



Private Sector Project for Women's Health

A Legacy of Partnership for Innovation and Change

(2005-2012)



مشروع القطاع الخاص لصحة المرأة
Private Sector Project for Women's Health

PSP-Jordan Overview

Project Mandate

Improve the health of Jordanian women and (by extension) their families through public-private partnership

The Problem

- Women lacked information and access to quality family planning and reproductive health services
- The private health sector lacked training and programs to address the need for quality women's health services
- Breast cancers detected in late stages, number two killer of women in Jordan
- Violence against women common yet services to detect, treat and refer cases were lacking in Jordan

Solutions required innovation to achieve change

- Used a community outreach approach to educate low-income women and to trigger demand for women's health services through referrals and vouchers
- Formulated the "EQuiPP" approach to improve quality of women's health services in the private sector
- Launched the movement to promote early detection of breast cancer
- Teamed with private partners to improve detection, treatment and care for female survivors of domestic violence

Partners were the keys to success

- PSP worked with public and private partners to develop solutions to women's health issues in Jordan
- Partners led the way, driving implementation, project provided support
- Partners supported the project in achieving all expected results
- Legacy: partnership provides the platform for sustainability of program interventions



**PEOPLE MADE THE DIFFERENCE,
INCLUDING OUR PROJECT STAFF**

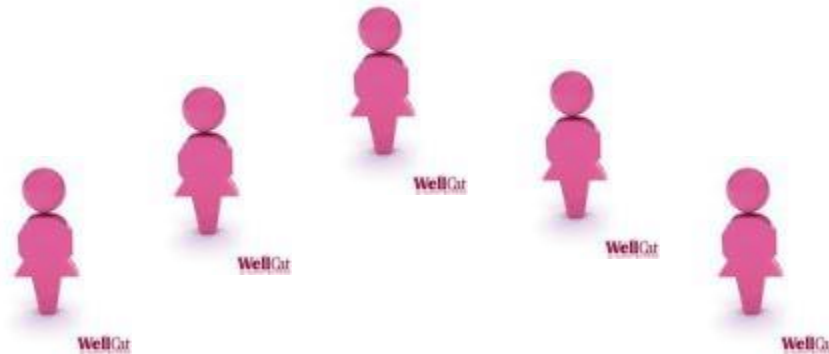


**Community Outreach: Educating Women
in Their Homes and Generating Demand
for Women's Health Services**

Community Outreach

Objective: Increase demand for high quality FP/RH/WH services and increase knowledge to promote healthy behaviors

- A community outreach strategy designed for changing women's attitudes.
- Home based health education for women ages 15-60 yrs.
- Community Health Workers (CHWs) conduct systematic visits.
- Referrals are provided for women in need of care.



Community Outreach Partners and Coverage

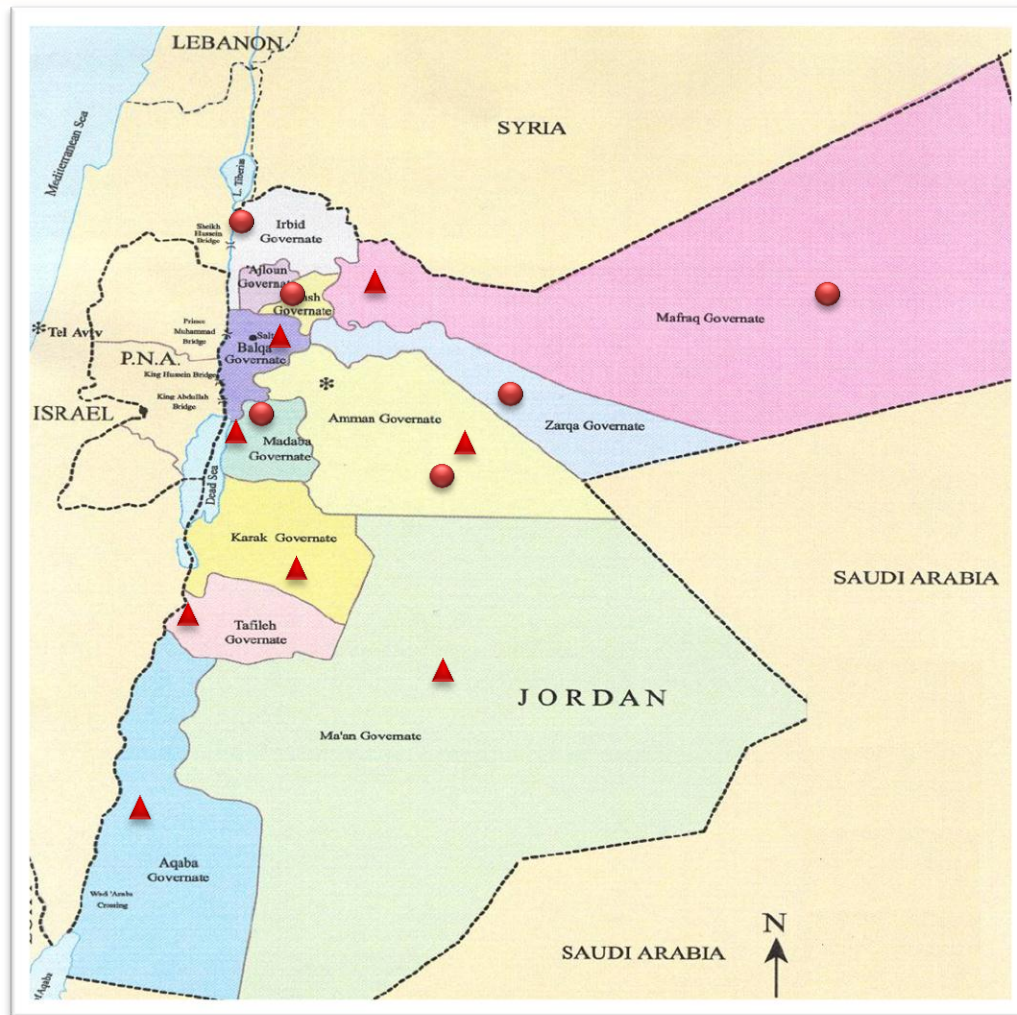


Circassian Charity Association CCA:

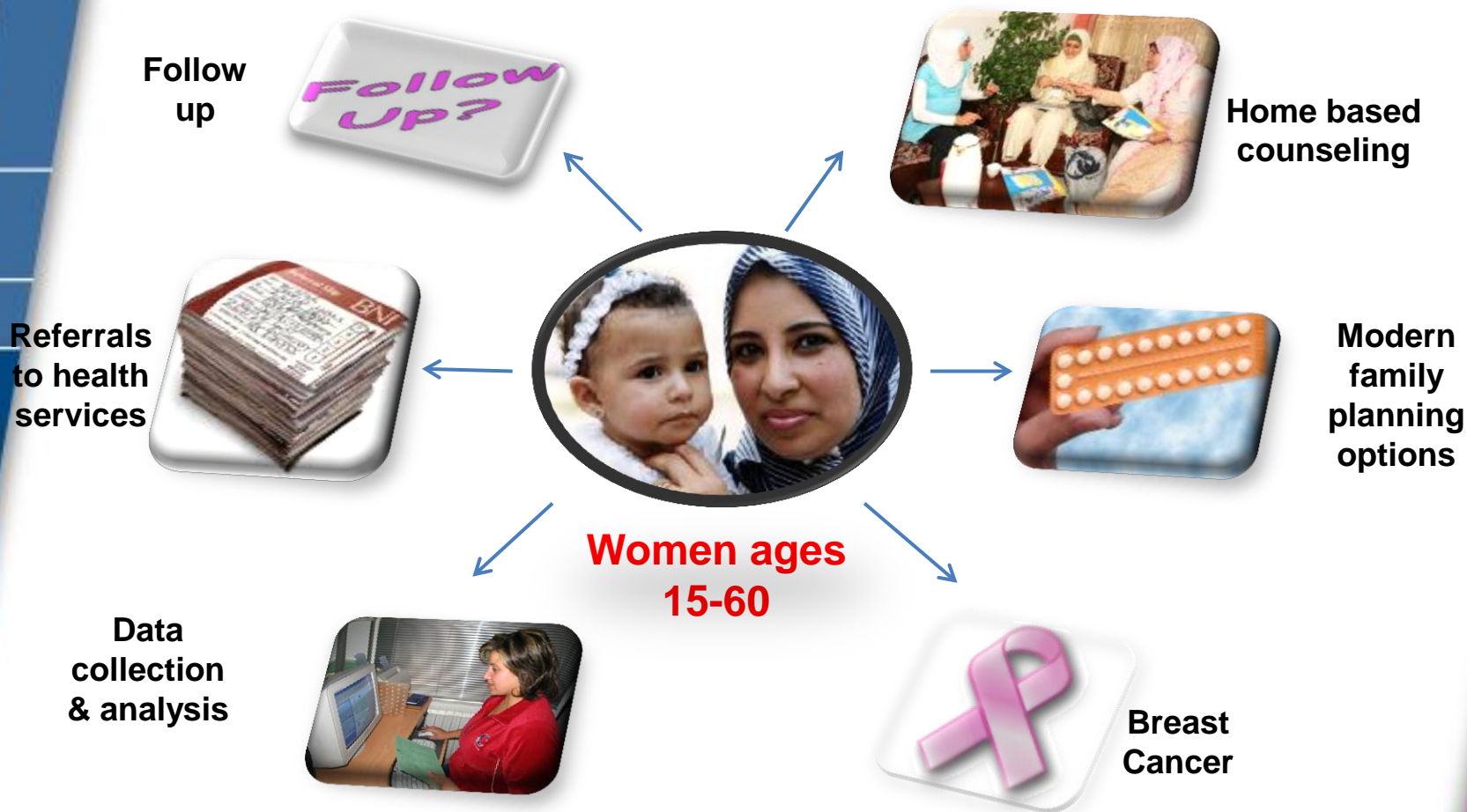
80 CHWs

General Union for Voluntary Societies:

