



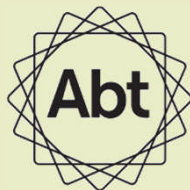
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Strengthening IUD Services at Social Security in Paraguay



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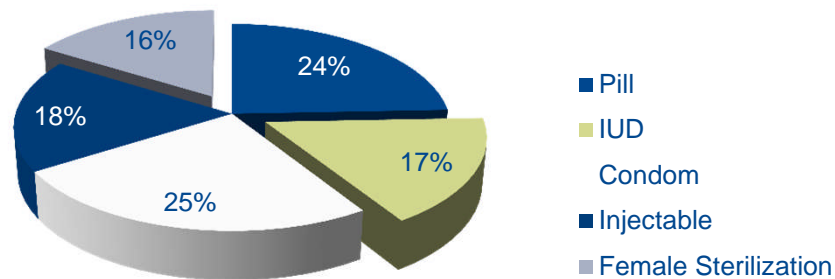
SHOPS is funded by the U.S. Agency for International Development.
Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

SHOPS/Paraguay - background

- SHOPS conducted a private sector assessment (PSA) in 2010, analyzing the market segmentation of the Paraguayan contraceptives market in preparation for graduation from USAID in 2012
- Finding from the assessment included the following:
 - Market segmentation overall in Paraguay is rationale & appropriate in terms of wealth status, geography, method choice & price/branding choice
 - There is one under-utilized resource in the marketplace, the *Instituto de Previsión Social* (IPS) – the Paraguayan Social Security Institute
 - There is an overall trend towards resupply methods: condoms, pills and injectables are driving CPR growth. IUDs increased slightly in absolute terms, but decreased in terms of method mix. Sterilizations as a proportion of the overall method mix also decreased.

