

## Private Sector Healthcare Initiative

Social franchising activities



**The Private Sector Healthcare Initiative (PSHi)**, researches and evaluates platforms for the provision of essential health services through the private health market—including through private healthcare workers, informal care providers, shopkeepers and traditional medicine practitioners. We also investigate how these platforms can be made to work for all, including the poor.

We convene the consultations and offer the technical advice to translate this research into action. In parallel, we work with groups that are using promising or proven platforms for engagement with the private health sector, and we lead the way in developing and applying performance metrics that can help these groups understand if their programs are meeting critical public health goals.

Social franchising programs apply commercial franchising principles to incentivize private healthcare providers and vendors to join networks that are monitored for quality. There are more than 80 programs operating in at least 40 low- and middle-income countries, and over 95,000 participating providers. SF4Health is a community of donors, technical experts, researchers, and program managers that exchanges insights, accelerates improvements across social franchising programs, and brings greater attention to social franchising as a means to advancing public health goals.

As the conveners of SF4Health, our vision is to:

- improve the effectiveness of social franchise programs through the application of robust metrics, and research and technical insights;
- strengthen the links between franchise programs and the public health system through the provision of research support and technical assistance; and
- facilitate coordination among franchise programs.

We promote measurement and research of and action for:

-  **health impact**
-  **cost-effectiveness**
-  **equity**
-  **increased use**  
(of essential health services and commodities)
-  **quality**
-  **sustainability**

## Who we are



**Rasika Behl**, MPH, Social Franchising Metrics Working Group (SFMWG) Coordinator  
Rasika has primarily worked in India, focusing on monitoring and evaluation of family planning and maternal health social franchise programs using telemedicine.



**Nadia Diamond-Smith**, PhD, Postdoctoral Fellow  
Nadia's work is primarily on maternal and child health in South Asia, including research on child sex ratios, gender equality, maternal nutrition, household level decision-making, and strategies for improving care.



**Jenny Liu**, PhD, Economist  
Jenny is a health and behavioral economist specializing in encouraging adoption and maintenance of health-promoting behaviors in low- and middle-income countries.



**Dominic Montagu**, DrPH, MBA, MPH, Associate Professor of Epidemiology & Biostatistics  
Dominic is a leader in research on private healthcare programs and policy in low- and middle-income countries.



**Stefan Nachuk**, MA, PSHi Lead  
Stefan is a health systems specialist who has focused on building cross-country technical learning facilities as well as developing vehicles to identify and analyze private sector health innovations.



**Avery Seefeld**, Program Analyst  
Avery specializes in project management, and previously coordinated initiatives to promote better breastfeeding practices.



**Maia Sieverding**, PhD, MA, Evaluation Officer  
Maia is a social demographer who specializes in mixed-methods research and evaluation in Sub-Saharan Africa and the Middle East.



**May Sudhinaraset**, PhD, Assistant Professor  
May's research centers on the interplay between social determinants and health disparities, with particular expertise in migration, health equity, mixed-methodologies, and sexual and reproductive health. She currently leads PSHi's efforts in Myanmar and India.



**Rekha Viswanathan**, MPH, Project Officer  
Rekha has investigated the quality of privately provided HIV services in India and led quality improvement of clinical care initiatives in New York. She manages SF4Health.

To learn more, visit [SF4health.org](https://SF4health.org),  
or contact [SF4Health@ucsf.edu](mailto:SF4Health@ucsf.edu).