



**USAID**  
FROM THE AMERICAN PEOPLE

## **Strengthening Family Planning Project**

تعزير تنظيم الأسرة

### **JAFPP Service Quality and Brand Image Report**

Submitted to:

Dr. Basma Khraisat  
Agreement Officer's Technical Representative (AOTR)  
USAID/Jordan

Submitted by:

Reed Ramlow  
Strengthening Family Planning Project  
Abt Associates Inc.

Prepared By:  
International Solutions Group

June 2011

Strengthening Health Outcomes through the Private  
Sector (SHOPS)  
Associate Cooperative Agreement No. 278-A-00-10-  
00434-00

The information contained in this document is considered  
CONFIDENTIAL and is intended for the recipient and their  
authorized representatives only. Any unauthorized distribution is  
strictly prohibited without the prior written consent of submitter.

## **Acknowledgements**

The Strengthening Family Planning Project would like to acknowledge the support of many members of the Strengthening Family Planning Project team, both in Jordan and in the U.S.A., for their valuable technical assistance in developing the focus group discussion guides and reviewing the study report. International Solutions Group would like to thank the following individuals for their contribution to the research and writing contained in this report: Karishma Budhdev-Lama, Mariem Omari, Jehan Shahwan, and Stephen Ladek.

# Table of Contents

<b>ACKNOWLEDGEMENTS</b> .....	<b>I</b>
<b>TABLE OF CONTENTS</b> .....	<b>II</b>
<b>ACRONYMS AND ABBREVIATIONS</b> .....	<b>III</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>IV</b>
<b>INTRODUCTION</b> .....	<b>1</b>
<b>METHODOLOGY</b> .....	<b>1</b>
<b>SUMMARY OF FINDINGS</b> .....	<b>3</b>
JAFPP BRAND – CURRENT USERS .....	3
<i>Price</i> .....	4
<i>Promotion</i> .....	4
<i>Access</i> .....	5
JAFPP BRAND – POTENTIAL USERS .....	6
<i>Price</i> .....	7
<i>Promotion</i> .....	7
<i>Access</i> .....	8
QUALITY OF JAFPP CLINICS AND SERVICES .....	8
<i>Waiting Times and Hours</i> .....	9
<i>Counseling</i> .....	10
<b>SUMMARY</b> .....	<b>12</b>
<b>ANNEX A – FGD GUIDES</b> .....	<b>13</b>
JAFPP BRAND – CURRENT USERS .....	13
JAFPP BRAND – POTENTIAL USERS .....	14
QUALITY OF JAFPP CLINICS AND SERVICES .....	15

## **Acronyms and Abbreviations**

CBO	Community Based Organization
JAFPP	Jordanian Association for Family Planning and Protection
FGD	Focus Group Discussion
FP	Family Planning
ISG	International Solutions Group
MoH	Ministry of Health
MWRA	Married women of reproductive age
NGO	Non-Governmental Organization
UNRWA	United Nations Relief and Works Agency for Palestine Refugees

## **Executive Summary**

The goal of the Strengthening Family Planning Project (“Ta’ziz Tanzim Al Usra” in Arabic or “Ta’ziz” in short) is to expand the access, quality, and use of family planning services in Jordan. This report presents the results of nine focus group discussions (FGDs) conducted by the project to identify in-depth views on perceptions and experiences with the Jordanian Association for Family Planning and Protection (JAFPP) brand and the quality of JAFPP services and clinics among married women of reproductive age (MWRA) who are clients and potential clients of JAFPP clinics. Specifically, the FGDs covered two topic areas: (a) perceptions of the JAFPP brand among current and potential users and (b) the quality of JAFPP clinics and services.

### ***JAFPP Brand***

Both current and potential clinic users consistently saw the JAFPP brand in a positive light and all would recommend the JAFPP clinics without reservation.

Respondents listed the following as criteria distinguishing JAFPP from other service providers:

- Professional and high quality
- Affordable
- Proximity to home and work place
- Exclusive focus on women’s health issues

Respondents made the following recommendations to improve products and services:

- Increase the number of clinical services available to clients (e.g. mammograms, prenatal care, operating rooms, pharmacies, and laboratories).
- Provide more information about family planning (FP) methods.
- Install childcare services.
- Install coffee/snack space.
- Provide clinical services in the late afternoons or evenings.

Respondents were willing to tolerate price increases at JAFPP if JAFPP offered new services and expanded hours and staff.