Paraguay – method mix

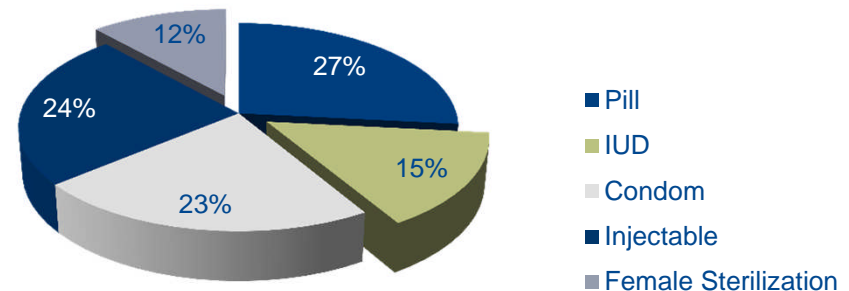
2004 Modern Method Mix



- LAPM's proportion of the method mix decreased from 33% in 2004 to 27% in 2008

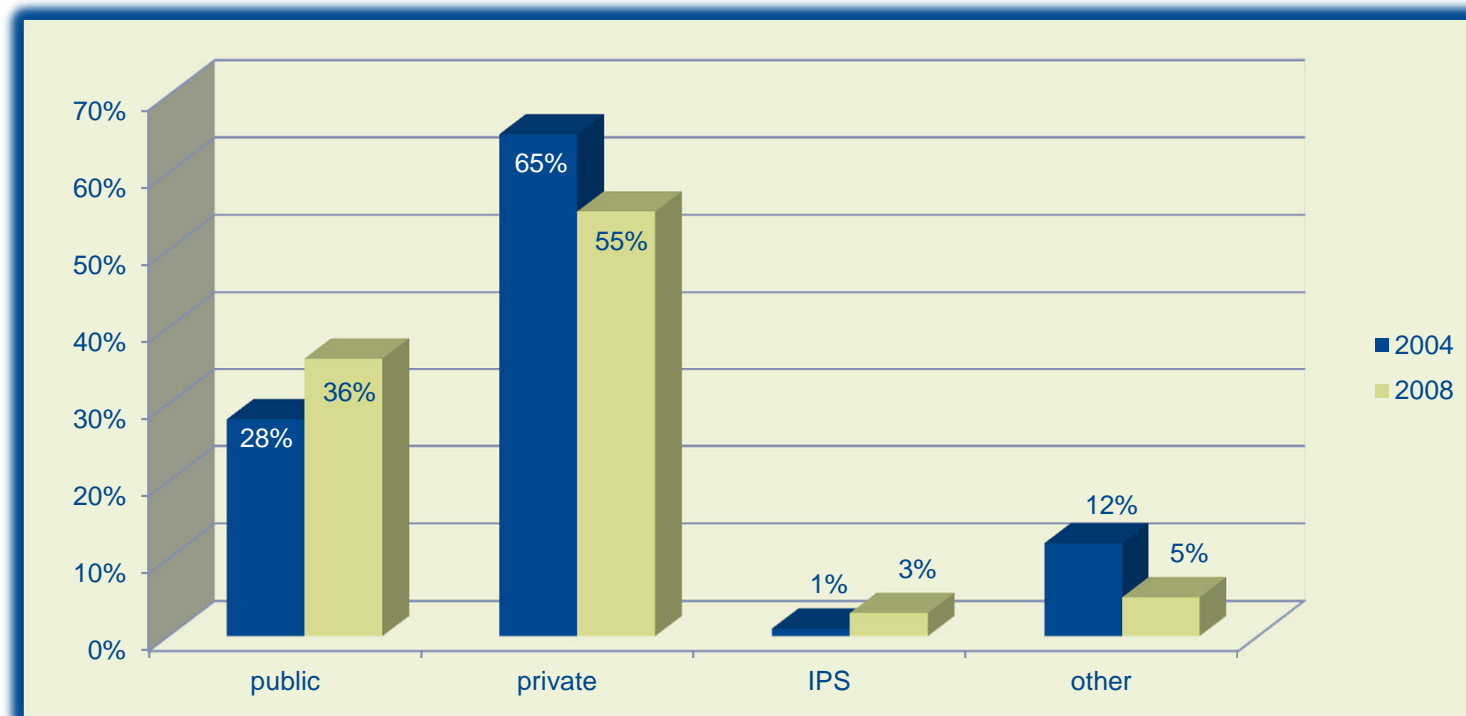
- IUDs grew in absolute terms, as prevalence of the method went from 11.5% in 2004 to 12% in 2008 (a slightly higher percentage of a larger population)

2008 Modern Method Mix



Sourcing Patterns: Opportunities for IPS

- Although IPS grew from 2004 to 2008, there is still room for further growth as only 3% of contraceptive users sourced from IPS in 2008
- Graph shows all Women of Reproductive Age (WRA)



SHOPS/Paraguay Activities with IPS

- Based on the results of the PSA, SHOPS designed and subsequently implemented the following TA program for strengthening FP services at IPS, focusing mostly on IUD insertions which is seen as a comparative advantage of IPS given its network of 102 facilities:
 - Contraceptive Technology Update in: informed choice counseling, Jhpiego's state-of-the-art post-partum IUD insertion methodology, and interval IUD insertions
 - Revise clinical protocol for follow-up visits to IUD insertions
 - IUD equipment donation
 - Qualitative study to understand client perceptions of IPS' FP services and to identify decision-drivers in choosing to or choosing not to source FP method from IPS
 - Develop client capture strategies for IPS to implement in order to increase its participation in the FP marketplace (including improving supervision systems and SMS messaging)

Training Outputs

- 12 trainers trained by Jhpiego in informed choice counseling, post-partum IUD insertion, interval IUD insertions and clinical training methodologies – all practicing doctors from the Central Hospital
- Flow-down trainings in IUD counseling and post-partum IUD insertions to 56 doctors and 18 licensed obstetricians
- Flow-down trainings in IUD counseling and interval IUD insertions to 44 licensed obstetricians
- A total of 130 IPS providers trained, from 38 facilities which represent approximately 80% of all service volume at IPS (including all 16 facilities which offer delivery services)

