

UCSF Global Health Sciences

## Social Franchising for Health

a community of practice for sharing innovations



### RESOURCES

#### PUBLICATIONS

A [case study](#) on the Marie Stopes International (MSI) Suraj franchise in Pakistan is now available on SF4Health.org.

A [case study](#) on the Population Studies International (PSI) Tunza franchise in Kenya is now available on SF4Health.org.

Kesterton et al. published a [literature review](#) which cites social franchising as “potential of several methods to increase youth uptake of sexual and reproductive health services.”

#### SOCIAL FRANCHISING IN THE NEWS

On World Pneumonia Day 2010, the Huffington Post featured a [blog posting by PSI's President and CEO Karl Hoffman](#) that addressed efforts to fight pneumonia, highlights the work to combat the disease by PSI's Sun Quality Health franchise in Myanmar.

The [Global Health at MIT](#) website recently posted an [article on social franchising](#) entitled “Can a franchise deliver global health?” The piece lays out some of the resources related to social franchising and also profiles the [CFWshops](#) franchise in Kenya and Rwanda.

## What do we Know About Quality?

In the 2010 Social Franchising compendium, 40 of the 40 programs reported having some form of quality assurance program. Programs use tools such as mystery client surveys, compliance checks, and exit interviews to assess quality. However, as we reported in the September 2010 [SF4Health newsletter](#), collecting quality data from individual health clinics is challenging. In a survey sent out to 40 social franchising programs in June 2010, respondents reported experiencing under-reporting, late reporting, the burden of collecting reports due to geographic distance, and confusion regarding indicators. Respondents attributed these challenges to time constraints, lack of motivation and lack of training of the providers as well as the lack of linkages between incentives and indicators. [Bishai et al](#) also articulate the challenge in determining which metrics are actually linked to quality of care: “Technical quality of care may be

low while perceived quality is maintained in the form of aspects of quality which are easily measured, such as cleanliness, presence of amenities and staff politeness.”

The challenge in measuring quality is further highlighted by the limited evidence on the quality of care provided within social franchises. The authors of a [2009 Cochrane Review](#) entitled “The effect of social franchising on access to and quality of health services in low- and middle-income countries,” concluded that “We cannot draw reliable conclusions about the impact of social franchising in the absence of robust evidence from rigorously designed studies.” Such results have already prompted donors and implementing organizations to consider options for conducting research studies that would provide firm evidence on quality within social franchises.

## Quality Metrics Support Program Launch

The SF4Health.org social franchising community of practice announces a new Quality Metrics Support Program to encourage social franchises worldwide to implement and incorporate quality measurement initiatives and to support a move toward greater standardization and formalization of

quality metrics across programs. Program elements include the following:

**Survey:** UCSF's Global Health Group will send its annual survey—with new questions about quality metrics—to social franchises for inclusion in the 2011 Social Franchising Compendium >>

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### SOCIAL FRANCHISING CONFERENCE

The [First Global Conference on Social Franchising](#) will take place on November 9-11, 2011 in Mombasa, Kenya. This invitation-only conference will provide a forum for program directors, program managers, researchers, donors and others to share experience and research about the franchising of private health care providers to support the delivery of health services. For more information contact [SocialFranchising@globalhealth.ucsf.edu](mailto:SocialFranchising@globalhealth.ucsf.edu)

The BlueStar, Ethiopia MSI franchise was cited in a [Guardian article](#) on new projects in Ethiopia that are increasing access to contraception and improving obstetric care.

In a recent report, the World Economic Forum and McKinsey and Company named social franchising as an innovation in healthcare delivery that "lowers distribution costs and improves adherence to clinical protocols."

#### RESEARCH

##### BIHAR STUDY

A group of researchers led by Duke University faculty Manoj Mohanan is initiating a large-scale [study](#) of a social franchise in Bihar, India.

#### EVENTS

##### HEALTH SYSTEMS RESEARCH SYMPOSIUM

In November 2010 the First [Global Symposium on Health Systems Research](#) included a session on "Social franchising and private sector engagement at scale: experiences in clinical service delivery in developing countries."

*Front:* An ProFam clinic in Benin

*Above:* Patients in Bangladesh wait in a Smiling Sun clinic

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**Site visits:** UCSF will conduct site visits to select franchises to learn how quality is being measured in fall 2011.

**Recognition:** At the [First Global Conference on Social Franchising, held in November 2011 in Mombasa, Kenya](#), UCSF will

publicly recognize social franchises that implement good quality metrics.

**Information dissemination:** SF4Health.org will provide information about existing quality metrics programs and about how social franchises can move toward greater standardization and formalization of quality metrics.

### 2011 Social Franchising Compendium and Case Study Template

In 2011, the GHG will compile the third annual edition of the Social Franchising Compendium. The updated survey is currently being designed and pretested and in February all social franchises will be contacted regarding participation. In conjunction with the new compendium, the Social Franchising Case Study Template has been updated and is available for use at [www.sf4health.org/resources/case-studies](http://www.sf4health.org/resources/case-studies). In 2010, four social franchises- Suraj

Pakistan, BlueStar Pilipinas, Amua Kenya and BlueStar Ethiopia- used the template to produce case studies on their franchises. The GHG welcomes suggestions for how to further improve the template to make it user friendly and inclusive of the most relevant issues to franchises. We are also encouraging more franchises to produce case studies in 2011 and will happily provide consultation on that process.