

MSI Innovations

The BlueStar Network

Using social franchising approaches to improve private sector provision of reproductive healthcare in Vietnam

December 2015

'Children by choice, not chance'



The BlueStar's free reproductive health care for the workers of Pou Yuen Company in Ho Chi Minh city

Summary

Marie Stopes Vietnam (MSV) has significantly expanded its service delivery through franchising its comprehensive SRH service model to existing healthcare providers.

Currently the **BlueStar Network** has 250 contracted clinics committed to the brand, delivering sexual reproductive health services to more than 6 millions clients since the program was launched in 2008.

Marie Stopes and the BlueStar Network

Marie Stopes International have been delivering contraception, safe abortion, and mother and baby care for over ninety years and work in 37 countries around the world. By providing high quality services where they are needed the most, we prevent unnecessary deaths and make a sustainable impact on the lives of millions of people every year.

MSI franchises its proven and successful operational model through the **BlueStar Network** to address the needs of underserved groups in **17** countries, including **Vietnam**, where the level of unmet need remains considerable in both urban and rural contexts. BlueStar is growing rapidly, and by 2015, the global network of over 4,100 franchised outlets, more than 50% increase from 2012. The model is effective in reaching MSI's poorest clients, with 46% of global franchise clients living on less than \$2.50 per day.

MSV leverages the franchise model to provide both onsite services in accredited quality assured clinics and mobile services for hard to reach groups.

This model has already achieved considerable success in Vietnam and the demand for ongoing expansion of the network is strong.



Social Franchising

Social franchising is a development approach that applies modern business franchising techniques to achieve social rather than commercial goals. Social franchising can expand the range services offered in the private sector, improving the quality of these services and increasing access for underserved populations.

Clients benefit from:

- Improve, expanded and accessible services
- High quality of clinical standards and care
- Friendly service at affordable prices
- Target services delivered by mobile teams

Service providers benefit through:

- Increased clientele and revenue
- Clinic refurbishment and updated equipment
- Subsidized supplies, centralized brand promotion, marketing expertise and client support services
- Technical support and quality assurance by MSI
- Specialist support through the **BlueStar Club**

Societal benefits are many include:

- Improve private sector health service provision
- A reduced burden on the Public Healthcare System
- Improved access to quality healthcare for middle and low income groups

MSV BlueStar Mobile Event in Tien Thanh, Hai Phong Province



BlueStar Network - Key Components

Capacity Building: Start-up training on service quality, clinical standards and management, and demand generation is provided by MSV experts to all staff at participating clinics. Clinics also participate in the BlueStar Club that facilitates further training, regular updates, information sharing, and engagement with public sector health service providers.

Quality Assurance: Clinics are regularly monitored to ensure quality of client and compliance with clinical standards. Clinics are refurbished and updated as required and are provided with support to ensure ongoing compliance.

Centralized Procurement: Franchised clinics are provided with quality assured equipment and medical supplies (including MSI branded commodities) that are purchased centrally to ensure that costs are kept to a minimum.

Branding, Social Marketing and Client Support: The network of clinics is grown and promoted by a targeted marketing campaign and referrals are made through a national customer care centre.

Women's Social or Economic Development: BlueStar clinics share the Marie Stopes vision of a world in which every birth is wanted. We are committed to improving choice and access to reproductive health and family planning for all. The provision of SRH services reduces maternal mortality and morbidity and supports educational and employment opportunities for women. Our approach utilising women-led business delivers additional benefits such as improved livelihoods, greater gender equality, women's economic empowerment.



Engaging the Private Sector: The project supports private sector development and growth through strengthening of individual franchise businesses and fostering growth in the private sector health market.

BlueStar franchisees (the majority of whom are female) partners with companies in the manufacturing industry to provide FP and SRH services to the predominately female workforce in factories and industrial zones.

The private sector makes a significant contribution to health service provision in Vietnam. The BlueStar network has already had a considerable impact on improving the quality of clinical standards and service delivery contributing to the overall development of SRH services in Vietnam and to the achievement of the Millennium Development Goals. The model is scalable, offering considerable potential for future development.

BlueStar Award for Best Practice

Clinics compete each year for the BlueStar Award. Awards are made based on number of clients, CYPs, brand management (StarScan Score) and importantly on client feedback. This is done through comment boxes, exit interviews and mystery clients.

Accumulative Total:	
Safe Abortions	903,501
Total Clients	6,035,065
Family Planning Clients	1,773,914
CYPs	3,369,226

To date BlueStar has averted:	
Unwanted pregnancies	504,142
Maternal deaths	504
Child deaths	418
Unsafe abortions	727,610

Marie Stopes Vietnam

Unit 201-205, A1 Building
Van Phuc Diplomatic Compound
No. 298 Kim Ma Street
Ba Dinh District, Hanoi, Vietnam

Tel (84-4) 3722 5471

Fax (84-4) 3722 5503

Email admin.msivn@mariestopes.org.vn

Website www.mariestopes.org.vn

 **1900 55 88 82**

 **MARIE STOPES
VIETNAM**
Children by choice, not chance

**Australian
Aid** 