



USAID
FROM THE AMERICAN PEOPLE

ALLIANCES IN ACTION

CHILD AND FAMILY WELLNESS (CFW) HEALTHSTORE ALLIANCE

DEVELOPMENT CHALLENGE

Over 25,000 children die each day around the world by causes that could be preventable with simple, inexpensive medicine, costing less than a cup of coffee. In Kenya, one in fourteen children will die before their first birthday and about one in nine before their fifth birthday, according to the country's Ministry of Health. Kenya also has one of the highest numbers of newborn deaths in Africa, with a neonatal mortality rate of 33 per 1,000 live births. Sadly, many of those most in need of medical treatment live far from distribution centers. When medicines are available, many are unfairly priced, leaving most impoverished Kenyans with few options to manage otherwise treatable infectious diseases.

PARTNER CHALLENGE

Local franchising models give private sector companies an opportunity to leverage local knowledge, community networks, and trust, which are key assets for doing business in emerging markets. Local entrepreneurs and healthcare workers reap the benefits of starting and owning a profitable business. And the combined buying power of the franchise mean entrepreneurs obtain quality medicines at the lowest possible cost.

APPROACH

USAID works in collaboration with HealthStore Foundation's Child and Family Wellness (CFW) shops, to help entrepreneurs start up franchise pharmacies and clinics in rural Kenya. Nurses and trained healthcare workers are provided with training and assistance in the opening and operation of franchise pharmacies and clinics, which provide health education, prevention services and medicines to combat diseases such as malaria, respiratory infection, and dysentery. A centralized procurement operation drives down drug costs and ensures drug quality by certifying all medicines, buying only from reputable suppliers, and maintaining quality standards throughout the supply chain.

PARTNERS



RESULTS

- In 2008, the CFW network served over 550,000 patients and customers. This included treatment of more than 40,000 cases of malaria, 65,000 cases of respiratory infections, 45,000 cases of de-worming, and 10,000 cases of diarrhea.
- Since 2000, the CFW network has more than quadrupled to 65 locations comprised of 17 drug outlets and 48 clinics. This network treats an average of 40,000 customers and patients per month.
- HealthStore recently launched 3 CFW outlets in Rwanda, with plans to expand elsewhere in sub-Saharan Africa in future years.

FAST FACTS

START: 2005 END: 2009

PARTNER CONTRIBUTIONS:

USAID: \$550,000

PARTNERS: \$150,000