

# Target Groups

- Clients (Beneficiary and gatekeepers)
- Providers
- Voucher Distributors
- Policy implementers and officers

# Clients

- Vouchers remove the financial barrier but others remain
- Clients need to know about the program and the scheme – what is offered
- Also about the health benefits – it could be simultaneous
  - There could be unmet need so you could introduce vouchers very quickly
- Define the services or expectation of service quality
- Brand linkage is very important

# Clients

- Needs formative research to develop the message and pre-test the materials
- Need to understand consumer's perception of priced or free products
- Use professionals who know about communication
- Need to tell them about other services they need to get ready (transport for delivery)
- Service outlet needs to be projected as a very friendly and accessible place
- Customer satisfaction is crucial and greatest communication tool

# Media

- IPC will remain the primary focus will be from different sources
- Mass media depends on the scale of the project.
- Need to address gate-keepers in the household and community
- Use early adopters to talk about the scheme (word of mouth)

# Providers

- Market it as a business model
- Attract them to become providers and honour the voucher
- They need to know about the package
- Standard protocols for services for all providers
- Understand the importance of client satisfaction

# Distributors

- Encourage them to distribute the voucher
  - Explain benefits for them and their clients
  - Improve the prestige of the distributor
- They need to understand the scheme and target population
- Capacity building essential as they will be the front line of communication to the client