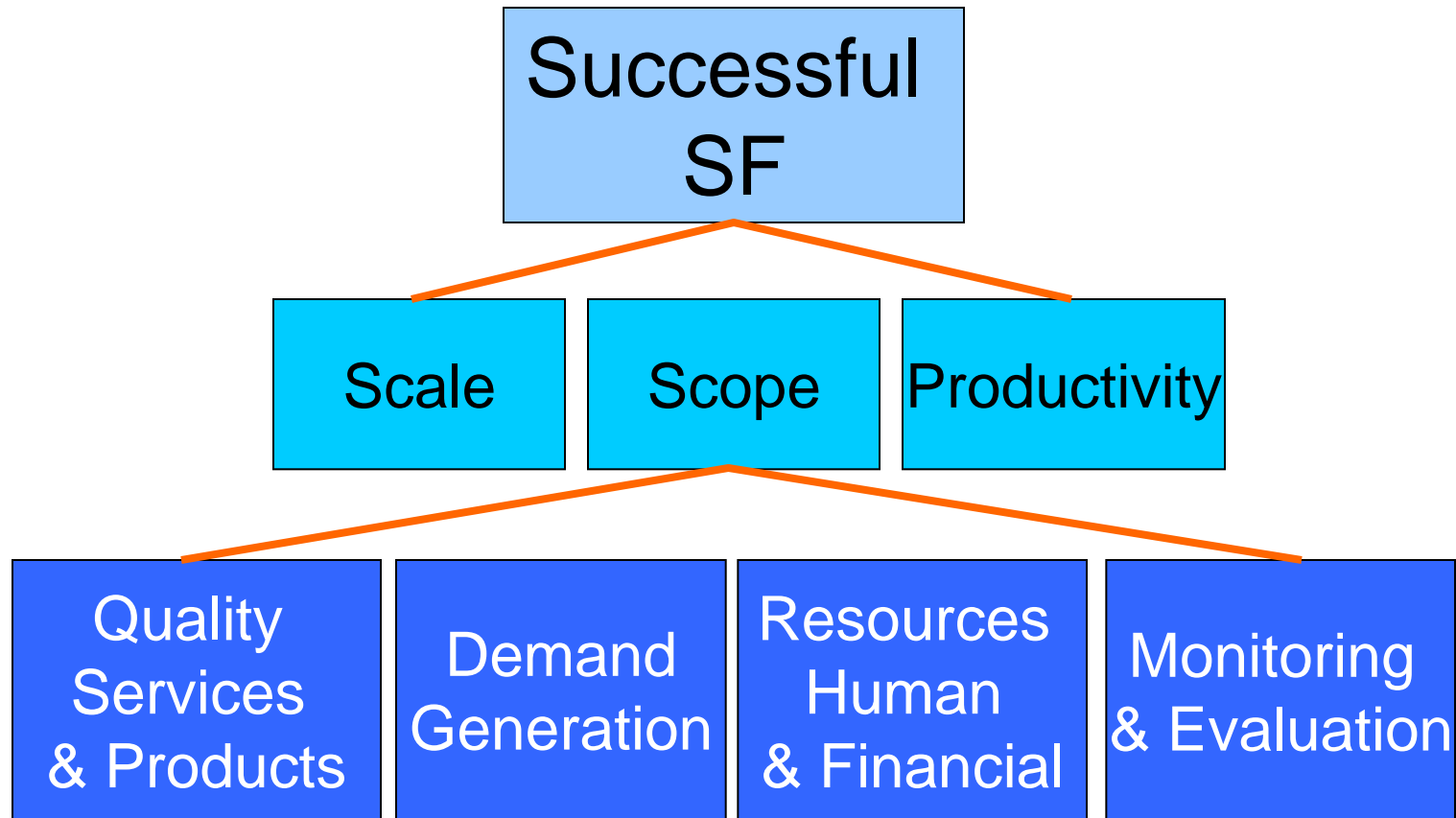


# Managing @ Scale Operational Elements

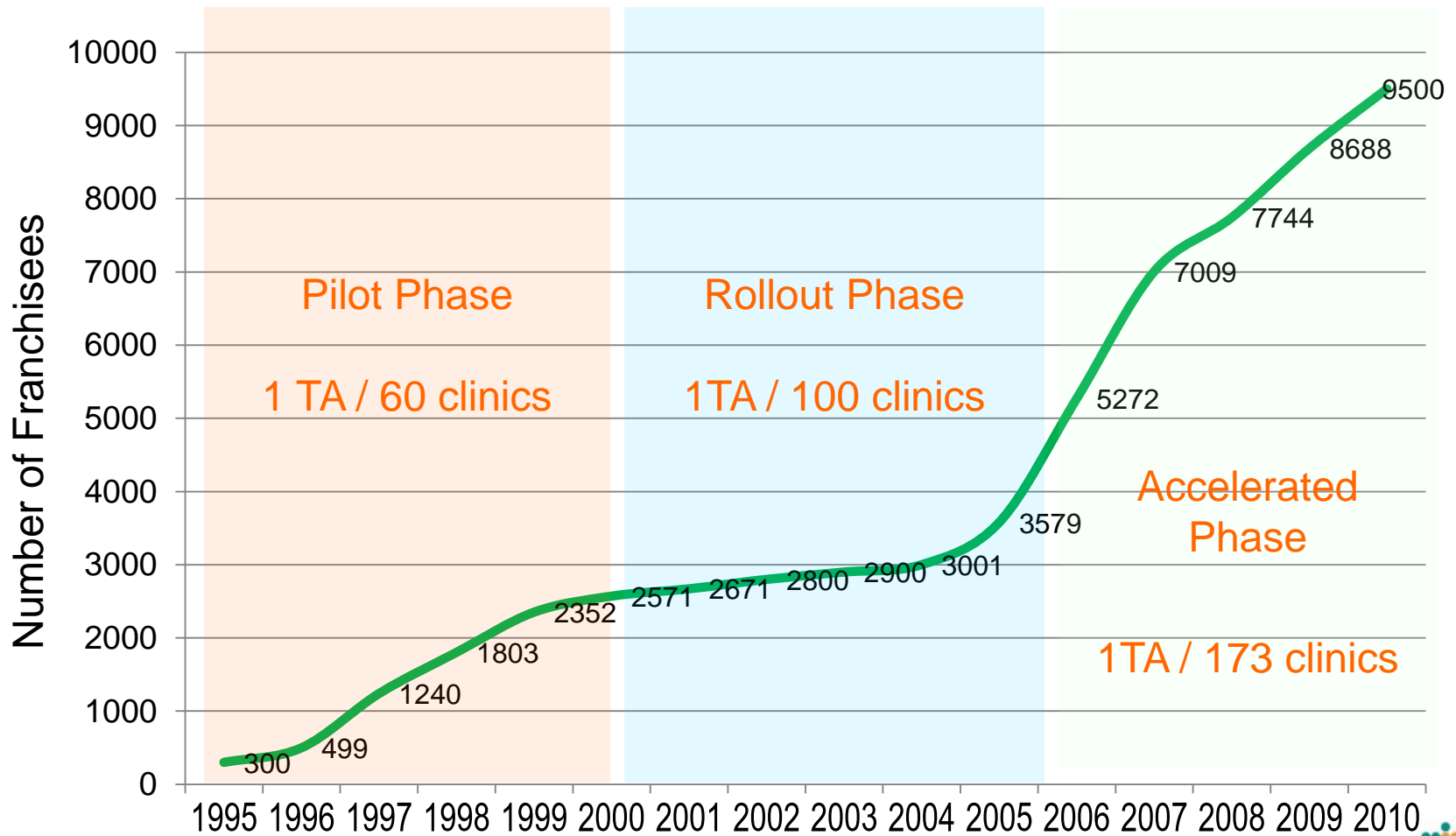
*November 9-11  
Mombasa, Kenya*



# Operational Elements of *Scaling Up*



# Scale



Example from Greenstar 1995-2000



# Scope

## 21 Product & Services

greenstar



Example from Greenstar 1995-2010

Health Areas

