



CORPORATE PARTNERSHIPS

2016 IMPACT REPORT



**Together, we
are making
markets work.**

Partners & Friends,

For almost 50 years PSI has been making markets work to ensure Sara, our consumer, can access the products and services she needs to live a healthier life.

In 2016, together with our partners, we continued to improve the health of Saras around the world by strengthening health systems that provide quality services, life-saving products, and important information when and where she needs them most.

As we look toward the future, we will work to reimagine healthcare, to put Sara at the center of our work and to bring care right to her front door wherever possible.

Markets in countries like Ethiopia, India, and Nigeria are constantly evolving and so must our approach to reaching Sara. Which is why our nearly 9,000 employees in over 50 countries aim to understand the intricacies of the markets in which they work and strive to maximize the opportunities to generate health impact.

Once again, I am delighted to showcase partnerships with our corporate colleagues that advanced new ways to develop health markets, sought possibilities within obstacles, and leveraged resources.

At a time when there are more questions than answers, PSI is grateful to the partners that continue to grow with us on this journey. Together, we are embarking on an exciting new path that focuses on how markets and systems have the potential to meet Sara's needs.

PSI gives our sincere thanks to all partners who have rolled up their sleeves and worked with us. We look forward to another year of successful partnerships, thriving markets, and healthy lives.

Sincerely,

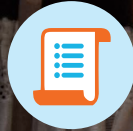


KARL HOFMANN

President & CEO

PSI

Together, in 2016 we...



EDUCATED **37,594** PEOPLE OVER 30 YEARS-OLD WITH INFORMATION ON RISK FACTORS AND PREVENTION OF DIABETES AND HYPERTENSION IN THREE MONTHS



DISTRIBUTED **223,040** HIV SELF-TEST KITS ACROSS SOUTHERN AFRICA



SOLD OVER **300,000,000** WATER PURIFICATION PACKETS GLOBALLY



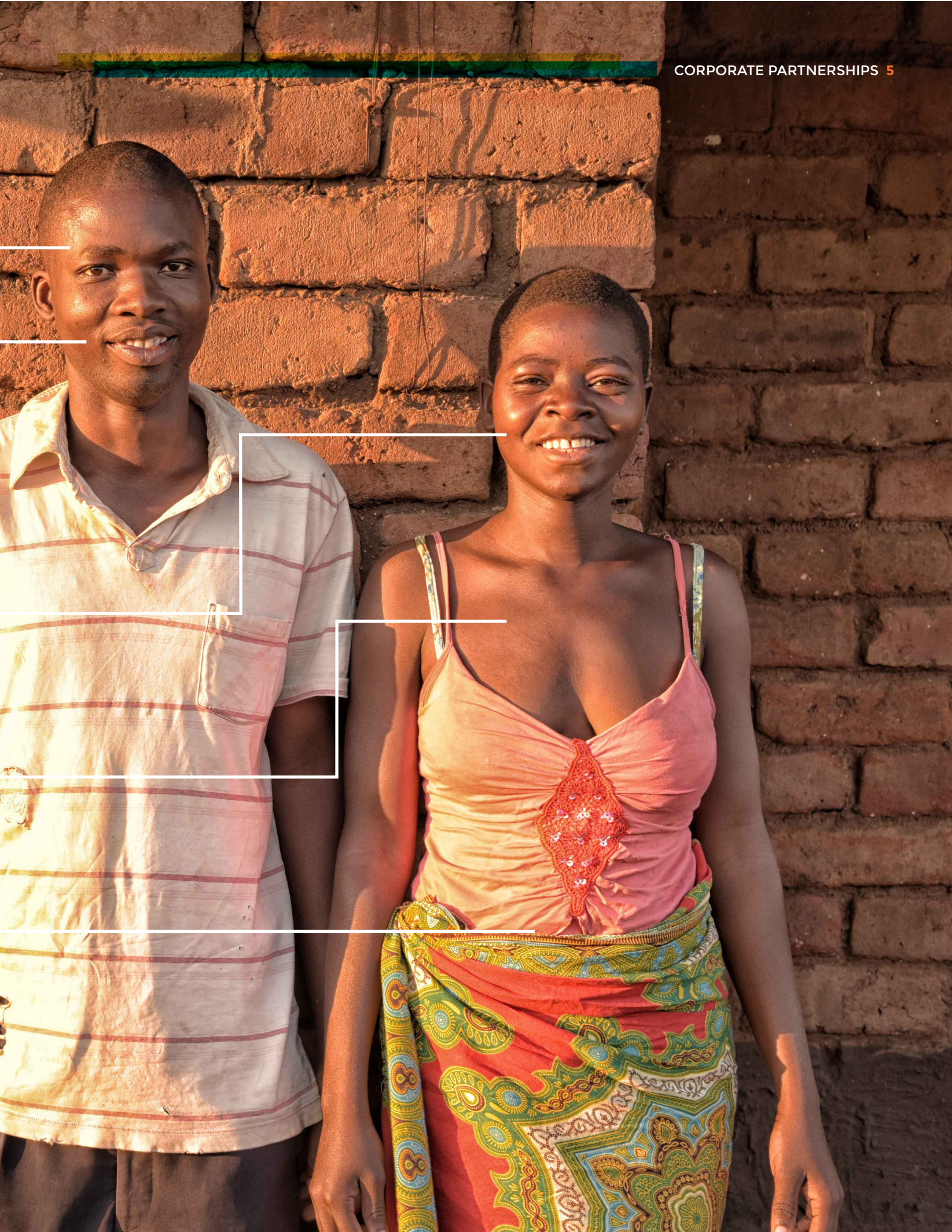
REACHED **38,526** FEMALE ADOLESCENTS WITH SEXUAL AND REPRODUCTIVE HEALTH SERVICES



