

## Making it Work:

## Private Sector Partnerships to Improve Women's Health

Omni Shoreham Hotel, Diplomat Ballroom Tuesday, May 29, 2007 I:00 – 4:00 PM RSVP@psp-one.com

12:30 – 1:00 Registration – Coffee and refreshments

1:00 – 1:15 Introductory Remarks Ms. Marguerite Farrell,

Health Development Officer, USAID

Partnering with the Private Sector for Better Dr. Ruth Berg,

Health Outcomes: Making the Case Project Director, PSP-One Project

### Changing Lives in Rural India through a "Base of the Pyramid" Approach

1:15 – 2:00 Ms. Patricia Allman, Sr. Advisor Commercial Alliances, PSP-One Project

Moderator

Ms. Barbara O'Hanlon Ms. Shweta Harit, Global Lifebuoy Brand Manager, Hindustan Lever Limited

#### Building Sustainable Markets in Nigeria through a South-to-South Partnership

2:00 – 2:30 Ms. Francoise Armand, Director of Social Marketing & Pharmaceutical Partnerships,

Moderator PSP-One Project

Dr. Ruth Berg

# The Benefits of Working with the Private Sector to Improve Maternal Health: A Public Sector Point of View

2:30 – 3:00 Dr. Amarjit Singh, Secretary for Health and Family Welfare, Government of Gujarat

Moderator Dr. Ruth Berg

## Companies Partnering with NGOs: Working Together to Improve

the Health of Workers and Communities

3:00 - 3:45

Moderator

Dr. Alene Gelbard

Dr. Adi Sasongko, Director for Health Care, Yayasan Kusuma Buana (YKB)

Ms. Debby Sanderson, Factory Manager, PT Dewhirst

Closing

3:45 – 4:00 Wrap up and future directions Dr. Ruth Berg,

Project Director, PSP-One Project

