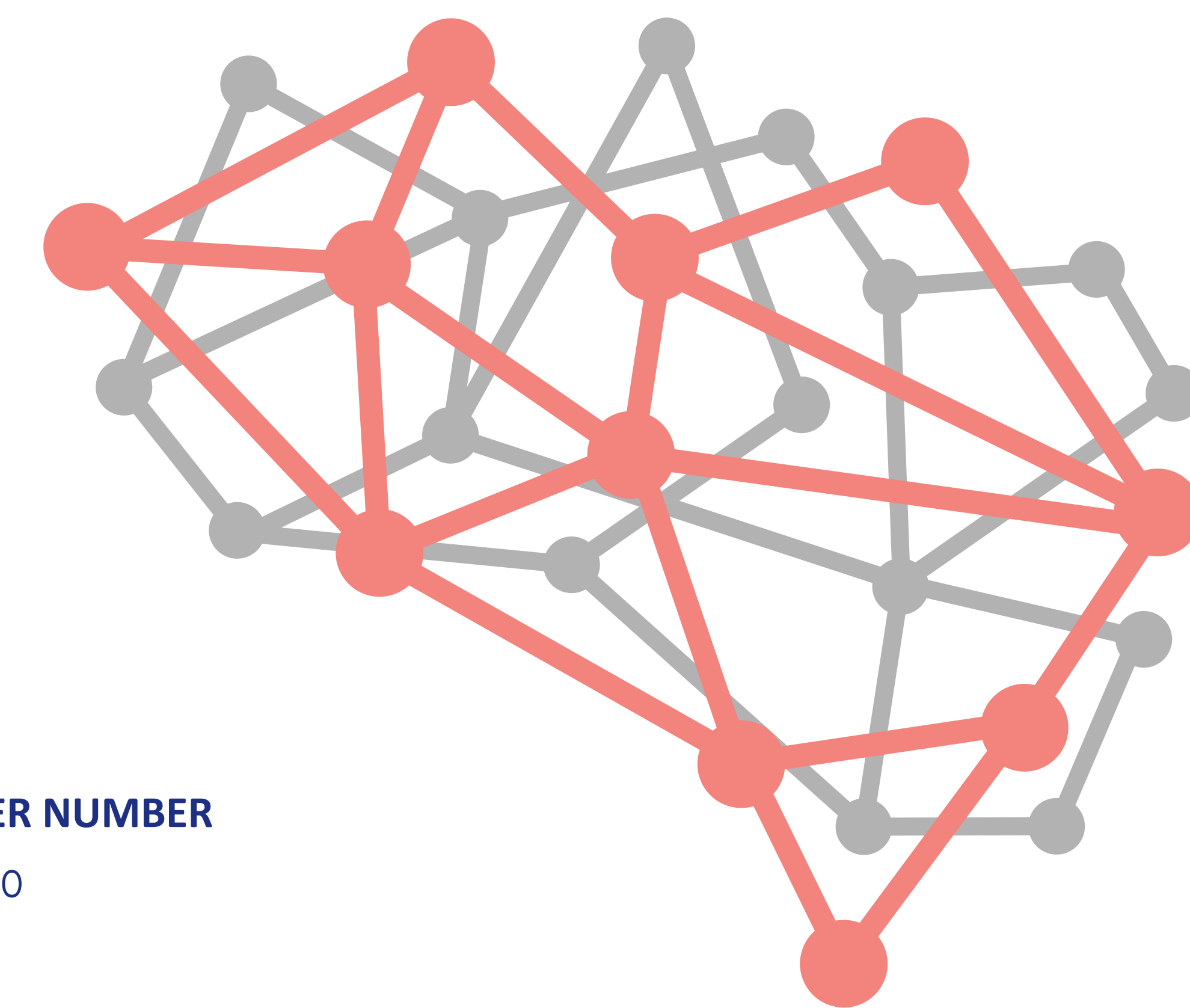


Social franchises ever implemented in maternal, newborn, and child healthcare: a review of literature and reports



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Introduction

- Maternal, newborn, and child healthcare (MNCH) services are essential but often inaccessible in LMICs.
- Social franchises can expand access to quality MNCH services via private providers meeting defined standards.
- However, evidence on the effectiveness of social franchises in the MNCH sector is limited.
- Some implementations have resulted in unintended negative outcomes.