Family Planning

Maternal Health

Child Health

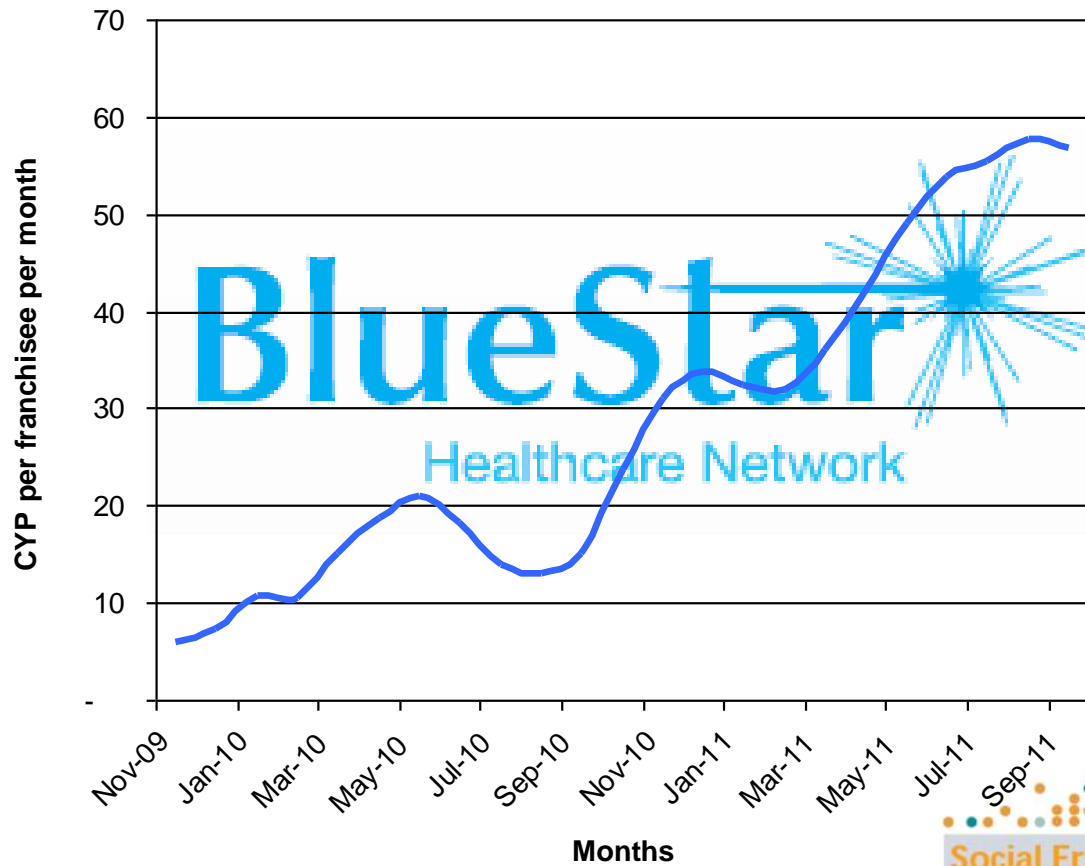
Malaria

TB treatment



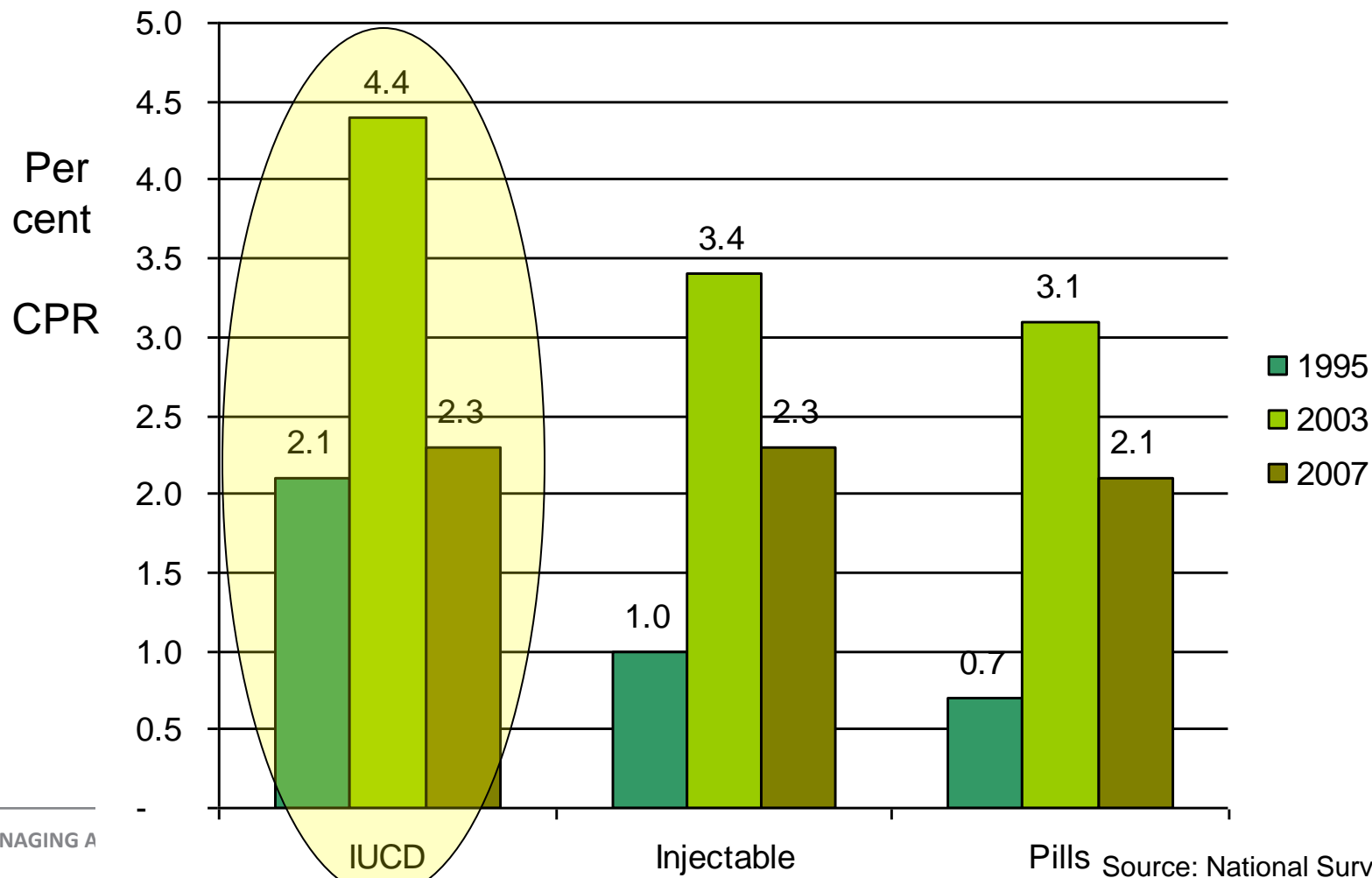
# Productivity

## BlueStar Madagascar



# Challenges from the field in resources

**Greenstar National Impact**  
(prevalence)



# Kenya :Comparative Assessment LAPM

- AMKENI– public
- AQUIRE – public
