



Improving Health in India through Market-Based Approaches

Video Transcript

The private sector has come up with very innovative and sustainable distribution platforms that the health sector can take advantage of and leverage. There's a lot of energy and speed when you work with the private sector. They want to see results; they want to scale up at a rate that is much faster than what we would normally do.

The biggest challenge in working with the private sector in health is still getting this recognition that the private sector can play an important role in the development of health outcomes in the country. There seems to be a lot of resistance to the private sector. There's the perception that there's a profit motive and greed linked to this and that resistance is what we're trying to work on through this project and the previous projects that we worked on.

One of the big successes that we had in the Market-based Partnerships [for Health] project was this telephone-based follow up mechanism. What we did was to follow up with users of contraceptives on a regular basis so that we can reassure them on their concerns about the side effects that they're experiencing and to remind them about when their next dose is due. By doing so, we were able to achieve a substantial increase in the continuation rates.

What I would like to see in the private sector in health in India is a substantial contribution from the private sector, and the second thing that I would really like to see is a broad recognition from all stakeholders that the private sector can play an important part.