

# Social Franchising and Clinic Networks

**Helping customers secure better access to high quality, affordable family planning**

**S**ince 2007, Farah Nawaz has been a community midwife in the rural Punjab region of Pakistan. Originally, her clinic had only basic equipment and few clients.

After Farah's clinic became part of DKT's network of *Dhanak* clinics, DKT renovated it and supported her with training, products and advertising. Farah now sees 15-20 clients per month for family planning, and she delivers 5-6 babies.

Farah is just one example of DKT's social franchising network in which DKT leverages clinical facilities to deliver family planning products and services. Partnering with public and private clinics, midwives and rural medical practitioners accounts for a growing share of DKT's health impact.

Social franchising aims to increase the number of providers offering high quality, low cost health services to those most in need.

A social franchise is a network of private (and sometimes government) health



**Midwife Farah Nawaz of Pakistan educates clients about IUDs because some men think they are a permanent method.**

providers (the franchisees) whose products and services are standardized and promoted by a single entity (the franchisor), such as DKT. Franchises are demonstrating that quality health products and services can be delivered cost-effectively at increasing scale.

DKT started working with clinic networks in India in 1996 and, since then, has launched programs in several countries. DKT tailors its approach to the realities of each country and

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no two programs are the same. However, they share several characteristics. Typically, the clinic networks:

- Are branded.
- Provide both products and clinical services.
- Use advertising and promotion to create demand for these products and services.

Each program is unique in its own way. Here are snapshots of five DKT clinic networks:

## What is Social Franchising?

**A social franchise is defined as a network of private health providers with the following characteristics:**

1. Outlets are operator-owned.
2. Payments to outlets are based on services provided, although the mechanisms of payment may vary.
3. Franchised services are standardized, although additional, non-franchised products and services may also be offered.
4. Clinical services are offered, with or without franchise-branded commodities.

—University of California,  
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## India:

**Social franchising since 1996.**  
**Number of clinics: 30 owned by Janani and 113 franchised clinics.**

[Janani](#), DKT's affiliate in India, operates DKT's flagship social franchising program



*Surya* in Bihar, Jharkhand, Madhya Pradesh and Uttar Pradesh, four of India's poorest states. *Surya*, considered a "classic" social franchising model, provides products and services through private and public clinics and rural medical practitioners. It sells condoms, oral contraceptives (OCs), injectables, intrauterine devices (IUDs) and emergency contraception (EC), and provides sterilizations and abortions. A unique feature of the *Surya* franchise is that it does not charge for sterilization, which is subsidized by the government.

## Indonesia:

**Social franchising since 2001.**  
**Midwives trained: More than 50,000.**

The social franchising program [Andalan](#) (meaning trustworthy in Indonesian)



is positioned as a reliable, one-stop shop for midwives with high-quality, affordable contraceptives and reproductive health products. It has trained more than 50,000 midwives in IUD and implant insertion and removal. DKT regularly

reaches or visits at least 13,000 midwives each month, and more than 10,000 have signed contracts with DKT.

## Mozambique:

**Clinic network since 2011.**

**Number of network clinics: 26.**

The *Intimo* program provides condoms, OCs, IUDs, implants, EC, Misoprostol and the Misoprostol/Mifepristone combination pack in clinics that had previously not offered family planning products. *Intimo* community “ativistas” educate people on family planning options and promote the clinics. In 2015, these



Two midwives in an *Andalan* clinic in a low-income area of Jakarta.

## Some Key Facts About DKT Social Franchising

- ▶ Number of networked clinics partnering with DKT ..... 6,384
- ▶ Number of midwives trained in 2015 ..... 2,324
- ▶ Number of DKT programs partnering with clinic networks .. 7

ativistas personally interacted with almost 56,000 women (not including another 25,000 who visited DKT’s partner clinics). *Intimo* uses innovations like social media to increase access to its clinics: Its Facebook page reaches over 20,000 Mozambicans with information on family planning and reproductive health.

## Pakistan:

**Social franchising since 2012.**

**Number of franchised clinics: 1,100.**

DKT’s *Dhanak* Health Care Centers form a network of midwife-owned and managed clinics.



The network emphasizes long-term methods (such as IUDs), adding diversity to a method mix that is heavily dependent on short-term contraceptives. About 60% of these clinics

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are new constructions, and the rest are either semi-constructions or renovations. DKT Pakistan clinics are focused on rural areas of Pakistan where 65% of the people live and where there are fewer health care providers. In its first three years, DKT Pakistan has opened 1,100 *Dhanak* clinics.

## **Tanzania:**

**Social franchising since 2014.  
Number of clinics: 4 owned by DKT  
and 30 franchised clinics.**

The [Trust](#) network provides women with choices that empower them to succeed. At the heart of the network are four of DKT's own *Trust* Health and Wellness Clinics that serve as centers of excellence and training centers for private health clinic owners and providers. The *Trust* network trains providers to set up their own clinics and carries out continuous



**DKT Tanzania's *Trust* social franchising network trains health providers.**

support to ensure that high quality services are provided. It also provides business support that enables clinic owners to operate their clinics efficiently and achieve long-term sustainability. In 2015, the network trained over 140 midwives and other health providers on long-term family planning and comprehensive post-abortion care.



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