BUILT **85,000** TOILETS IN INDIA



INFORMED **600,000** PEOPLE WITH MESSAGES AROUND NUTRITION, HANDWASHING, AND ORAL HYGIENE IN NIGERIA







© PASMOM / Photo by: Juan Jose Amaya Amador



Uniting Sectors for Greater Impact

By embracing multi-sector action to open new markets or strengthen existing ones, PSI and partners successfully addressed threats to Sara's health and wellbeing.

Through innovative alliances that unite the public, private, and social sectors, PSI has engaged new consumers and strengthened health infrastructures globally. This holistic approach ensures that key market players support Sara throughout her journey to better health.



“Too often we think about business and NGOs as having separate agendas and separate audiences. With so many people moving out of extreme poverty, more and more people have some degree of choice in the market. When and where we are able, we should explore serving them in that way – as customers.”

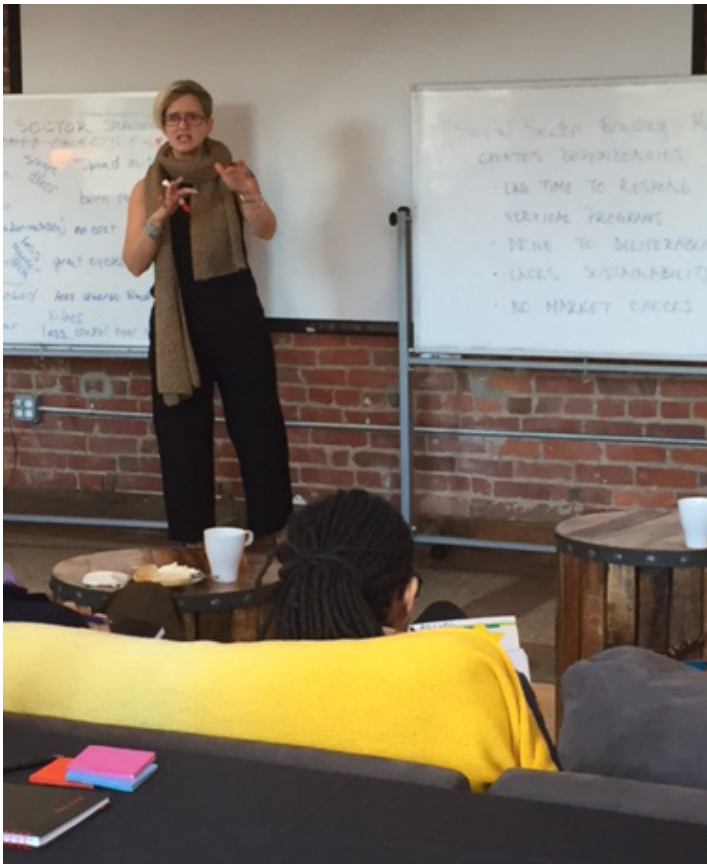
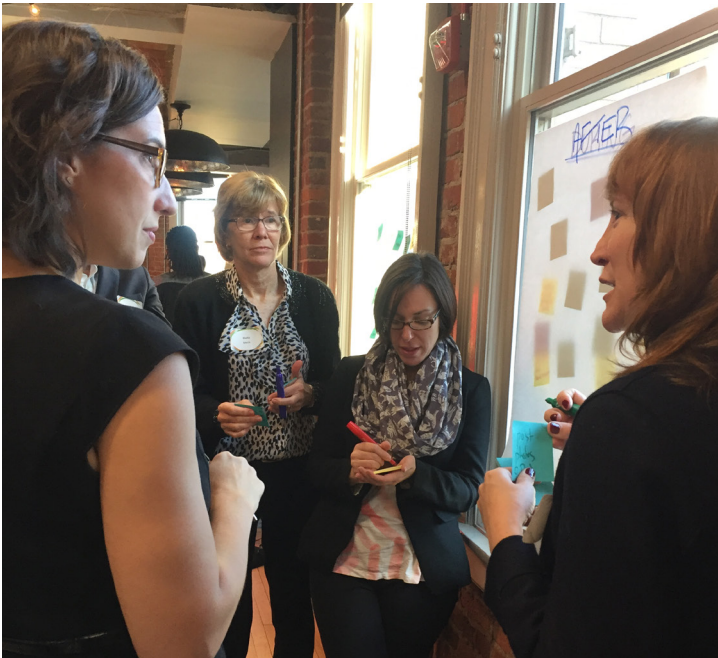
– Pam Scott, The Curious Company