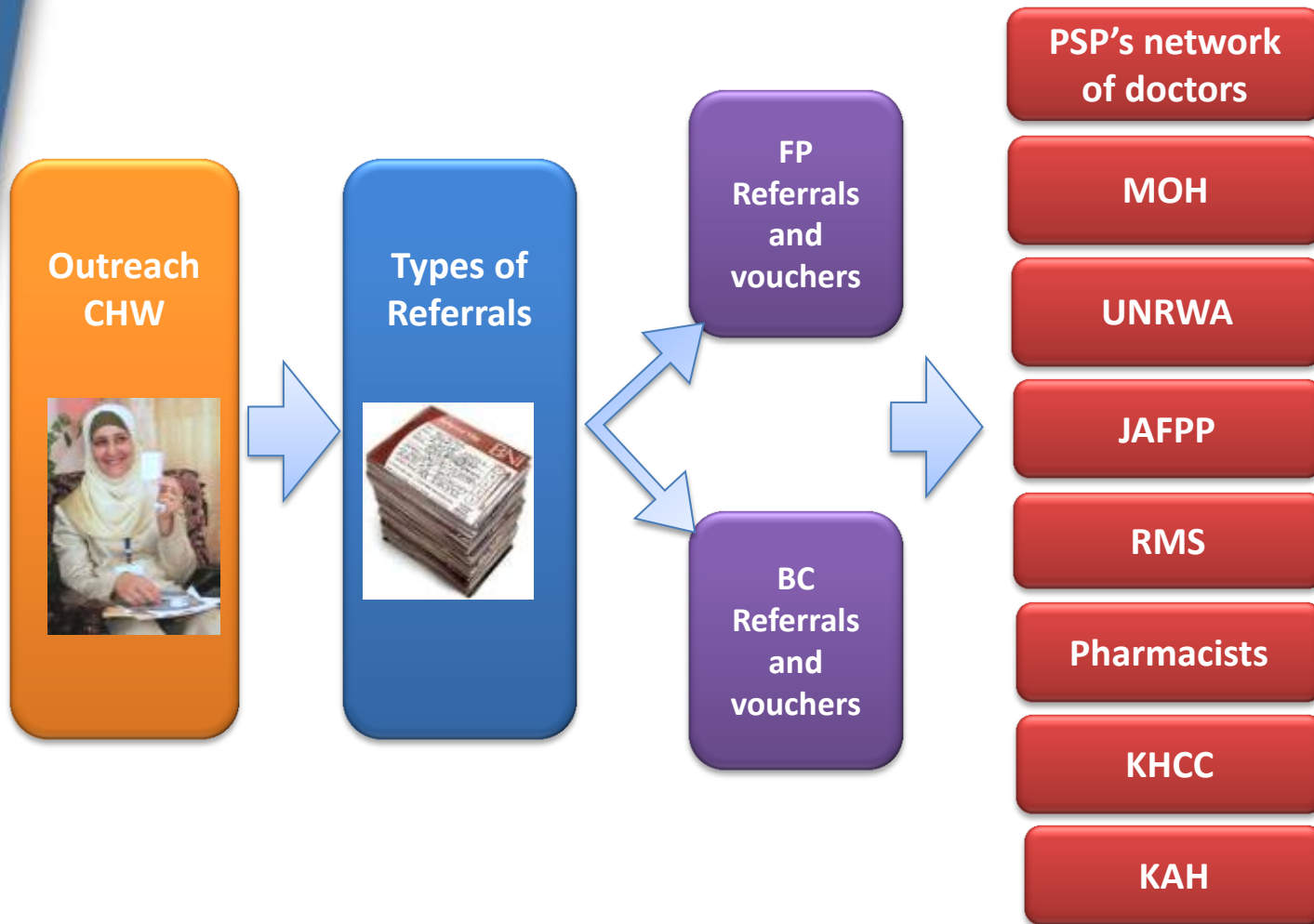
35 CHWs



Community Outreach Methodology



Community Outreach Referral System



Community Outreach Visit Protocol and Data Analysis

Visit #1 & #2	Visit #3 & #4	Visit #5+
<p>Target women:</p> <p>All women 15 - 60</p>	<p>Target women:</p> <ul style="list-style-type: none"> • Traditional and non-users (15 - 40) • Pregnant or breastfeeding • Received breast cancer referral or has breast problem 	<p>Target women:</p> <ul style="list-style-type: none"> • Non-users • Adopted method on visit #4 • Pregnant or breastfeeding • Received breast cancer diagnosis or has cervical health issue
# of women	32% of women contacted require additional visits	11% of women contacted need up to 8 visits



WellCar



WellCar



WellCar



WellCar

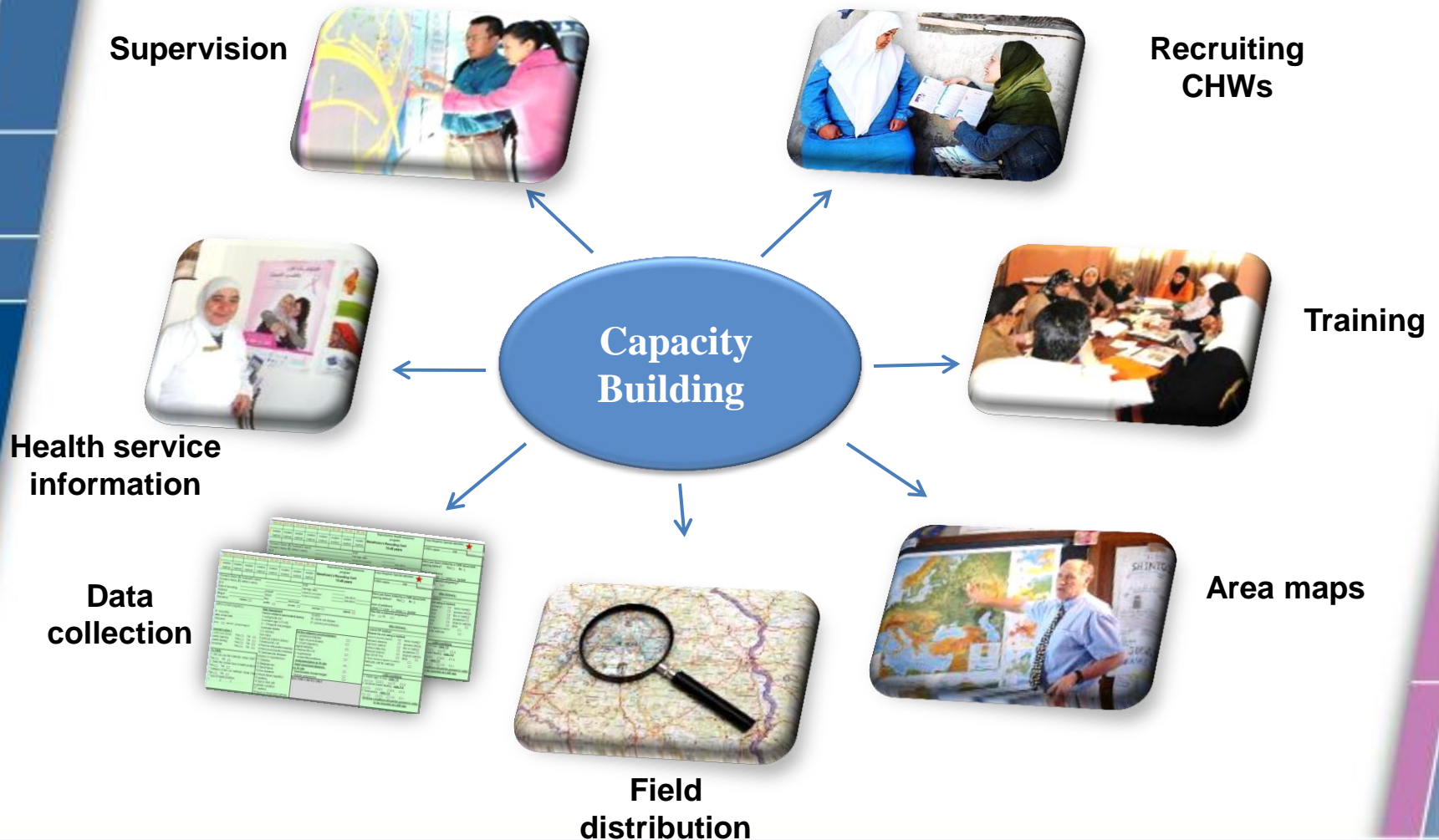


WellCar



WellCar

Community Outreach Capacity Building



Community Outreach supported by IEC Material




Community Outreach Program's Achievements

Total number of women reached : 1,492,000 women age 15-60



Referrals and Voucher



FP referrals and vouchers

242,355
received

144,226
60% acted upon

Acceptors of
modern
FP methods
127,800

BC referrals and vouchers

22,267
received

14,750
66% acted upon

327 breast
cancer
cases
diagnosed

Impact

Outcome

Community Outreach Innovations

- Counseling women in difficult topics and changing their attitudes towards FP and BC
- Referring women to both public and private sector health services
- To make community outreach more effective, data was utilized to refine visit protocol
- Adapted physician's evidence-based medicine (EBM) material for CHWs



Community Outreach Legacy and Going Forward

- Built an effective community outreach system that will be continued under the Strengthening Family Planning project
- Established core teams of skilled health educators (within CCA and GUVS)
- A wealth of data to support decision-making
- Gradual acceptance of family planning and importance of early breast cancer detection



