

# Summation

# Themes

- Attention
- Activities
- Financing
- Learning

# Attention

- Demand
  - Information
  - Participation
- Government
  - Minister Anyang' Nyong'o
  - GOI 5 year national health plan
- Blog / Twitter

# Activities

- Nutrition
- Cancer Screening
- STI management
- Pneumonia treatment
- Eye surgery
- ...

# Activities

- Nutrition
- Cancer Screening
- STI management
- Pneumonia treatment
- Eye surgery
- ...
- Provider motivation
- Recruitment
- Patient targeting
- Referral systems
- Costing and Accounting
- Measurement
- ...

# Financing

- Demand
  - Information
  - Participation
- Government
  - Minister Anyang' Nyong'o
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# Context = Government

- Will be a significant long term funder
- Legal Framework
- Vouchers + Insurance + Social Health Insurance

# Demand Side Financing

- Integration with larger health system
- An 'opening' for government funding
- Vouchers + Insurance + Social Health Insurance



# Learning

- Breadth
- Scope
- Range
- Scale

# Controversies

- Sustainability
- Business
- Quality
- Scale

Sustainability of the Organization  
vs.  
Sustainability of Impact

**Business Format Franchises**  
**vs.**  
**Social Franchises**

Diversification is necessary

vs.

Diversification leads to disaster

Scale is necessary  
vs.  
Quality is necessary

# What Next

- Standards
- Links to government
- Embrace an evolution of funding models
- More evidence

# What Next -2

- More communication among programs
- More communication beyond programs
  - Shared presentations
  - Newsletters
  - Reports
  - Case Studies
  - films



# What Next -3

- Commitment to work together
- Openness to experiment, and to share
  - Competition is not an issue
- Eye on impact and on scale
  - Smart management

# Pearls of Wisdom

“Whether you are a lion or a gazelle, when the sun comes up you had better be running”

Daniel, INPPARES

Work in this area will always be dynamic

Quality is a MAJOR part of the  
brand promise

Yen from MSI/Vietnam

# Do What is Hard: no 'social franchising-lite'

Dana Hovig

Quality is an iceberg – so the tip  
that is visible had better be very  
bright and shiny

Juan Carlos Negrette  
On Brand Promise

Growth means nothing if you are  
going to fail next year

Stability means nothing if you are  
not going to grow



Look into your neighbor's eyes

Client is at center

# Focus on Quality

Identify

Capture

use

Make yourself relevant in your  
country

Scale – Scope - Productivity

# Information and Communication Technology

# Get Government Buy-In

# A One Stop Shop

Can be through partnering and  
referral

An IUD won't just jump into a  
woman's uterus

Focus on clinical services



Harvard has been more  
sustainable than most businesses

A Common Language is Needed

A woman should not have to go  
to Timbuktu to get an IUD

We don't want Social Franchising  
to be a confusing concept, like  
PPPs or mHealth

Consumers have integrated problems that require integrated solutions.

I don't know whether I am the  
lion or the gazelle, but I know I  
am running!

Need to tell the story

Don't just talk to ourselves

# Next Steps

We will continue to communicate

Share your successes

Share your failures



# Leadership

Need to build trust

Thank you