

**Overview of Clinic Franchising Characteristics in Five Contraceptive Delivery Programs
Participating in the Cluster Evaluation**

Characteristics	Program				
	Sabz Sitara (Green Star Social Marketing Program)	Titli Centres and Surya Clinics (Janani)	Biruh Tesfa (Ray of Hope Program)	Packard Foundation- Ethiopia Project	FriendlyCare Foundation, Inc.
Country/Regional Focus	Pakistan 55 cities	India Bihar State	Ethiopia 4 zones in Amhara region, 1 zone in Oromiya region, Addis Ababa	Ethiopia 7 large towns in 3 regions (Oromiya, Amhara and Tigray)	Philippines
International NGO sponsorship	Population Services International	DKT International	Pathfinder International	Marie Stopes International	USAID JHU CCP
Current project period	2 years 12/99-12/01	2 years 9/00-9/02 (under review)	2 years 12/99-12/01	3 years 4/00-4/03	5/10 years 4/99 (incorporated)
Objectives	Green Star Strengthening (Plus) - Will provide additional training and services in 100 GS1 clinics in 6 cities - Plan to increase scope of RH services <ul style="list-style-type: none"> • RTI/STD • PAC • Nutrition • VSC (in 6 clinics only) - Also stronger franchise agreement	-Consolidate initial gains -Strengthen existing network -Maintain quality of care through delivery of new products and services; expansion of market channel and number of retail outlets; delivery of other health products (essential drugs, iron tablets)	-Provide selected RH/FP services through selected SDPs -Increase CPR by 30% in project areas -Improve quality of services -Facilitate favorable climate for private sector involvement -Establish network of private practitioners providing high- quality, affordable FP services	-Improved access -Improved awareness -Increased access to VSC services -Strong organizational development	-Increase private sector involvement in MCH and RH -Create network of for-pay wellness clinics -Provide accessible, compassionate, quality and affordable health services -Offer alternative to high quality- high priced care (commercial sector) and low quality -free care (gov't facilities -Increase CPR by

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Population covered	50 million (of 130 million total)	102 million (total Bihar state population)	10.374 million in Packard zones and Addis Ababa	Direct beneficiaries (in clinic catchment areas and associated outreach): -600,000 women of reproductive age; -100,000 adolescents; -50,000 children < 5 years of age; -114 MSIE team members; -MSIE	70% of lower and lower-middle income: -Women of reproductive age and their male partners -Children <5 -Adolescents 15-24 -High risk males Total population 72 million
Target SDPs	Types (# trained to date) -Lady medical practitioners (2,119) -Private general practitioners (mostly male; 4,258) -Pharmacists (2,586) -Paramedics (mainly lady health visitors; 2142)	-Rural medical practitioners and their female associates (9,000 of target 24,000) providing non-clinical contraception -Private clinics (84 of target 1200) providing clinical contraception Traditional social marketing also implemented	-92 private clinics -115 workplace providers -48 marketplace providers -6 rural medical practitioners -150 community health agents (CHA) -100 trained birth attendants (TBA)	-7 town-based clinics -CBD workers in clinic catchment area (1-2 per clinic) -youth in school programs (up to 42 peer educators) -18 work-based sites with peer educators/distributors	-17 comprehensive Area Service Centers -350-400 franchised clinics (MDs and midwives) - ____ CB workers

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Franchise terms	-Letter of agreement -Compliance standards	-Letter of agreement -Rs 500 annual fee from RMPs -Quarterly purchase of OCs, condoms -Compliance standards (blacklisting of non-performers)	-Letter of agreement -Reduced client fees for registration, consultation, procedures -Compliance standards	Not applicable MSIE owns, finances and operates own centers	-Compliance standards -Lab/diagnostic services (clinics) -Payments: small equal installments (“gives”)
Brand identity	Green Star logo Green Star packaged contraceptive and related products	Titli Center and Surya Clinic logos Janani-packaged contraceptive products Surya Clinic fee structure	Biruh Tesfa logo, bags, uniforms, market-place boxes	“Open Door” logo Service model Blue and white color scheme on materials and uniforms	Developing logo
Contraceptive and safe care products	Pills (Nova) Condom (Sathi and Trust) Injectable (2-mo. Nova-Ject) IUCD (MultiLoad Cu375)	Pills (Apsara and Mala-D) Condom (Mithun, Nirodh Deluxe, and Trust) Injectable (3-mo. DepoProvera) IUCD (CuT380A) Sterilization (minilap and NSV) MVA kit (Liam) Easypreg Strip	Pills (Microgynon) Condom Injectable (3-mo. DepoProvera) Condom IUCD (CuT380A) MVA kit (Ipas) Sterilization (minilap and NSV) Norplant	Pills (Microgynon) Condom Injectable (3-mo. DepoProvera) Condom IUCD (CuT380A) MVA kit (Ipas) Sterilization (minilap and NSV) Norplant	?

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Franchiser IEC	Mohalla meetings Clinic signboards, public billboards IEC materials	Radio/TV spots Advertisements in newspapers Wall and clinic frontage paintings, posters, printed material Hoardings at district headquarters	TBD (planned sign and billboards, media spots, community-level advertising)	Minimal advertising	Media ads Advocacy to gain support of local/regional governments, community workers and SDOs
Franchise technical support	Training (40 hours for clinicians, 3 days for nonclinical) Commodities, supplies, equipment Field supervision and support Price discounts on commodities and network participation fees	Training (15 days for clinical; 3 days for non-clinical) Commodities, supplies, equipment Field supervision and support Price discounts on commodities and franchise fees	Training (15 days for clinical; 5 days for nonclinical) TBD	Not applicable (MSI centers are fully staffed, stocked, equipped and partly self- financed)	Quote: "FCFI is a business enterprise with a social purpose"
Monitoring and evaluation	MIS, special studies	MIS, special studies	MIS	MIS Collaboration with COFAP	

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Other FP/RH providers in area/country	Green Key franchise Government clinics Non-participating private sector providers (doctors, pharmacies) NGOs (Marie Stopes International)	Government clinics Non-participating private sector providers (doctors, pharmacies) NGOs (FPAI, PSI; DKT/India Marie Stopes International)	Government clinics Non-participating private sector providers (doctors, pharmacies) NGOs (FGAE, PSI, DKT International, MSIE and other Packard-funded grantees)	Government clinics (for non PAC care) Non-participating private sector providers (doctors, pharmacies) NGOs (FGAE, PSI, DKT International, and other Packard-funded grantees)	Government clinics Commercial sector NGOs _____
Contraceptive and fertility demand	18% of MWRA TFR 5.6 PCPS	24.5% of MWRA TFR 4.0 In NFHS 1993/Bihar	8% of MWRA TFR of 5.9 (Ethiopia DHS 2000)	8% of MWRA TFR of 5.9 (Ethiopia DHS 2000)	20% of MWRA TFR 3.7 (PDHS 1998)

SDP=Service delivery points (either fixed facilities or individual providers)