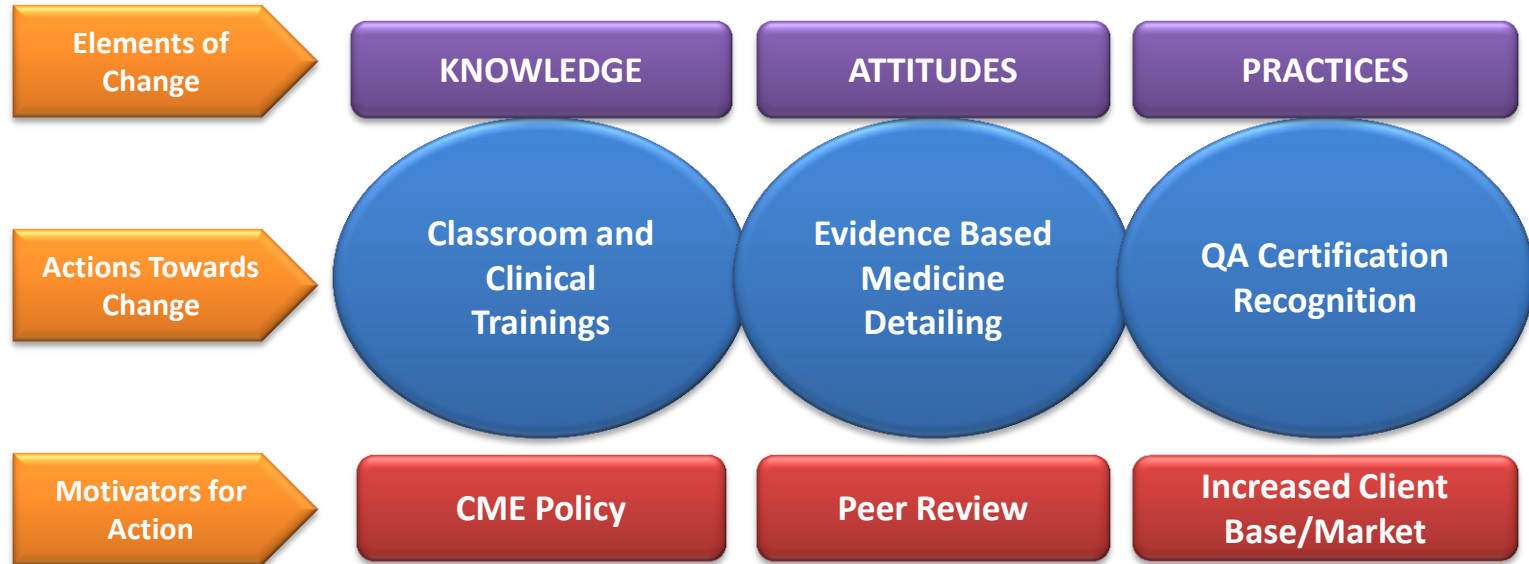
Community Outreach





Enhancing Quality of Private Provider Services: The EQuiPP Approach

Enhancing Quality in Private Providers (EQuiPP)



Enhancing Quality in Private Providers (EQuIPP)

In-class and Clinical Training

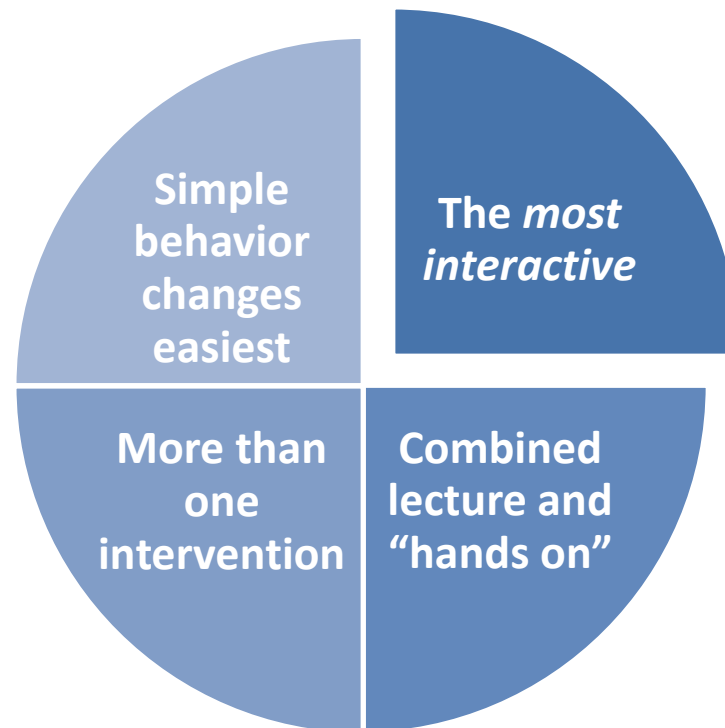
Quality Assurance (QA) Program

Policy Changes for Continuous Medical Education (CME)



Research Findings on Medical Education

The most effective educational methods are:



Voluntary In-Class Courses for General Practitioners

Sample topics:

- Basic contraceptive technology
- Advanced contraceptive technology
- Hypertensive disorder with pregnancy
- Bleeding during pregnancy
- Diabetes mellitus with pregnancy
- Abnormal uterine bleeding
- Cervical cancer
- Violence against women

Total 1,700 doctors

Total topics 19



Clinical Skills Improvement

Topics	Actual	Target
Clinical Breast Exam	399	399
Ultrasound	269	267
IUD Insertion	153	148
Pap Smear and Wet Mount	231	226

QA and Certification Program

- Partner: Jordan Medical Council (**JMC**)
- International standards for:
 - Family Planning
 - Breast Cancer
 - Reproductive Tract Infections and Sexually Transmitted Infections (RTI/STI)
- Participating physicians were mainly female General Practitioners, Family Doctors and Obstetricians and Gynecologists



Steps in Certification Process

Step 1: Orientation in guidelines and standards expected

Step 2: Assessment of physicians and facilities using:

- Post test
- Self assessment questionnaire
- Facility checklist
- Standardized patients
- Models

Step 3: Recognition and reward



Clinical Skills Assessment



Doctor assessed while examining a model.



Jordan University Clinical Skills Center

Continuing Medical Education Policy

From Voluntary to Mandatory – the Bridge to Quality

- ***Desired result of CME:*** a progressive change in practice behavior, attitudes, and development of skills and competencies to reflect new medical knowledge
- ***Accreditation Council for CME (ACCME):***
“Highest level of evidence shows CME effective.....
.....connects current practice to best practice”
- ***Formalizing a CME system in Jordan:***
 - Benchmarking to international standards
 - Legal mandate for all practicing physicians
 - Standards and guidelines to accredit CME institutions and courses
 - Formal tracking system for physicians’ CME credit



EQuiPP Changes Doctor Behavior: Results of Evaluation

Mystery client surveys, quality checks and interviews showed:

- Certified physicians follow the protocols
- Doctors highly positive about the impact of EQuipp activities on improving the quality of their services
- Doctors added new services, used better approaches and invested in their clinics
- Used new clinical information and resource materials
- Reduced their professional isolation

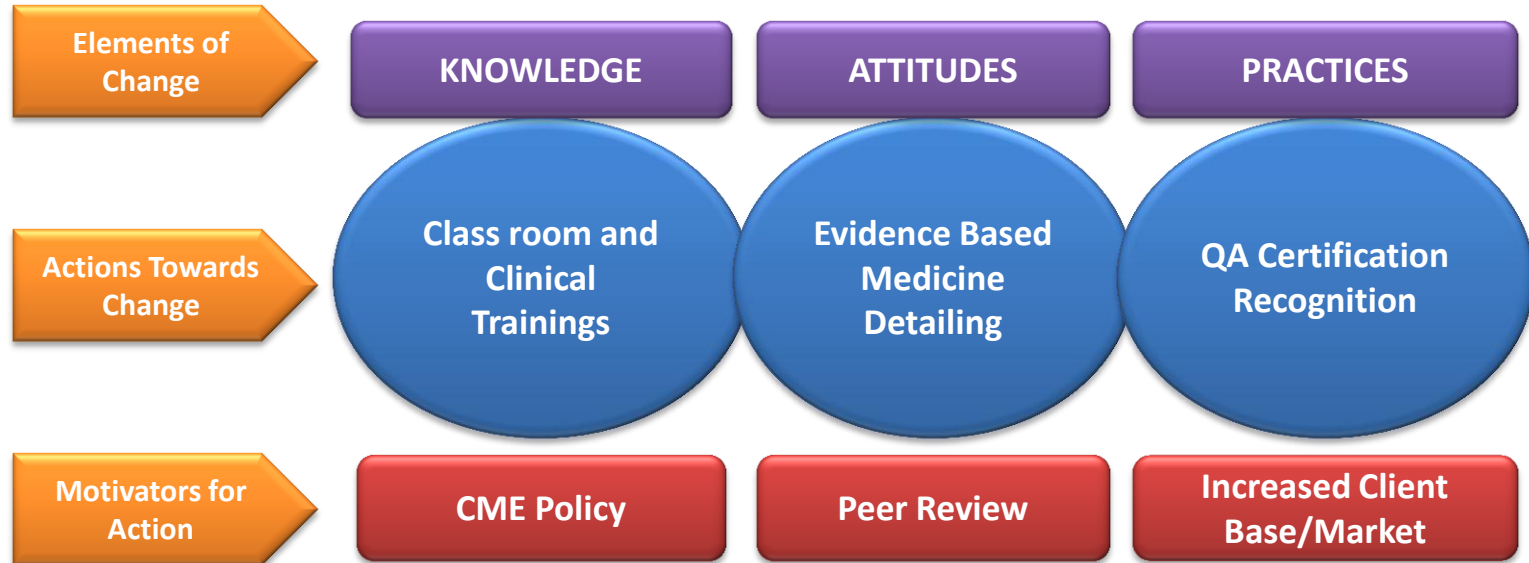


Thanks to Key Medical Training Partners

- Jordan Medical Council
- Ministry of Health
- King Hussein Cancer Center
- University of Jordan
- Jordan University of Science and Technology
- Jordan University Hospital
- Specialty Hospital
- Jordan Association for Family Planning and Protection
- King Abdullah Hospital
- Jordan Nuclear Regulatory Commission

Enhancing Quality in Private Providers (EQuiPP)

EQuiPP



Enhancing Quality in Private Providers (EQuIPP)

Pharmacist Training

Evidence Based Medicine and
Detailing

Private Network Doctors



من حقك أن تعرفي

حبوب تنظيم الأسرة المركبة تقلل من نمو الشعر غير المرغوب فيه لدى مستخدمات الحبوب

ثبت علمياً بأن تناول السيدات لحبوب تنظيم الأسرة المركبة يقلل من ظهور الشعر ونموه في أماكن غير مستحبة من جسمهن وذلك بعد ٦ أشهر من تناولها. حيث أجريت دراسة في تركيا على عشرات السيدات اللواتي يعانين من نمو زائد للشعر في أماكن غير مستحبة من أجسامهن تفاوتت درجة نموه ما بين خفيفة وشديدة دون ارتباطه بمشاكل صحية. وقد تمت معالجتهم بحبوب تنظيم الأسرة المركبة كما تراوحت فترة مراقبتهم ما بين ٦ أشهر و١٢ شهراً.