Most respondents felt JAFPP promotion or marketing would be most effective through testimonials and word of mouth.

### ***Quality of JAFPP Clinics and Services***

The quality of services and clinics associated with JAFPP received high marks from FGD participants. Care is timely, professional, and confidential, though respondents stated that service providers could provide more information to clients.

## Introduction

The goal of the Strengthening Family Planning Project, managed and led by Abt Associates is to “expand the access, quality, and utilization of family planning services.” Expected outcomes in direct support of increased use of FP are: a) strengthened management and governance systems; b) increased demand for and access to private sector and NGO services; c) improved quality of family planning/reproductive health services at the JAFPP and UNRWA clinics; d) expanded method mix and product choice in the private and non-governmental sectors; and e) increased JAFPP financial self-sufficiency. The program will contribute to increased availability and use of modern contraceptive methods, a reduction in the current high rates of discontinuation and a reduction in unmet need.

The Ta’ziz project conducted a quantitative survey of 300 respondents. The purpose of the survey was to understand client perception of JAFPP service quality and to understand client and non-client profiles and reasons for using/not using services. Findings from the survey guided the Strengthening Family Planning Project team in identifying topics requiring further exploration through FGDs.

This report focuses on FGDs conducted with MWRA who are clients and potential clients of JAFPP clinics. The study seeks to identify perceptions and experiences on the JAFPP brand and the quality of JAFPP services and clinics. Specifically, the FGDs covered two topic areas: (a) perceptions of the JAFPP brand among current and potential users and (b) the quality of JAFPP clinics and services.

Findings from this work will guide the Strengthening Family Planning Project in developing a JAFPP marketing plan, as well as strategies to improve the quality of services and clinics.

## Methodology

To carry out this study, the Strengthening Family Planning Project team hired a research consulting firm, International Solutions Group (ISG), to conduct the FGDs. The project team, together with ISG, developed three focus group discussion guides (see Annex A for English language versions of the FGD guides).

The three FGD topics were:

1. JAFPP brand (for current users)
2. JAFPP brand (for potential users)
3. Quality of JAFPP clinics and services

Upon initial appraisal of the study methodology and tools, Abt Associates Inc. Institutional Review Board provided approval for the study (IRB#0518). The FGDs also adhered with ISG sensitivity and confidentiality guidelines.

ISG deployed an Amman-based study leader and a FGD facilitator in three JAFPP clinic areas in Amman (Muhatta, Sports City, and Wadi Seer). ISG recruited FGD participants

through both JAFPP clinics and facilitators working with small partner community-based organizations.

ISG conducted nine FGDs as follows in Table 1. The FGD team provided participants with light refreshments.

**Table 1: FGDs Conducted**

Topic Area	Location	Number of Participants	Number of Children	Average Age	Years of Marriage
Quality of JAFPP clinics and services	Muhatta	8	0-5	32	1-25
	Sports City	6	0-9	37	1-28
	Sports City	3	0-5	37	1-27
	Wadi Seer	5	0-2	29	1-8
JAFPP brand (current users)	Muhatta	7	1-8	36	5-24
	Sports City	8	0-7	32	1-14
	Wadi Seer	5	1-6	36	1-24
JAFPP brand (potential users)	Wehdat Camp	10	1-5	33	2-21
	Wehdat Camp	7	0-6	35	1-31

The findings from the FGDs are limited by the diverse compositions of the groups (age ranges, numbers of children, and years in their marriages), which may have limited participants' perceived abilities to speak freely.

# Summary of Findings

## ***JAFPP Brand – Current Users***

### ***JAFPP Clinics or Services***

FGD participants gave a number of positive reasons for using JAFPP clinics. These include:

- Everything is very professional and timely
- The doctors are excellent and very respectful
- Appointments and tests are followed up on quickly
- There is a relaxed atmosphere, not like other clinics (TV on, warm rooms)
- Prices are reasonable and good quality (pricing is very important)
- When women need basic advice they feel comfortable calling the JAFPP clinic to receive advice via telephone

In particular, some participants liked the privacy of the clinics and the doctors. Some participants had previous negative experiences at other clinics and were then recommended to try JAFPP by friends or family, which they now prefer.

A few participants expressed concern about the cleanliness of the clinic. They were not convinced that machines and equipment were sterilized.