Equipment Donation Outputs

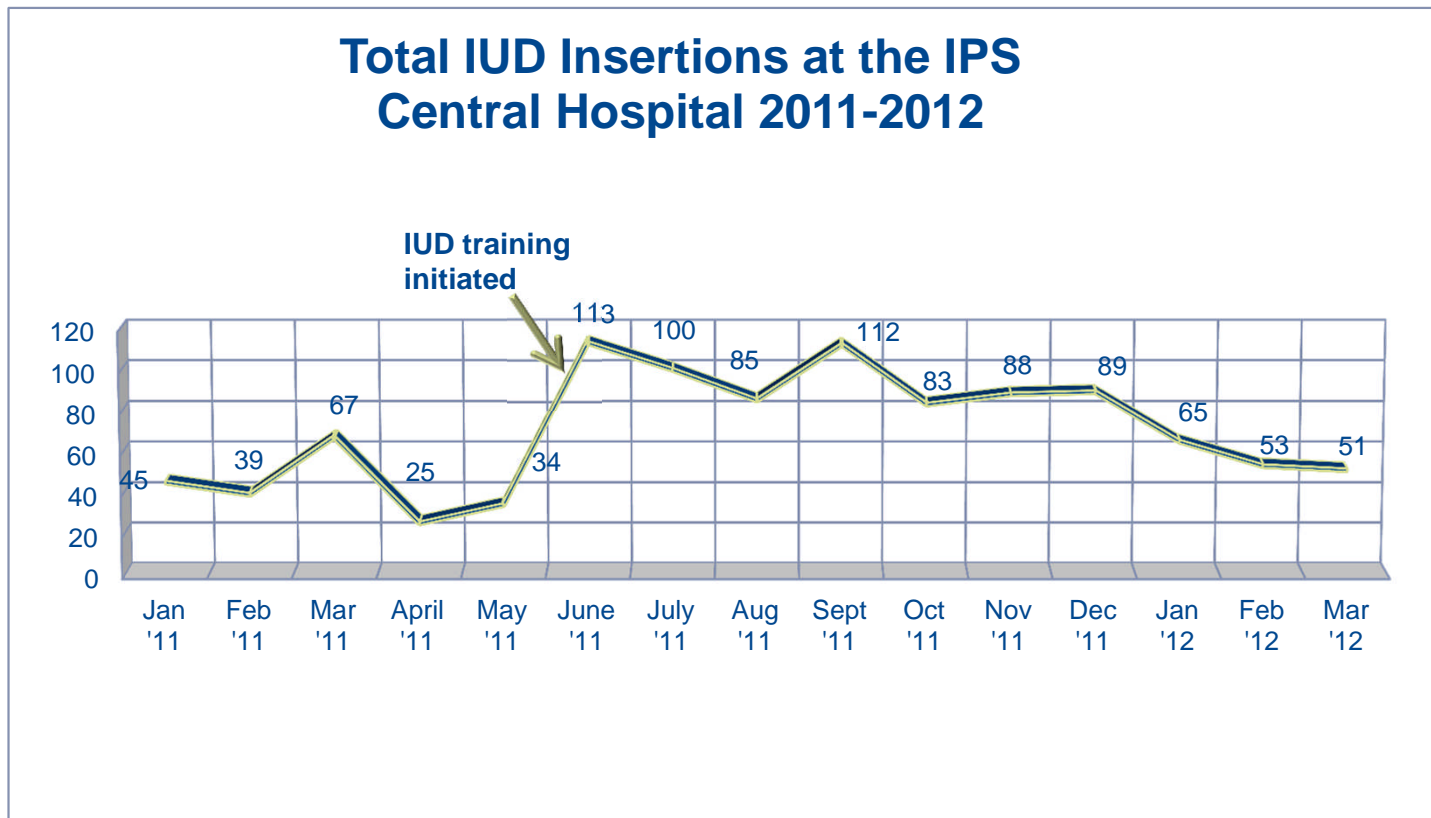
- SHOPS donated the following in order to fully equip 41 IPS facilities for IUD insertion services:
 - 42 autoclaves
 - 40 post-partum IUD kits
 - 78 interval IUD kits