تم تقييم المعلومات في المركز الوطني للدراسات والبحوث الطبية في جامعة تينيسي في أميركا بمساعدة مجموعة من الخبراء والعلماء في البحث عام ٢٠٠٦

Partners in Pharmacist Training

- Jordan Pharmacists Association



- Pharmacy 1



- PharmaServe

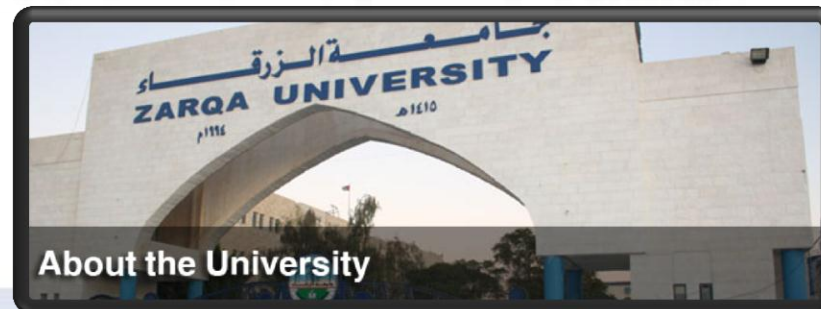
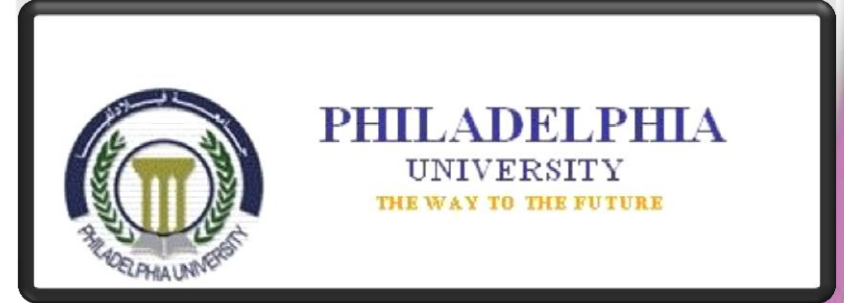


1,153 pharmacists ready to counsel on FP

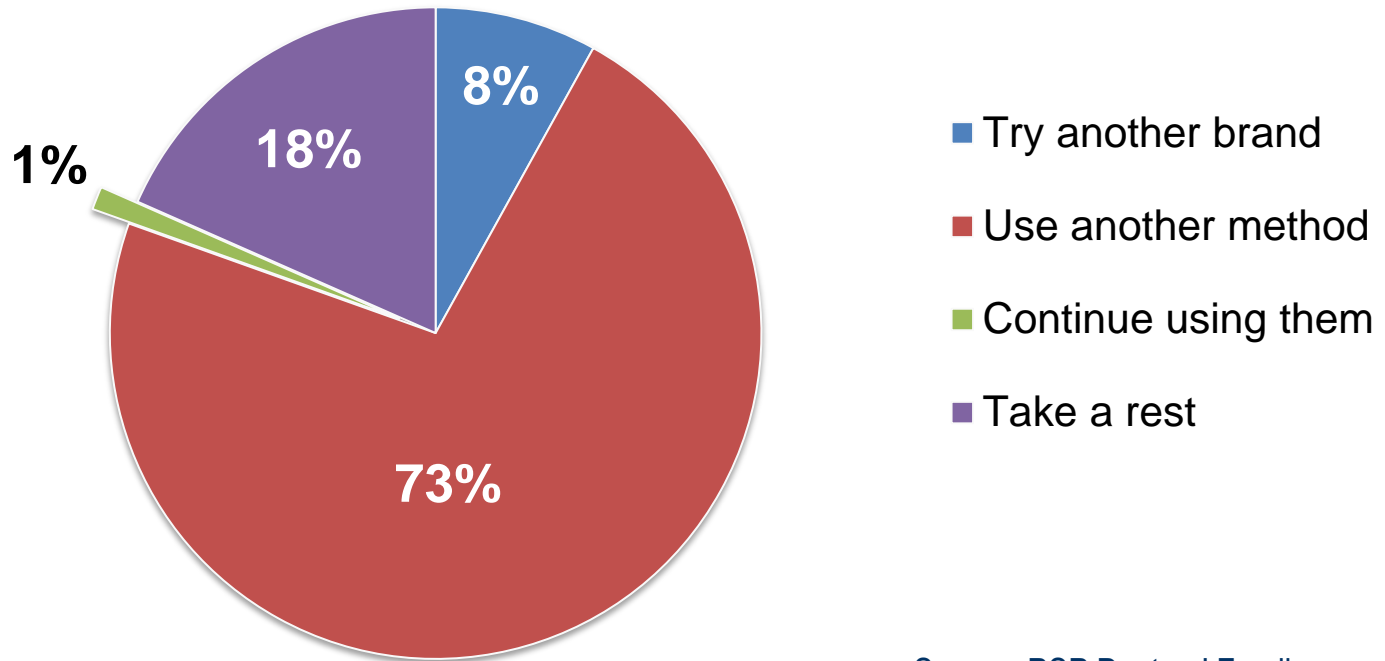


- In-class training for pharmacists
- Checklists to assist pharmacists in counseling

Sustainability: FP in Pharmacist Curriculum



Continuing Provider Bias about OC's

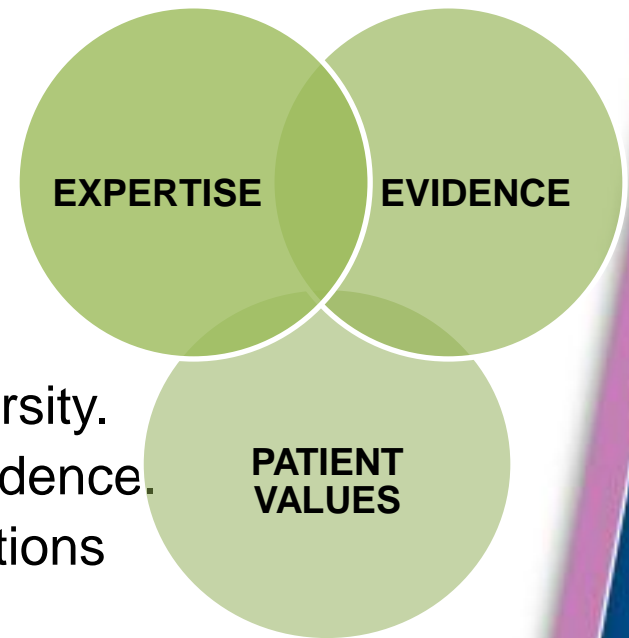


Doctor's advice to a woman who wants to stop taking the pill

Source: PSP Doctors' Family Planning And Breast Cancer Survey 2008

Evidence-Based Medicine to Change Attitudes

- EBM is the integration of the best research evidence with clinical expertise and patient values.
- EBM changes the paradigm from expert opinion to evidence.
- **C**ritically **A**ppraised **T**opics (**CAT**)
 - Developed by doctors at Oxford University.
 - Standardized brief summary of the evidence.
 - Useful tool for answering clinical questions regarding contraception
 - Can address contraceptive side effect concerns, safety and benefits



