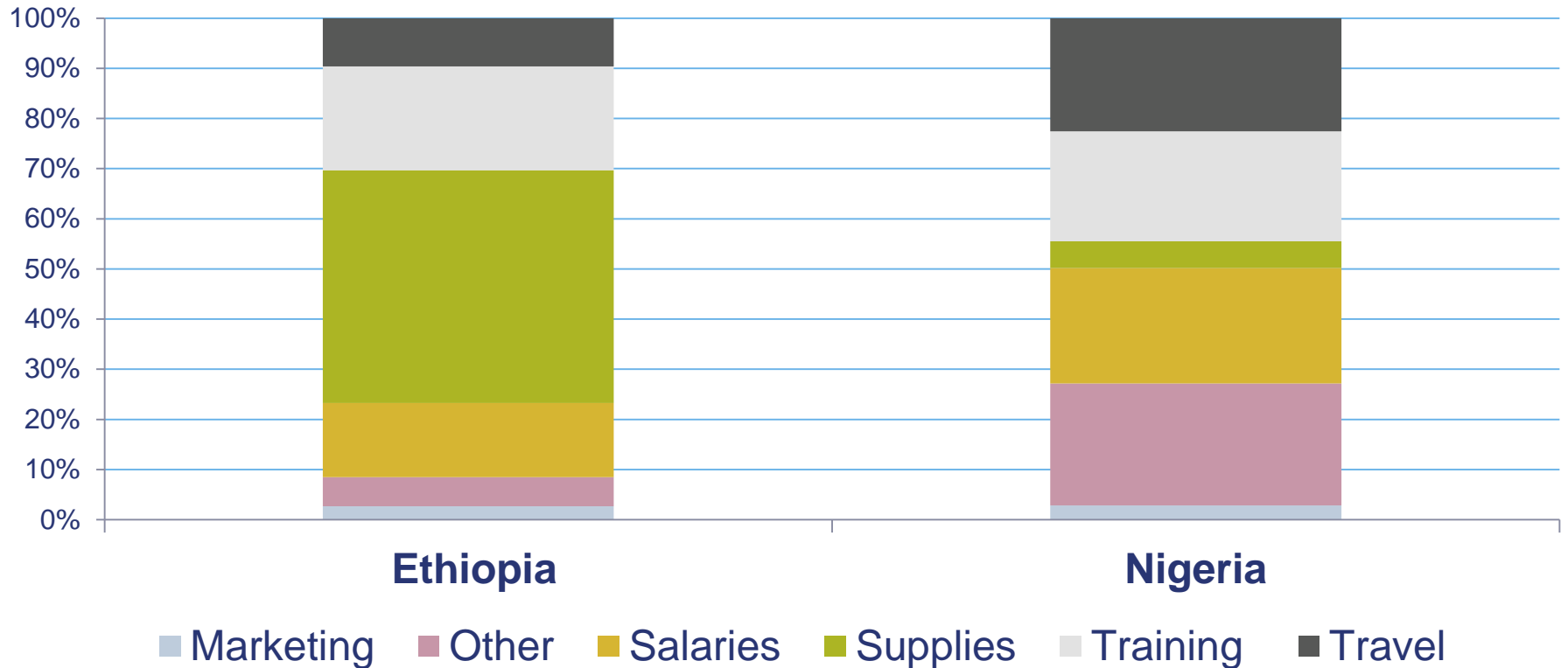


Cost-effective adaptations in social franchising

MSI experiences from the field

Brendan Hayes
Channel Development Director -Social Franchising
Marie Stopes International

Costing analysis for 2 large SF networks:



