Approaches to Measuring Equity: Methods & Pilots from 12 Franchise Programs

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Social franchising is an approach for organizing healthcare providers into networks that deliver health services under a common brand, with a promise of quality assurance.
Equity

Distribution of clients across wealth quintiles

- Standardize Client data to DHS data
- Calculate Individual Asset Score
- Place Clients Within National Quintiles
- PCA on DHS
- Asset Factor scores
- Divide Population into Quintiles

This score identifies wealth quintiles for the client population relative to national wealth groupings.
Assuring Standard Data Collection & Analysis

Welcome to the equity measurement toolkit

Here you will find articles explaining everything you will need to know about how to measure the wealth level of your clients, including background information about equity and the wealth index, and details of the 10 steps to completing a client survey to measure wealth.

What are quintiles?

www.presentationofdata.com
Clinical Social Franchising Compendium
An annual survey of programs: findings from 2014
Program at a glance

- **Launch year**: 2004
- **Type of franchise**: Fractional
- **Franchise distribution**: 7 provinces
- **Health services offered**: ANC, obstetric fistula prevention and screening, safe delivery, AMTSL, postnatal care, contraceptive services (including PRILs, IUDs, implants, cycle beads, male and female condoms, OCs and injectables), VCT, PMTCT, and referrals for HIV services, screening for cervical cancer and STIs, diarrhea prevention and tx using Orsatz/Zinc, malaria prevention using bednets, and hypertension screening
- **Location and # of franchised outlets or sales agents**: 59 (location unspecified)
- **# of product distribution outlets**: 274
- **# of franchisees**: Clinically trained health-workers: 57
- **Types of franchisees**: Midwives, nurses, ob-gyns, and physicians
- **# of IPCs or CHWs**: NA
- **Primary source of funding for franchisor**: NA
- **Additional sources of revenue**: NA
- **Revenue**: NA
- **# of client visits**: NA
- **# of individual clients served**: 42,835

Use of third-party financing mechanisms

Some health products, supplies, or services were subsidized in 2014.

- **Equity**
  - % of clients in national and urban wealth quintiles, 2013, n=673 (national), n=643 (urban)
  - National quintile, n=673:
    - Wealthy: 72%
    - Medium: 24%
    - Poor: 24%
  - Urban quintile, n=643:
    - Wealthiest: 43%
  - Source of national wealth index: Benin 2011 DHS
  - Note: Urban wealth quintiles were calculated because the client exit survey dataset included a variable for urban/rural, and showed that almost all clients were in urban areas.

Program description

ProFam was developed to improve the quality of care provided by the private sector. ProFam healthcare providers are all trained, and are provided with communication tools, medical supplies and medical equipment. They are monitored regularly to ensure quality services are being provided.

Technology in action

NA

Linkages with the public sector

- Franchisees and public health facilities have agreements to refer patients to each other;
- The franchisor and franchisees offer technical input for development of policies, and;
- Franchisees report data to the public health system and receive supervision visits and health products from the public health system.

Distribution of DALYs averted, by service area

- Child survival: 20%
- HIV: 32%
- RH: 49%

Types of audits and # of audits in 2014

<table>
<thead>
<tr>
<th>Types of audits</th>
<th># of audits in 2014</th>
</tr>
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<tbody>
<tr>
<td>Client experience</td>
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<tr>
<td>Facility readiness</td>
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<tr>
<td>Competence of provider</td>
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<td>Patient safety</td>
<td>4</td>
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<tr>
<td>Adherence to clinical protocol</td>
<td>1</td>
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</tbody>
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Note: Percentages in Equity and Health Impact sections may not add up to 100% due to rounding.
2015 Equity Results

The majority of programs (9) reported that wealthier clients benefited from subsidized services.
2015 Equity Results

WHP/India and PSK/Cambodia reached the middle class and some poor clients.
2015 Equity Results

MSI’s program in Pakistan reached the highest proportion of poor clients.

Suraj, MSS/Pakistan
Urban sub-analysis

Franchises still predominantly reached wealthier clients. Shifts in distribution were to the middle class.
Summary of Results

• 12 franchisors reported equity data in the 2015 SF Compendium
• 9 programs reported that >85% of clients were in the wealthiest two quintiles
• 2 programs reached the middle and poor quintiles
• 1 program 44.5% of clients were poor
• When residence taken into account, franchises still predominantly reached wealthier clients
• Programs changing practice in response
Conclusions

• Toolkit was useful, but a simplified process is needed
• Relative measure of poverty is appropriate for putting service access into context
• Consistent use of equity metrics allows for comparisons
• Franchisors using results for decision-making
Challenges

• Accounting for changes in asset ownership over time
• Equity data cannot be interpreted in isolation of other measures
• Presenting only national quintiles presents challenges – lack of programmatic context
• Need to determine appropriate sub-analyses
• Difference between data for decision-making and data for external reporting
What’s Next
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