



Addressing Provider Bias to Increase Demand through PBCC

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Overview

- Identifying biases to LARC in the private sector
- Addressing biases through PBCC to increase demand for LARC



Understanding provider biases

- 14-country initiative to scale up LARC
 - Early phase relied on qualitative approach
- Biases/Barriers
 - Outdated knowledge on LARC
 - Perceived safety risks = risk to clinic reputation
 - Time and opportunity costs



Understanding provider biases

-Multi-faceted systematic approach

1. Factual elements/Knowledge (MEC, efficacy)

2. Provider attitudes

a. Clear right/wrong responses

e.g. reticent to recommend to poor or illiterate women

b. More subjective

e.g. confidence in skills

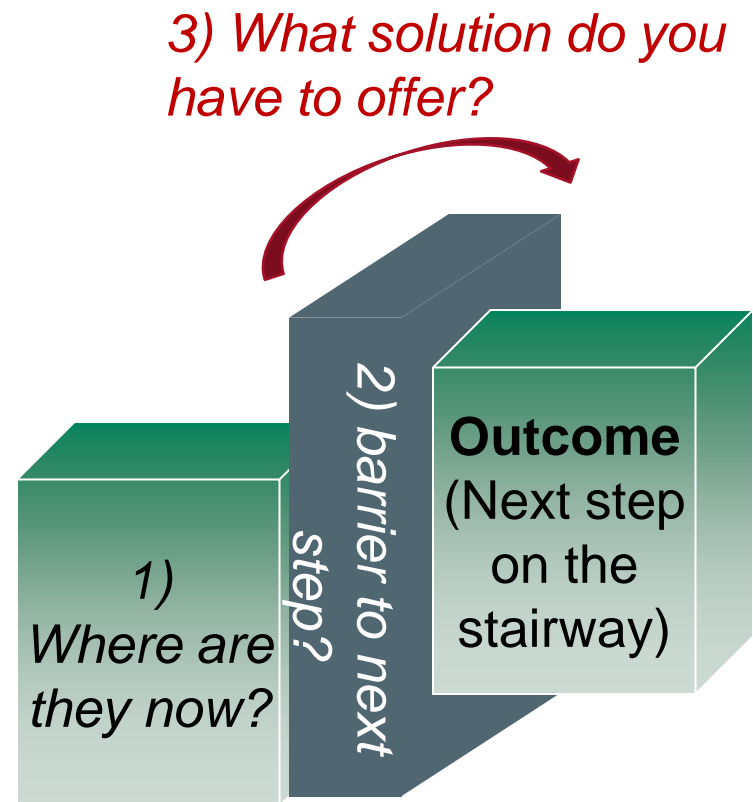
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- Existing teams of supervisors, medical detailers
 - Tasks focus largely on:
 - Data collection
 - One-way supervision
 - Order taking/Product delivery





Achieving outcomes requires 3 things:

- 1) Identifying where an individual provider is on the stairway
- 2) Identifying what the barriers to progression are at each step of the stairway relative to Opportunity, Ability, and Motivation (OAM)
- 3) Help providers to overcome barriers by providing relevant solutions



Need Uncovered

The provider is not trained in IUDs and interest is low. She doesn't see why it's worth her time.

Value Proposition

Offer

PSI offers IUD training so that providers can increase the number of services they can offer to their clients

Proof

Other providers who have participated in the training have reported that they feel confident in their ability to perform IUD insertions after the training and feel that it has given them a certain prestige in the community

Impact

You'll have an additional set of skills that set you apart from other providers and enable you to provide a new service that will attract a new type of client to your practice.

Cost

It will require that you dedicate time to the training but the skills you acquire are well worth it and will pay off in the long run.





Obstacle/Barrier

There are no clients for IUDs



Tell me more, is it...

Clients don't ask for IUDs

Many clients looking for a long term spacing method may not be aware of the benefits of IUDs. IUDs are highly effective in preventing pregnancies and once inserted, there is nothing more your client needs to do or remember to be protected right away. IUDs also don't cause many of the bothersome side effects that hormonal methods cause. IUDs have very low discontinuation rates so you know your clients will experience great satisfaction with IUDs.

IUDs have one of the highest client satisfaction rates. Satisfied clients respect and appreciate their providers and often return again and again for other services.



PBCC Toolkit: Capacity Building Resources

1 Organization & Structure

- Program Assessment Tool
- Organization
- Job Descriptions
- Workload Model
- Provider Segmentation

2 Communication & Materials Development

- Overview
- PBCC Foundational Elements
- Creating Visual Aids & Marketing Resources

Management & Coaching of Field Staff

- Management By Objectives
- Coaching
- Field Visit Management
- Counseling

3 Skills Building Curriculum for Field Representatives

- PBC Communications Skills
- Territory Management Skills
- Advanced PBCC Skills

Drive provider behavior change to improve health outcomes

2

4

3



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