- AMUA - private

Source: MPH&S Kenya 2008

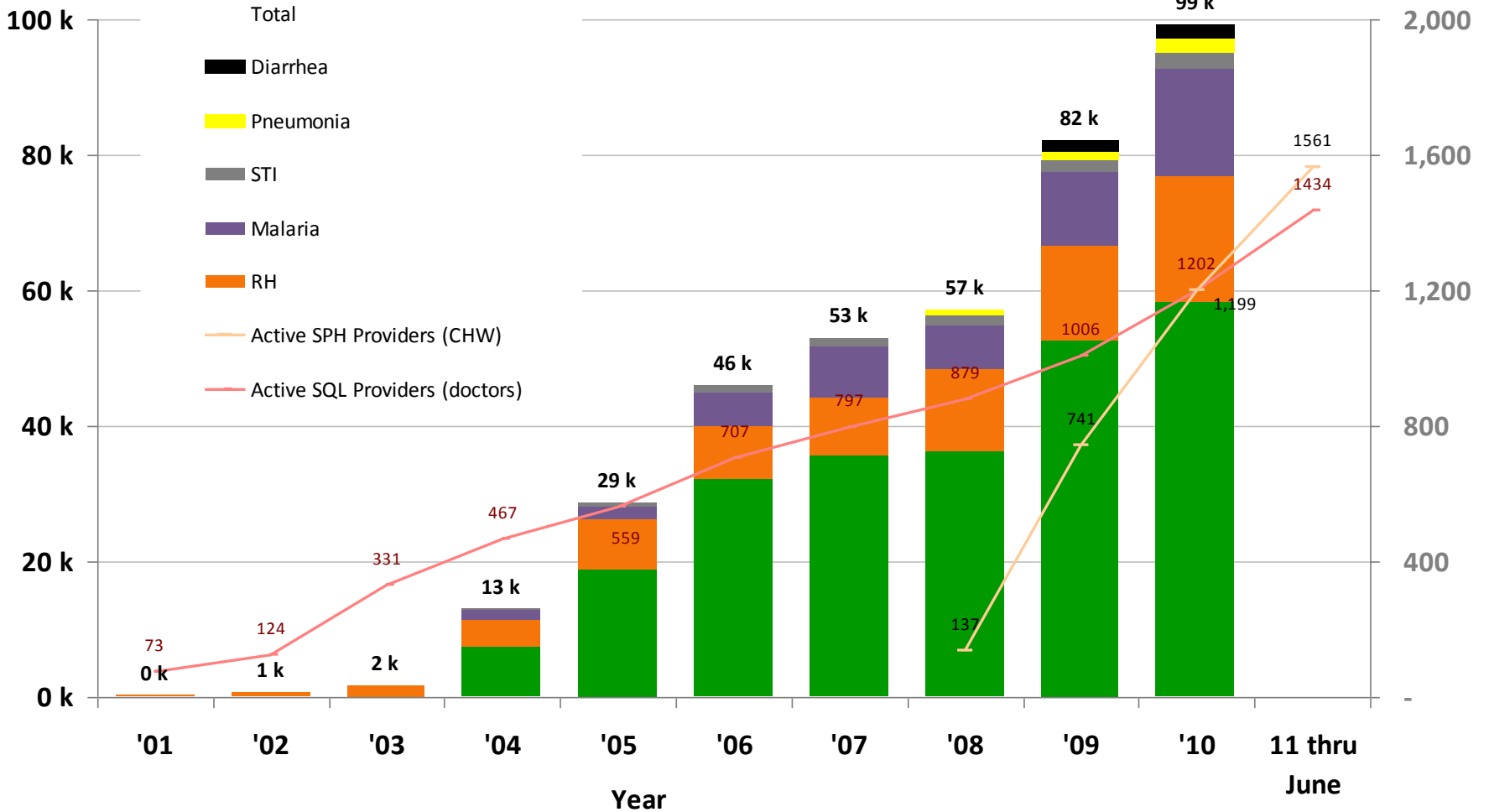


# PSI Myanmar

DALY & PROVIDERS GROWTH CHART THROUGH FRANCHISE NETWORK - PSI/MYANMAR

DALYs Averted

# of Providers





# Lessons Learned (1)

**Scale:** *Match growth with infrastructure & technology*

- The ratio of number of clinics to number of supervisory staff should remain favorable
- Add ICT innovations to complement human resource to create efficiencies; engage in fast two way communications



# Lessons Learned (2)

**Scope:** *Broaden to range of services for which there is a demand to increase overall uptake of services*

- In Greenstar redesign- adding provision of ANC, safe delivery, PNC , newborn care services & PAC services (added Goodlife brand to Greenstar)
- Performance based vouchers for MNCH in pilot projects , has shown increase in uptake of FP services, as well.



# Finally.....

Leadership is essential to  
*create and maintain*  
the vision of a scaled-up programme.



# Summary

## Operational Elements of Scaling Up

