



# Private Sector Partnerships-*One* For Better Health

Project Launch  
January 11, 2005



Abt Associates Inc. in Partnership with:

Data Management Systems Inc.  
Dillon Allman and Partners  
Family Health International  
Forum One Communications  
Global Microenterprise Initiatives

IntraHealth International  
London School of Hygiene and Tropical Medicine  
Population Services International  
O'Hanlon Consulting  
Tulane University School of Public Health



# Presentation Outline



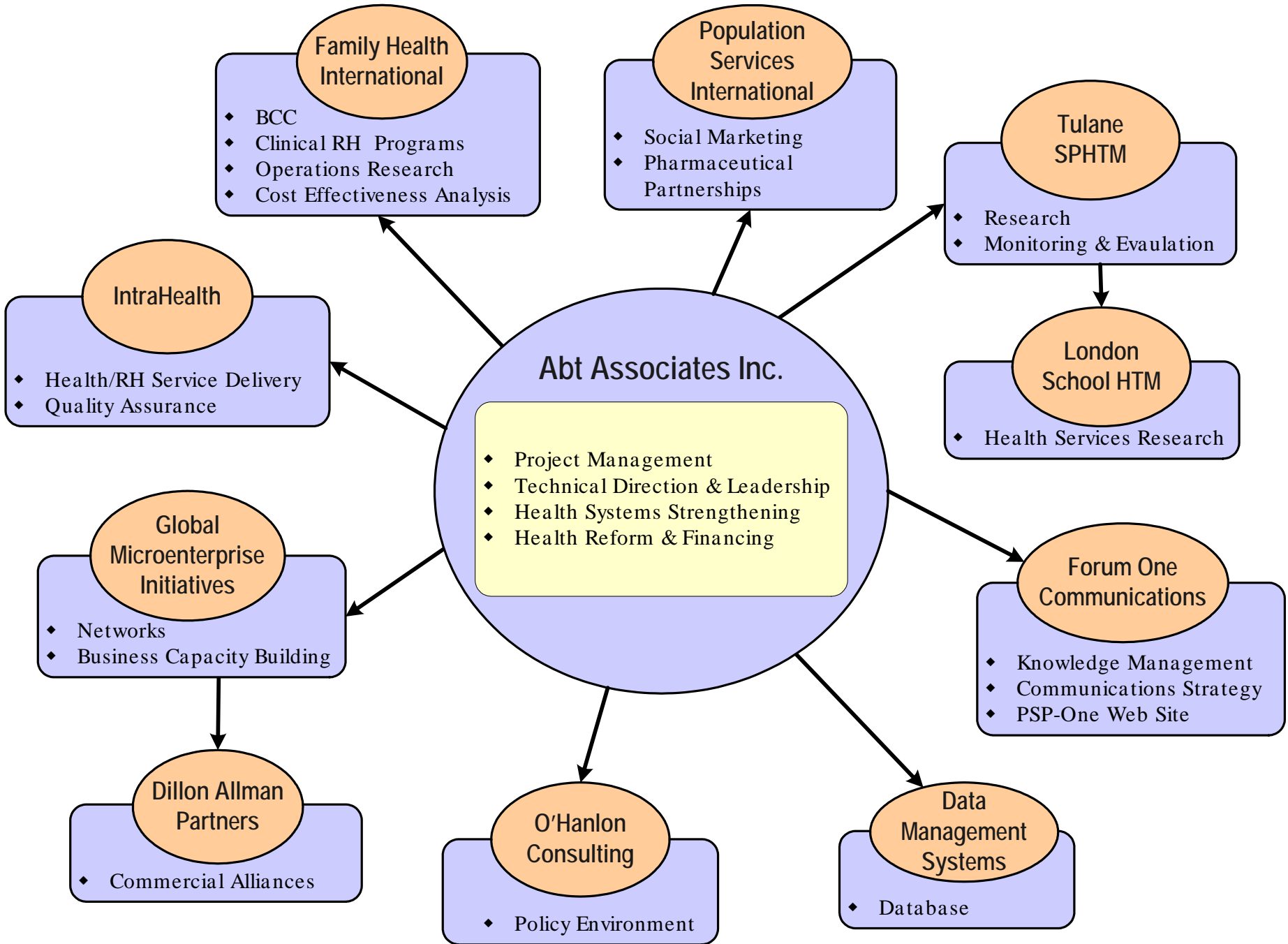
- Vision and strategy
- Activity highlights
- Research and M&E

# PSP–*One* Mandate

- Provide technical leadership in optimal private sector strategies
- Synthesize and disseminate private sector strategies, research findings, and tools
- Provide support to the field in development and scale up of private sector projects

# Task Order Contract under PSP IQC

- Awarded September 17, 2004
- Accepts both field support and core funds
- Funding ceiling
  - \$59,129,638
  - Over 5 years (2004 – 2009)



