



Social Franchise in Somaliland

Private Sector Pharmacies Network



Definition of Social Franchising

- Social franchising applies the principles of commercial franchising to achieve social goals. Social franchising is a mechanism for strengthening the skills of health care providers and increasing access to quality healthcare services"

To what problem is social franchising a solution?

- Overburdened public health system
- Low participation of private sector in delivering preventive services
- Under- regulated private sector
- Limited professional development opportunities for private sector health care professionals
- Limited access to health financing mechanisms for private sector health system
- Unmet need for greater access to better quality essential health services among low income population segments



Social Franchising in Somaliland





Why Bulsho-Kaab Network?

High rate of infant mortality due to diarrheal disease

<5 child mortality rate = 113 per 1,000 live births (MICS 2006).

High rate of maternal mortality due to poor birth spacing behaviors

MMR = 1,044 per 100,000 live births (MICS 2006)

Evidence appears to suggest that private pharmacies play a significant role in health care delivery and are the most used source of health care in Somaliland*





Bulsho-Kaab Network Objectives

ACCESS

- To expand provision of clinical health services in private sector pharmacies specifically serving vulnerable populations (e.g. poor women and IDPs)

QUALITY

- To improve quality of care of health services provided through private sector

EQUITY

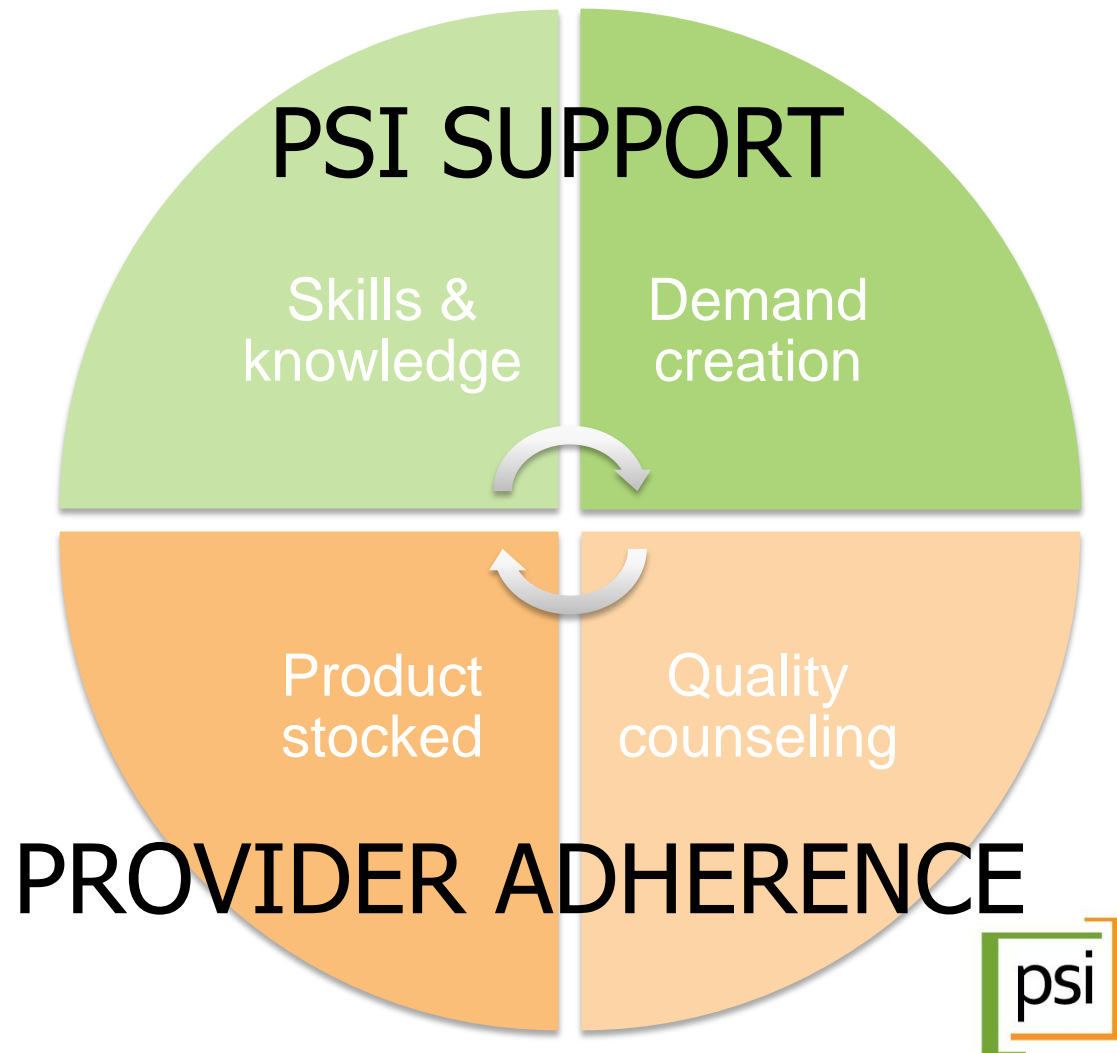
- To reduce barriers to women's use of health services delivered through private sector pharmacies.