### ***Requested New Services***

FGD participants gave a variety of suggestions for additional services. In particular, participants placed emphasis on a café space where they could wait, relax and even meet and talk to other women. Women also recommended either installation of a crèche or children's play area so that they would not need to take children with them to see the doctor, or assistance in arranging someone to look after their children at home.

Additional items requested by participants included:

- Mammograms
- Comprehensive natal care (participants indicated a desire to see the same doctor throughout their pregnancies and through to birth)
- An operation room for simple operations like the removal of stitches
- Mini-pharmacy
- Mini-labs (so that participants do not have to go elsewhere for some tests)
- More clinics in other locations
- Information about other family planning methods
- More time with the doctor

### ***Comparing JAFPP Clinics to Other Options***

FGD participants gave a number of reasons for choosing JAFPP clinics over private providers or MoH facilities. These include cost considerations (JAFPP clinics are more affordable), waiting times (JAFPP clinics offer a shorter waiting time), and proximity to their homes (JAFPP clinics are closer).

Participants also stated that a JAFPP advantage came from its exclusive focus on women's health issues. However, this is also seen as a liability, and participants commented that for

services that are more specialized or for other serious health cases, they would have to go to private clinics.

## **Price**

### ***Reaction to Price Increase***

FGD participants had mixed reactions to the idea of increasing prices at JAFPP clinics. In general, participants would only be willing to pay nominally more (i.e. less than one JD) for the services currently offered. Many participants were not willing to pay more and stated that with the current cost of living in Jordan, paying more would be very stressful.

Conversely, some participants would be willing to pay higher prices for additional or higher quality services, such as the following:

- Greater cleanliness
- Better qualified doctors
- Open and comfortable spaces (waiting spaces and crèche)
- Shorter waiting times
- More services available within the clinics

Some participants debated why IUDs are so much cheaper in JAFPP clinics than in other clinics; there was some concern that JAFPP might be supplying lower quality IUDs.

### ***Influence of Health Insurance***

Guidance from insurance companies was not a factor in participants' decision to use JAFPP clinics. Rather, the reputation of the clinics drew the participants. As stated by one participant,

*"I heard from my sister that the JAFPP clinics have an excellent reputation, and that is why I decided to attend."*

Other participants also mentioned that the JAFPP clinics have a great reputation in the community, directly influencing their choice to use them.

## **Promotion**

### ***Recommending JAFPP***

All FGD participants stated they would recommend JAFPP clinics without reservation. These recommendations would be made for a variety of reasons, such as:

- Professional, quick and reliable services
- Very competitive services
- Affordable pricing
- Friendly, caring and helpful staff
- Good follow up on cases
- Relaxed atmosphere

### ***Promotion Channels***

Participants also recommended the following promotional channels:

- Posters
- Brochures distributed in schools and community centers
- Home visits and door to door advertising

- Newspaper and street advertising
- Radio spots (particularly on popular radio shows like Moh'd el Wakil)

#### ***Best Methods of Promotion***

FGD participants varied in their suggestions for how to promote JAFPP clinics most effectively. For some, television was the best route. This was captured by one participant, who stated,

*“Everyone has a TV and they are always on.”*

For others, word of mouth or women-to-women advertising was believed to be the most effective.

#### ***Meanings Associated with JAFPP Brand***

FGD participants associated the following descriptors to JAFPP clinics:

- For women
- Reliable
- Quality
- Welcoming/safe
- Respect
- Trustworthy
- Privacy
- Affordable
- Quick service
- Psychological comfort
- Very helpful
- Reliable
- Convenient
- Experienced
- Professional

#### ***Potential Name Change***

Overall, FGD participants did not think that changing the name of the JAFPP clinics was a good idea. They stated that if the name changed there would then be confusion as to which center was which and who was offering services.

Nonetheless, the women did suggest some possible new center names, these included:

- Hamiyat al Mara – Women’s Protection
- Saha al Mara – Women’s Health
- Hamiyat al Usra – Family Health
- Jamiyat al Usra al Saydeh – The Happy Family Association

## **Access**

#### ***Convenient Location***

Generally, FGD participants believed JAFPP clinics were conveniently located close to their homes, work and their children’s schools. Clinics are easily accessed from the main road, and even during bad weather (which very much impacts on the women’s movements) they felt that could easily utilize public transportation (taxi or bus) to get to the clinic.