# PSP-*One* Results Framework

## Project Objective

Sustainable provision and use of quality private sector RH/FP and other health information, products and services increased

### Result 1

Knowledge about and use of quality RH/FP & other health products & services from private providers increased

### Result 2

Supply of quality RH/FP and other health products and services through the private sector increased

### Result 3

Conditions for private sector involvement in RH/FP & other health prod. & services delivery improved

### Result 4

Scale up of proven strategies to accomplish results 1-3

### Result 5

Monitoring, reporting, & operations research to support overall accomplishment of PSP

# Technical Leadership Areas

- Private provider networks and franchising
- Private sector quality assurance
- Provider & consumer behavior change
- Product and services marketing
- Pharmaceutical partnerships & commercial alliances
- Business capacity development
- Health financing

# T.A. to the Field

- Conduct private sector assessments
- Broker commercial & pharmaceutical partnerships
- Move social marketing programs along sustainability continuum
- Build & strengthen networks and franchises
- Develop financial mechanisms
  - (vouchers, health insurance, contracting)
- Rural market expansion via the private sector
- Develop scale up strategies



# Current Field Support Activities

- ANE
- Honduras
- India
- Philippines
- Ukraine
- Other countries in process

# Guiding Principles

- Total market approach
- Sustainable outcomes
- Quality integrated at every level
- Advance knowledge & tools through collaboration & consensus



# PSP-*One* Activity Highlights

# Clinical FP Methods: Increase Private Sector Access and Use

Policy environment,  
legal & regulatory

Quality assurance  
& compliance

Increase the use  
of clinical methods  
through the  
private sector

Private provider  
networks

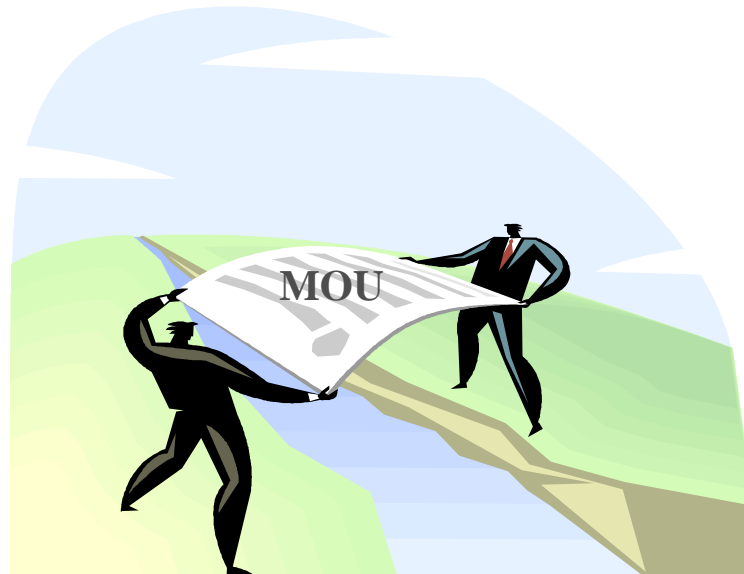
Services marketing

Financing  
mechanisms

Access to Credit

# Bridging the Public / Private Divide

- Contracting out RH/FP services
- Quality assurance
- Contraceptive security



# Expand sources of affordable & sustainable FP supplies

- Build South to South commercial relations
- Assist NGOs in procurement from new sources
- Worldwide scan of manufacturers
- Review of quality, capacity, and willingness to expand
- Broker regional and country interventions

# Global Leadership Council

- Working group of commercial business leaders
- Strategy for low cost, good quality, sustainable and profitable health products and services
- Reaching low income populations





# Research, Monitoring & Evaluation



# Monitoring and Evaluation Objectives

- Develop standardized set of PMP indicators to monitor performance of the IQC as a whole
- Develop and implement a research agenda to advance state of the art in private/commercial sector FP/RH programming
- Monitor PSP-*One* performance: to what extent is PSP-*One* able to generate knowledge that advances the field

# Research Agenda

## ■ **First year**

- Equity and sustainability (rural areas, SES)
- Quality of care

## ■ **Second year**

- Continuation of themes from first year
- Barriers to provision of RH/FP (especially clinical methods) by private sector providers
- Evaluation of franchise networks
- Evaluation of rural private sector strategies



In Closing...

# First 100 days

- Project Management
  - Staff in place
  - Team planning meetings
    - Year 1 work plan approved
    - Preliminary Year 2 work plan
- Core
  - Monitoring & evaluation task force
  - PSP-IQC performance monitoring plan
  - Private sector wall chart
  - Quality assurance panel discussion
- Field
  - Honduras, Ukraine, India

# Private and commercial sectors: Integral to total health system

