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PSP-One

PSP-One AND POLICY

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 and to ensure timely implementation. 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 one, responds to market conditions, profit opportunities, and perceived risk and losses. PSP-One identifies incentives and opportunities that encourage commercial and nongovernmental organizations (NGOs) to enter the marketplace, implement health-policy changes, and generate new prospects for profits. Opportunities include contracting out and insurance schemes.
- **Facilitating public-private partnerships.** Experience with the private sector demonstrates that it is not enough just to invite it to discuss roles and responsibilities. Policy dialogue needs to incorporate concerns and issues from the private sector's perspective, helping both parties reach a shared vision about common goals and respective roles in the family planning and reproductive health marketplace. To enhance policy dialogue and foster collaboration between public and private entities, PSP-One uses policy analysis—including market segmentation—to uncover common goals and objectives, highlight the benefits of collaboration, and prompt action and commitment from both sides.

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.



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PRIVATE SECTOR PARTNERSHIPS FOR BETTER HEALTH

- **Removing legal and regulatory barriers to the private health sector.** Although policy reform and dialogue improve conditions for private-sector involvement, PSP-One's approach helps stakeholders ensure the implementation of policy changes. PSP-One identifies policy constraints, maps out the steps to remove them, provides assistance to implement reform, 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

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 and implemented in collaboration with nine partners:

Banyan Global

Data Management Services, Inc.

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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