

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

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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