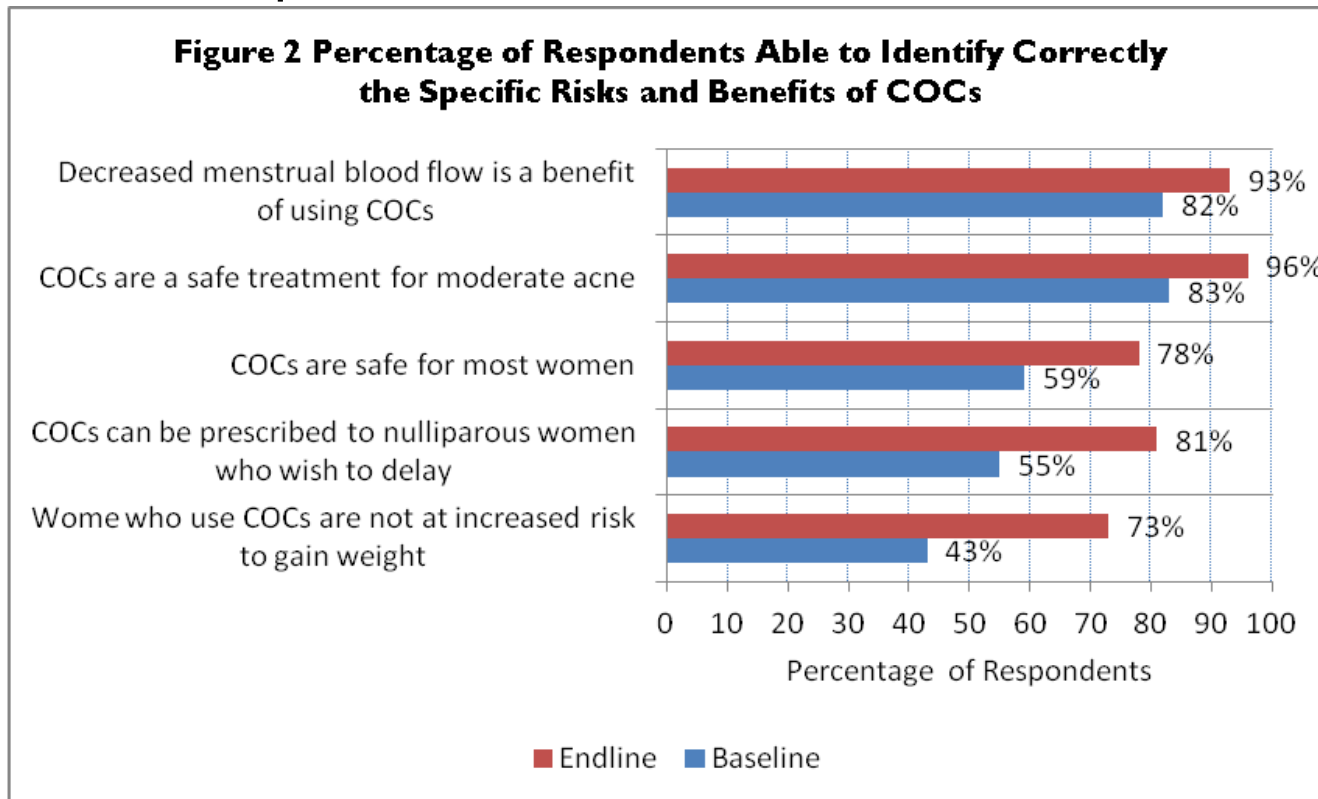
EBM: From Opinion to Evidence

- Uses concise research summaries or “CATs”
- Based on doctors and client concerns
- Opportunity for physicians to debate key topics, review updates and change attitudes and practice



Evidence Based Medicine - Successful Innovation

- 2010 assessment found improved private physicians' knowledge, attitudes, and practices on oral contraceptives



Detailing to Reinforce Messages



- 5,730 detailing visits to 300 private doctors
- Delivered EBM messages on contraceptive methods
- Job aids and print materials distributed to support family planning counseling

PSP Network Doctors

Network of 120 private doctors providing quality health services to women.

- Memoranda of understanding
- Quality assurance standards
- Referrals from outreach
- Vouchers and discounts
- Business training and loans
- Reward and recognition tactics



Pharmaceutical Partnerships to Grow the Contraceptive Market

- PSP and Bayer Schering Pharma collaborated change doctor attitudes toward hormonal contraceptives through EBM workshops and academic detailing to GPs and specialists
- Merck Sharp & Dohme (MSD) introduced a new contraceptive method, NuvaRing® to Jordan, supported by project outreach
- PSP, with MoH supplies and MSD consent, introduced Implanon® to the private sector through the private doctor network



Bayer HealthCare
Bayer Schering Pharma



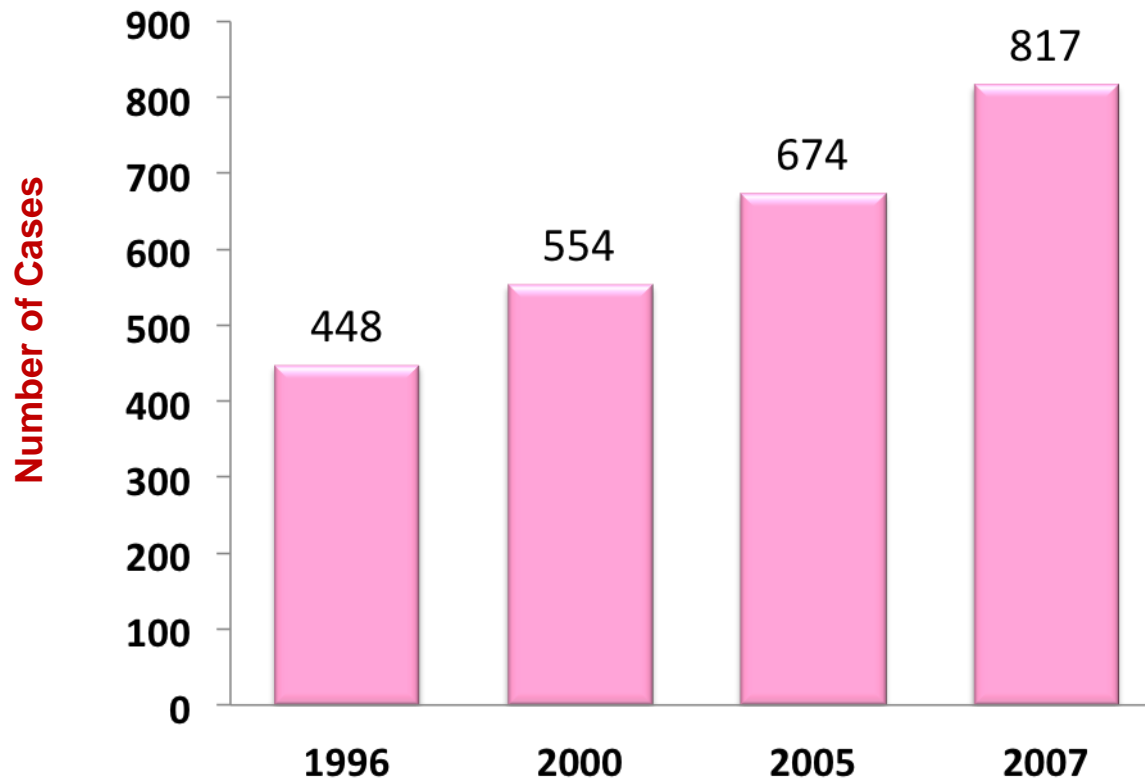
MERCK SHARP & DOHME



Breast Cancer: Promoting Early Detection to Save Lives

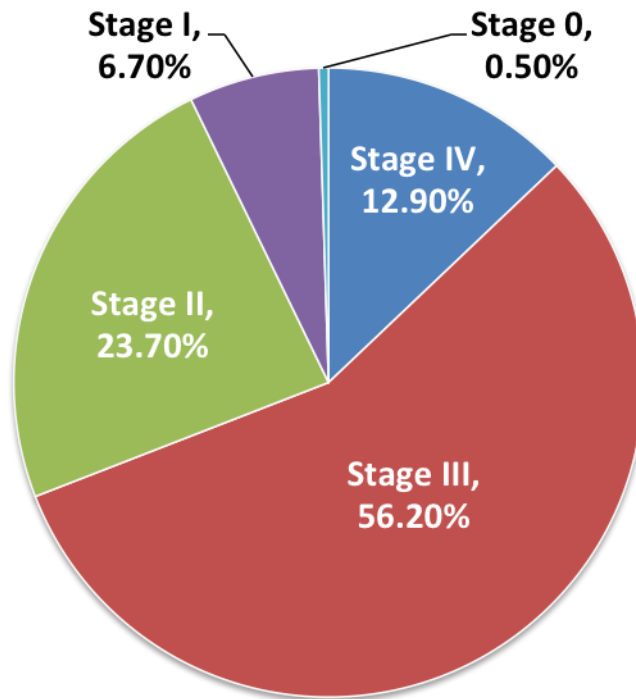
Breast Cancer – Second Leading Cause of Death among Women in Jordan

