



MAKING MARKETS WORK FOR THE POOR

Rural Healthcare Franchising

World Social Marketing Conference, Toronto

Andrei Sinioukov, Director of Partnerships and



Making Markets Work For the Poor

MISSION:

WHP provides health and reproductive health services in low-income countries by harnessing local market forces to work for the poor. **Leveraging existing social and economic infrastructure**, we utilize the latest advances in communication and diagnostic and medical **technology** to establish large scale, cost-effective health service networks. **We focus on serving rural and other especially vulnerable communities.**



About WHP

- **Founded: 2008**
- **Founder: Gopi Gopalakrishnan**
 - Economist with a varied background
 - Pioneer in Rural Social Franchising
 - Expert in implementing large scale networks



- **Based on lessons learned from Janani:**
First large scale rural social franchise



THE PROBLEM:

MOST COMMUNITIES ARE NOT GETTING VITAL HEALTH SERVICES



ISOLATED RURAL COMMUNITIES



GOVERNMENTS NEED SUPPORT



NGOS' UNSUSTAINABILITY



WEAK INFRASTRUCTURE



PREVENTIVE CARE



POOR REGULATION

WHP: THE BASICS



IDENTIFY

**WE FIND HUMAN
RESOURCES...**



FRANCHISE

**THEN TRAIN THEM AND
INTEGRATE THEM INTO OUR
BRANDED NETWORK...**



CONNECT

**AND LINK THEM TO
QUALIFIED DOCTORS
THROUGH TELEMEDICINE.**



SCALE UP

**THIS MODEL MAKES IT EASY TO EXPAND
THE NETWORK AND REDUCE COSTS
THROUGH VOLUME.**



World Health Partners





Sky Social Franchise Network





Private Sector and the Poor: A Contradiction

Challenge: How to reconcile the profit motive of private providers to needs of the poor





How is WHP Different?

HORIZONTAL platform

based on **EXISTING** resources

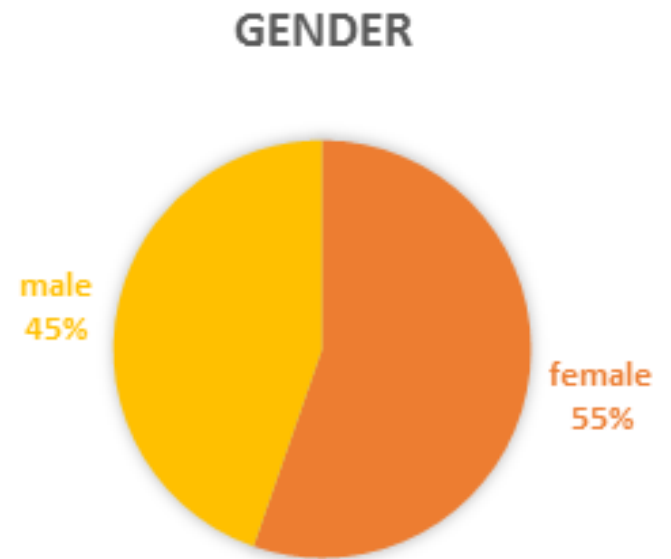
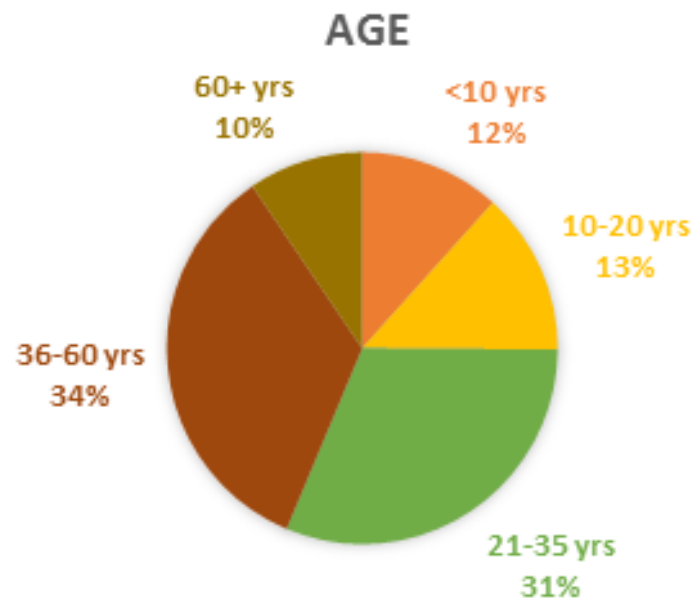
formalizes ties thru
TECHNOLOGY

