

Improving LARC services through Provider Reward Scheme and Multiple IPC Channels in Tanzania

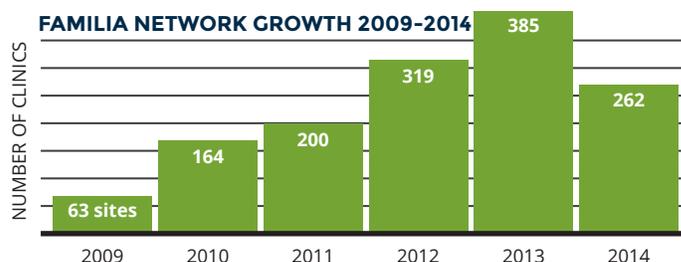
Best Practices from the Women's Health Project 2009-2014



Population Services International / Tanzania oversees the Familia franchise, a network of private health care providers designed to improve access, quality and equity in family planning services across Tanzania. Beginning in 2009, with funding from the Women's Health Project, FP services were expanded to include long lasting reversible contraceptives (LARC), specifically the IUD and implant. The network currently has 262 active clinics nationwide.

PROGRAM OVERVIEW

The main objective of the Women's Health Project is to increase women's use of long acting reversible contraceptives, especially the IUD. Providers recruited included nurses, midwives, and doctors. They were trained in IUD and implant insertion and removal, and followed up with support supervision. Demand generation activities were also conducted by IPC agents to inform the community of the services.



KEY CHALLENGES AMONG FAMILIA PROVIDERS AND DEMAND GENERATION EFFORTS

By 2014, several challenges were identified that resulted in lower performance by network providers and IPC agents. These included:

- Lack of motivation to insert LARCs among providers
- Low productivity among IPC workers; lower rates of IUD referrals resulting in IUD service provision

NEW STRATEGIES

PROVIDER BEHAVIOR CHANGE COMMUNICATIONS

Provider Reward Scheme: A new and improved Provider Reward Scheme was introduced to address low provider motivation. Clinic owners and providers are rewarded bi-annually, allowing providers to retain a percentage of the IUD service fees (instead of all going to the clinic owner). An additional monthly provider-only reward scheme was introduced as an added incentive.

Medical Detailing: The Medical Detailing Program was strengthened to improve clinic coverage, and build stronger relationships between detailers and providers. Additional detailers were recruited; their coverage area was reduced to focus on fewer clinics and the frequency of visits was increased.



IPC STRATEGY

An improved, multi-prong IPC strategy was introduced to improve productivity among IPC agents, with a focus on increasing the effective IUD referral rate. The following new complementary interventions address the need for stronger supervision and monitoring of IPC activities:

IPC Super Agents: A new cadre of Super IPC Agents was created, promoting high performing IPC agents to provide support and mentorship to their peers. Individual performance deliverables were attributed to the Super Agents, including increased number of effective referrals achieved by their respective supervisees. Simple flipcharts to better identify clients needs and mHealth solutions were introduced to streamline reporting and improve referral management. Training Super Agents on Provider BCC and offering a bonus for exceptional performance were also introduced as part of the new strategy. To reinforce the strategy, a new IPC reward theme was put in place for all IPC agents. A BCC Program Officer was recruited to strengthen supportive supervision.

Satisfied IUD users: Satisfied IUD users were recruited to encourage other women to adopt IUDs for family planning. A new quarterly reward scheme was introduced, in addition to initial monthly rewards, to increase and sustain motivation.

Increased IPC Follow-up: Experience showed that IPC agents who performed more follow-up visits had a higher productivity rate. A new strategy was introduced to encourage more follow-up visits by IPC workers, and reduce the number of IPC visit targets, to allow IPC agents more time for follow-up.

LESSONS LEARNED

PROVIDER BEHAVIOR CHANGE COMMUNICATIONS

Provider Reward Scheme: Ensuring provider motivation, e.g. through a monthly and quarterly reward scheme, and implementing BCC strategies that specifically target providers vs. clinic owners, is key to increasing IUD service provision .

Medical Detailing: An intensified and highly focused medical detailing program will strengthen collaboration and partnership between detailers and providers. Dedicated individual support provided by medical detailers who act as coaches and mentors will result in better skilled and more engaged providers.