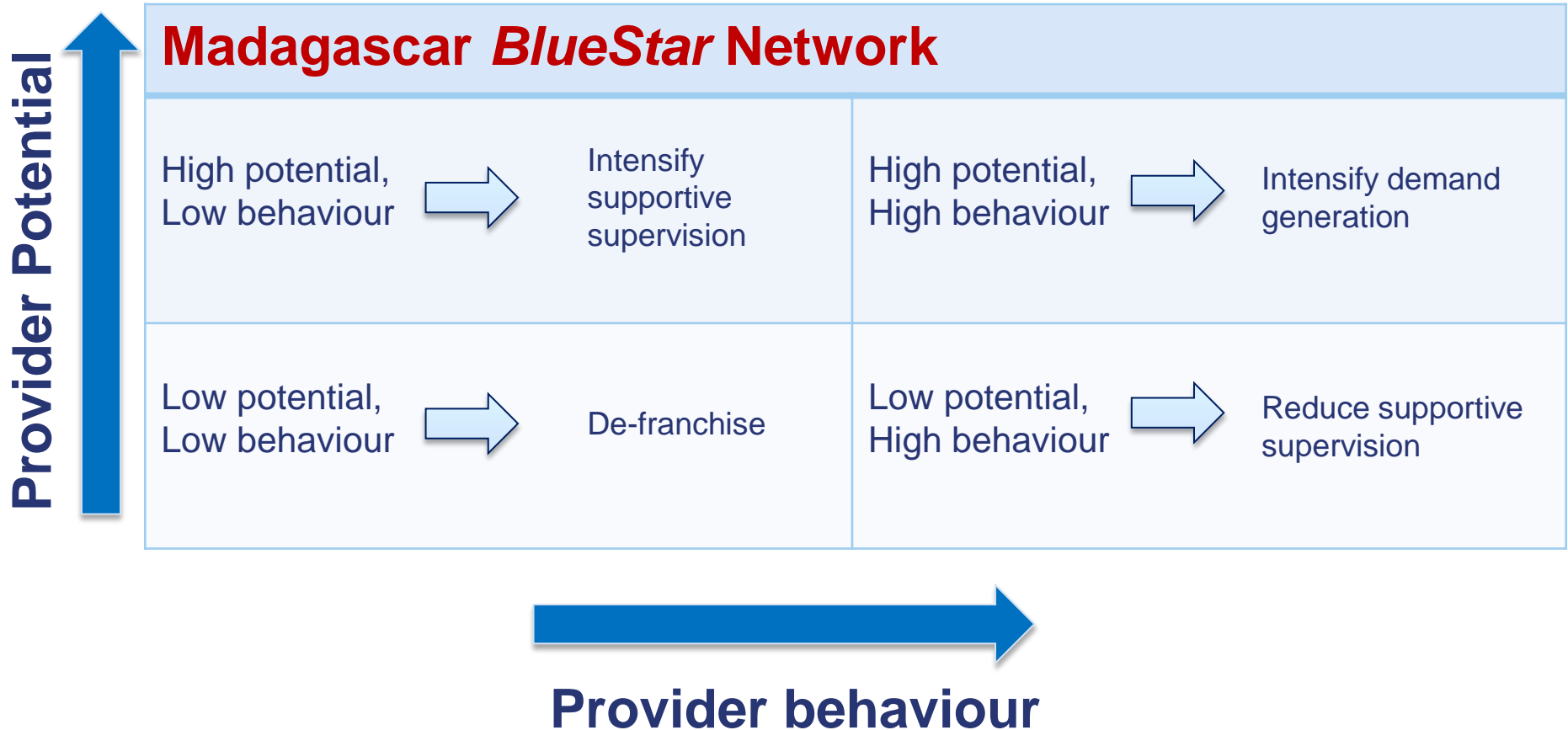
Understand your costs and understand your return on investment (clients served per SF)

Franchisee segmentation and 'dosage' adjustment

- Marie Stopes International Organisation Nigeria
- Marie Stopes Madagascar
- Marie Stopes International Ethiopia
- Marie Stopes Kenya



Franchisee segmentation and 'dosage' adjustment



Know your providers

Current: Invest to maximise strengths and address weaknesses. Actively manage franchisees within your network and know when to cut your losses.

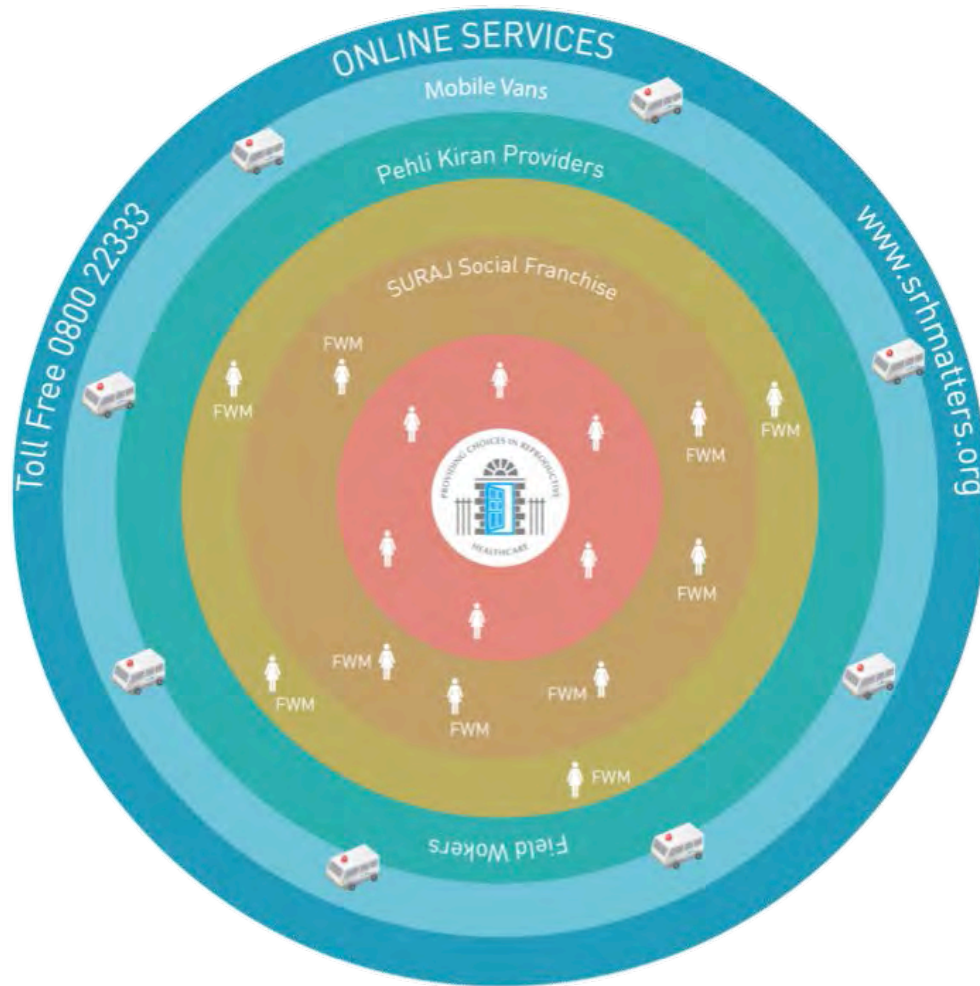
Going forward: Better screening and selection of franchisees at intake.



