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# Private Sector Approaches to Health: An Overview

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Abt Associates Inc.

SHOPS is funded by U.S. Agency for International Development and led by Abt Associates Inc. and includes five partners—

Banyan Global  
Jhpiego  
Marie Stopes International  
Monitor Group  
O'Hanlon Health Consulting

# What Will Your USAID Legacy Be?

Success stories on [www.usaid.gov](http://www.usaid.gov).

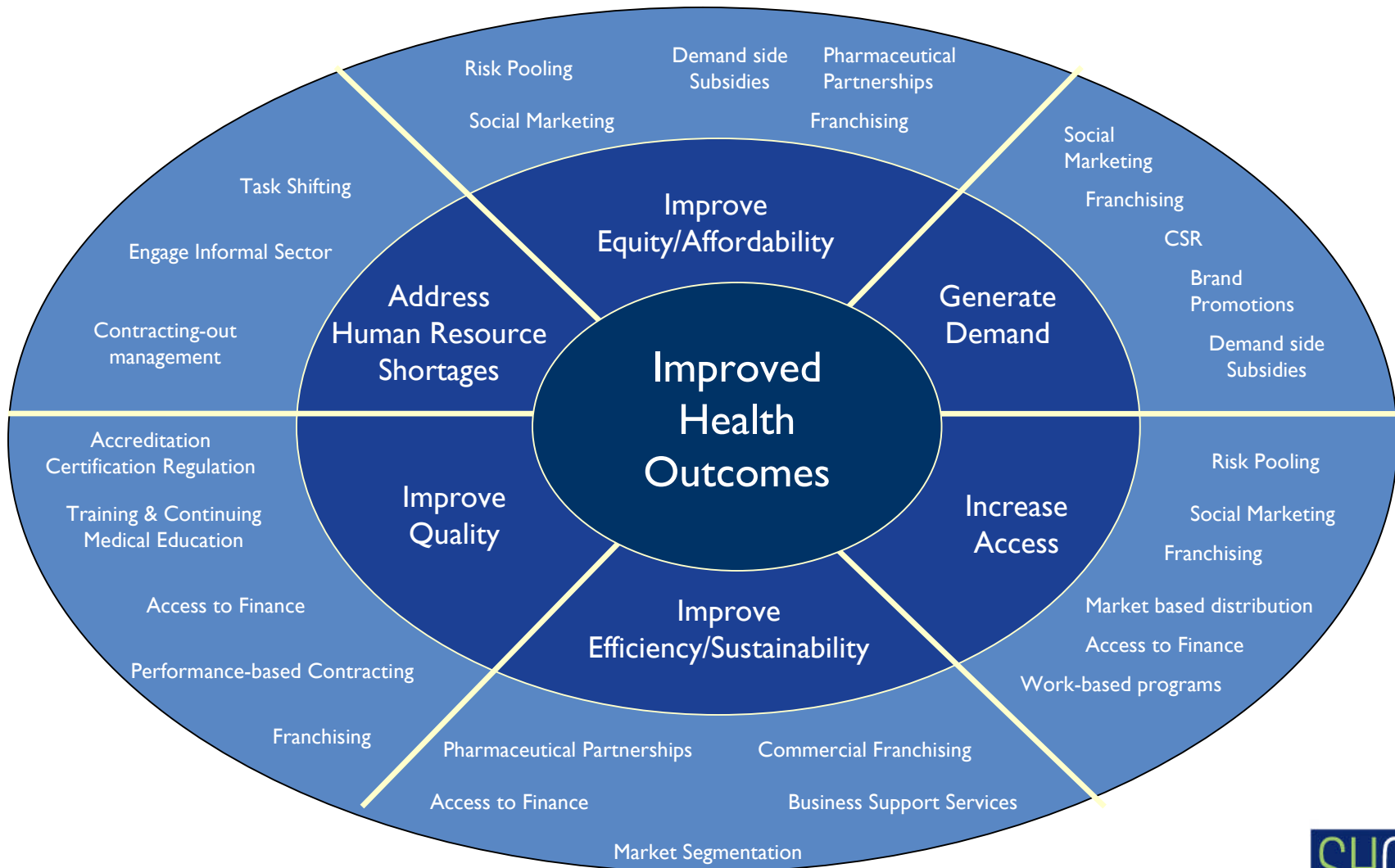
- “As a result of increased attention to maternal and child health care.... the contraceptive prevalence rate increased dramatically from 56 percent in 1991 to 70 percent in 2002.” ~ Dominican Republic
- “the recommended drug therapy (for malaria) increased in Liberia from 5% in 2005 to 30% in 2009.” ~ Liberia
- “Between January 2001 and September 2002, more than 36,000 Kenyans visited program sites and received HIV/AIDS-related services.” ~ Kenya

# How will You Achieve it?

- Generate demand?
- Increase access/affordability?
- Improve quality?
- Address human resource shortages?
- Improve equity?
- Improve sustainability?
- ...All of the above?