SCALEABLE
and
SUSTAINABLE

SUFFICIENT INCENTIVES
to drive mandates and standards



Our Clientele





Results So Far...



62,001

TELEMEDICINE CONFERENCES

We've connected 62,001 rural patients to urban doctors



542,124

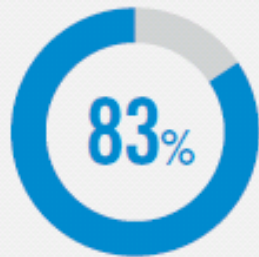
FAMILY PLANNING

We've provided 542,124 years worth of protection to couples so far



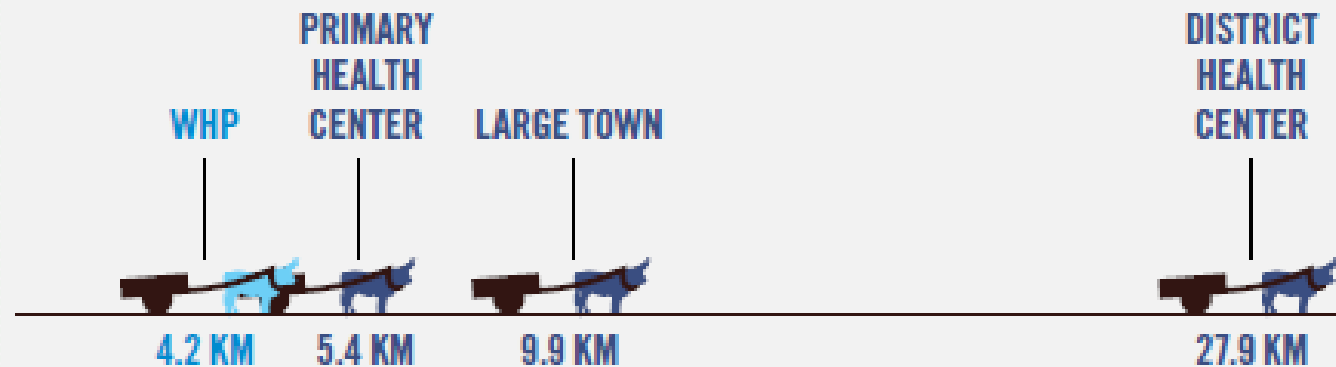
REDUCED COSTS

Telemedicine costs a fraction of a trip to an urban doctor



SERVING THE POOREST

83% of our patients are in the two lowest economic quintiles





Impact Means...

EQUITY

Are we serving those who are economically and culturally **vulnerable**?

USE

Are more people seeking and **utilizing** health care services?

ACCESS

Have we made it **easier** for people to receive care?

QUALITY

Have we improved the **quality** of care that people are receiving?