Some participants discussed a need for more locations across the city with some participants traveling from neighborhoods on the opposite side of the city to visit a JAFPP clinic.

### **Operating Hours**

Some women stated they would benefit if clinics were open in the evenings.

## **JAFPP Brand – Potential Users**

### **Access and knowledge JAFPP clinic and services**

Most of FGD participants were aware of JAFPP clinics and had an understanding of the purpose of the JAFPP clinics. One participant confused JAFPP services with government services until the facilitators explained the difference.

FGD participants who were familiar with JAFPP clinics visit JAFPP clinics sporadically. Participants related that,

*“I visit once a year, but have not visited for the past five years. I now use the UNWRA clinic, and attend every 6 months,”*

And,

*“I go to a private doctor often,”*

And

*“I attend the JAFPP clinics about once a year,”*

And,

*“I attend the JAFPP clinics about every 6 months.”*

### **Usefulness of JAFPP Services**

FGD participants believe that JAFPP clinics offer a quality and service level that is preferable. One participant stated,

*“I prefer JAFPP because the public hospital is dirty and not useful... I had to wait to receive attention and did not enjoy waiting.”*

Another participant related,

*“JAFPP [clinics] are better. In the public hospitals they are not professional... and it is pretty unclean.”*

Another participant explained that she used a different outlet from JAFPP when necessary, stating,

*“I always wait hours at UNRWA, and so when I need special attention I go to a private doctor in Wehdat who does not charge too much for the visit.”*

Participants who currently attend UNRWA clinics believe the care they currently receive is adequate, but could be improved. For example one woman stated,

*“UNRWA services are good, and they follow up well.”*

Another participant stated,

*“UNRWA also provides all kinds of services – almost everything we need and they offer a lot of information.”*

Affordability was also a prescient issue for FGD participants. Participants who currently use UNRWA commented that it is free, so they do not feel the need to go to JAFPP. However, many FGD participants would seek out JAFPP services if they were sure the prices were

reasonable, they did not have to wait in a queue and the quality was better. Participants were particularly attracted to the idea of a female-friendly space.

## **Price**

### ***Reaction to Price Increase***

FGD participants generally were unwilling to pay for services that they currently receive free from the Jordan government or UNRWA. However, if participants received tangible higher quality and professionalism, or if there were specialized services, they would be willing to pay a premium at JAFPP.

### ***Influence of Health Insurance***

Few participants had health insurance: four women had health insurance with government hospitals, and one had private health insurance. The other women were covered without charge by UNRWA. Their choice of where to seek health care services was greatly influenced by their political and economic status. Further, for more complicated issues, participant would seek professional and private second opinions – generally from within the camp since this was both close and generally cheaper than in comparison with other providers.

## **Promotion**

### ***Promotion Channels***

FGD participants believed that the best way to promote JAFPP was to create an awareness campaign focused on JAFPP's specializations and professionalism. It was also suggested to highlight how JAFPP is different from other clinics, emphasizing positive aspects like the quality of doctors and timely follow up.

Word of mouth promotion was particularly compelling to FGD participants – especially using testimonials from current users. Differentiating JAFPP services as distinct and different from government services was also seen as essential.

Some FGD participants suggested they would only be comfortable recommending JAFPP after first using the clinics themselves.

### ***Best Methods of Promotion***

FGD participants stated there were three primary ways of promoting messages about JAFPP to the local community. They are listed in order of priority as follows:

1. Word-of-mouth
2. Brochures
3. Home visits

### ***Meaning Associated with JAFPP Brand***

FGD participants associated the JAFPP name with services for women and women's health. They also suggested that JAFPP suggests the building of trust with women and the promotion of family health.

Other participants associated the following terms with JAFPP:

- *Tanzim* or planning and organization
- Spacing - between births
- Contraception
- Happy families
- Potential for parenting, rights, education, children's rights

#### **Potential Name Change**

FGD participants stated that changing the name was a bad idea since people were now familiar with the name and changing it would just confuse people.

#### **Access**

##### **Convenient Location**

FGD participants generally believe that JAFPP clinics are conveniently located to where they live, work or take their children to school.

##### **Operating Hours**

FGD participants suggested that clinics remain open longer hours, or with a second shift to be able to offer services for women who work.

### **Quality of JAFPP Clinics and Services**

#### **JAFPP Care and Administration**

FGD Participants had generally positive characterizations of the care they've received at JAFPP clinics and the overall administration of the clinics.

