



SDC Health Network

The Private Sector as a partner in Health

Engagement modalities, limits and perspectives

Switzerland's International Cooperation Strategy 2021–24 aims to expand cooperation with the private sector and exploit its potential to promote sustainable development in low and middle-income countries, including in fragile and conflict-affected settings. To this effect, private sector engagement (PES) is not a goal in itself, but a means to fulfill the Sustainable Development Goals (SDGs). In February 2021, the SDC published a [Handbook on Private Sector Engagement](#), which provides operational guidance on the specific modality of Private Sector Engagement.

The SDC Health Network organizes a series of webinars on the **Private Sector Engagement (PSE) in health**, every second Wednesday of the month (10.00-12.00 CET), between March and September 2021.

MODULE 2

Private Sector Engagement in Health: partnering with local and existing businesses

April 14, 2021; 10.00 – 11.30 (Swiss time CET)

[Join meeting](#)

More way to join:

<https://eda-ch2.webex.com/eda-ch2/j.php?MTID=m0af1c2b4c9500464b0db02009468ee74>

Objectives of the webinar

SDC supports the procurement of facilitation services that drive businesses and markets towards producing health returns for socially vulnerable populations, thereby leveraging the resources and potential of the private sector itself. During this session, participants will get a chance to hear the views and interact with global experts on PSE in health and reflect upon the following issues:

1. Illustrate the diversity of the “private sector” (and the difficulty to define it)
2. Explore the distinction between “profit logic” and “profiteering logic” through positive illustrations of private sector engagement in health
3. Demonstrate the importance of local business (even when informal, often ignored among stakeholders) and/or professionals’ associations in producing services for “last mile” patients
4. Potential of business’ self-regulation in unregulated environments

Key questions we will focus on for this webinar session



- Why is local market development key to healthcare delivery?
- Is there a place for the private sector in health systems' governance?
- Where are the major opportunities and barriers for local business players in the health sector? Why? How does the local private sector contribute to strengthening the overall health system?
- Role and comparative advantage of local private sector (including the informal economy) in health
- Features of local public-private partnerships: how does mutual dialogue and trust get built?
- How to achieve quality low-cost care for poor and vulnerable populations?

Guest speakers (in order of appearance)

Ron Ashkin, Director of SDC's new Private Sector Partnerships in Health (PSPH), Somalia.

Alma Zukorlic, National Program Officer, Embassy of Switzerland in Bosnia and Herzegovina.

Anja Baudacci, Programme officer, Swisscontact.

Fiona Petronila Chilunda, Senior Health System strengthening advisor on Medicine Supply Management, SDC funded project, Tanzania.

Céline Bédu, Impact Hub Basel.

Moderation: Barbara Profeta, Health Advisor, SDC.

Program

Brief introduction: summary of highlights and take home messages from session 1

Part 1: keynote speech on pro-poor healthcare markets (an introduction to market system development in health, by Ronald Ashkin.

Part 2: Zoom-in on specific projects (*in break-out rooms*)

Private sector regulation and mixed health systems' governance

- Private Sector Partnerships in Health (PSPH), Somalia (by Cardno Ltd).
- Improving the integrity of processes of establishing medicine lists, Bosnia and Herzegovina (by SDC Cooperation office in Sarajevo)

Enhancing access to quality health services and care with the help of the private sector

- Private Sector Roles in Building Human Resource for Health: Case of Community Paramedics, Bangladesh (by Swisscontact)
- Complementing the medicines supply gap with a regional Prime Vendor System – a Public-Private- Partnership, Tanzania (by Swiss TPH).

Part 3: facilitated round tables (Q&A sessions are integrated). Discussant: Impact Hub Basel

Experts' bios

Ron Ashkin

Ron Ashkin is director of SDC's new Private Sector Partnerships in Health (PSPH) Somalia programme, which follows a Market Systems Development (MSD) with the objective of providing Somali citizens, including the most disadvantaged groups, with better access to quality and affordable health services. He led SDC's predecessor programme, Piloting Private Healthcare Networks in Somalia (PPHN), under which the Caafinet network of healthcare providers grew from concept to more than 200 members. Ron previously led DFID's Private Sector Innovation Programme for Health (PSP4H) in Kenya, the world's first dedicated MSD/M4P-in-health programme, which explored the markets in which poor people pay for-profit providers for healthcare. DFID's annual reviews considered PSP4H a proof-of-concept programme, providing evidence that a market systems approach can work in the health sector and benefit the poor, scoring it A+ four consecutive years. Specializing in effective implementation, Ron is a Harvard and Wharton educated economist with more 30 years' global development experience in both consulting and corporate settings.

Alma Zukorlic

Alma Zukorlic is a National Program Officer working for the Embassy of Switzerland in Bosnia and Herzegovina. Since November 2020 she is responsible for the portfolio of Health ensuring strategic steering, administration and monitoring of SDC supported projects in Bosnia and Herzegovina. She also administrates small action proposals related to the Health Portfolio. In addition, Alma Zukorlic acts as the focal point for Social Inclusion responsible for mainstreaming the theme of Social Inclusion within the Swiss Cooperation Program. Alma has also long lasting experience in the strategic steering of SDC local governance programs. She studied at the University in Sarajevo.

Anja Baudacci

Anja Baudacci started her professional career in the migration sector. Since 2019 she has been working with Swisscontact as Programme Officer of the Development Programme. She is responsible for the Development Programme project portfolio in South and Southeast Asia ensuring project progress and quality of monitoring and results measurement in close collaboration with local project teams. In addition, Anja Baudacci is involved in fundraising and provides professional support and consulting of institutional partners. She studied in Geneva and has worked abroad in Europe and Latin America.

Fiona Petronila Chilunda

Fiona Petronila Chilunda is a Senior Health System Strengthening advisor on Medicine Supply Management at the SDC financed Swiss TPH/Health Promotion and System Strengthening project (HPSS) in Dodoma Tanzania. As component advisor, she is responsible for planning, coordinating and managing all medicine supply and pharmaceutical services management activities for HPSS. Fiona Chilunda has a background in Clinical Medicine and extensive experience in working with Central and Local Government authorities, policy development and advice. Fiona Petronila Chilunda has actively participated in initiation of a unique Public Private Partnership initiative that involves the private sector to complement the national supply chain and to increase availability of health commodities in public health facilities. Further, she is engaged with activities to enhance the pharmaceutical workforce and promote responsible use of medicines.

Céline Bedu

Céline is responsible for Lafiya Innovators (Impact Hub Basel), an incubation program supporting emerging startups in low and middle-income countries that drive forward and promote good health and wellbeing. Prior to Impact Hub Basel, she worked in the pharmaceutical industry, then moved into consulting. Céline is a pharmacist and holds a Master in Public Health, Project Management, and Clinical Operations.