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PSP-One AND POLICY

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There are many diverse yet interrelated policies and market dynamics that affect the private sector's provision of family planning and reproductive health services. Yet program planners, policymakers, and commercial providers often overlook the legal and regulatory factors that influence service delivery and product sales. Indeed, **policy** can be the primary constraint preventing a vibrant and viable private sector from meeting a population's family planning needs. Without knowledge of local and current policies, laws, regulations, and practices, policymakers and program managers cannot design effective strategies for the private health sector.

PSP-One Technical Assistance: Addressing the policy environment and market conditions is an integral part of the Private Sector Partnerships-One project's approach to encouraging greater private-sector participation in the provision of family planning and reproductive health products and services. PSP-One's activities include a policy component to avoid obstacles created by policy barriers. To create a favorable policy environment, PSP-One policy activities center on three areas:

- **Restructuring incentives to induce greater private-sector participation.** The private sector, especially the commercial sector, responds to market conditions, profit opportunities, and perceived risk and losses. PSP-One identifies incentives that encourage both commercial and nongovernmental organizations (NGOs) to enter the marketplace, advance FP services and products, and generate new prospects for profits. PSP-One works with the public sector to encourage reforms that influence pricing and market size and demonstrate to the private sector that favorable market conditions exist. Policy changes include creative financial mechanisms such as contracting out, insurance schemes and vouchers.
- **Facilitating public-private partnerships.** Experience with the private sector demonstrates that it is not enough just to invite the private sector to the table. Policy dialogue needs to incorporate the private sector's concerns and issues, helping both parties reach a shared vision on common goals and respective roles. The private sector also requires a different dialogue process that reflect the sector's mentality, language, and business approach. To enhance policy dialogue and foster collaboration, PSP-One uses multiple policy tools and approaches to uncover common goals and objectives and to highlight the benefits of collaboration between the two sectors. Tools and approaches include private sector assessments, market segmentation, private provider surveys, stakeholder analysis and team building.

PSP-One created the National Commission on HIV/AIDS in Guatemala with active leadership from 8 professional associations representing the private health sector and the Ministry of Health's HIV/AIDS Unit. Together, they are tackling such challenging issues as improving private sector knowledge and use of MOH norms in VCT, creating a simple form and process for private providers to report HIV/AIDS cases, and strengthening referrals between private and public providers.



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PRIVATE SECTOR PARTNERSHIPS FOR BETTER HEALTH

- **Removing legal and regulatory barriers to the private health sector.**

A host of legal, regulatory, and other policy barriers encourage and/or discourage private sector participation in the RH/FP marketplace. PSP-One identifies policy constraints, maps out the steps to remove them, provides assistance to implement reforms and facilitates new roles and responsibilities associated with these changes.

PSP-One offers a range of technical interventions to improve the policy conditions for the private sector and can

- undertake a **legal and regulatory analysis** to document pertinent laws and regulations to the private health sector, identify constraints in private-sector programming, and recommend alternative strategies to address policy barriers (legal and regulatory analysis also focuses on environmental factors not based on policy and law, such as political will, provider practices, and attitudes that affect the private sector)
- conduct **private-sector assessments** in coordination with the products and services areas of PSP-One to detail the status of the private sector in the family planning market place, identify opportunities, and recommend strategies to expand the private sector's role in providing family planning and reproductive health products and services (the assessment contains a comprehensive look at how policy can help or hinder activities)
- participate in **contraceptive-security assessments**, ensuring policy factors affecting the private sector's role in contraceptive security are integrated into the analysis, as well as ensuring strategies to take advantage of policy opportunities or overcome constraints are included in the final recommendations
- facilitate **public-private partnerships** to create alliances, coalitions, and other associations to bring the public and private sector together and create shared goals and objectives in health; activities include stakeholder analysis of each sector's perspectives, policy dialogue about the family planning and reproductive health marketplace (supply and demand) based on data, and team building centered around identifying each sector's roles
- raise awareness on the importance and potential role of the private sector through a series of **mainstreaming** initiatives, including facilitating the Private Sector Working Group (a forum for organizations working in the private sector to share ideas and exchange technical approaches), conducting high-level events bringing together private-sector leaders and global-health experts, and disseminating policy briefs and primers about what works for the private sector

Zambia suffers from an acute shortage of physicians and is looking at the private sector as a possible solution. A PSP-One assessment of the private sector revealed potential barriers: 1) clinical officers, nurses and nurse midwives offer the majority of health care and 2) there is an acute shortage of doctors to supervise and take legal responsibility for private practices offered by these health professionals. PSP-One worked with the Medical and Nursing Councils to review legislation regulating registration of health professionals and licensing and accreditation of health facilities and proposed recommendations to the Zambian MOH that would harmonize laws with current practice.

About PSP-One

The PSP-One project is USAID's flagship project, funded under Contract No. GPO-I-00-04-00007-00, to increase the private sector's provision of high-quality reproductive health and family planning (RH/FP) and other health products and services in developing countries. PSP-One is led by Abt Associates Inc. and implemented in collaboration with eight partners:

Banyan Global

Dillon, Allman and Partners, LLC

Family Health International

Forum One Communications

IntraHealth International

O'Hanlon Health Consulting

Population Services International

Tulane University School of Public Health and Tropical Medicine

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