



ASSOCIATION OF SOCIAL FRANCHISING FOR HEALTH

ASFH launch remarks

By Joyce Wanderi – Maina, Chair Person

Distinguished guests, ladies and gentlemen

It's wonderful to be here tonight representing the members of the Association of Social Franchising for Health, in this occasion to launch this new body.

The ASFH brings together the country's leading franchises – who in turn organize and support the private sector health providers in Kenya that play such an important role in our health system.

You here tonight understand better than many the key role the private health sector plays in preventing and treating diseases. Even among the poor, the private sector continues to be an important source of care. It is estimated that close to 50% of Kenyans of the poorest quintile use a private facility when a child is sick.

It is incumbent upon us to do everything possible to ensure those providers serving the poor in Kenya are equipped with the skills, confidence, equipment and opportunity to serve their patients with quality, affordable, accessible health care.

The private healthcare sector in Kenya represents a wide array of providers: non-profits, charitable institutions, for-profit one-room clinics, multi-specialty hospitals, pharmacies, and outreach services among others. While all these providers fill a critical role, the care they offer can be highly variable.

The past decade has seen a trend towards public health interventions that organize private sector healthcare providers into networks. One model is social franchising of health services, which applies commercial principles to achieve public health goals. Bringing together providers under a common brand with a promise of quality assurance reduces this variability. In Kenya, there are currently 6 known social franchise networks.

About a year ago, the 6 leading franchisor organizations came together recognizing that we are all working towards the same goal of meeting the health needs of low income Kenyans through the private sector. Each hold unique strengths and competencies, and by bringing these strengths together, we can have a larger impact on the health of Kenyans.



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The founding members of the ASFH include:

1. **Health Store foundation (CFW clinics)** - offering a full franchise model of clinics, with the mission of improving access to essential drugs, basic healthcare, and prevention services for children and families in the developing world.
2. **KMET** - promoting innovative and sustainable health and education programs among underserved communities. KMET launched Kenya's newest social health franchise in January 2013 – Huduma Poa, operating in Western Kenya
3. **Marie Stopes Kenya** – a service delivery organization offering a wide range of high quality, affordable and client centred sexual and reproductive health services and information to men, women and young people throughout Kenya. MSK manages Amua social franchise with approximately 300 facilities
4. **Populations Services Kenya** – A social marketing and social franchising organization harnessing the private sector to serve low income Kenyans for the last 25 years, PS Kenya manages Tunza. With over 300 facilities. Tunza focuses on support for providing integrated health services and linkages to communities through demand and supply side financing and messaging.
5. **Gold Star Kenya** – a franchising organization managing the Gold Star Network, which is best known for their innovations in expanding HIV care and treatment to the private sector. Gold Star is now expanding scope to include other health areas including reproductive health & family planning.
6. **Family health Options Kenya (FHOK)**, a local NGO launched in 1962 which has been a leading service provider of sexual and reproductive health services in the country for the last five decades. Together these organizations support over 1,000 franchised private sector facilities. By coming together to form this association, we jointly create a forum for systematically sharing lessons learned and implementing common approaches; while engaging the GOK and third parties such as donors, the NHIF, private insurers, and others.

After several months of planning we are happy to announce the launch of the – Association of Social Franchise for Health (ASFH). ASFH aims to strengthen the quality of health service delivery in Kenya, create a forum for building synergy, a forum to share best practices , spurring innovation and advocacy.



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ASFH will focus on the following priorities in our first year of operations:-

Advocacy: enter into constructive policy engagement and dialogue with the Government of Kenya and other decision makers to ensure these front line providers are fully leveraged to address GoK health priorities.

Coordinate Partnerships with key stakeholders in order to generate creative, high impact and cost-effective solutions to address challenges in the health and social franchising sector.

Best practices sharing, including experience in research, quality assurance, training, and innovation.

Coordination of expansion of franchises and supported services to ensure equitable access while creating synergies for improved health impact.

Standardization of quality standards and metrics.

Joint resource mobilization for health initiatives of common interest.

The ASFH membership is open to all participants in the health space working directly or indirectly with social franchises. We welcome you this audience to consider collaboration or full membership; don't hesitate to reach out to our current members for more information - the contacts are in the ASFH flier in your delegate's folder.

I would like to now call upon the representatives of the 6 organization, who are also part of steering committee

1. Monica Ogutu – Executive Director, KMET
2. Maina Kio – Managing Director, CFW clinics (Treasurer ASFH)
3. Dr. Lawrence Mbae – Director, GoldStar Kenya (Secretary ASFH)
4. Moses Mwaniki – Marie Stopes
5. Amos Simpano – FHOK
6. And my name is.....COO, PS Kenya (Chair Person) - ASFH

I would like to thank all who were involved in the development process of this great entity, dedicating their precious time and resource to make it happen. Specifically thank you to all the Steering committee members represented here and the Kenya Health Federation for incubating this association.

We look forward to working with each and every one of you toward our common goal of a healthy Kenya.

If you want to walk fast, walk alone, if you want to walk far walk together.

And now it is my pleasure to introduce to you ASFH...

Thank you