Increasing Cases of Breast Cancer

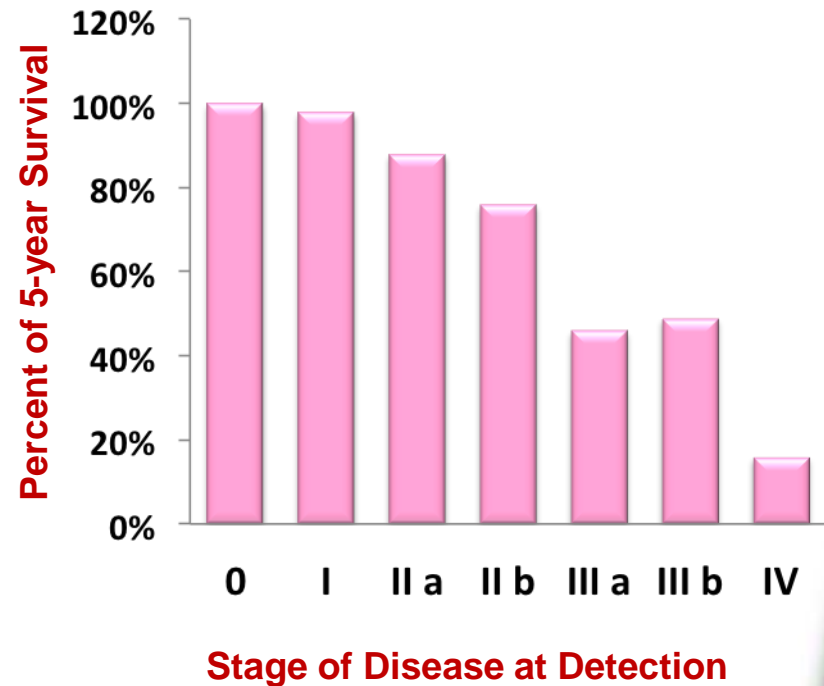


2005: 70% of BC Cases Detected in Late Stages, High Mortality Rate

Stages of Breast Cancer in Jordan based on KHCC Experience 2005



Less Survival at Late Stages



A Public Private Partnership for Early Detection

King Hussein
Cancer Foundation

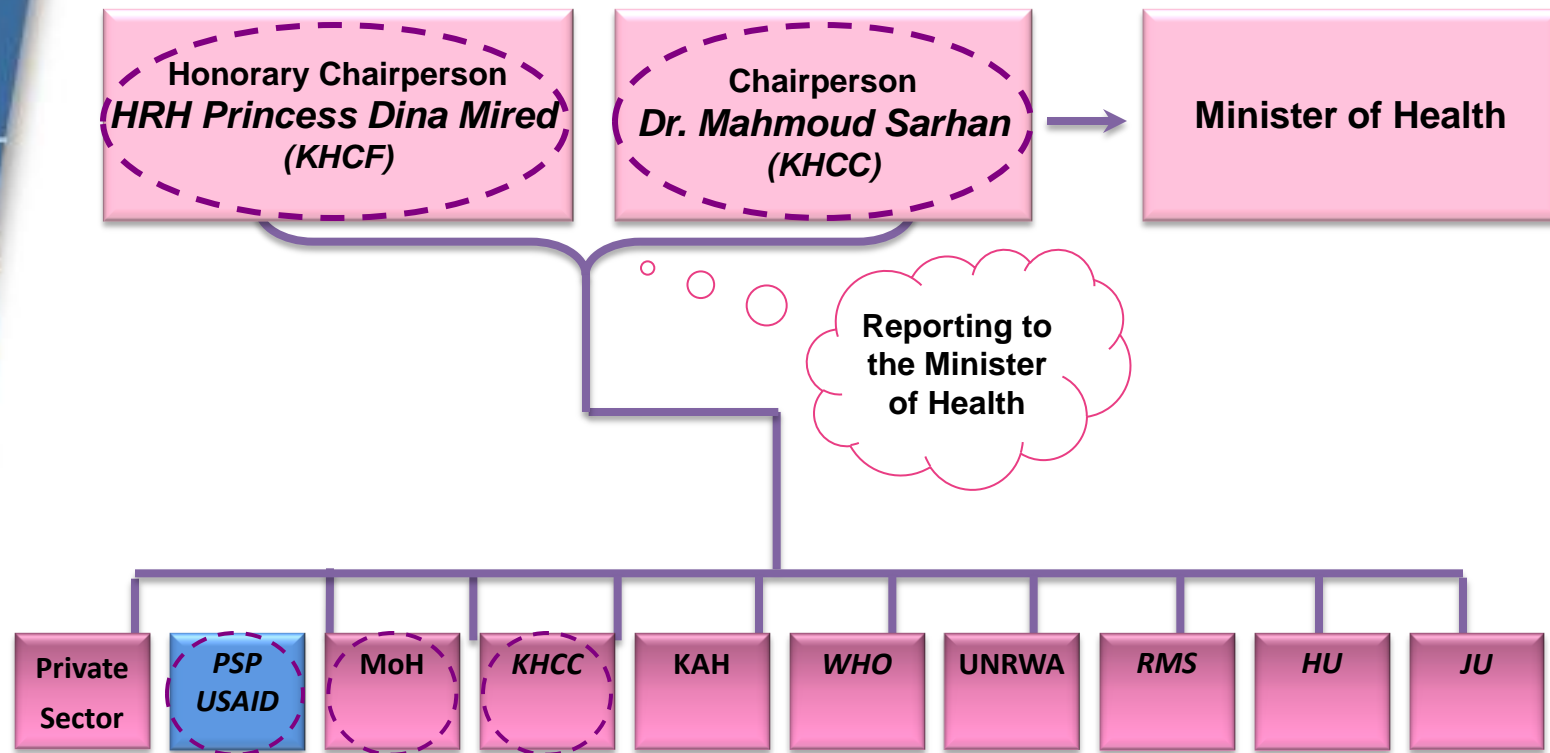
Ministry of
Health

Early detection
grew from 30% to
50% in 5 years

PSP/USAID

King Hussein
Cancer Center

Initiated the Jordan Breast Cancer Program in 2007



Members of the National Committee and the Executive Board

Source: JBCP

PSP Role in Breast Cancer Strategy

- Public education and awareness
 - Communications & mass media
 - Outreach – self exams and referrals
- Training and quality assurance for private health providers
- Mammogram referral system
- Support for national sustainability (Jordan Breast Cancer Program)



Breast Cancer Awareness and Advocacy

- Launching the “Pink Ribbon”
- October awareness campaigns
- Support of USAID
- KHCF and private companies

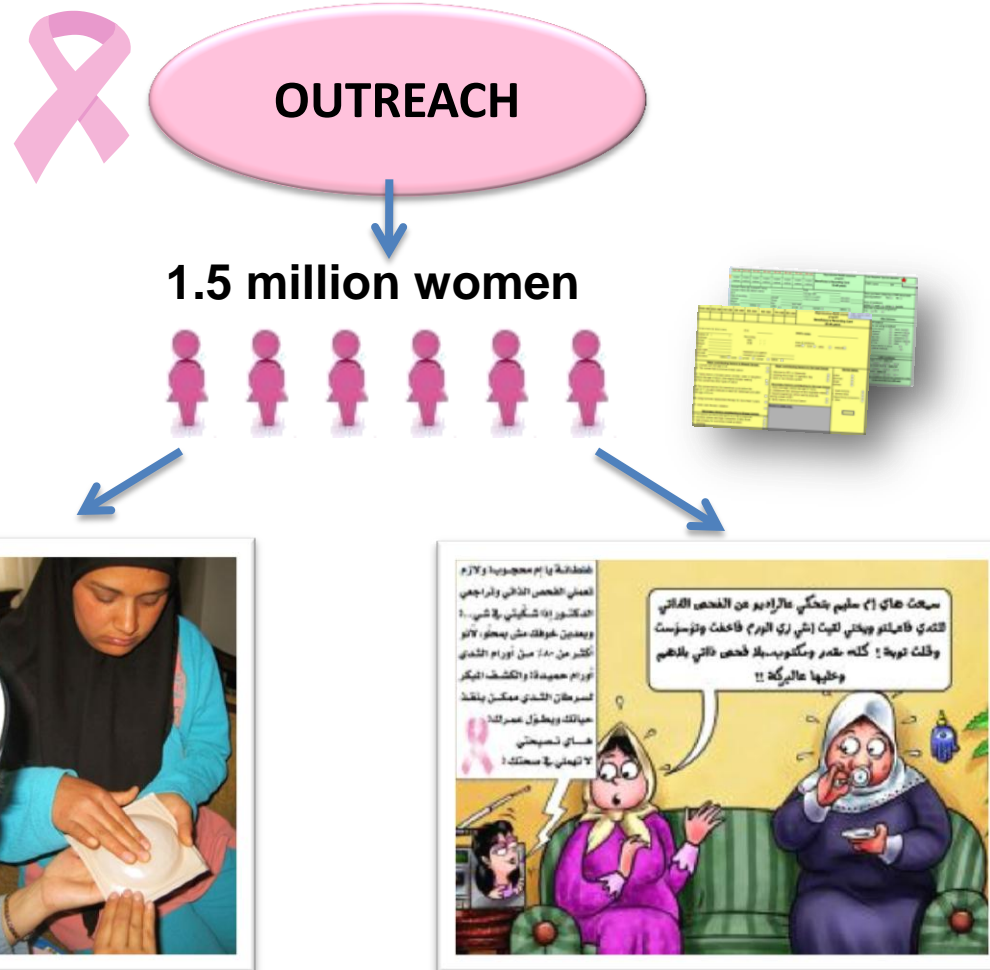


Breast Cancer Messages and Materials

- TV Ads
- Radio Ads
- Brochures
- Posters
- Billboards



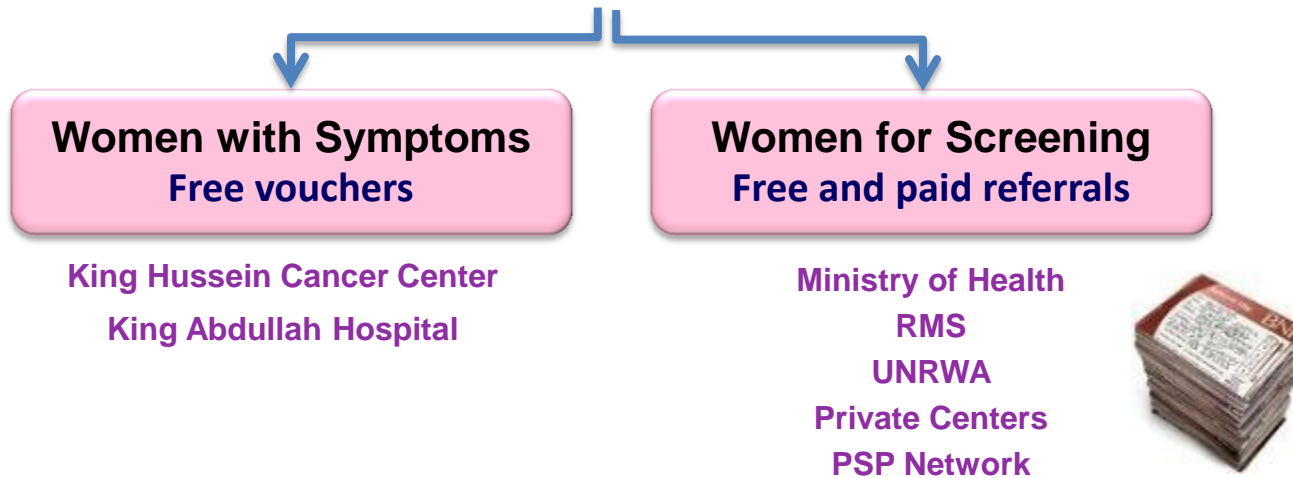
One to One: Encouraging Women to Take Action