Regarding receptionists, participants related,

*"They are nice, and cheerful,"*

And,

*"I have been coming here for many years and I feel as if I am going to see my family or friends,"*

And,

*"They are nice and friendly to us,"*

And,

*"They are very nice on the phone when we make appointments, and handle our questions quickly."*

Regarding health professionals, FGD participant comments were positive but ranged along a spectrum. Some participants stated that health professionals were,

*"Very good, respectful,"*

And,

*"Doctors are very helpful and informative, they listen,"*

And,

*"Doctors are very hard working and take good care of us,"*

And

*"[They are] professional and respectful."*

Others were positive but reflected a more critical assessment with comments such as,  
*“Sometime the doctors are very busy and just test people, check them but not really speak to them,”*

And,

*“Some doctors smile and are cooperative.”*

Regarding social workers, FGD participant comments were very mixed. Some participants have never seen or used social worker services, while others gave the impression they did not know the services were available by stating,

*“It would be nice if there were social workers.”*

Other participants related that,

*“For specific questions, it would be nice if there was family advice,”*

And that social workers,

*“Are not always available in the clinic in Sports City.”*

FGD participants did not comment on other services.

### **Recommendations for Improvement**

In general, FGD participants were happy with the services offered at JAFPP clinics and their treatment on arrival. Participants emphasized this with comments such as,

*“It’s well organized,”*

Or

*“[The] staff treats clients well,”*

And,

*“It has a good atmosphere (warm, TV on, water dispenser).”*

Participants also had suggestions for improving things at JAFPP clinics. For example, participants stated a need for more healthcare staff,

*“Sometimes the clinic is busy and if a client also has a busy schedule they simply cannot wait - so the clinic should have additional doctors,”*

And more administrative staff,

*“There must be a receptionist available at all times; if she goes on a break then often there is nobody to welcome you.”*

## **Waiting Times and Hours**

### **General Intake Process**

FGD participants stated the following process for seeing a physician at a JAFPP clinic:

- Receptionists take the card
- Receptionists check on the details – they ask what services are needed and why client is coming
- Receptionists prepare relevant paperwork
- When the doctor is ready, the patient is called

There was a consensus among participants that the process can take half an hour or more from when a client arrives until she sees the doctor. Participants commented that if the clinic is busy, it could take up to an hour.

### **Satisfaction with Waiting Times**

FGD participants are generally satisfied with waiting times, although they would be pleased if waiting times could be shortened whenever possible. Participants stated that,  
*“The doctor was working extremely hard and always ensuring that when one patient leaves another patient can enter.”*

One participant mentioned that, at times, she has been seen within 10 minutes, and as such,  
*“I can’t complain when at other times I have had to wait a little longer.”*

### **Improving Waiting Times**

FGD participants stated the following to improve waiting times:

- Increase staffing to improve through put
- Increase clinic size and room size
- Stagger appointments
- Allow patients to prepare paperwork before coming to the clinic
- Provide a social worker so patients can see her while waiting
- Play informative videos on family planning issues in waiting area

### **Operating Hours**

FGD participants state that JAFPP clinic times could be adjusted to improve customer service. For example, participants commented that

*“Mornings are better for patients who have children,”*

And

*“Increase the timing especially for women who are working and do not finish their work until 5 P.M.”*

## **Counseling**

### **Privacy and Communication**

Overall, FGD participants found privacy and communication issues related to counseling at JAFPP clinics satisfactory. Participants stated staff was,

*“Very respectful,”*

And

*“Very professional.”*

Further, participants stated that sessions were,

*“Always private – never other health care workers around, and they close the door immediately and let the woman relax before they begin,”*

And,

*“The doctors are very good communicators, and they listen properly to the women’s concerns.”*

Only one participant noted that during her visit, a JAFPP assistant kept coming in to ask the doctor how long she needed while she was having an IUD inserted.