Objective

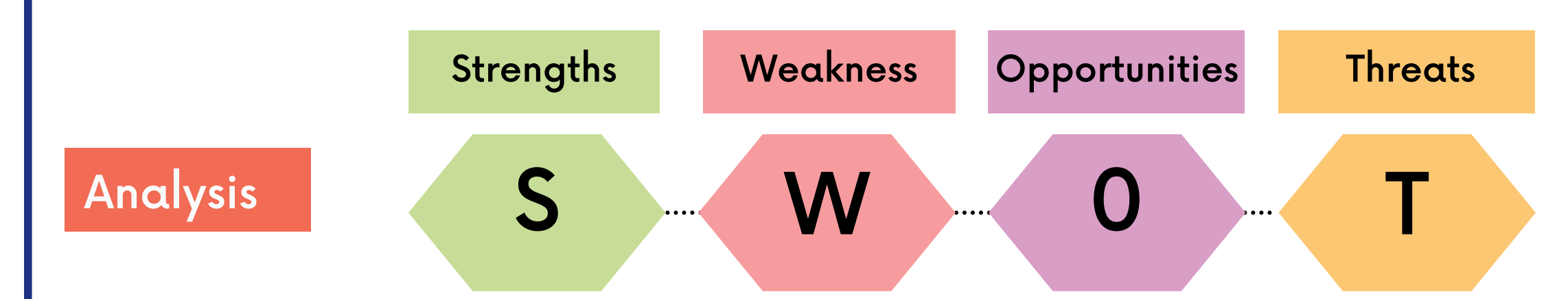
- To identify the social health franchises ever implemented to improve MCNH.
- To identify the factors leading to the successful implementation of social franchise projects.
- To identify the factors limiting the implementation of social franchise projects.

Method

- Conducted a scoping review of published literature and reports.



- Search terms were "franchise" OR "social franchise" OR "clinical franchise".

