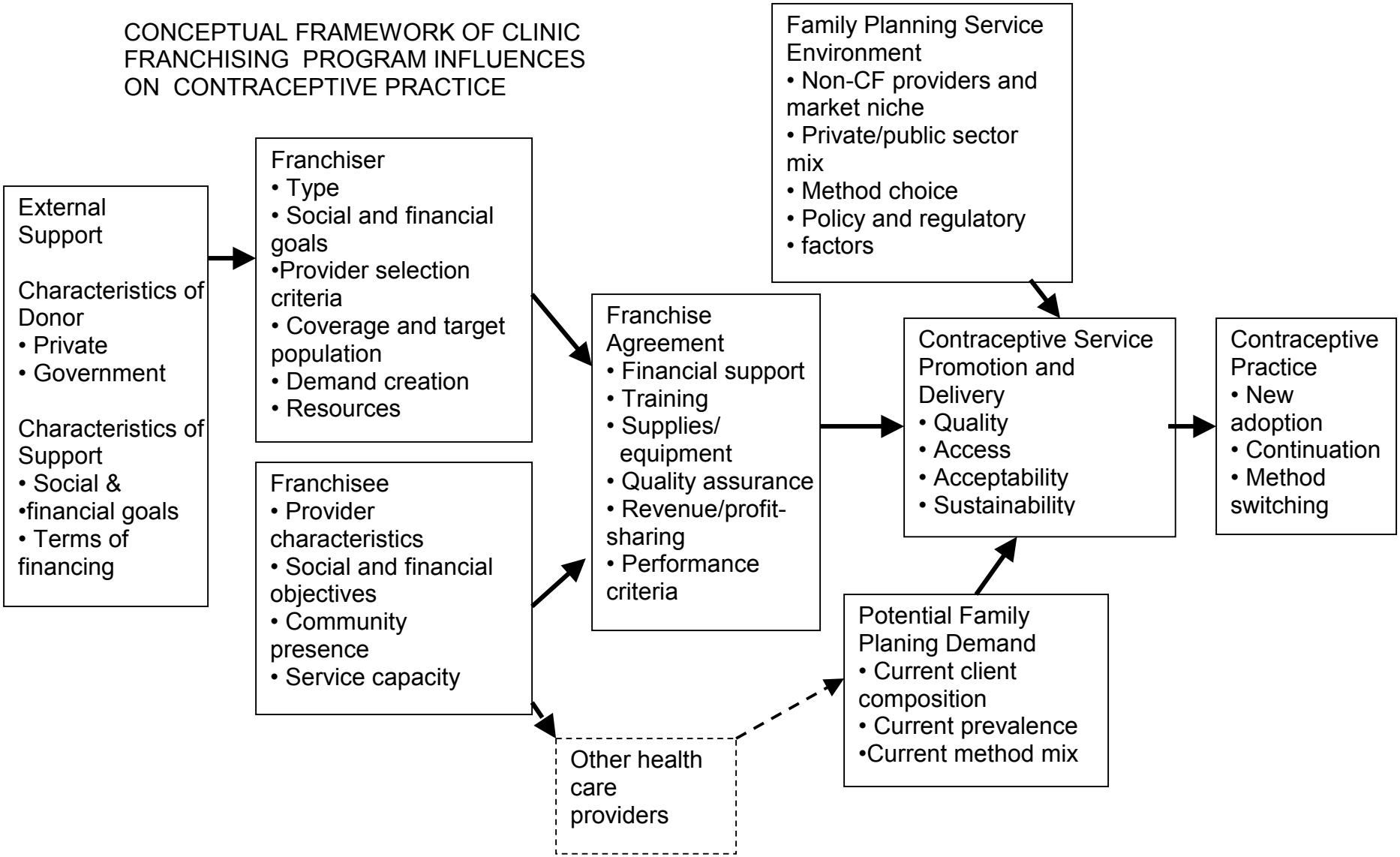CONCEPTUAL FRAMEWORK OF CLINIC FRANCHISING PROGRAM INFLUENCES ON CONTRACEPTIVE PRACTICE