IPC STRATEGY

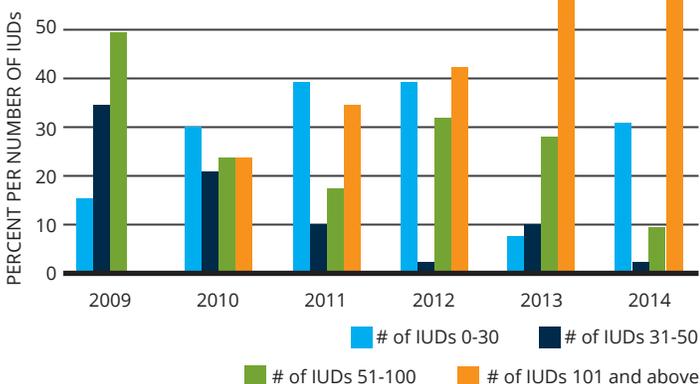
Super IPC Agents: High demand creation depends on a solid IPC strategy. Supervision and monitoring are fundamental to the success of IPC interventions, and should be prioritized. Introducing Super IPC Agents allows for continuous supervision and monitoring of agents. A performance-based approach rewarding high performers among IPC Agents and Super Agents will maintain levels of motivation and productivity resulting in higher ID referral rates.

Satisfied IUD Users: Satisfied users support the efforts of IPC agents from a peer-to peer perspective. They are particularly effective at addressing misconceptions about IUD use from personal experience. Like providers and IPC agents, a strategy to encourage and maintain their motivation is key, e.g. monthly and quarterly reward schemes. Satisfied users may have a natural life span. The structure and objective of the scheme should not be to retain them indefinitely.

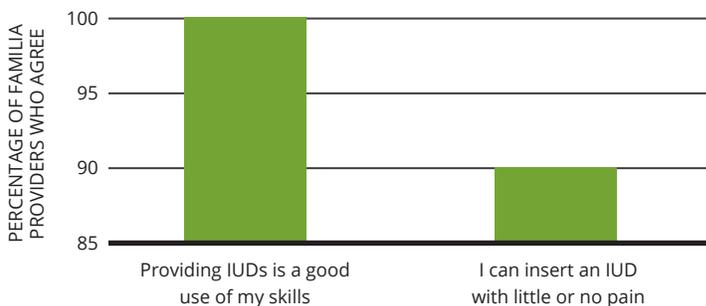
Increased IPC Follow-up: Strategic follow-up visits, namely with women who are undecided about IUD use, contributed to an increased proportion of women reached who eventually adopted the IUD. A reduction in the number of new visits and an increased focus on follow-up visits contributed to higher results in IUD insertions from clients referred by IPC agents in the following year.

KEY RESULTS

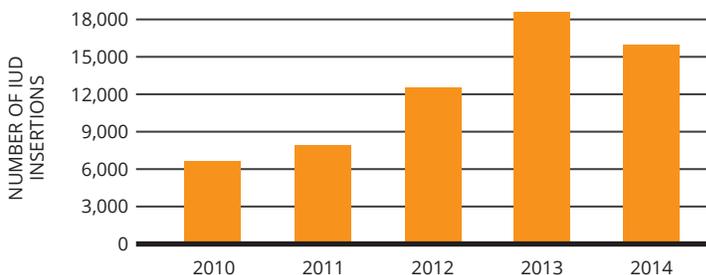
PERCENT OF PROVIDERS INSERTING DIFFERENT NUMBER OF IUDs PER YEAR, 2009-2014



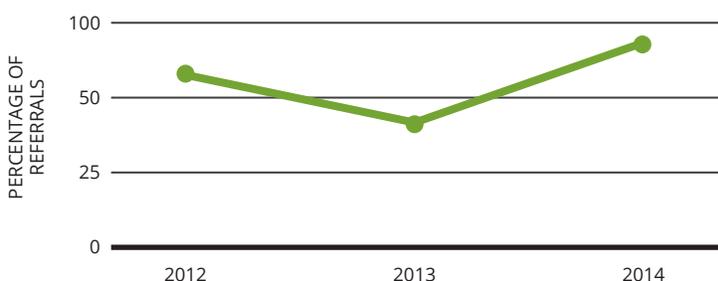
PROVIDERS' PERCEPTION ON IUDs, 2014



NUMBER OF INSERTIONS RESULTING FROM REFERRALS



PERCENTAGE OF IPC REFERRALS RESULTING IN IUD INSERTIONS IN THE FAMILIA NETWORK



BEST PRACTICES

1. Set up a reward scheme that clearly benefits providers, not only clinic owners, to keep their motivation high
2. Intensify the Medical Detailing coverage with fewer providers per detailer
3. Introduce IPC strategies that focus on IPC agent productivity and increase supervision and monitoring, namely by creating a cadre of Super IPC Agents and ensuring reward schemes are sufficient to keep IPC workers motivation high
4. Leverage satisfied IUD users to promote LARC in their community
5. Give more emphasis to follow-up IPC visits vs. new visits to generate a higher proportion of referrals



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