### **Adequacy of Information and Decision Making**

While FGD participants were satisfied with privacy issues, they had disparate views on the adequacy of information and decision making times. For some, there is room for improvement with participants stating,

*“The information provided was very basic,”*

And,

*“The information was not enough – they need to provide options and provide information on the different options for family planning,”*

Or,

*“Often JAFPP does not advise you but instead asks you what services you need.”*

Conversely, other participants stated that,

*“The doctors give us brochures that cover a number of topics,”*

And,

*“The doctors provide good ideas on what types of family planning methods are available.”*

Further, they said,

*“Over the phone the staff provide excellent advice and answer all your questions,”*

And,

*“There are posters and materials in the waiting rooms we can read”*

One participant mentioned that when she went to the clinic for the first time, she was not using any form of contraception. She wanted advice on which method to use as she already has two children. She stated that the doctor gave her information on the different methods, and then outlined which method might be best for her:

*“If at any stage I had questions on family planning, the staff at JAFPP had the answers.”*

Participants were satisfied with the time given for decision-making.

#### **Discussions of Side Effects of Contraceptives**

FGD participants are pleased with the discussions they have had with JAFPP staff about side effects related to contraceptives. Participants stated,

*“The staff explains the method, what might happen, and what to do to manage any problems that arise.”*

Participants also mentioned JAFPP staff encourages patients to contact the clinic if they have any trouble.

One participant mentioned that the doctor recommended the IUD to her, because there would be fewer side effects.; The IUD would be better suited for her body. Another participant stated,

*“Today I talked with the doctor about the pill or the IUD, and whether I should switch. I have been on the IUD for four years, and she said I have had no side effects on the IUD. Then she explained what can occur when on the pill and left the decision to me.”*

#### **Handling Concerns**

FGD participants were pleased with how JAPFF staff handles concerns and specific information requests. One participant related,

*“I had pain in my breast for three years and in Syria, where I was living, they kept telling me there was nothing wrong. Then when I came back to Jordan, I went to JAFPP and they recommended an ultrasound immediately. I had the ultrasound, and I had benign cysts in my breast. With assistance from JAFPP I booked the operation and they (JAFPP) supported me through the whole process.”*

## Summary

Both current and potential clinic users consistently saw the JAFPP brand in a positive light and all would recommend the JAFPP clinics without reservation.

Respondents listed the following as criteria distinguishing JAFPP from other service providers:

- Professional and high quality
- Affordable
- Proximity to home and work place
- Exclusive focus on women's health issues

Respondents made the following recommendations to improve products and services:

- Increase the number of clinical services available to clients (e.g. mammograms, prenatal care, operating rooms, pharmacies, and laboratories).
- Provide more information about FP methods.
- Install childcare services.
- Install coffee/snack space.
- Provide clinical services in the late afternoons or evenings.

Respondents were willing to tolerate price increases at JAFPP if JAFPP offered new services and expanded hours and staff.

Most respondents felt JAFPP promotion or marketing would be most effective through testimonials and word of mouth.

The quality of services and clinics associated with JAFPP received high marks from FGD participants. Care is timely, professional, and confidential, though respondents stated that service providers could provide more information to clients.

## **Annex A – FGD Guides**

### **JAFPP Brand – Current Users**

Read the text below to the participants of the FGD before you begin.

Abt Associates, a partner of the Jordan Association for Family Planning and Protection, has contracted the International Solutions Group (ISG) to conduct focus group discussions with community members who use the clinics and those who do not. We would like to thank \_\_\_\_\_ organization for helping to facilitate this meeting with you.

Your ideas will be very important in shaping the future of the clinics services. ISG will be using the information it collects to write an analysis report for Abt Associates.

ISG will not mention your name in connection with any answers you give. You are not required to provide us personal information that you do not wish to, nor answer the questions if you don't wish to and if at any time you wish to end your participation in the focus group, please let me know and we will stop.

Thank you for your participation.

#### **JAFPP Clinics or Services**

1. What do you like about JAFPP? What makes you want to come back time and time again?
2. What new and additional services would you like to see provided by JAFPP which are not currently provided? Please explain why these are suggested.
3. How are JAFPP's clinics different from other centers e.g. MOH or other private sector entities?

#### **Price**

1. Abt Associate's research indicates that people in general are quite content about the prices at JAFPP. How would you feel If JAFPP was thinking about increasing its prices somewhat? What would you expect in return for higher costs to health care?
2. Does your health insurance scheme help to guide your decisions about using JAFPP clinics? Please explain

#### **Promotion**

1. Would you recommend others using the JAFPP clinics? Why would you recommend the clinic? If not, why not?
2. What is the best way to get out promotional messages about JAFPP?
3. What does the name, JAFPP mean to you? What are the values that you spontaneously link with the name "JAFPP"?
4. Would you suggest a different name based on the services it has to offer or could offer? If so, what would you suggest?

