

UCSF Global Health Sciences

## Social Franchising for Health

a community of practice for sharing innovations



### Social Franchising and Demand Side Financing

As the number of social franchises continues to grow, members of the [social franchising community of practice](#) are exploring ways to scale up this expansion, particularly to include underserved populations most in need of services. Increasingly, demand-side financing models, such as vouchers and other third party payment schemes, are being considered as promising options to increase the purchasing and decision-making power of clients.

In particular, the community of practice has been examining the ways in which social franchises could be integrated into national insurance schemes, to promote equitable access to quality health care. There is excitement about the potential for such integration, as well as an awareness of potential challenges.

Presently, many franchises provide services to a relatively small percentage of the national population, thus making them unattractive partners for governments focused on providing population-wide coverage. One way of addressing this issue is the formation of national

federations of social franchises, creating a single entity with a wide client base capable of being an effective interlocutor with the government. This has already happened in India, where the Indian Franchise Federation was recently formed and held its first meeting in April 2011.

Another obstacle to social franchises being included in national insurance schemes is the alignment of benefit packages. Though the number of services offered by social franchises is growing, focus remains on family planning services – services which may not be covered by national insurance plans. Depending on the national context, social franchises may consider expanding services offered, or marketing themselves as specialized providers for quality family planning services.

As social franchises consider becoming viable partners for national insurance schemes, other issues being considered include the integration of information technology systems, as well as methods of accreditation to become approved providers under government schemes.

#### RESOURCES

##### PUBLICATIONS

The Global Health Group published [The 2011 Social Franchising Compendium](#) on SF4Health in May. The annual publication now includes profiles of 50 social franchises.

The Global Health Group recently published a case study on the [Smiling Sun](#) franchise in Bangladesh and one on the [RedPlan Salud](#) franchise in Peru. The case studies are now available on SF4Health.org for download.

The Evidence for Policy and Practice Information and Coordinating Centre (EPPI-Centre) published a [scoping](#) review of social franchising evaluations.

##### SOCIAL FRANCHISING IN THE NEWS

A [blog posting](#) on NextBillion.net is about the use of demand side financing mechanisms including vouchers. Franchising programs that accept vouchers as payment for services are highlighted in the piece.

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### *Social Franchising in the News Cont'd*

Social franchising was the topic of two recent blog postings on CHMI's website. The [first blog entry](#) highlights the success of PSI Myanmar's Sun Quality Health Franchise. The [second entry](#) is on the launch of the 2011 Social Franchising Compendium.

In April, the Center for Strategic and International Studies (CSIS) held a discussion on the use of the social franchise model to strengthen the private sector's delivery of health care services. Discussion participants included Gina Lagomarcino of CHMI and Rebecca Firestone and Nikki Charman of PSI. [Video of the event](#) is available on the CSIS's website.

The Indian National Rural Health Mission International Meeting on Social Franchising included coverage by the [Business Standard](#) on the role that

franchising can play in helping the country to reach its healthcare goals.

A video available on [YouTube](#) highlights the impact that Smiling Sun franchise in Bangladesh is having on access to healthcare in that country.

### EVENTS

#### **INTERNATIONAL CONFERENCE ON SOCIAL FRANCHISING, NEW DELHI, APRIL 2011**

On April 7 and 8th 100 people gathered for the International Conference on Social Franchising. The conference marked the first collective activity of the newly formed Indian Franchise Federation (IFF). For the first time, a group of Social Franchise organizations have come together to share their successes, failures, and methods, and to work together to standardize measurements. Most importantly, the diverse franchises are working together through the IFF to approach state and national government health insurance schemes to discuss the role franchises can play in improving Indian public health.

The IFF is a role model for collective activities by social franchises around the world. Presentations from the conference can be found at:

[www.sf4health.org/resources/meeting-reports](http://www.sf4health.org/resources/meeting-reports)

## Social Franchising Conference

The [First Global Conference on Social Franchising](#) will take place on November 9-11, 2011 in Mombasa, Kenya. This 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.

Small-group discussions and team building activities will support the conference goal: to empower the social franchising community. Topics of discussion will include achieving cost-recovery, targeting third-party payers, metrics and quality tracking, demand-side financing initiatives, integration with private and national insurance, and the management and financial model of social franchising. Conference attendance is by invitation only, but we hope to provide a live web-stream of these sessions for those unable to attend.

*To share news, events, or updates on new publications please write to us at:*  
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