

# How can client wealth profile data add value to health program interventions? A conversation on promoting equity in service-use.

On **Tuesday, June 16** USCF Global Health Group, HANSHEP and the Center for Health Market Innovations (CHMI) hosted the first in a series of webinars on topics that can support private sector healthcare interventions and programs, including social franchises, better measure, evaluate, and improve performance.

This first webinar focused on the practical ways in which client wealth profile data can be used to inform program management and strategy decisions. For additional information on the case studies that were discussed during this webinar please see below or to view the recording of this webinar click [here](#).

## **About the case studies:**

- 1) The [African Health Markets for Equity](#) (AHME) partnership strives to improve access to high-quality private healthcare to the poor in Ghana, Kenya, and Nigeria through coordinated supply, demand and policy interventions. Equity measurement has been a critical ingredient in shaping and informing the way the program is implemented. Matt Boxshall, Director of the AHME partnership, will present results from the equity measurement, and reflect on how it has been used to inform critical management and strategic decisions.
- 2) [Heartfile Health Financing](#) is an IT-supported, automated health financing instrument that can be accessed by health care workers in Pakistan to seek urgent financial support for patients that run the risk of spending, catastrophically. The instrument (a website) is integrated with a custom-made technology platform that enables processing of requests, received through registered service requesters. [Heartfile](#) (the clearing house) will then ascertain eligibility, verify requests and subsequently authorize cash transfers to underwrite the cost of healthcare. This program is in pilot phase. Dr Anis Kazi, Senior Manager, Policy Advocacy and Research at Heartfile, will present on the NGO's work to link equity measurement to more efficient and transparent means of transferring cash subsidies to the poor.
- 3) [Marie Stopes Madagascar](#) conducted a pro-poor voucher initiative to increase uptake of family planning services through social franchise clinics. James Wumenu, Research Officer at Marie Stopes International, will discuss the method used to target services toward the poor, the success of this initiative, and lessons learned.

## **About the organizers**

The UCSF Global Health Group's Private Sector Healthcare Initiative (PSHi) is committed to defining and advancing an appropriate role for private healthcare provision in support of public health and public policy goals, in the context of mixed health systems. PSHi is the secretariat for a global Community of Practice for social franchise programs that provide health services. Information can be found here: <http://www.sf4health.org>.

The Center for Health Market Innovations (CHMI) promotes programs, policies and practices that make quality health care delivered by non-state organizations affordable and accessible to the world's poor. Managed by Results for Development, CHMI works through regional partners around

the world. Details on more than 1,400 innovative health enterprises, nonprofits, public-private partnerships, and policies can be found online at [HealthMarketInnovations.org](http://HealthMarketInnovations.org).

The Health Systems Hub (the Hub) is an innovative new platform specially designed to support knowledge exchange, networking and collaboration among global health practitioners, policymakers, researchers and development partners interested in mixed (public and private) health systems. The Hub includes: LEARN, a curated collection of resources; CONNECT, a searchable directory of health-focused professionals and organizations; COLLABORATE, customizable online workspaces for communities of practice and groups; and NEWS, where you can stay up to date with news and events relating to health systems around the world. The Hub is supported by HANSHEP, a group of development agencies and countries seeking to improve the performance of the non-state sector in delivering better healthcare to the poor. Join the Hub today: <http://www.healthsystemshub.org/>