Potential

80,000
public
sector
doctors

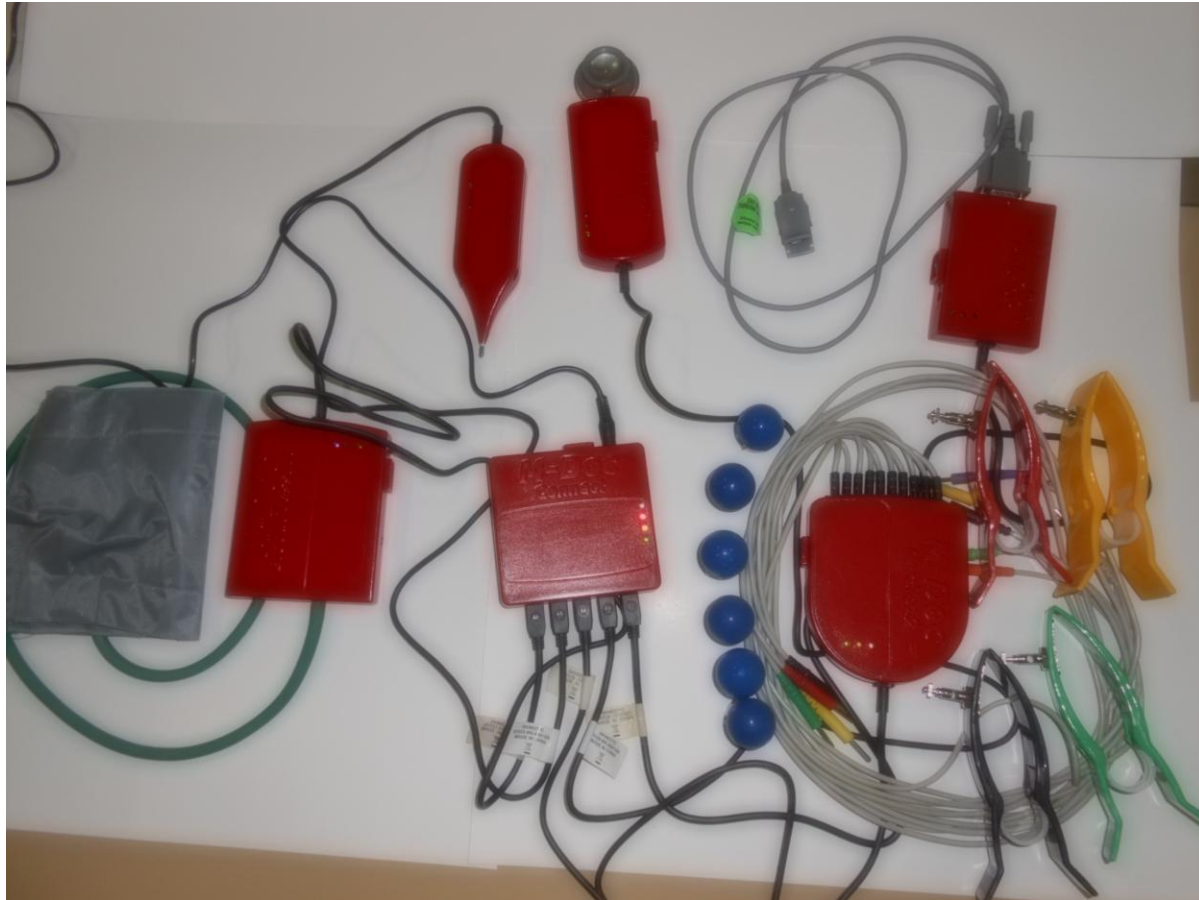
500,000
private
sector
doctors

1.25 million
rural medical
practitioners

12 million
shops



MDOC





Applying the Model



- **Primary Care**
- **Family Planning**
- **Tuberculosis**
- **Childhood Pneumonia**
- **Childhood Diarrhea**
- **Maternal Health**



OUR GOAL is to reach any rural village in any part of the world



Khushboo - Entrepreneur



Khushboo Singh
Sahdai Buzurg Village
I always wanted to get myself involved in some regular work, apart from being a homemaker. When my husband told me about the SkyHealth Center project, I was really excited as I could see the scope of my active involvement. Everyone is really fascinated to see me handling computer and other equipment and facilitating the consultations efficiently.

{ franchisee }



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Thank You!

[Web: www.WorldHealthPartners.org](http://www.WorldHealthPartners.org)

[Twitter: @RuralHealthWHP](https://twitter.com/RuralHealthWHP)

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