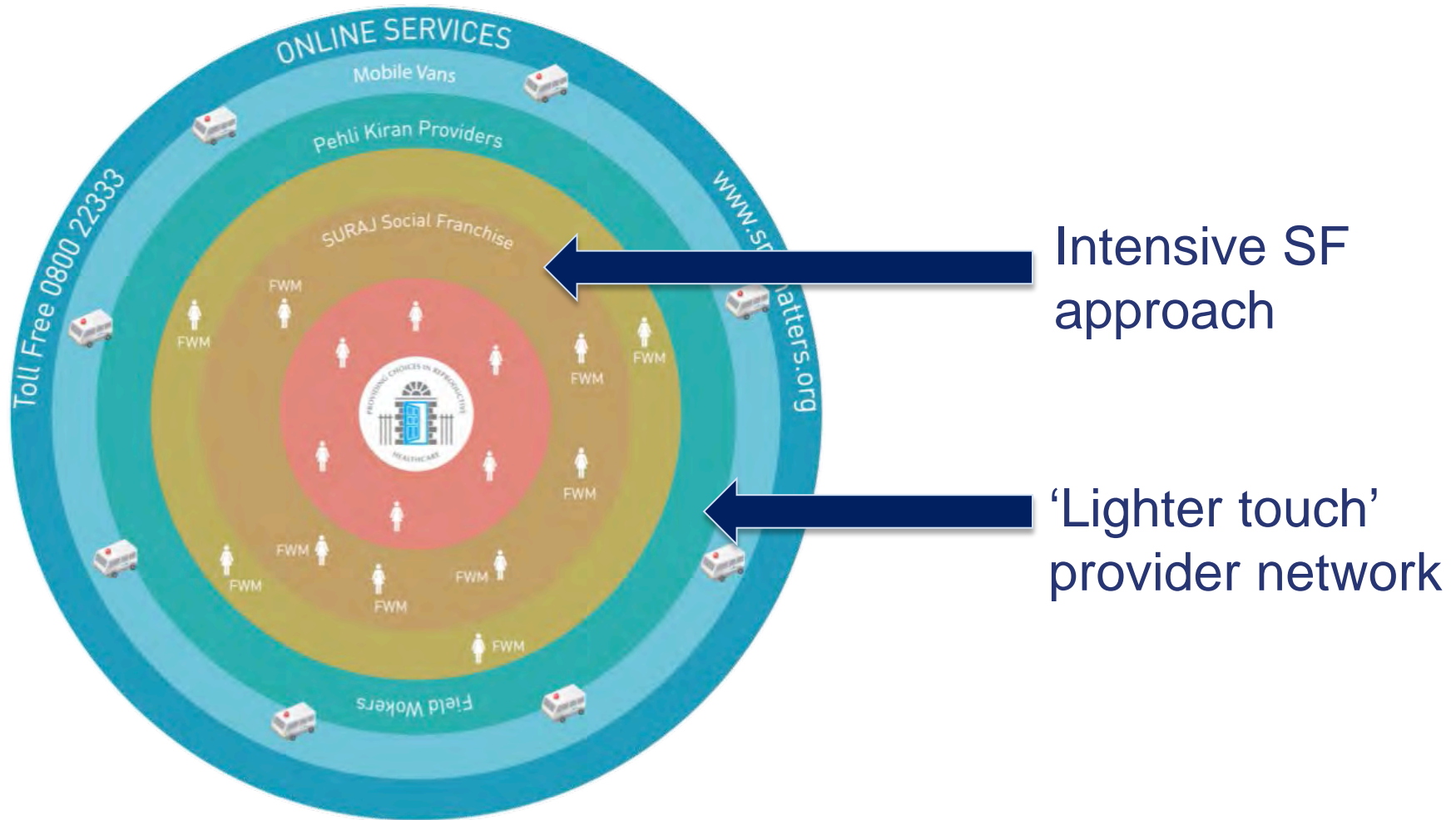
Marie Stopes Society Pakistan: Lessons from two approaches to private provider engagement



