Innovations in the Provision of Health Services Using Empowered Nurses and Midwives in the Philippines

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Featured health market innovations

- Well Family Midwife Franchise Clinics
- Mother Bles Birthing Clinics
- Blue Star Pilipinas Clinics
- EntrepreNurse Cooperatives
Well Family Midwife Franchise Clinics

- Est. 1997 as USAID project managed by John Snow Research and Training Institute
- Social franchise for FP and MCH services
  - WFMC as franchisor
  - Trained nurses/midwives as franchisees
- 120 clinics in Metro Manila and 28 provinces
Mother Bles Birthing Clinics

- Est. 2009 by Kakak Foundation, a local NGO, as a PPP with provinces and municipalities

- Public/private partnership
  - Local governments – land or existing facility or clinic space
  - Kakak Foundation – seed capital, training, upgrading of site, management system

- Provides MCH, FP, and RH services

- 50 clinics (all PhilHealth accredited) in 10 provinces
Blue Star Pilipinas Clinics

- Est. 2008 by Population Services Pilipinas, Inc., a non-profit company
- Nonprofit network of franchise clinics
  - PSPI – franchisor
  - Midwives – franchisees
- Provide FP, RH, HIV/AIDS prevention, MCH, and newborn and child health services
- 200 clinics in peri-urban areas; each managed by midwife
EntrepreNurse Cooperatives

- Initiated in 2010 by Dept. of Labor and Employment to ease nurse unemployment
- DOLE provided training on entrepreneurship, cooperatives, and how to run clinics
- Services include home care, PHC, medical transcription, emergency services, wellness and fitness
- 5 nurse-cooperatives in 5 provinces; ~1 18 nurses
What Makes Them Work?

- Availability of nurses and midwives
- Leadership and initial investment support
- PhilHealth reimbursement for facility-based delivery (and soon, expanded reproductive health services)
What are the Constraints?

- Regulatory obstacles and bureaucratic delays in obtaining license to operate and business permit
- Professional turf issues between doctors and nurses/midwives
- Inadequate training of nurses and midwives on management