

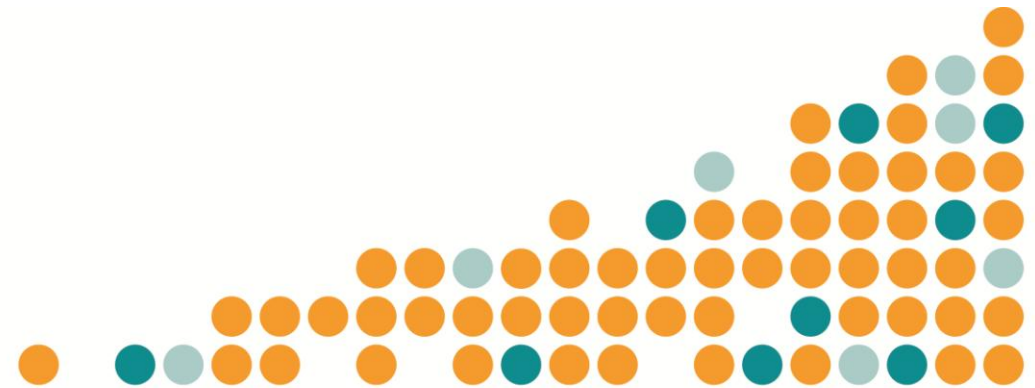
# SOCIAL FRANCHISING



## Provider Motivation

World Social Marketing Conference  
Toronto – April 2013

Dominic Montagu, UCSF



**Social Franchising for Health**  
innovate » demonstrate » replicate

# SOCIAL FRANCHISING



Branding



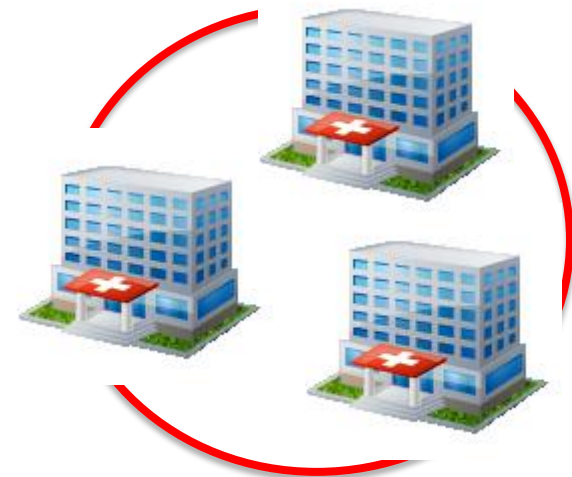
Training



Standards



Commodities



# SOCIAL FRANCHISING

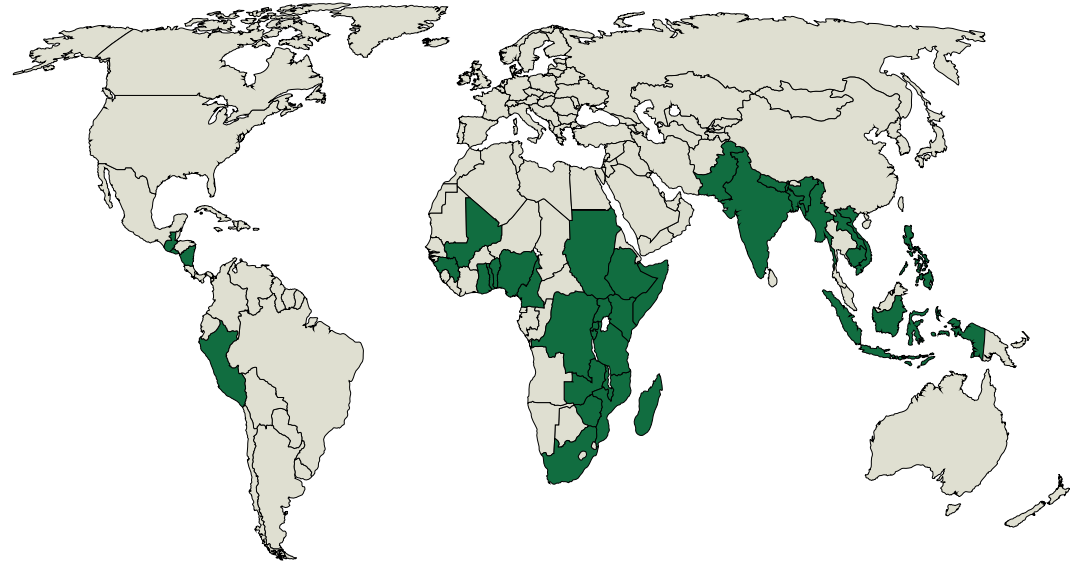


## SOCIAL FRANCHISING IN 2013

- >> 75 Programs
- >> 40 Countries
- >> 45,000 Clinics and Pharmacies
- >> 32,000,000 Clients

## SERVICES

- >> Family Planning
- >> TB
- >> Malaria
- >> Pneumonia
- >> Safe Delivery
- >> STI Care



# SOCIAL FRANCHISING



## Provider Motivation

- Nikki Charman, PSI
- Brendan Hayes, MSI
- May Sudhinaraset, UCSF
- Andrei Sinioukov, WHP



**Social Franchising for Health**  
innovate » demonstrate » replicate