

# Private Providers' Interest and Willingness to Pay for Quality Improvement in Peru

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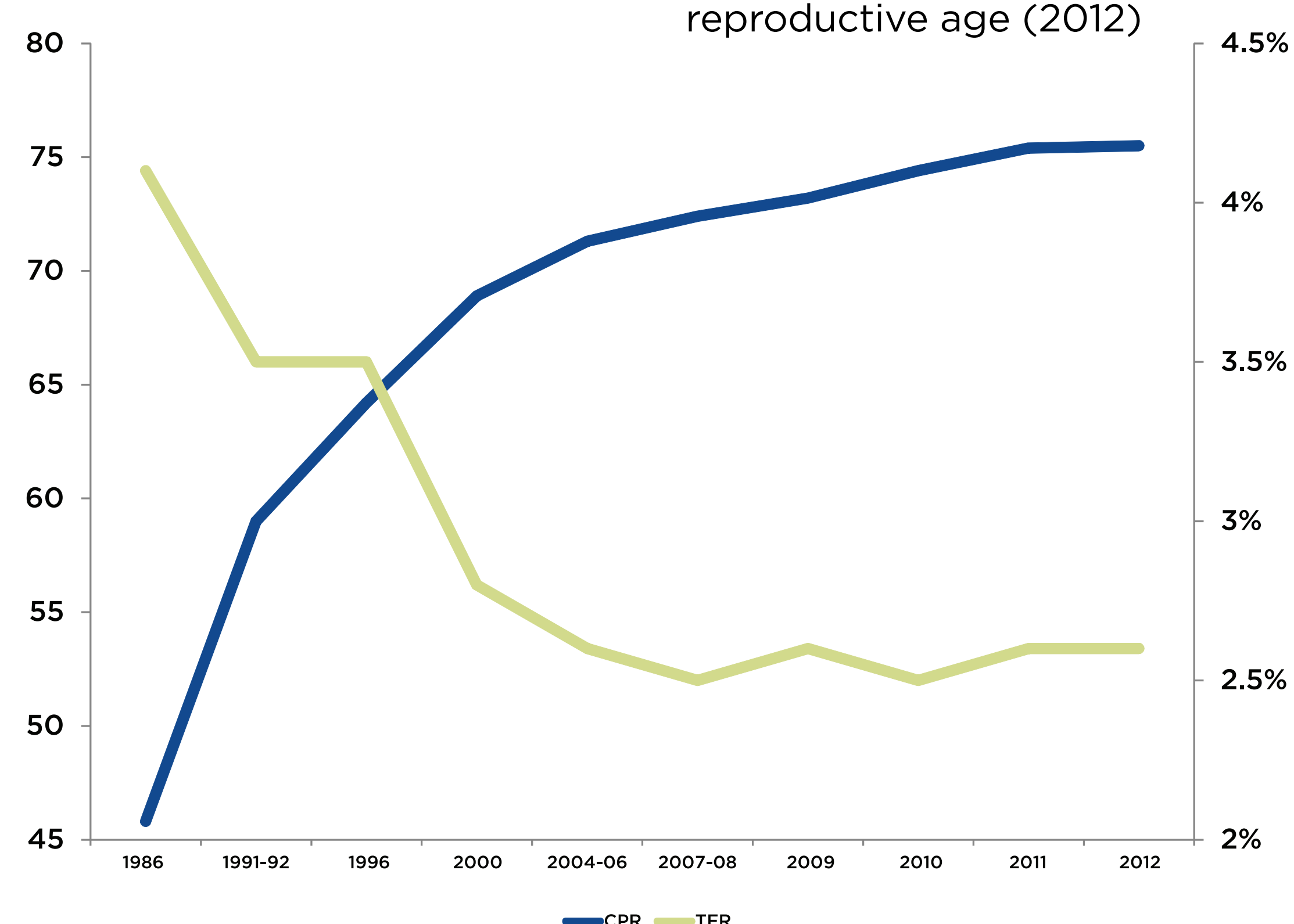
## Family Planning in Peru (Background)

**75.5%**

CPR for women in union of reproductive age (2012)

**2.6 children**

TFR for women of reproductive age (2012)



### Why Peru?

- Increasing (and significant) role of the private sector in provision of FP services
- SHOPS partner Jhpiego was already implementing a quality improvement model in the public sector

## Overview of QI Program with Recognition

"Standardize, Do, Study, Reward," Jhpiego

- Train private providers in best practices
- Conduct gap analysis: actual practices/best practices
- Develop action plan to fill the gaps and set standards
- Measure progress
- Reward achievements of the standards

### Rationale for Study

- Perceptions that quality is lower in the private sector
- Available evidence about QI in the public sector, less so in the private sector
- Provider motivation toward QI and valued recognition mechanisms are under-researched in private sector
- Opportunity to gauge level of private providers' interest in quality improvement programs with recognition mechanisms

### Objective:

Identify preferences of different types of private providers in Peru regarding recognition mechanisms as a component of a QI program.

