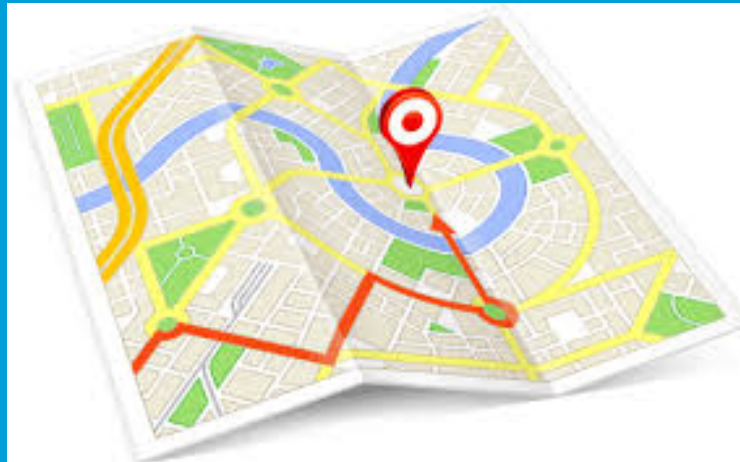


Conceptual framework :

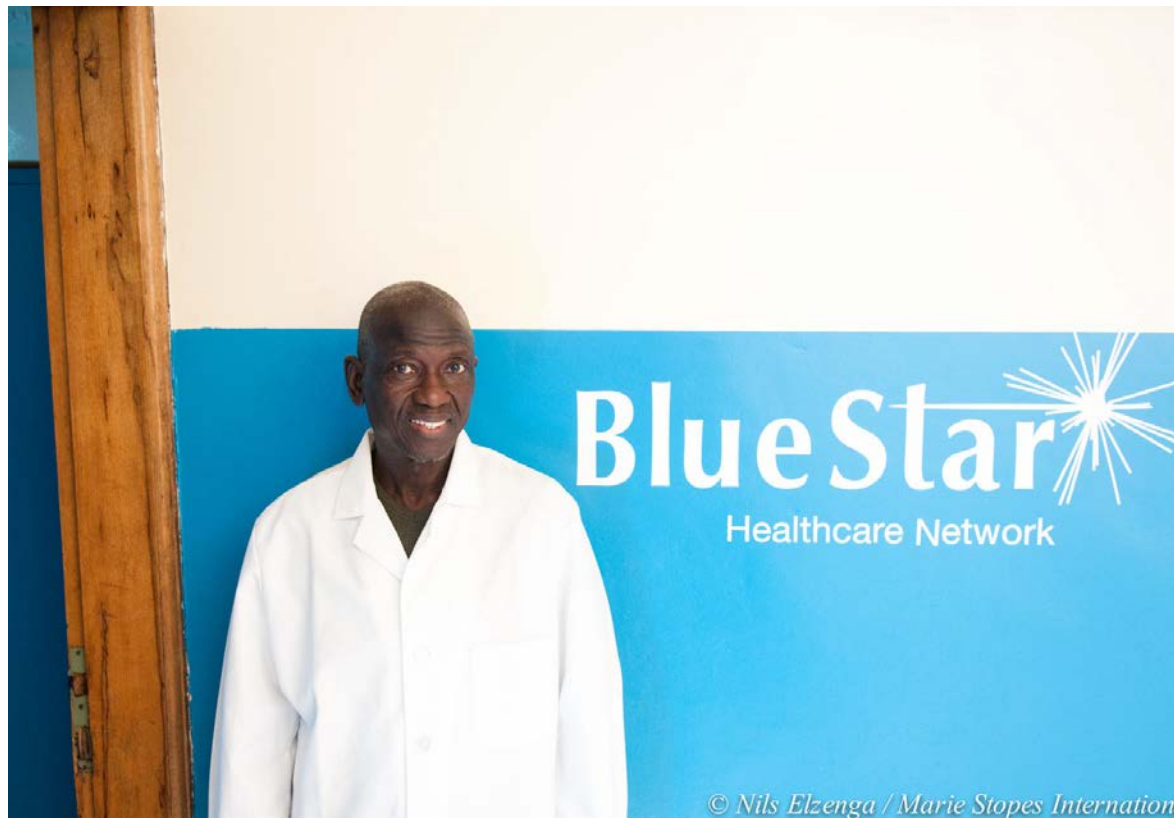
A road map for low touch approaches



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Why do franchisors use low touch approaches?

How can we identify opportunities for low touch approaches?



Why do franchisors use low touch approaches?

- Improving programmatic cost effectiveness
- Building the capacity of franchisees
- Supporting other health system actors to assume the functions they're meant to deliver
- A combination of the above

Where do opportunities for low touch approaches lie?