Outreach Referring Women for Early Detection



1.5 million women



Private Doctors Ready to Provide Quality Services



Clinical Breast Exam Training and Certification



BC National Guidelines

Improving Quality of Mammogram Screening

30 mammography technicians



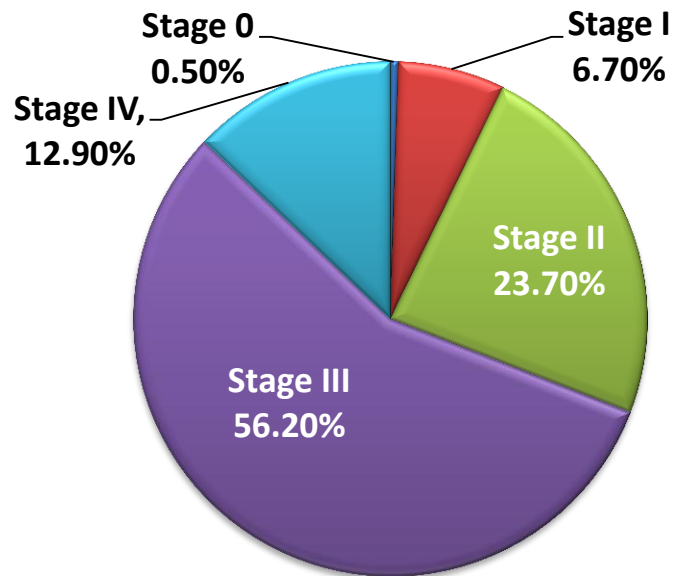
100 radiologists

Outreach and Communications – Having an Impact

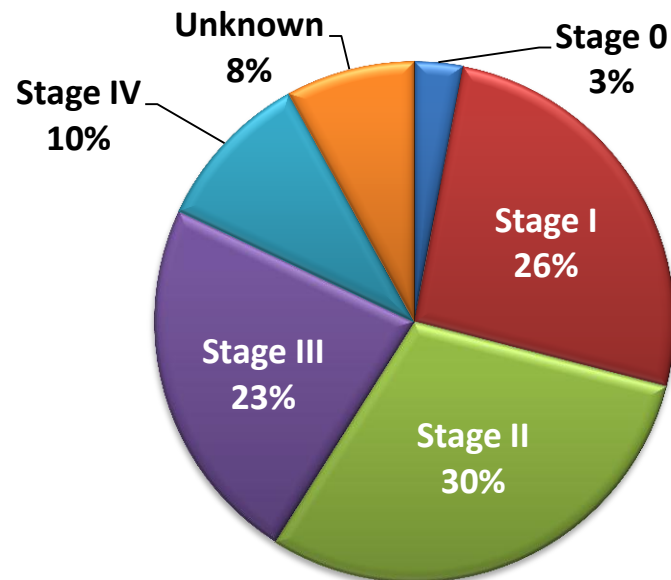
OMNIBUS Survey November 2010	
% of population heard or seen messages on Breast Cancer	79%
% of women know how to do Self Breast Exam	74%
% of women conducting Self Breast Exam in the last 30 days	31%

SUCCESS! - from 30% to 59% in Early Stages

**Stages of Breast Cancer
KHCC 2005**



**Stages of New Breast Cancer
Jordan Cancer Report 2009**



Saving Lives with Early Detection of Breast Cancer: Legacy into the Future

- Jordan Breast Cancer Program now leading all activities with funding through KHCF
- Successful transition of mass media campaigns to JBCP
- International advisory board established
- Effective private public partnership
- A potential model for chronic diseases

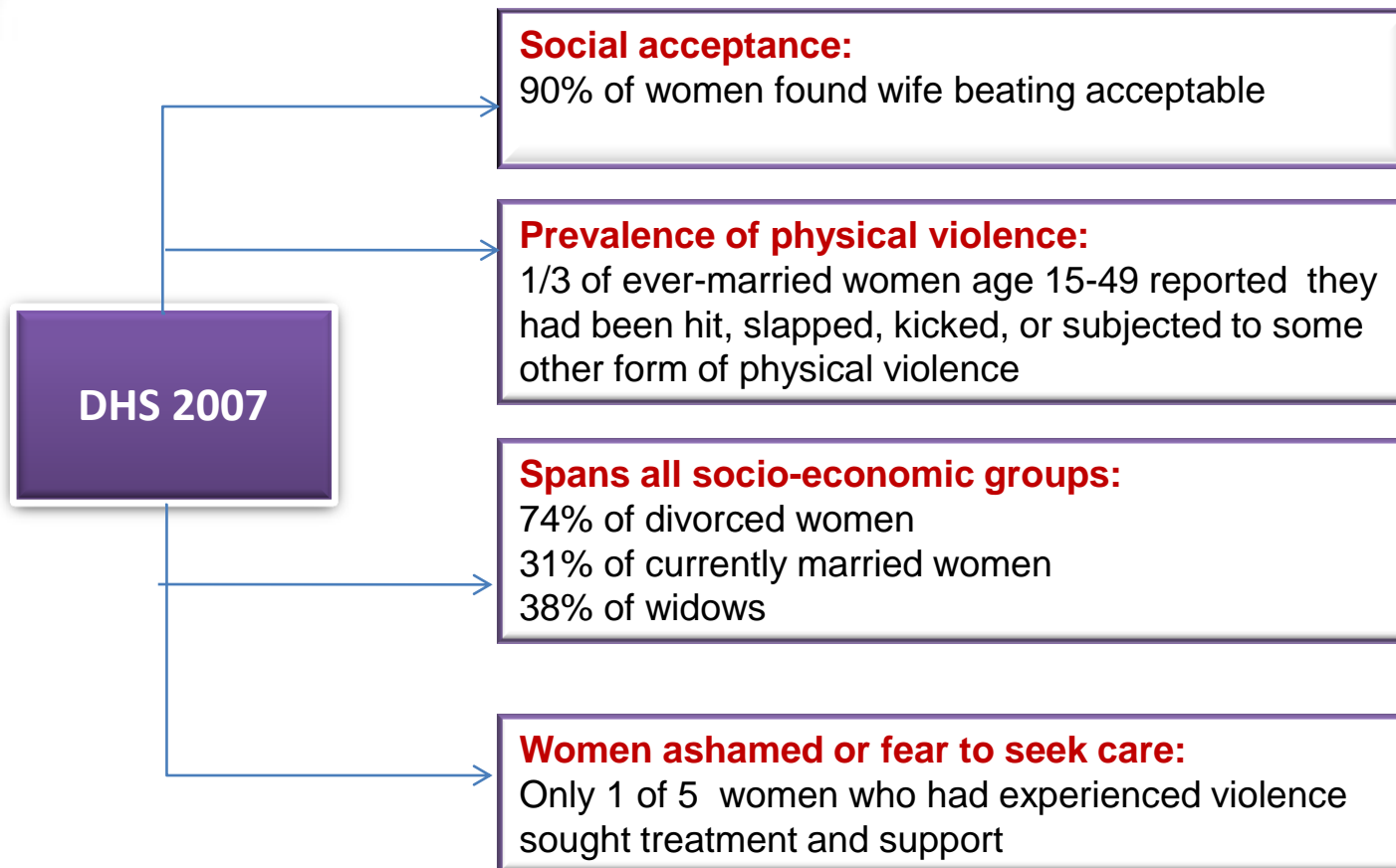




**Preparing Private Hospital to Address
Gender Based Violence: Improving Care
and Treatment for Survivors**

Violence Against Women (VAW): “A serious health issue in Jordan”

Magnitude



Testimonials of Jordanian Women



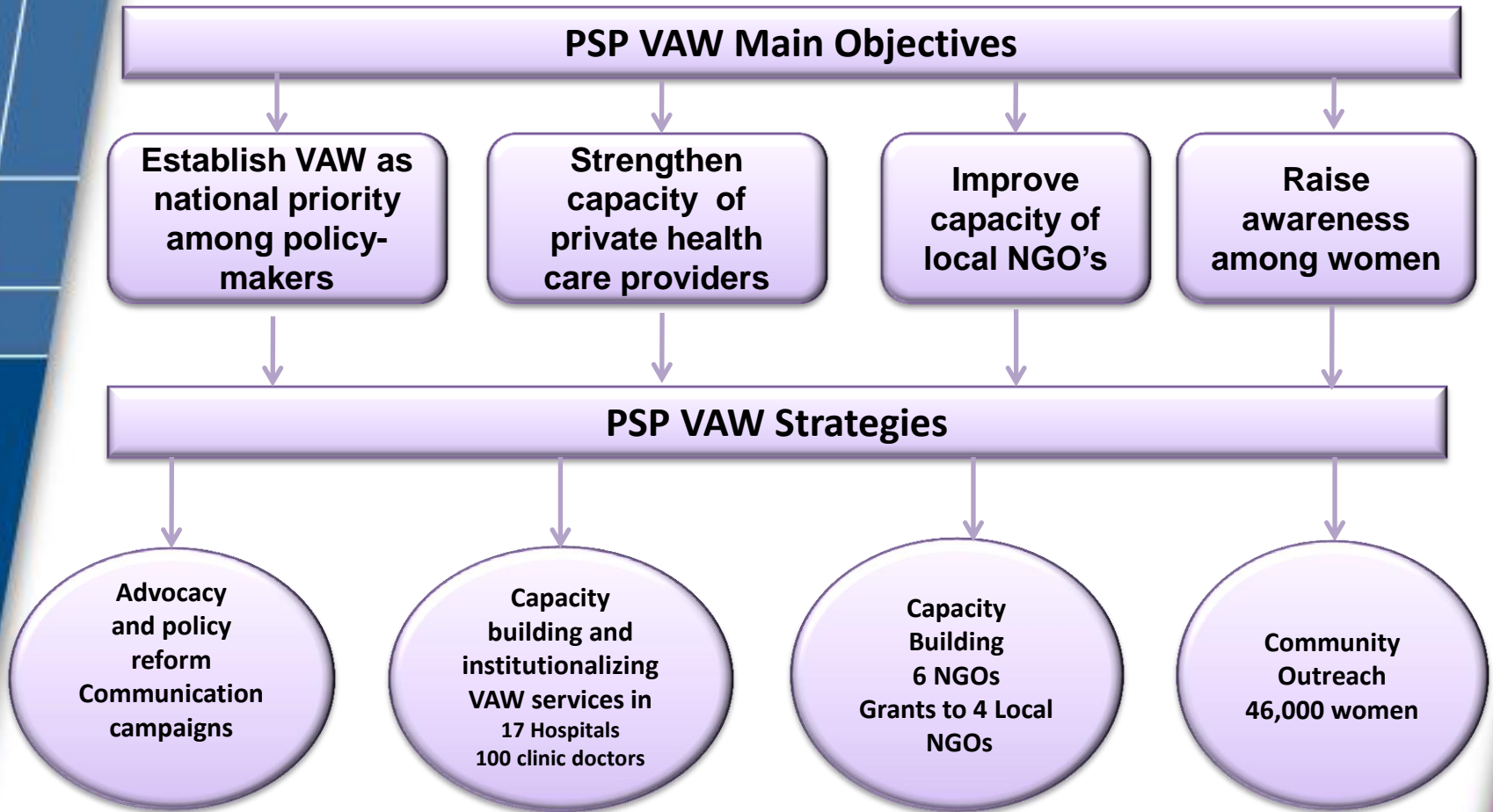
“I have suffered a lot and always swallow my pain. That is why I constantly visit doctors and use medicines. I have no one to help me” - 27 yr old divorced woman



“I told them in the hospital I fell down. If I told the truth my husband would kill me. I was ashamed to talk about a problem considered a family issue!” - 35 yr old married woman

Serious need for intervention!