#### **Access**

1. Time Allowing: Is there a JAFPP clinic conveniently located for you?
2. Time Allowing: Are the (JAFPP clinic) operating hours from morning until 2:30 pm convenient for you? Would you prefer to go at different times? If so, what times would you prefer?

## **JAFPP Brand – Potential Users**

Read the text below to the participants of the FGD before you begin.

Abt Associates, a partner of the Jordan Family Planning Clinics has contracted the International Solutions Group (ISG) to conduct focus group discussions with community members who use the clinics and those who do not. We would like to thank \_\_\_\_\_ organization for helping ISG to facilitate this meeting and for inviting you to participate.

Your ideas will be very important in shaping the future of the clinics services. ISG will be using the information it collects to write an analysis report for Abt Associates.

ISG will not mention your name in connection with any answers you give. You are not required to provide us personal information that you do not wish to, nor answer the questions if you don't wish to and if at any time you wish to end your participation in the focus group, please let me know and we will stop.

Thank you for your participation.

### **Access and knowledge JAFPP clinic and services**

1. Who here is aware of the JAFPP clinics and what they do? (provide an average count e.g. 7/10)
2. Have you ever visited the JAFPP clinics? If so, how often and if not, why not? (provide an average count e.g. every 4 months, every 6 months, once a year, never)
3. Do you think JAFPP services in family planning and health is useful in that they meet your current needs? Why/Why not?

### **Price**

1. Abt Associate's research indicates that people in general are quite content about the prices at JAFPP. How would you feel If JAFPP was thinking about increasing its prices somewhat? What would you expect in return for higher costs to health care?
2. Does your health insurance scheme help to guide your decisions about using JAFPP? Please explain

### **Promotion**

1. If you were in charge of promoting JAFPP clinics how would you go about doing this? Please explain.
2. What is the best way to get out the message?
3. What does the name, JAFPP mean to you? What are the values that you spontaneously link with the name "JAFPP"?
4. Would you suggest a different name based on the services it has to offer or could offer? If so, what would you suggest?

### **Access**

1. Time Allowing: Is there a JAFPP clinic conveniently located for you?
2. Time Allowing: Are the (JAFPP clinic) operating hours from morning until 2:30 pm convenient for you? Would you prefer to go at different times? If so, what times would you prefer?

## **Quality of JAFPP Clinics and Services**

Read the text below to the participants of the FGD before you begin.

Abt Associates, a partner of the Jordan Association for Family Planning and Protection, has contracted the International Solutions Group (ISG) to conduct focus group discussions with community members who use the clinics and those who do not. We would like to thank \_\_\_\_\_ organization for helping to facilitate this meeting with you.

Your ideas will be very important in shaping the future and quality of the clinics and their services. ISG will be using the information it collects to write an analysis report for Abt Associates.

ISG will not mention your name in connection with any answers you give. You are not required to provide us personal information that you do not wish to, nor answer the questions if you don't wish to and if at any time you wish to end your participation in the focus group, please let me know and we will stop.

Thank you for your participation.

### **JAFPP Care and Administration**

1. What were your first impressions when you arrived to the JAFPP clinics in terms of the immediate attention and care you receive from :
  - a. receptionists
  - b. health professionals
  - c. social workers
  - d. Others?
2. How could JAFPP improve its care for clients upon their arrival to the clinic?

### **Waiting times and hours**

1. What tends to be the general process and timeline until you get to see the physician? How do you feel about this?
2. Are the waiting times justified in your opinion? How do you feel about waiting times?
3. What is in your opinion could be done to improve the amount of time you are kept waiting until you see the physician?
4. Are the (JAFPP clinic) operating hours from morning until 2:30 pm convenient for you? Would you prefer to go at different times? If so, what times would you prefer?

### **Counseling**

1. What are your experiences with the JAFPP counseling services in terms of:
  - a. Privacy in discussing medical issues
  - b. Respectful and clear communication
2. What are your experiences with the JAFPP counseling services in terms of:
  - a. Privacy while discussing personal and medical issues
  - b. Adequacy and appropriateness of information to your needs and situation
  - c. Adequacy in terms of time for questions and decision making
3. **Time Allowing:** Did the JAFPP provider discuss what to expect in terms of any side effects and how to manage them?
4. **Time Allowing:** How did the JAFPP handle any concerns you had? Can any of you relate any specific instances?