

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

Steering Committee Members

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.

Carolyn Bancroft, *Rockefeller Foundation*

Carolyn Bancroft joined The Rockefeller Foundation in 2011. As a Senior Program Associate, Carolyn manages relationships with current and prospective grantees throughout the grant making process, coordinates Foundation work with partners, and conducts research in support of the strategic development and execution of Foundation initiatives. She works on the Transforming Health Systems initiative along with exploratory work on the health vulnerabilities of informal workers. Carolyn received a bachelor's degree in Urban Studies with a concentration in Anthropology from Columbia University. She has an MPH and is pursuing a doctoral degree in epidemiology from the Mailman School of Public Health at Columbia University.

Margot Fahnestock, *William and Flora Hewlett Foundation*

Margot Fahnestock serves as a Program Officer in the Global Development and Population Program of the William and Flora Hewlett Foundation in Menlo Park, California. She is a policy expert in family planning and reproductive health; in her role as Program Officer she is responsible for grantmaking to reduce unintended pregnancies and ensure reproductive rights in sub-Saharan Africa, with a special focus on Francophone West Africa. The grants include a mix of service delivery, advocacy strategies and introducing new approaches to programming for reproductive health. Before joining the Hewlett Foundation, Margot provided technical and managerial oversight of several USAID-funded projects for the Futures Group in Washington, DC that focused on developing policies for community-based family planning programs and better inclusion of the nongovernmental and private sector in family planning in West Africa and several countries in Eastern and Southern Africa. After graduating from the University of California, Los Angeles with a bachelor's degree in English, Margot spent two years as a U.S. Peace Corps volunteer, where she taught English in a rural town in Mali and designed a series of seminars

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encouraging girls to remain in primary school. Margot received a master's degree in public policy from the University of Chicago in 2000.

Marguerite Farrell, *United States Agency for International Development*

Marguerite Farrell has worked in health for 29 years and in international health for 23 years. She has expertise in private sector health, leadership and management in health, evaluation, service delivery, training and quality assurance in family planning, child survival and HIV/AIDS. Marguerite is currently a Health Officer and the Private Sector Team Leader in USAID's Global Health Bureau, Office of Population and Reproductive Health. She has served as Technical manager for the Commercial Market Strategies project, for PSP-One and Banking on Health, and is currently the Technical Manager of the Strengthening Health Outcomes through the Private Sector project, (SHOPS), a collaboration agreement with Bayer Pharma and on two SIFPO projects with Marie Stopes International and Population Services International that support social franchising. She has worked for the Global Health Bureau and the Latin America and Caribbean Bureau at USAID, at the Futures Group International, at Development Associates, Project Hope and on a UNFPA project in the Philippines. Marguerite graduated from Brown University with a BA in International Relations and received her Master of Science degree from Harvard University School of Public Health in International Health Policy and Management.

Sarah Fox, *International Planned Parenthood Federation*

Sarah Fox is a health systems specialist with a focus on sexual and reproductive health (SRH) services in low and middle-income settings. Sarah's areas of expertise include programme design, strategic planning and policy development, health financing reforms and survey design and implementation. Sarah is IPPF's acting Senior Advisor, Access to SRH Services and Senior Technical Officer, Health Systems, Financing and Economics. Based in IPPF's central office, Sarah provides technical support on the design of sustainable approaches to reducing financial and other barriers to accessing SRH services. Prior to joining IPPF, she worked as a consultant for Oxford Policy Management (OPM) where assignments focused on health financing and health sector planning, mainly in sub-Saharan Africa and South Asia. From 2006 – 2008, Sarah was an Overseas Development Institute (ODI) Fellow working as Economic Advisor in the Ministry of Health and Sanitation in Sierra Leone. Sarah holds a MA in Development Economics from the University of Sussex.

Brendan Hayes, *Marie Stopes International*

Brendan Hayes is the Head of Social Franchising for Marie Stopes International (MSI) and provides technical support to social franchise networks in 17 countries in African and Asia. These networks include more than 3,500 healthcare outlets with the goal of expanding access to high quality family planning and post-abortion care services amongst the underserved. In 2013, MSI franchise networks delivered more than 3.5 million couple years of protection through more than 2 million client visits. Brendan holds a MSc from University College Dublin (2007) in development studies and earned his BA at St. Lawrence University (USA) in 2004.

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Gina Lagomarsino, *Results for Development Institute*

Gina Lagomarsino is a Principal, Chief Operating Officer and Managing Director at Results for Development Institute (R4D) with a focus on health system design and financing. Gina also leads the Center for Health Market Innovations, which has discovered more than 1000 innovative programs with potential to improve quality and affordability of care for the poor. She is also the Secretariat lead and cofounder of the Joint Learning Network for Universal Health Coverage. Prior to joining R4D, Gina was Senior Health Policy Advisor to Washington, DC Mayor Anthony Williams. Prior to her work in government, Gina was an engagement manager in the Healthcare Practice of McKinsey & Company, where she advised senior executives of health insurance and hospital organizations on strategy and operations. She also worked for Kaiser Permanente, based in California, where she implemented a new model of primary care at a large multi-specialty medical center and served as a market research consultant for Kaiser insurance products. Gina received a Master's in Business Administration from Harvard University and a Bachelor's degree in Public Policy from Stanford 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.

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 renown 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.

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Chris Purdy, *DKT International*

Chris Purdy is the President and CEO of DKT International. From 1996 to 2011, he served as Country Director of DKT programs in Turkey, Ethiopia, and Indonesia, where he managed the largest private social marketing family planning program in the world. He served as Executive Vice President from 2011-2013. His professional interests center on advancing the cause of social marketing for improved health and socially responsible capitalism.

Caroline Quijada, *United States Agency for International Development*

Caroline Quijada is the Deputy Director for the USAID flagship project Strengthening Health Outcomes through the Private Sector (SHOPS). She is a health specialist with over 15 years of experience working on health programs, both in the U.S. and overseas. As Deputy Director of SHOPS, she provides technical leadership at the global level in working with the private sector, while also providing country-tailored assistance in areas such as contraceptive security, private provider networks, partnerships, quality assurance and base-of-the-pyramid approaches.

Lizzie Smith, *Department for International Development*

Elizabeth (Lizzie) Smith is the Head of Profession for Health for DFID where she leads DFID's group of health specialists. Her career has spanned finance, management and international public health in the private, NGO and public sectors. She joined DFID as a Health Adviser in 2002 specialising in private sector issues. Lizzie worked overseas with DFID in Pakistan and in Cambodia where she was also Head of Office for a time. Back in the UK she worked on horizon scanning and strategic analysis in DFID's Strategy Unit. From 2010 she led on regional health and nutrition policy and programming across Asia with a focus on South Asia.

Guy Stallworthy, *Grounds for Health*

Guy Stallworthy recently assumed the role of Executive Director of Grounds for Health, an NGO focused on preventing cervical cancer in coffee-producing countries. He has 30 years experience in a variety of roles in the NGO sector. From 2007 to 2014 he was a Senior Program Officer at the Bill & Melinda Gates Foundation, where he developed innovative public-private partnership models to improve coverage of a range of priority health services. He worked for 11 years in social marketing with Population Services International, the last 5 years as Country Director in Burma/Myanmar. Other long-term assignments have included Bangladesh, Chad, Bolivia and the Dominican Republic, with CARE and other NGOs. He has Master's degrees in international affairs and public health.