Low touch approaches work by leveraging either:

- Franchisee capacity, or
- Capacity in the wider health market

Conceptual framework: A road map for low touch approaches

Framework	Key question(s)
1. Clarify objectives	<ul style="list-style-type: none">• What are you trying to achieve with a low touch approach?
2. Identify opportunities	<ul style="list-style-type: none">• Can you leverage franchisee capacity?• Can you leverage capacity within the wider health market?
3. Implement and evaluate	<ul style="list-style-type: none">• Are you measuring the intended impact of the low touch approach?

Identifying opportunities: Franchisee capacity

- Know your providers
- Know how their needs differ and how their needs change
- Look for opportunities to invest in their capacity



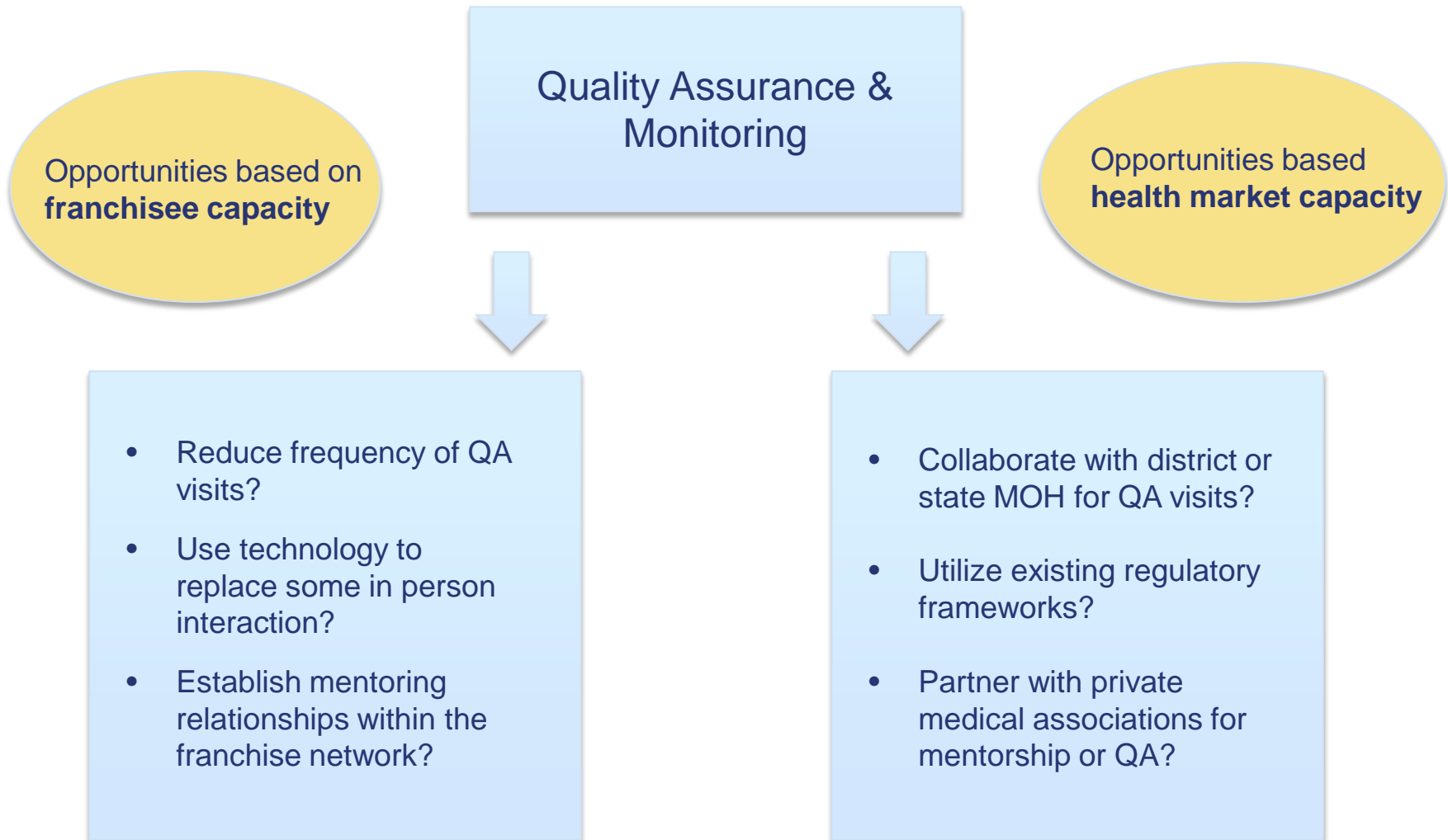
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Identifying opportunities: Health market capacity

- Know your market
- Understand what interventions are needed to reduce market barriers
- Look for opportunities to support other market actors to successfully delivery their functions



Example: Quality assurance



Repeat process for other aspects of franchising support package:

- Clinical training
- Demand generation
- Branding and marketing
- Commodity/supply chain support
- Business training

Thank you, and call for feedback



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