



SREE CHITRA TIRUNAL INSTITUTE FOR MEDICAL SCIENCES & TECHNOLOGY, TRIVANDRUM
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Invitation to attend the **Achutha Menon Centre seminar**

on **16th November 2018**, Friday,

14.00 to 16.00,

at the **Seminar hall**, third floor,

Achutha Menon Centre for Health Science Studies

of Sree Chitra Tirunal Institute of Medical Sciences and Technology, Trivandrum

We are pleased to invite you to attend the AMC seminar by **Dr Loveday Penn-Kekana, Assistant Professor of Maternal Health & Health Systems at the London School of Hygiene and Tropical Medicine** on the topic "Evaluation of social franchising for maternal health in India"

The venue is seminar hall, third floor of the Achutha Menon Centre for Health Science Studies (AMCHSS), Sree Chitra Tirunal Institute for Medical Sciences and Technology Trivandrum, Medical college campus, and the time is 14.00 to 16.00.

A short bio of the speaker and summary of the talk are attached.

We look forward to your participation in this seminar.

Yours sincerely

Dr V Ramankutty
Professor and head
AMCHSS, SCTIMST

AMC Seminar Series are available at
<http://elearning.sctimst.ac.in/moodle/enrol/index.php?id=12>
Login as Guest using password amc

A summary of the talk

The private sector is a major provider of health care throughout the world and particularly in India. There are concerns about the quality of care, and the cost of the care. Goodman & al in 2016 in the Lancet suggested four possible approaches that governments and other policy makers can take towards the private sector – prohibit, constrain (regulate) , encourage and purchase. One strategy that has been proposed to ‘encourage’ the private sector to improve quality of care and contain costs is social franchising. Global health funders have supported over 80 programmes providing a range of care across the world. This lecture will present the results of an external mixed methods evaluation of three social franchises for maternal health funded by Merck for Mothers , two in India and one in Uganda. The key results were that the social franchises failed in developing a brand; were unable to carve out a major market share in a complex health care market; that improving quality in the private sector is expensive and difficult and finally that they overwhelmingly served the women in the top SES social quintiles.

About the speaker



Loveday Penn medical anthropologist with 20 years' experience working as an activist, programme manager, National Department official and academic in the field of maternal health and health systems. She is currently an Assistant Professor of Maternal Health & Health Systems at the London School of Hygiene and Tropical Medicine and member of the Senior Leadership Team of the MARCH Centre. She has been a member of advisory groups at the WHO developing guidelines for health promotion in maternal health; the new quality of care framework for maternal health; and measurement of skilled attendance at birth. For the last four years I have been the Co-Investigator and Qualitative Lead on a large mutli site research project aiming at understanding the role of the private sector in maternal health services in low and middle income countries. We have been involved in evaluating a range of projects funded by Merck for Mothers working with the private sector in India, Senegal and Uganda.