CFWclinics
Child and Family Wellness Clinics

Increasing Access to Life-saving Medicines through Business Format Franchising

presented by The HealthStore Foundation®

A PUBLIC HEALTH CRISIS

-30,000 children die each day for lack of access to high-quality essential medicines and basic healthcare

- Most of these children die from a short list of preventable and treatable diseases

- Approximately 50% of drugs in sub-Saharan Africa are substandard or counterfeit; standards of care are appallingly bad

DAILY NATION
Tuesday July 25, 2006

HEALTH

Alarm raised over illegal drug outlets

Seven out of ten chemists could be selling fake medicines: Board

By ALPHONCE SHIUNDU

Seven out of 10 drug outlets operating in the country could be selling fake drugs, The is according to the drugs regulator - The Pharmacy and Poisons Board.

Last May, Medical services minister, Prof Anyong' Nyong'o said that 16 per cent of anti-malaria drugs in the country were fake.

The government has warned pharmacists against selling substandard and substandard drugs to the public.

Mr Ogutu said the board would publish the names of the errant premises to warn the public against buying from them.

Crackdown

"The purpose of the crackdown is not to punish, but

STANDARDS OF CARE

-It's often said that **more** doctors, nursing, training, infracture, money is needed

- No amount of "more" will improve health if drugs and healthcare services are not **effectively delivered**

-Improving access to care—without actually improving **standards of care**—Is a failed policy

-Franchising aligns incentives to deliver effective treatment and prevention

MISSION

- To improve **access** to essential drugs, basic healthcare and prevention services for children and their families in the developing world

. . . Using business models that maintain business and clinical **standards**, are geometrically **scalable** and achieve **economies** of scale

THE SOLUTION: FRANCHISING

Maintain standards

Franchise networks maintain consistent standards throughout large networks of geographically dispersed outlets

Scale to Reach Millions of People

Franchise networks scale well. Subway scaled from 16 to over 27,000 outlets in 86 countries in 33 years

Achieve economies of scale

Franchise networks achieve economies of scale in advertising, distribution, information systems, risk management, training and supplies

CFW CLINICS

- 85 CFW outlets served over 500,000 people in 2008
- Rented retail storefronts
- Owned and operated by African nurses
- Branded with CFW logo
- Prevent, diagnose, and treat diseases
- Basic and standardized
- Easily accessible to patients and customers
- Over 2,000,000 people served since 2000

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