# Where Does the Private Sector Fit In?



# Which Approach will Work Best in Your Country?

- A Private Sector Assessment can help you
  - Choose the best private sector model for your context
  - Choose the best private sector approach to meet your health goals
  - Determine how to make your programs more sustainable
  - Determine which private sector models are feasible in your context



# The Focus of Today's Workshop

- Social Marketing
- Social Franchising
- Access to Finance
- [www.psp-one.com](http://www.psp-one.com) includes more info on other models
  - Briefs
  - Primers
  - Technical papers
  - Evaluations

# SHOPS Project Snapshot



# SHOPS Agreement Overview

- LWA awarded
  - September 30, 2009
- Follow-on to
  - PSP-*One*
  - Banking on Health
- Led by Abt Associates with
  - Banyan Global
  - Jhpiego
  - Marie Stopes International
  - Monitor Group
  - O'Hanlon Health Consulting
- Ceiling for leader
  - Just under \$95 million





# SHOPS Agreement Overview

## ■ Core funds

- Population
  - > Year 1: \$3 million
  - > Year 2: \$4.5 million
- HIV/AIDS
  - > Year 1: \$1 million

## ■ Field support

- Paraguay:
  - > Year 1 (FS) \$1.3 million
  - > Year 2 (FS) \$800,000
- Nigeria:
  - > Year 1 (FS) \$300,000
- Zambia:
  - > Year 1 (FS) \$300,000
  - > Year 2 (FS) \$300,000
- Kenya:
  - > Year 2 (FS) \$363,000
- Madagascar:
  - > Year 2 (FS) \$1.5 million
- Zimbabwe:
  - > Year 2 (FS) \$3 million

## ■ Associate awards

- Jordan
  - > Year 2 (AA) \$24.5 million



# SHOPS Results Framework

## **Agreement Purpose**

Increase the role of the private sector in the sustainable provision and use of quality FP/RH, HIV/AIDS & other health information, products, and services

### **Result 1**

**Strengthen global support** for SOTA PS FP/RH and other health models, approaches and tools

### **Result 2**

**Advance knowledge** about and understanding of PS provision of FP/RH and other health info, products, and services

### **Result 3**

**Strengthen key PS systems** and initiate, implement and scale up innovative, effective and sustainable PS FP/RH and other health programs



# IR 1: Strengthening Global Support Network for Africa Example

- An on-line PPP knowledge-sharing forum
  - Began in 2008 as regional workshop in Ethiopia under PSP-One with WHO
    - > Designed to build PPP knowledge and capacity in public sector
  - Participants suggested creating the on-line forum
    - > Hosts technical “chats” and exchanges
    - > Contains PPP research, tools and documents
    - > Shares PPP action plans
  
- Under SHOPS
  - Continuing to build the network
    - > 282 members, 18 countries
  - Held on-line technical chat in May 2010
    - > *Growing Experiences in Low Cost Private Health Insurance in East Africa*
  - Next technical chat is in November 2010 (in collaboration with HS 20/20)
    - > *Building stewardship capacity and country ownership of private sector approaches in HIV/AIDS*

## IR 2: Advancing Knowledge

### Annual Private Sector e-Conference Example

- **SHOPS launched its Annual Private Sector e-Conference**
  - This year's theme: mobile health (mHealth) technologies
    - > in collaboration with the mHealth Alliance
  - 30 presentations featured
  - 770 participants
    - > 60 countries: 22 from Africa, 13 from Asia, 9 from Latin America

## IR 3:Strengthen Private Sector Systems and Initiate Innovative Programs Health Innovations Challenge Fund Example

### ■ What is a challenge fund?

- Mechanism for identifying and investing in innovative social enterprises in a competitive way
  - > Invite enterprises to compete for investment capital (typically small grants for early-stage enterprises)

### *Examples of Challenge Funds*



**Africa Enterprise Challenge Fund:** Provides matching grants or zero-interest loans of between \$250k-\$1.5M to innovative small-to-mid-sized enterprises across SSA.



**Financial Deepening Challenge Fund:** Has provided matching grants of between \$800k-\$1.5M to 28 enterprises that help improve access to financial products/services for BoP consumers.

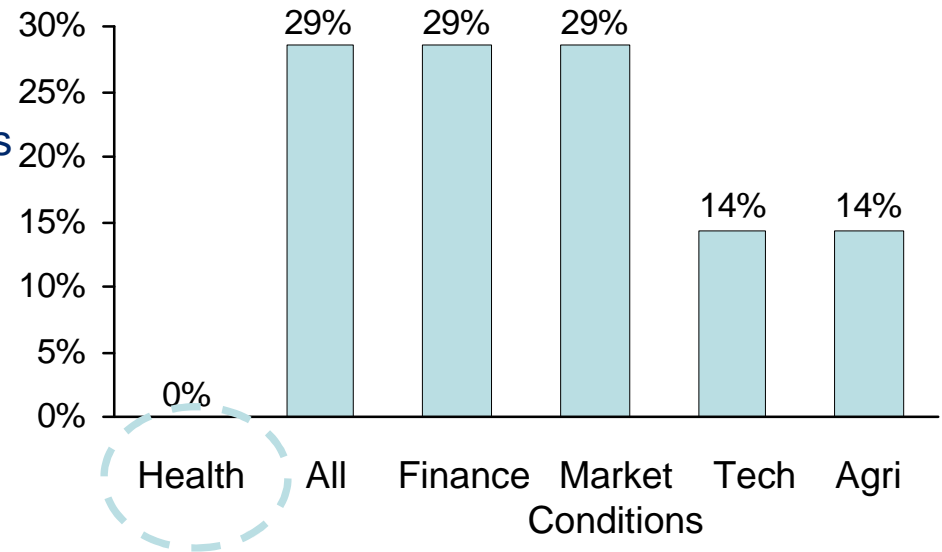


**World Bank Development Marketplace:** Hosts annual competitions each year; provides grants of up to \$200k over 2 years to selected winners.

# What Is The Opportunity For USAID?

- Examined over 30 SSA challenge funds
- None currently focus on health
- Challenge fund design options
  - Provide capital for health to existing funds
  - Create new fund and outsource the management of the fund
- Next steps
  - Decide with USAID on best option
  - Identify appropriate partners
  - Explore country specific funds
    - > Designed to address mission-specific goal

**% of CF's by Sector for SSA**



Thank You!

