; Board Member of the Government Procurement Policy Board; Board Member of the Dangerous Drugs Board; Member of the Board of Trustees for Specialty Hospitals and the Health Department's Liaison Officer to Malacañang.

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Gopi Gopalakrishnan, *World Health Partners*

Gopi Gopalakrishnan has over 20 years of experience in implementing large-scale service-delivery programs in low-resource settings. He founded Janani, a non-profit entity that accounts for more than 20% of family planning in the state of Bihar. It has won national and international acclaim for its innovative and creative management that enables the program to serve some of the poorest communities in the world on a sustainable basis. Specializing in public-private partnerships, Gopi is an expert in leveraging private sector resources to complement public sector service provision. He has been a member of India's Population Commission and has advised the Ministry of Health and Family Welfare and numerous national and international organizations on large-scale cost-effective service delivery. Currently, he is on the global technical advisory board of the International Finance Corporation, and on the Advisory Group on Community Action (AGCA) of India's National Rural Health Mission. Gopi was the Director of International Programs of DKT International and received a prestigious civilian honor from the Government of Vietnam for his work as the Country Director of DKT International in Hanoi.

Dominic Montagu, *Global Health Group, UCSF*

Dominic Montagu is an Associate Professor of Epidemiology and Biostatistics at UCSF and Lead of the Private Sector Healthcare Initiative at the UCSF Global Health Group. His work is focused on the private delivery of health services in developing countries and on market function for health services and health commodities. Dominic's interest in social franchising programs began during an internship with the Packard Foundation during his graduate studies and he went on to write his dissertation on patient and provider motivations at KMET, Janani, and Greenstar programs in Kenya, India, and Pakistan. Dominic was a renowned expert in Scottish bagpipe wake paeans until recurrent chapped lips forced him to change careers and return to his second love, academia. He has worked extensively in Africa and Asia, including five years in Vietnam where he was the country director for the American Friends Service Committee and country advisor for the Population Council. Dominic has conducted research related to private healthcare delivery, and on social franchising specifically, in a number of countries around the world and has published extensively on many aspects of social franchising design and impact.

Juan Pablo Nañagas, *Asian Eye Institute*

Dr. Nañagas is Medical and Research Director of the Asian Eye Institute. He was also a Medical Director of Takeo Eye Hospital in Cambodia from 2004 to 2005. Prior to that he was the Director of Philippine General Hospital from 2001 to 2003 and before that Undersecretary of the Department of Health from 1992-1995 and a Director of the Philippine Hospital Association and the Philippine Academy of Ophthalmology. He recently retired as Professor of the College of Medicine, University of the Philippines. In 2012 he was part of a team contracted by SMEC for an Asian Development Bank project on Public-Private Partnership (PPP). The team facilitated the discussions following presentations of topics of relevance to PPP. He also became Chairman of the Health Care Industry Training Council from 2002-2008, an NGO established by the Technological Education and Skills Development Authority (TESDA) to oversee the non-professional health care worker's skills development. He has consulted for various



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projects regarding health regulations, health financing, hospital reforms, the pharmaceutical industry, and response systems to weapons of mass destruction.