Layered service delivery approach



Layered service delivery approach



Points of difference

***Suraj* social franchise network**

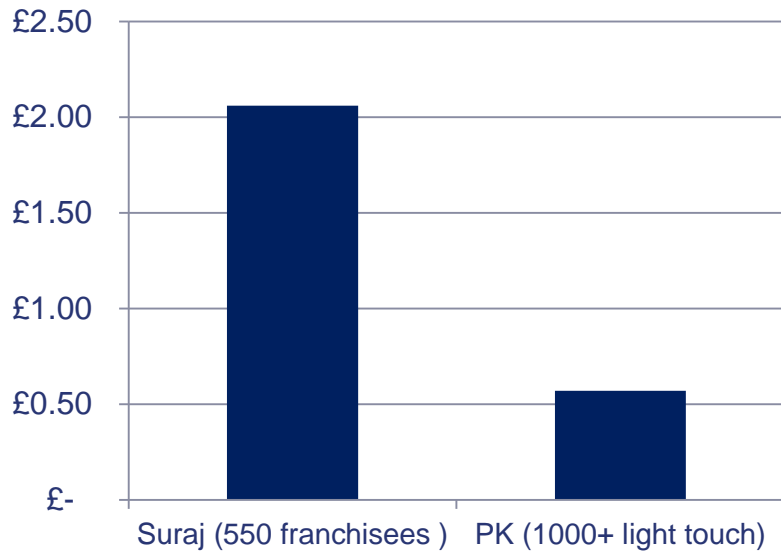
- Training
- Third party certification
- Access to contraceptives
- Quality monitoring
- Referral networking
- CBM support for DG
- FP voucher contracting
- Basic equipment support

***Pehli Kiran* private provider network**

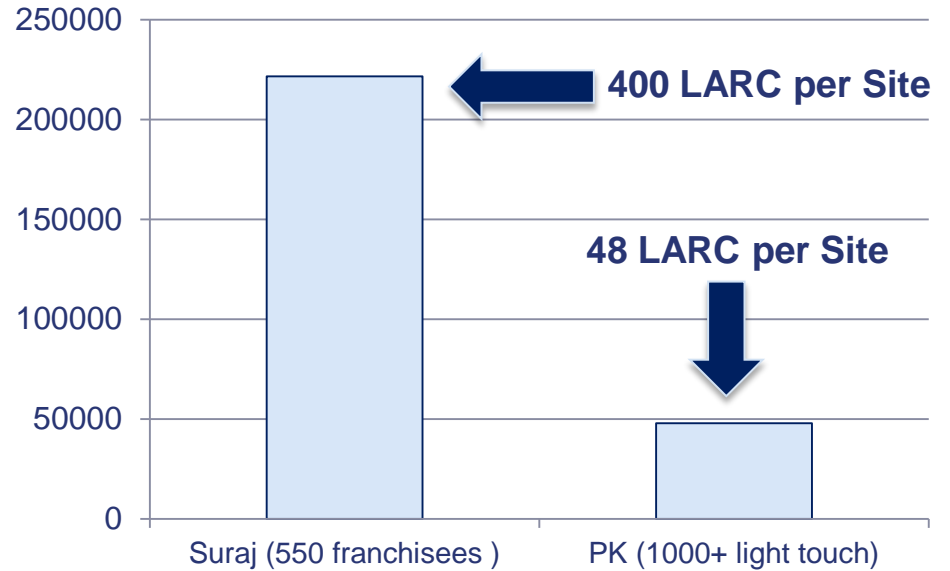
- Training
- Third party certification
- Access to contraceptives
- Quality monitoring
- Referral networking

What does our data tell us?

Cost per CYP Comparison (YTD Sept 2016)



LARC (YTD Sept)



Looking forward

1. Measuring costs and cost effectiveness is essential:

<http://m4mgmt.org/metrics-working-group/cost-effectiveness>

2. However, important to keep in mind other program objectives (such as quality, equity, and scale) and how they respond to different interventions