

THE HEALTHSTORE FOUNDATION

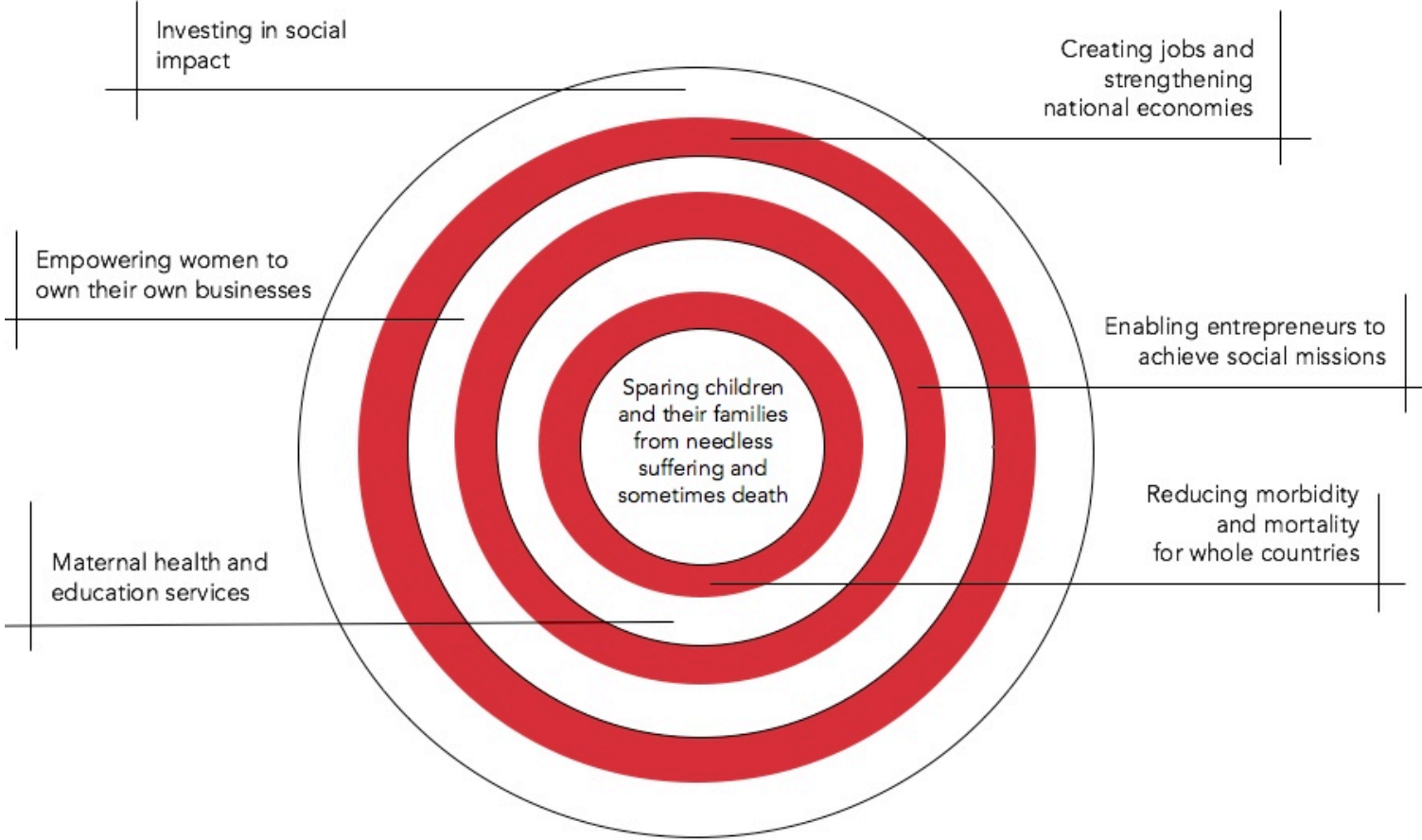
*Franchising Nurse Practitioner Primary Care Clinics
in the Developing World*



Background Information

www.healthstore.org

A PARADIGM SHIFT IN DELIVERING HEALTHCARE TO THE WORLD'S POOR



HOW IT WORKS – FRANCHISING CLINICS IN AFRICA

Produced by Blue Marble Media, this informative and evocative video explains our model and shows the most important element of our work – human stories.

<https://www.youtube.com/watch?v=NbonBOP8Mlc&feature=youtu.be>



EMMY-AWARD WINNING PBS NOW DOCUMENTARY

CFWclinics in Kenya: <https://www.youtube.com/watch?v=GBE3uvQt7oo>
The United States Public Broadcasting System broadcast nationwide

HARVARD BUSINESS SCHOOL CASE STUDY



H A R V A R D | B U S I N E S S | S C H O O L

9-512-006

REV: NOVEMBER 13, 2015

V. KASTURI RANGAN
KATHERINE LEE

CFW Clinics in Kenya: To Profit or Not for Profit

In March 2011 Scott Hillstrom boarded a plane bound for Nairobi, Kenya. Fourteen years ago Hillstrom had co-founded The HealthStore Foundation (HSF), a non-profit organization with a mission “to improve access to medicine and basic healthcare services for children and families in the developing world.” HSF had adapted the traditional business format franchising model to the problem of distributing essential medicines in remote communities and established the Child and Family Wellness (CFW) brand – a franchise network of for-profit clinics and drug shops. While the CFW brand was owned by HSF it was operated through the Sustainable Healthcare Foundation (SHF), a non-profit in Kenya.