PSP/VAW Objectives and Strategies



Advocacy and Awareness Raising National Council for Family Affairs/NCFA

Key Achievements

- VAW situational analysis
- VAW policy training for 480 ministry staff
- A national VAW advocacy plan
- Support for Dar Al-Wifaq Al-Usari/MOSD
- A media network to address VAW



NGO Capacity Building and Grant Fund Zein Al-Sharaf Institute for Development/ZENID

Objectives

- Improve quality of NGO response to VAW
- Foster networking between NGOs and VAW service providers

Key Achievements

- 6 NGOs received specialized training
- 4 NGOs awarded grants
- 3 NGOs maintained VAW activities after grant's end



VAW Outreach: Circassian Charity Association/CCA

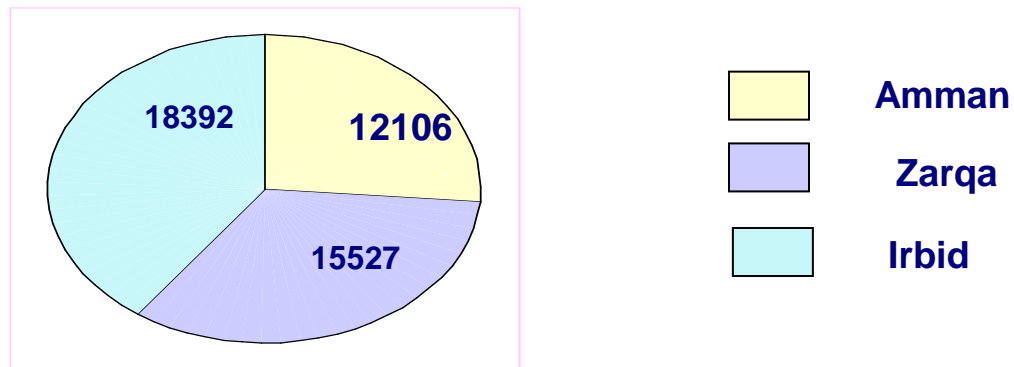
Objectives

Home visits to raise awareness on VAW

Key Achievements

More than 46,000 women reached in their homes

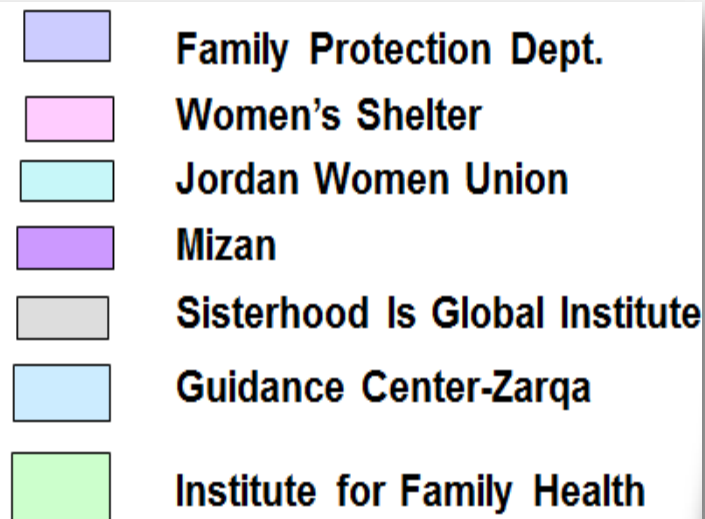
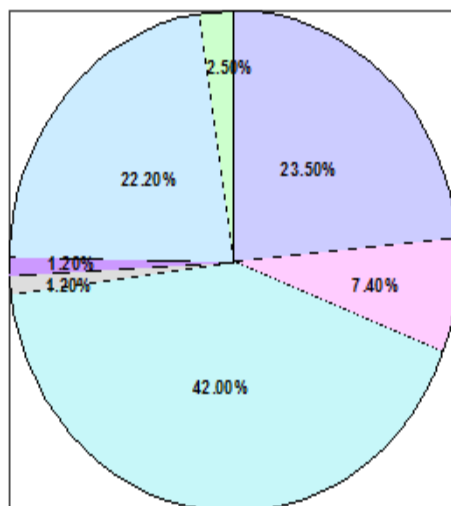
More than 3,000 women referred for services



VAW Outreach: Types of Violence and Referrals

Types of Violence

1. Psychological (majority of cases referred)
2. Economic
3. Physical or sexual



Preparing Private Hospitals to Manage VAW

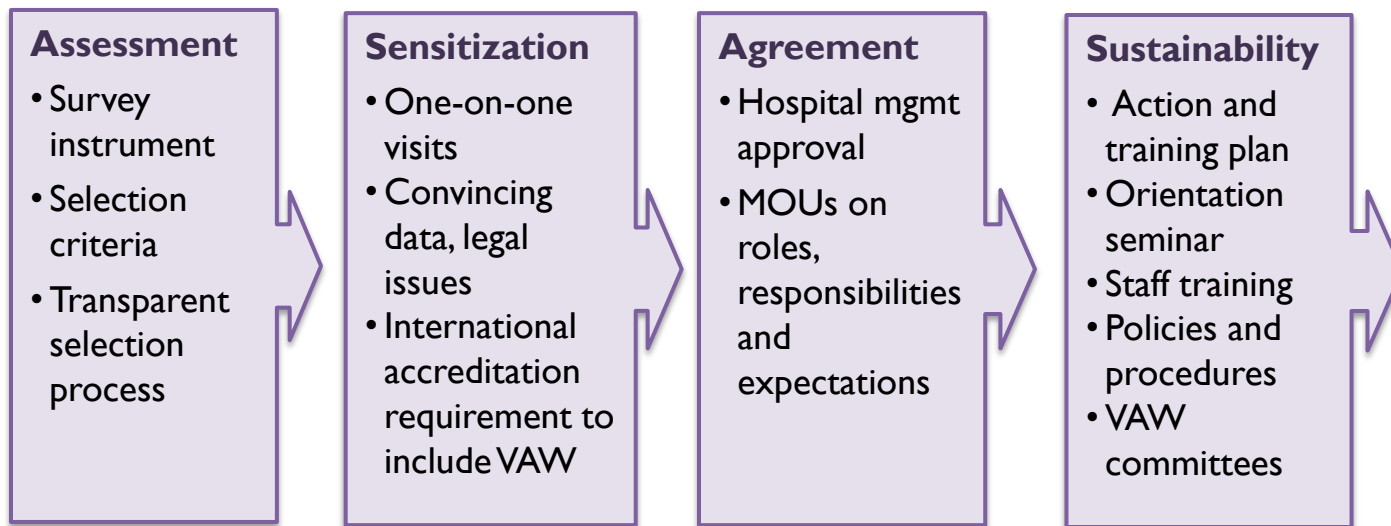
Objectives

- Increase healthcare providers ability to detect violence and refer survivors to rehabilitative centers
- Setup a referral and tracking system

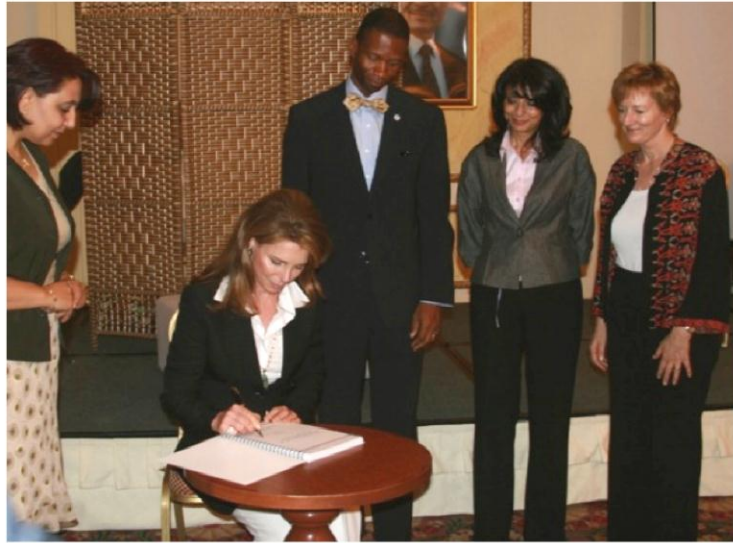
Program Targets

- 17 private hospitals
- 170 clinical and administrative staff
- 100 private physicians

Preparing Private Hospitals to Manage VAW: A Four Step Approach



Achieving Sustainability



Queen Noor launching first Arabic manual for private health providers on detection and referrals for Violence Against Women



A private hospital team discusses VAW detection and referral procedures for its hospital

PSP VAW Innovations and Results

- Memoranda of understanding signed with 17 hospitals
- Internal policies established in 9 hospitals
- Formal VAW sessions in hospitals' CME programs
- VAW committee established in each hospital
- Case filing and referral system developed

Conclusions/Lessons Learned

- International hospital accreditation and legal requirements are major motivators
- Approval from upper management essential to ensure initial participation of hospital staff
- VAW detection and referral training is more effective when entire team involved – physicians, nurses, social workers and administrators
- Establishment of internal hospital policies and systems are essential to success



THANK YOU