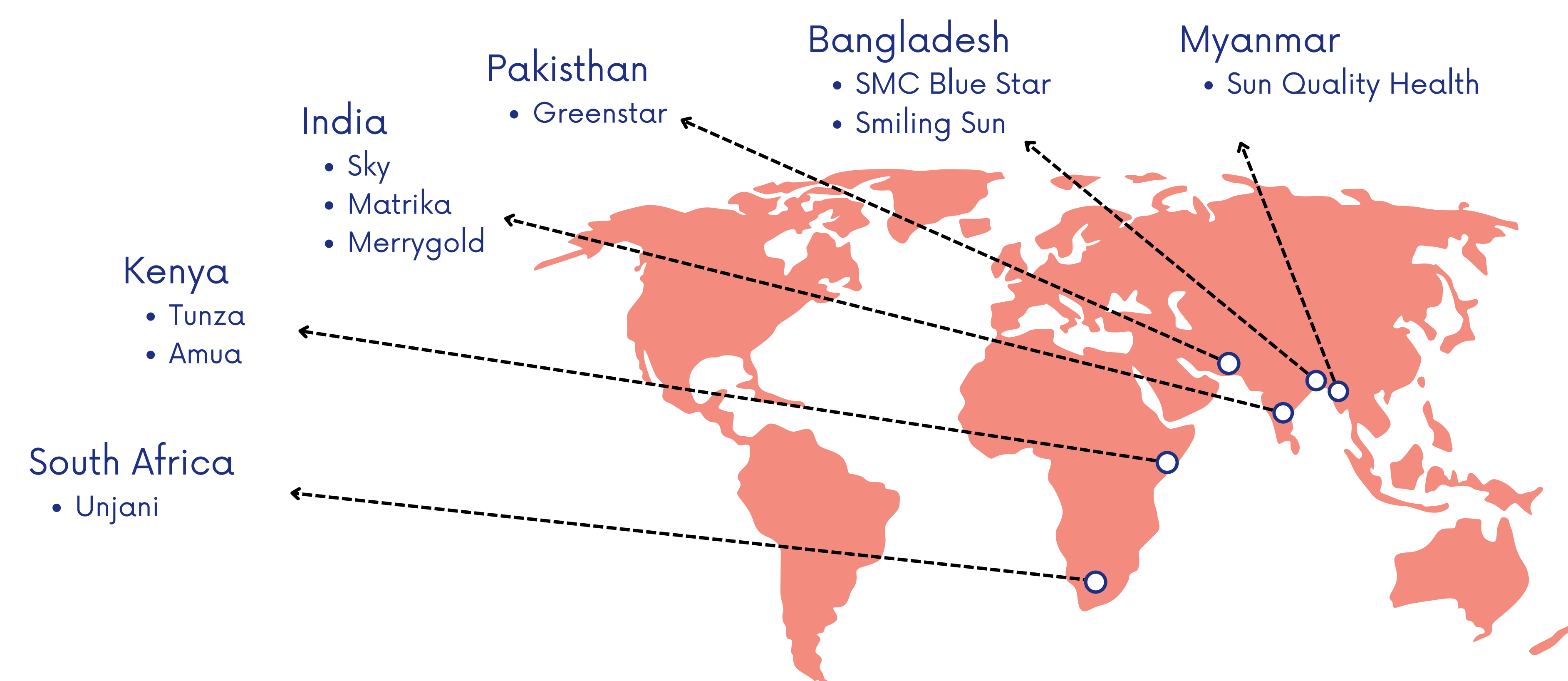


Included

- Randomised and non-randomised controlled trials
- Interrupted time series and controlled before-after studies
- All levels of health care and patients/consumers
- All type of healthcare providers

Results

- 16 Literatures identified
- 14 Reports identified
- 10 Global social franchise identified



Strength

- Comprehensive approach to support the implementation of the program
- Use of technology to improve access to healthcare in underserved areas
- Utilization of private health providers to improve maternal health
- Financial sustainability through revenue generation
- Community-based demand-generation activities and mass media campaigns
- Emphasis on providing reliable, quality commodities and education to clients
- Access to training and continuing medical education for providers
- Standard Operating Procedures (SOPs) to ensure high-quality service delivery

Continue to emphasize the importance of quality service delivery and provider training to maintain high-quality standards.

Weakness

- Recruitment and retention of providers
- Quality control and assurance
- Financial sustainability
- Marketing and brand awareness
- Difficulty in reaching and serving the low-income population
- Collaboration and advocacy with the government

Address recruitment and retention challenges by implementing incentives and career development opportunities for healthcare providers.

Opportunity

- Improve access to healthcare services in underserved areas
- Include family planning, maternal and child health, vaccinations, and lab
- Connect rural healthcare providers with urban-based doctors and specialists
- Conduct village-level information activities to increase the demand
- Provide training, quality assurance, and on-site technical assistance
- Leverage private community-level providers to deliver services.
- Mobile-based technology to keep record and monitor performance
- Generate revenue through product sales, franchising, and royalty fees
- Secure public funding by recognition as a Public-Private Partnership

Expand the use of technology and mobile-based solutions to enhance the quality of care and improve access to healthcare in underserved areas.

Threats

- Difficulty in ensuring quality control and maintaining proper documentation
- Dependence on donor funding and limited revenue from service
- Challenges in training and supporting providers to ensure quality services
- Insufficient marketing and brand awareness
- Difficulties in penetrating the market and competing with public facilities
- Financial sustainability challenges

Develop a diversified funding strategy to reduce dependence on donor funding and increase revenue from product sales and user fees.