COST-EFFECTIVENESS

- To invest in influencing the behavior of the pharmacy providers to a level commensurate with assuring the quality standards required for women-friendly, clinical services.



Business Model: The Exchange





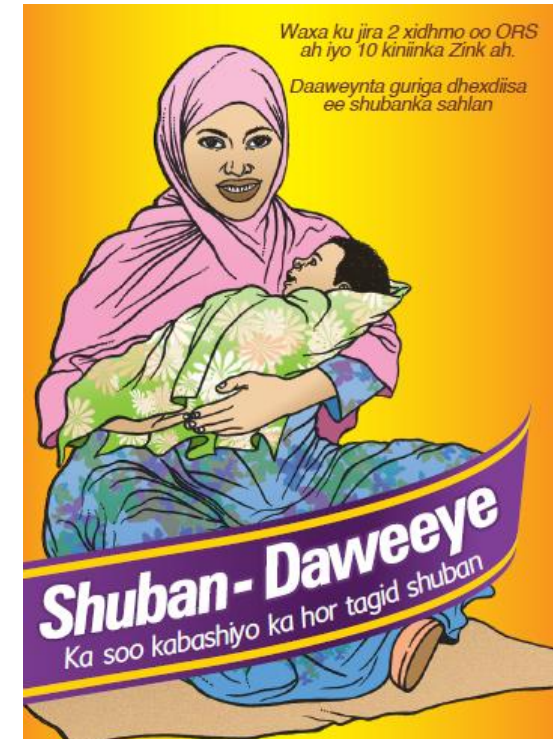
BulshoKaab Offerings



aquatabs



oral contraceptives and
injectables



diarrhea treatment kit

Counseling



Selection Criteria

Must

Qualification

Certificate/letter
from the MoH

Interested in
Joining

Private Space

Priority

High client load

Female provider

Working long
hours

Clinic attached

Sell PSI
products



How do we strengthen the quality of services within the private sector?

- Training of private pharmacies providers
- Medical detailing visits focus on provider behavioral change
- Provision of tools for high quality services delivery(IMCI check list, sick child form, birth spacing counseling flip chart- to be distributed)
- Quarterly M&E visits- score card assessment for performance-based incentives
- Incentives for compliance of service protocol
- Continuous monitoring and evaluation

Moving Forward

Certified training
of pharmacy
staff through

- Hargeisa Institute of Health Sciences
- Amoud University and
- Burco Institute of Nursing

Expand health
areas for PSI
products:

- Pneumonia,
Nutrition
Supplements,
Multivitamins for
pregnant women

Coordination
with NHPC to
set standards for
private sector
pharmacies

A total of 250
pharmacies in
five regions to
be part of
Bulsho-Kaab by
2015





Mahadsanidin!