### Mixed Methods:

- Qualitative approach (focus groups)
- Quantitative approach (provider survey)

## Overview of Study

Approx. 80 providers in 8 focus groups  
240 providers surveyed

### Types of private providers:

- Networked providers
- Independent general practitioners and ob/gyns
- Independent midwives



Providers:  
65% female  
35% male

### Regions:

- Iquitos, Loreto
- Huancayo, Junin
- San Juan de Lurigancho, Lima

### Finding #1: Strong Interest in QI among Private Providers

**97%** of interviewees willing to participate in a QI program with a recognition component.

- To improve their medical knowledge through new or refresher training
- To improve the quality of care provided to patients
- To improve in techniques specific to sexual and reproductive health.

### Finding #3: Preferred Type of Recognition Mechanism

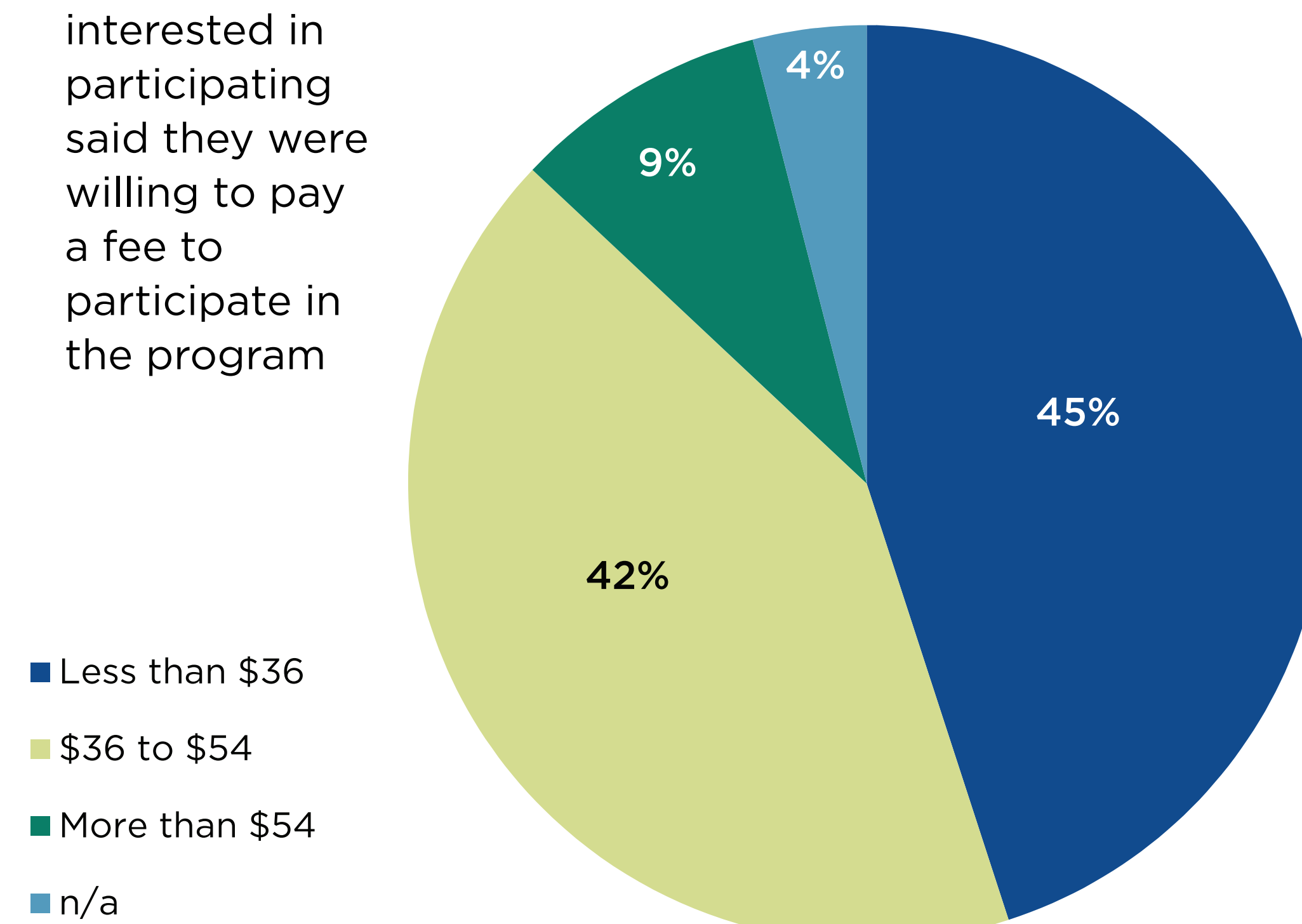
- 47%** Training and professional development opportunities
- 18%** Office and/or medical equipment/supplies
- 18%** Diploma/certificate

### Finding #2: Willingness to Pay

**81%**

of those interested in participating said they were willing to pay a fee to participate in the program

#### How Much?



### Finding #4: Providers' Preferred Institution to Run QI Program with Recognition

- 30%** Professional associations
- 20%** International organizations
- 16%** Universities

## Contribution

### In Peru

Clear opportunity for those interested in implementing a QI program in the private health sector

Potential participants in the program will value:

- Professional development
- Third party validation
- Materials/resources for their practice

### Globally

- Perceptions and expectations of providers for designing a QI program
- Education is a highly valued resource and motivator
- Providers update technical competences and improve quality of care