

Successful IUD provision from the franchised private midwife perspective

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Case Study: Successful IUD provision

- Why are some private midwives providing a higher number of IUDs than others?
- Identified a country with:
 - Relatively high modern CPR (37%) and IUD use (3.1%) among currently married women
 - Active private sector provision of FP
 - Large cadre of midwives - Integrated Midwife Association of the Philippines reports 22,000 active members



Midwife interviews

- Explore in-depth the personal perspectives of franchised private midwives on IUD provision
- Conducted interviews with open-ended questions with 17 midwives (9 Well-Family and 8 BlueStar/MSI) and other stakeholders
- Collected some FP service statistics from interviewed midwives



Support to franchised midwives

- Both BlueStar and Well-Family provide the following support to their midwives:
 - Training
 - Marketing support
 - Connection to commodities
 - Identifying clinic locations
 - PhilHealth accreditation
 - Initial support (of varying types) for start-up

Basic franchisee services

- Full range of FP counseling and services
- Referrals for permanent methods
- Delivery
- Ante- and post-natal care
- Newborn screenings



Widely available IUD commodities

Suppliers and Prices of IUDs in the Philippines

Supplier	Brand	Main Purchaser	Price to midwife (USD)
MSI	Eve	BlueStar midwives	\$0.53
DKT	Pregna	Well-Family midwives	\$1.96
Alphamed	T-Care	Well-Family midwives	\$2.08
DKT	Securi-T	Well-Family midwives	\$2.77

Family planning services by franchise

Family Planning Provision by Interviewed Midwives in 2012

	Total FP Methods	Total IUDs
Well-Family Total Provision (n=9)	2,319	513
BlueStar Total Provision (n=8)	2,495	1,372

Factors that affect provision of IUDs

- Midwife selection by franchisor
- Training
- Affordability of IUD services



Selecting midwives: a critical first step

- Both franchises have some say over the placement of clinics, largely to ensure need for services, client flow, and avoidance of competition with other franchise midwives
- Well-Family looks for:
 - established midwives
 - some business knowledge
 - good communications skills
 - “a personality that can draw people in”
- BlueStar’s main priorities include:
 - strong commitment to modern FP
 - actively working in their community
 - do not have a clinic



Midwife selection criteria

- Some BlueStar midwives used the word “opportunity” in relation to the assistance provided in opening a clinic
- May engender a sense of gratitude in the midwives



Opportunities are rare

*“[I joined BlueStar] Because I have no organization at that time and...I was interested in family planning services...I **[had] no experience in family planning so I grabbed the opportunity.** Opportunity comes only once.” - Midwife, BlueStar Franchise*

*“[I joined BlueStar] Because I want to try, [see] what will happen. **They offered [help] in the construction of this building and some equipment. I want to take the opportunity.**” - Midwife, BlueStar Franchise*



Building confidence in IUD provision

- Both franchise networks require trainings that include comprehensive family planning (of which IUD is a component)
- BlueStar's training has a greater emphasis on IUD insertion, with very early introduction to and more time spent on this service
 - BlueStar midwives are required to perform 50 IUD insertions
 - The standard IUD training in the country requires 20 IUD insertions
- May impact the skill and confidence of BlueStar midwives to recommend and provide more IUDs

Now I can provide IUDs

“Before I joined BlueStar, I didn’t know much about family planning. I had little or slight knowledge on FP. It improved when I was trained in BlueStar. At least now, I personally insert IUD...My skills, my quality of service as a midwife improved.” – Midwife, BlueStar franchise

Affordable IUD services

- Large number of mid-level providers increase competition; more choices
- Low cost of commodity allows providers to keep service charges relatively low while still making a profit
 - BlueStar caps charge at US\$2.28 for IUD
 - Well-Family charges around US\$11 for IUD
- BlueStar price cap may contribute to higher service numbers

Price makes services more accessible

“...The services we offer are cheaper. The services we have, I can say that it is accessible to people...My IUD is Php100, for others its PhP1,000” – Midwife, BlueStar network

Lessons for increased IUD provision

- Selection criteria for midwives to better ensure commitment to providing modern FP, including IUDs
- FP training with an early emphasis on IUDs and practicum sufficient to develop midwife skill and confidence
- Large number of mid-level health workers increases competition
- Low-priced, easily available commodities
- Affordable service prices

Success is reachable

“[I would tell her to]...submit herself to the training because [the] trainings will boost your confidence in doing your practice...and...will help lot of things in decision-making because if you know you have the skills, you have the confidence, everything will follow...Its not so easy but rewarding. You will feel like your success is within your hand when handling this clinic. Your success is reachable.”

– Midwife, Well-Family Franchise



Thank you!

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