



University of California, San Francisco Global Health Sciences Program Case Study Highlights DKT International's Clinical Social Franchising Model

Unique social marketing effort supplies 25 percent of the privately provided modern contraceptives in one of Southeast Asia's largest and most diverse countries

Washington, D.C., (November 13, 2012): [DKT International](#), one of the largest private providers of family planning products and services in the developing world, was featured in a [September 2012 case study by the University of California, San Francisco Global Health Sciences program](#) for their highly innovative social marketing effort in Indonesia. Branded as [Andalan](#) (meaning trustworthy in Indonesian), the program positions [DKT](#) Indonesia as a reliable, one-stop source of quality, affordable contraceptives and reproductive health products for thousands of midwife clinics that are the country's primary source of OBGYN-related healthcare.

[The University of California, San Francisco Global Health Sciences program \(GHS\)](#) provides global health training to students who aim to become future leaders in developing country healthcare as clinicians, policy experts, educators, researchers, and development professionals. This latest report in the GHS "Clinical Social Franchising Case Study Series," demonstrates how the Andalan program, started in 2000, helps serve tens of thousands of women in Indonesia. [DKT](#) Indonesia provides one-quarter of the country's contraceptive products, including the sale of more than 132 million condoms, 21 million oral contraceptives, 11 million injectable contraceptives and 170,000 IUDs in 2011.

"The *Andalan* program leverages two effective contraceptive distribution strategies: driving demand through mass media and non-traditional communication, and improving commodity availability via regular contact with some 15,000 midwives each month. Additionally, this program is fully self-financing," said Christopher H. Purdy, Executive Vice President of [DKT International](#).

Andalan offers the midwives and midwife clinics a sales contract that provides financial incentives for them to purchase [DKT](#)-branded contraceptives. In return, [DKT](#) Indonesia provides the midwives with education, branding support and capacity-building efforts. As a result, says the GHS study, "*Andalan* offers high-quality and low-cost products and has allowed the organization to remain profitable while serving lower-middle-income women."

Since 1989, [DKT International](#) has provided safe and affordable options for family planning and HIV prevention through social marketing, establishing it as one of the largest private providers of family planning products and services in the developing world. www.dktinternational.org.

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