The impact of a novel franchise clinic network on access to medicines and vaccinations in Kenya: a cross-sectional study

Justin Berk,¹ Achyuta Adhvaryu²

6 June 2012

Our study is the first to demonstrate empirically that proximity to franchised health clinics is associated with increased take-up of vaccinations and treatment for acute illnesses. The positive relationship between proximity to CFWSHops and healthcare access is equally strong for high- and low-wealth households alike. The franchise clinic model has the potential to fill an important gap in health service delivery in low-income countries by delivering care in remote areas and exploiting returns to standardization and economies of scale.

1- *School of Medicine, Texas Tech University*

2- *Yale School of Public Health, Yale University*

<http://bmjopen.bmj.com/content/2/4/e000589.full.pdf+html>

[PLEASE CONTINUE TO NEXT PAGE]

CORPORATE SOCIAL RESPONSIBILITY PROGRAMS

GlaxoSmithKline (GSK)

In 2006, HSF leaders visited Rwanda with Pastor Rick Warren and decided to launch a clinic network. A prominent philanthropist provided the initial funding for a clinic network in Rwanda. In 2013, HSF transferred the business to One Family Health (OFH), a sister nonprofit that HSF helped its former CEO to form. Since then the network has grown rapidly to more than 100 clinics with financing supplied by GlaxoSmithKline (GSK), one of the world's leading pharmaceutical companies. OFH and GSK have announced plans to scale the network to nationwide in Rwanda.

Sanford Health

HSF organized the leadership and planning of the project and HSF leaders provided extensive hands-on support to the launch of a clinic network in Ghana. This network was later acquired by Sanford Health, America's largest rural healthcare provider. Sanford reports plans to expand the network nationwide in Ghana.

ExxonMobil Foundation

In 2006 with funding from ExxonMobil Foundation, Healthstore began a pilot project to convert nine nurse-run clinics in its CFW network in Kenya to new-line malaria diagnostic and treatment protocols, including testing all suspected malaria cases with rapid diagnostic tests and treating all confirmed cases with new-line malaria medicines. Since the success of the pilot, and with funding from ExxonMobil Foundation, Global Fund, and UNICEF, we upgraded all the clinics in our CFW network to these new malaria protocols, as well as conducted over 200 malaria prevention/outreach events. These events, as well as routine patient education in our CFW clinics, reinforced for patients the importance to their families—and to the wider community—of taking full courses of ACTs, of using malaria drugs only upon positive diagnosis (either through rapid diagnostic tests or microscopy at nearby laboratories), etc.

Procter & Gamble

With P&G's support in the late 2000s, the CFW network explored new ways to market health and hygiene products through the CFW *clinics* in Kenya through the clinics and also through mobile community health workers working from CFW clinics. In addition, this program provided over 5 million liters of clean water to people living with HIV/AIDS and to diarrheal-prone children who live within catchment areas of CFW clinics, thanks to a related initiative with P&G.

MEDIA COVERAGE

Forbes Magazine, Harvard Business Review, Stanford Social Innovation Review, the UN, Franchise Times Magazine, Fast Company, The Economist, Franchising World magazine, and an Emmy-Award-Winning PBS documentary.

For more coverage of HealthStore's work, visit our website:

<http://www.healthstore.org/inprint.html>

BOARD OF DIRECTORS

James H. Amos Jr.*

- CEO, Tasti-D-Lite, LLC
- Chairman Emeritus, Mailboxes, Etc.
- Former Chairman, International Franchise Association

Brandi Beach

- President, MRK Global Connect

Mark Benson

- President, APCO Insight

Rudy Boschwitz

- Former U.S. Senator
- Chairman, Home Valu Interiors

Stephen J. Caldeira

- President and CEO, International Franchise Association

Sidney J. Feltenstein*

- Founder and Past Chairman, Sagittarius Brands Inc.
- Past Chairman, International Franchise Association

Micheal Flaherty

- President & Co-Founder, Walden Media

Steven J. Greenbaum*, CFE

- CEO, PostNet International Franchise Corporation

William F. Haddad

- Chairman/CEO, Biogenerics Inc.

Scott Hillstrom*

- Co-Founder and Chairman, The Healthstore Foundation

Kaye Kirsch

- Consultant

Eric McCarthy*

-CEO, The Healthstore Foundation

-CocaCola, Senior Global Customer, Operating and Strategic Planning Officer

Greg Nelson

-President, Rotherwood Investments, LLC

Eva Ombaka

-Coordinator, Ecumenical Pharmaceutical Network (Ret.)

Colin Owen

-Founder and CEO, DHY Manufacturing (Ret.)

V. Kasturi Rangan

-Malcolm P. McNair Professor of Marketing, Harvard Business School

-Co-Chairman, Social Enterprise Initiative, Harvard Business School

Michael H. Seid*

-Director and Founder, Michael H. Seid & Associates, LLC

Greg Starbird*

-Owner, Starbird Consulting

-Co-Founder, One Family Health

N. Taylor Thompson

-Co-Founder, PharmaSecure

Mark Zdeblick

-Co-founder and CTO, Proteus

* Member of Executive Committee

Read more about HSF Board Members at our website:

http://www.healthstore.org/about_board.html

Healthstore Past Financial Partners

- Arbor Foundation
- Acumen Fund
- Anbinder Family Foundation
- Brainstorm Design
- Bridgeway Foundation
- Chiron Foundation
- David Weekley Family Foundation
- Eleos Foundation
- ExxonMobil Foundation
- Flora Family Foundation
- GlaxoSmithKline
- Goldsmith Foundation
- Global Fund
- Hot Dish Advertising
- International Finance Corporation
- Kaiser Permanente
- Mark Gordon Family Foundation
- Michael Seid & Associates
- Mulago Foundation
- Oswald Family Foundation
- Postnet
- Procter & Gamble
- Rockefeller Foundation
- Rotary International
- UNICEF
- USAID
- Virgin Unite
- Weiss Communications