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PSP-One

PSP-One AND HIV/AIDS

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The impact of **HIV/AIDS** in the developing world is outpacing the global response and the public sector's ability to address the pandemic. Leveraging the diversity and reach of the private sector—NGOs, industry, professional associations, private health providers, and business alliances—is critical to mounting the most effective response to HIV/AIDS. Too often the private commercial sector and private health professionals are forgotten when national AIDS strategies are designed. The advanced stage of the HIV pandemic and the increased availability of resources, through programs such as the President's Emergency Plan for AIDS Relief, require the engagement and deployment of private-sector organizations and strategies.

PSP-One Technical Assistance: Private Sector Partnerships-One's (PSP-One) technical-assistance professionals around the world work with USAID Missions and local partners to strengthen public-private partnerships, enhancing the quality and reach of their interventions and applying best practices to fighting HIV/AIDS. The project works with the private NGO and commercial sectors on HIV/AIDS policy, financing mechanisms, social marketing, and service-delivery approaches for private health providers, employers, and community groups responding to HIV/AIDS. Based on its understanding of the private sector, PSP-One's technical assistance teams work with these stakeholders to assess the impact of HIV/AIDS and its effect on them, provide strategic guidance on the best roles for each entity, and to design interventions that leverage the skills and resources of the private sector.

TECHNICAL ASSISTANCE AREAS

Conduct private sector assessments to determine the potential of policies, private providers, and product needs to support scaling up HIV/AIDS service delivery: PSP-One conducts private sector assessments to establish how the private sector can help increase the reach of service-delivery interventions such as counseling and testing, antiretroviral therapy (ART), managing sexually transmitted infections, and care and support for people living with AIDS. A lack of human resources, weak commodity security, and rigid bureaucracies often constrain public sector interventions. PSP-One works with local stakeholders to identify areas where the private sector can complement public sector interventions. Such assessments might lead to policy and advocacy work to remove the barriers that limit the private sector's provision of services or to building links between the public sector and private providers so the latter have greater access to commodities and training. Such partnerships also help governments monitor quality and collect data from the private sector to get a more complete picture of the epidemic.

Determine innovative financing opportunities to increase access to HIV/AIDS services: Understanding the private sector's use of resources for HIV/AIDS treatment is critical to harnessing its strengths. In addition, creating local financing solutions to increase access to services is crucial. PSP-One technical teams have the expertise to work with local stakeholders to clarify how formal and informal insurance schemes, voucher initiatives, and franchising options can lead to innovations in scaling-up access to HIV/AIDS care.



PSP-One
PRIVATE SECTOR PARTNERSHIPS FOR BETTER HEALTH

Work with NGOs and private sector networks to determine sustainability opportunities and extend the reach of HIV/AIDS: PSP-One works with local NGOs and provider networks to identify opportunities for resource mobilization and new strategies to enhance their sustainability. PSP-One has produced two monographs that provide analytical frameworks to help network and social marketing organization managers and stakeholders develop sustainability strategies appropriate for their context. Such strategies can be tailored to the target groups of each organization and to the HIV/AIDS services being provided. In Guatemala, PSP-One is identifying strategies to promote counseling and testing targeted to high-risk groups through private organizations, while also ensuring that those organizations can extend services in a sustainable manner. This work involves both the commercial and not-for-profit sectors.

Conduct research to inform policy: Many important questions about private sector HIV/AIDS service provision need to be answered to inform policies and program design. PSP-One has conducted primary research in Ethiopia and other countries to understand who uses private sector, what quality of care they receive and how these services are financed.

Design, evaluate, and promote commercial sector involvement through employer-based programs, commercial alliances, and corporate social responsibility initiatives: PSP-One has worked with commercial industries to design and assess HIV/AIDS interventions tailored to meet employees' needs while also satisfying business objectives. The project builds alliances of commercial stakeholders, community groups, and the public sector to leverage the commercial sectors' expansion of HIV/AIDS services. In Namibia, Ethiopia, Kenya, and Zambia the project has been assessing how employers have improved access to ART for employees and communities, their use of insurance and other financing mechanisms, and their partnerships with NGOs and governments. In India, PSP-One has worked with a major Indian charity to mobilize resources from a United States-Indian HIV/AIDS capital fund which will be matched with U.S. funds and granted to local NGOs delivering HIV/AIDS interventions.

Address private sector capacity and quality: Even when the public sector and stakeholders would like to reach out to private sector providers to include them in their HIV/AIDS strategies, they are unable to because they know little about where they operate, who their clients are, what services they provide, what their capacity is, and whether the quality of care is acceptable. In many cases PSP-One is finding that the private sector is serving large numbers of clients for HIV/AIDS services, even when the systems for quality assurance in the private sector are weak. To address this issue, PSP-One is designing a quality-improvement tool designed for the private sector to identify gaps in quality and to motivate providers to address those gaps. PSP-One is also developing and testing other mechanisms to motivate private providers to improve quality, such as linking quality to health insurance and voucher schemes. Accreditation of providers is another quality improvement strategy supported by PSP-One.

About PSP-One

The PSP-One project is USAID's flagship project, funded under Contract No. GPO-I-00-04-00007-00, to increase the private sector's provision of high-quality reproductive health and family planning (RH/FP) and other health products and services in developing countries. PSP-One is led by Abt Associates and implemented in collaboration with eight partners:

Banyan Global

Dillon, Allman and Partners, LLC

Family Health International

Forum One Communications

IntraHealth International

O'Hanlon Health Consulting

Population Services International

Tulane University School of Public Health and Tropical Medicine

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