

# Akwaaba!




# MicroBusiness for Health



*An initiative of Freedom from Hunger*

# Public Health Concerns & Challenges in Ghana... and elsewhere


- 
- Malaria, diarrhea and more—These are diseases of poverty and causes of poverty.
  - Barriers of access and affordability for health protection products and information
  - Most of these conditions are completely preventable and/or treatable and surmountable

# The MicroBusiness for Health Response...

A social microfranchise business that fill the gap between urban supply and rural demand.

- MBH is an ***innovation*** that applies a business solution to a nagging public health problem – *making health-protection products accessible to very poor people who live in rural communities*
- MBH ***integrates*** a private sector business approach to serve a public health need – *it addresses the bottleneck in the delivery of health-protection products and information by making it a smart business opportunity for local entrepreneurial women*  
**HealthKeepers**

# MicroBusiness for Health Goal



To make basic, effective health protection products, especially for children and women, available and affordable in rural and underserved communities.

# MicroBusiness for Health: Key Features

- 
- **Recruitment and Selection** – group screening and then one-on-one interviews for success
  - **Training** – initial intensive and continuous training- both technical and business
  - **Branding** – for recognition and favourable image
  - **Bulk Procurement** – for quantity discounts
  - **Distribution system** – to maintain stock availability
  - **Monitoring & Supervision** – assurance of quality
  - **Business and Management Support** – through mentoring & coaching
  - **Information collection and analysis** – for motivation and course correction



# MBH: Some Lessons Learnt...

- **Importance of a trial period**
  - to finalise systems, products selection, procedures and protocols, administrative issues etc.
- **Recruitment & selection**
  - group screening before one-on-one interviews
- **Training**
  - A modular approach spread over a period of time
- **Products mix**
  - “Core” versus “revenue generating” products
  - Sales on consignment versus cash & carry



# MBH: Some Lessons Learnt...

- **Distribution system**
  - decentralised contact point for restocking, payments, and administrative issues
- **Recording Keeping**
  - manual system interfaced with computer system
- **Information collection/analysis**
  - Should be reduced to the barest minimum
- **Terms and conditions**
  - should be put in place and enforced at the very onset

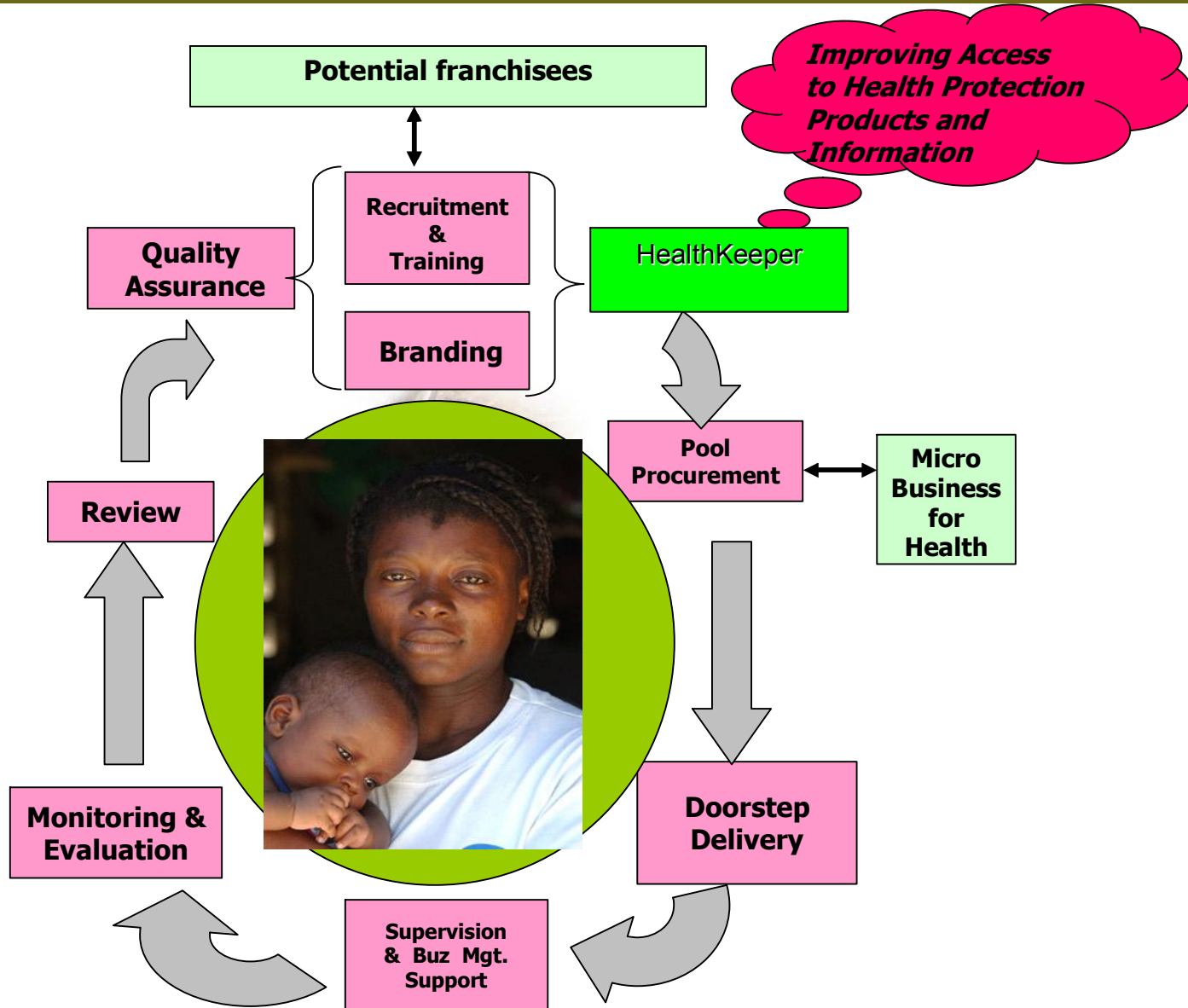


# Some Challenges...

- Provision of standardized quality training
  - cost, methodology, language, etc
- Financing inventory
  - at franchisee and franchisor level
- Generating income stream to cover operations
  - mark ups, charging of joining fees, etc.
- Maintaining quality controls
  - consistent with brand, pricing etc.
- Managing growth
  - number of HealthKeepers, inventory and distribution etc.
- Changing peoples behavior
  - HealthKeepers and customers



# ...improving on the MBH franchise system





***THANK YOU...***

[ellenvb@freedomfromhunger.org](mailto:ellenvb@freedomfromhunger.org)