The same 38 facilities with newly trained providers were all included in the group of 41 facilities which received equipment



Initial Results at the Central Hospital

- The average number of IUD insertions per month at the Central Hospital saw a 85% increase after the SHOPS training began
- 1st quarter (Jan, Feb, & March) year-over-year increase is less dramatic, but still saw a 12% increase in average monthly IUD insertions from 2012 over 2011



Qualitative Study

- **Main objective:** understand the needs, motivations and expectations of FP services at IPS among IPS members and beneficiaries who are FP users, with the ultimate goal of using this information for the design of strategies to increase client usage of FP services at IPS.
- **Methodology:**
 - 20 focus group discussions (FGDs) (16 with females, 4 with males)
 - ✓ 8 FGDs with female IPS beneficiaries that source their FP method from IPS
 - ✓ 8 FGDs with female IPS beneficiaries that source their FP methods from other sources
 - ✓ 4 FGDs with male IPS beneficiaries that use FP or their partner does
 - Locations: Asunción and Gran Asunción (including Luque and Villeta) as well as the following cities: Benjamín Aceval , Ciudad del Este, Encarnación and Concepción
 - Data collection took place between June and September 2011

Results of Qualitative Study

Top-line findings:

Weaknesses of IPS' FP services:

- IPS members and beneficiaries are unaware of IPS' FP program
- Perception of IPS services as being weak in quality
- A feeling that there are shortage issues within IPS with regards to contraceptives

Strengths of IPS FP services:

- IPS personnel are perceived as competent and professional
- Accessibility

Action plan developed by SHOPS

- Strategy 1: Ensure availability of all 6 FP methods offered by IPS in all IPS facilities
 - Activity # 1: increase the monthly allocation of all 6 FP methods to all IPS health establishments
 - Activity # 2: Continue administrative processes that will permit the purchase of contraceptives at internationally available low prices to maximize institutional financial resources
- Strategy 2: Improve quality of FP services at IPS
 - Activity #1: Implement a system to monitor client satisfaction with IPS FP services
 - Activity #2: Implement quality of care training in FP
 - Activity #3: Establish an efficient service delivery monitoring system*

*SHOPS supporting this activity by providing a training in supportive supervision for various departments and levels within IPS

Action plan developed by SHOPS

- Strategy 3: Promote IPS' FP service
 - Activity # 1: leverage opportunities including physical space in IPS facilities to promote FP services*
 - Activity #2: inform, educate, and communicate to members and beneficiaries about FP products and services offered at IPS
 - Activity # 3: monitor IEC activities for internal and external audiences**

*SHOPS supporting this activity through the purchase of acrylic displays for FP materials at several IPS facilities.

IPS has already begun leveraging their call center to send SMS messages with FP content every Friday. Currently reaching 19,000 beneficiaries, but has potentially to reach 300,000

**Supportive supervision activity mentioned on previous slide includes communications group at IPS

Lessons Learned to date

- IUD insertions data to date is limited to Central Hospital, so lessons learned are somewhat limited; however we have seen the following issues:
 - Need for follow-up (e.g. supervision)
 - Need for champions downstream
- SHOPS will be evaluating the IPS work in order to analyze in-depth lessons learned and possibilities for replication through a formal process and implementation evaluation



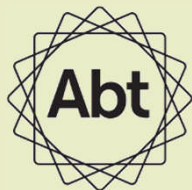
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through the Private Sector

Thank you!

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