Doing Well by Doing Good, Together

Convening leaders from the public and private sectors, PSI hosted a workshop focused on Making Markets Work and the role that partnerships can play in creating and sustaining healthy markets. Featured sessions explored the components of a Market Development Approach (including market successes, failures, and key players), Human Centered Design, and Measuring Impact.

After three days of knowledge sharing, learning and healthy debate, one thing was clear: together, we have the power to transform markets to better serve Sara when solutions are created with her and not for her.

Thank you to the attendees for thoughtfully participating and helping us get another step closer to making markets work for Sara.





Corporations Help Communities Combat the Threat of Zika

When people have access to useful information and helpful products it is easier to make healthy choices for themselves and their families. PSI was well positioned to respond to Zika – a virus transmitted through infected mosquitoes and sexual contact – due to our existing work in family planning and malaria. At times like these, when traditional donors are not always able to unlock resources quickly, non-traditional partners such as the corporate community can act with agility and purpose to get support where it is needed. We are proud to partner with organizations like these and admire their committed and immediate response.

UNLOCKING FUNDING

The fund raised more than **\$500,000** enabling PSI to quickly test and evolve a response to the Zika virus and leverage that investment to further unlock an additional **\$3,500,000** in funding for Zika from government and foundation donors.



ACCESS TO PRODUCTS

PSI created safe pregnancy kits to increase access to products that help prevent Zika transmission. The total distribution to local providers and clinics included:



28,293 CANS OF INSECT REPELLENT



226,344 CONDOMS



28,293 BROCHURES

CENTRALLY LOCATED

More than 28,000 kits were distributed across five Zika-affected countries:

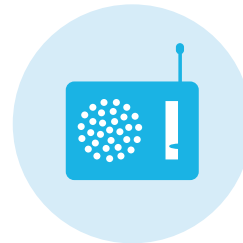


RAISED AWARENESS

Communications campaign focused on the most effective ways of preventing Zika by developing educational materials and disseminating them through:



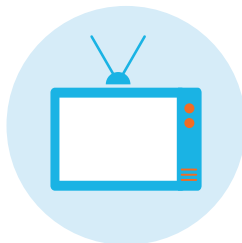
INFORMATIONAL PAMPHLETS



RADIO ADS



PROVIDERS



CABLE TV



GOVERNMENT



BILLBOARDS

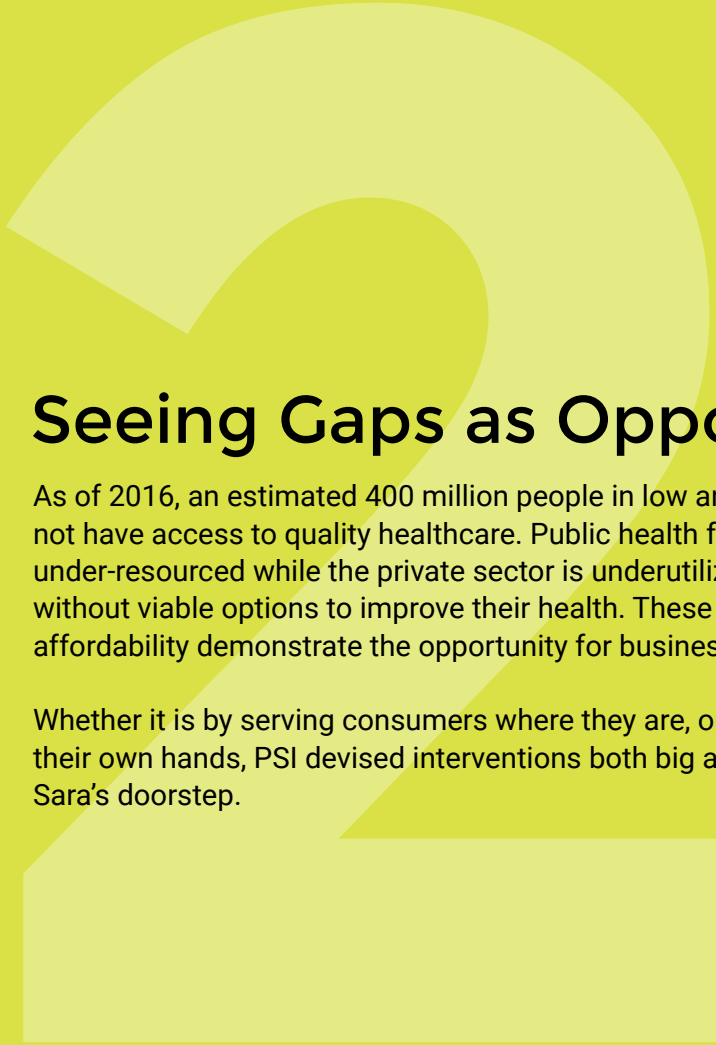


DIGITAL CAMPAIGNS

PARTNERS







Seeing Gaps as Opportunities

As of 2016, an estimated 400 million people in low and middle-income countries do not have access to quality healthcare. Public health facilities are overburdened and under-resourced while the private sector is underutilized, leaving potential consumers without viable options to improve their health. These gaps in quality service, access, and affordability demonstrate the opportunity for business to meet Sara's needs.

Whether it is by serving consumers where they are, or by physically putting health into their own hands, PSI devised interventions both big and small that brought solutions to Sara's doorstep.

Accenture Development Partnerships: Turning the Testing Market on Its Head

By 2020, the UN 90-90-90 target aims to ensure that 90% of people living with HIV are diagnosed, 90% of those diagnosed are linked to antiretroviral treatment (ART), and 90% of those on ART achieve viral suppression.

While the scale-up of testing and treatment has been significant, a substantial market failure remains in that 40% of all people living globally with HIV are still undiagnosed.

HIV self-testing (HIVST) is a new approach that has significant potential to expand access to HIV testing beyond the limitations of the current infrastructure. It is a prime opportunity to investigate a new market approach for HIV testing and determine commercial viability for self-administered tests. In partnership with Accenture Development Partnerships (ADP), PSI developed a model to estimate the size of the HIVST market, determined how that market could evolve, and assessed the potential impact of different distribution strategies.

PSI and ADP conducted multiple rounds of structured interviews with key stakeholders to better understand the factors constraining the development of a healthy market. Knowing the market opportunity and the market failings allowed the team to make recommendations that ensure future investments are targeted toward key areas and rapidly achieve a healthy market that can maximize the public health benefit.





MAKING A HEALTH(Y) MARKET

Also called the value chain, the production-to-use spectrum maps all players directly involved in getting a product or service from its producer to its consumer.

When a product is manufactured, it is sold to an importer (if manufactured outside the country) and then purchased by a distributor or a wholesaler. From there, it is bought by a provider and finally distributed to its final destination – the consumer.

Each of these actors needs to be understood and included to create markets that work – from the manufacturers that produce it, to the providers that offer it and to the consumers who use it.

AstraZeneca: Bringing the Health Market to Men in Kenya

Healthy Heart Africa (HHA), launched by AstraZeneca in Kenya, plans to reach 10 million hypertensive patients across Africa by 2025. In collaboration with PS Kenya's* Tunza social franchise network, and five other country partners, HHA has completed an 18-month demonstration phase to understand how best to integrate hypertension services into existing healthcare infrastructure. To date, the project has achieved great success among the six country partners, with more than:



2.7 MILLION
KENYANS SCREENED



404 HEALTH FACILITIES
ACTIVATED



3,000 HEALTHCARE
WORKERS TRAINED
ACROSS 31 COUNTIES

Going forward, a key learning that has emerged from the demonstration phase has been the need to target hard-to-reach populations, particularly men. PSI and partners are working towards identifying best practices for bringing this priority population into hypertension care.



MEET KIOKO

Age: 30-35 years **Sex:** Male

Location: Nairobi, high population settlement in city or its outskirts

Familial State: Married with two children

Employment: Employed and has little disposable income

Daily Routine: Social activities with his peers (football, news and politics).
Heads home at 7:00 PM to watch the news

Fears: Losing his job

Priorities: Health is not top of his mind until a family member gets sick and usually visits the chemist to get drugs

*PS Kenya is an independent, locally registered entity that remains part of the PSI network.

By piloting new approaches – such as men speaking directly to men and implementing a targeted promotional approach – there has been a significant uptake of men screened, now at 52 percent.

NEW STRATEGIES ARE SHOWING PROMISING RESULTS



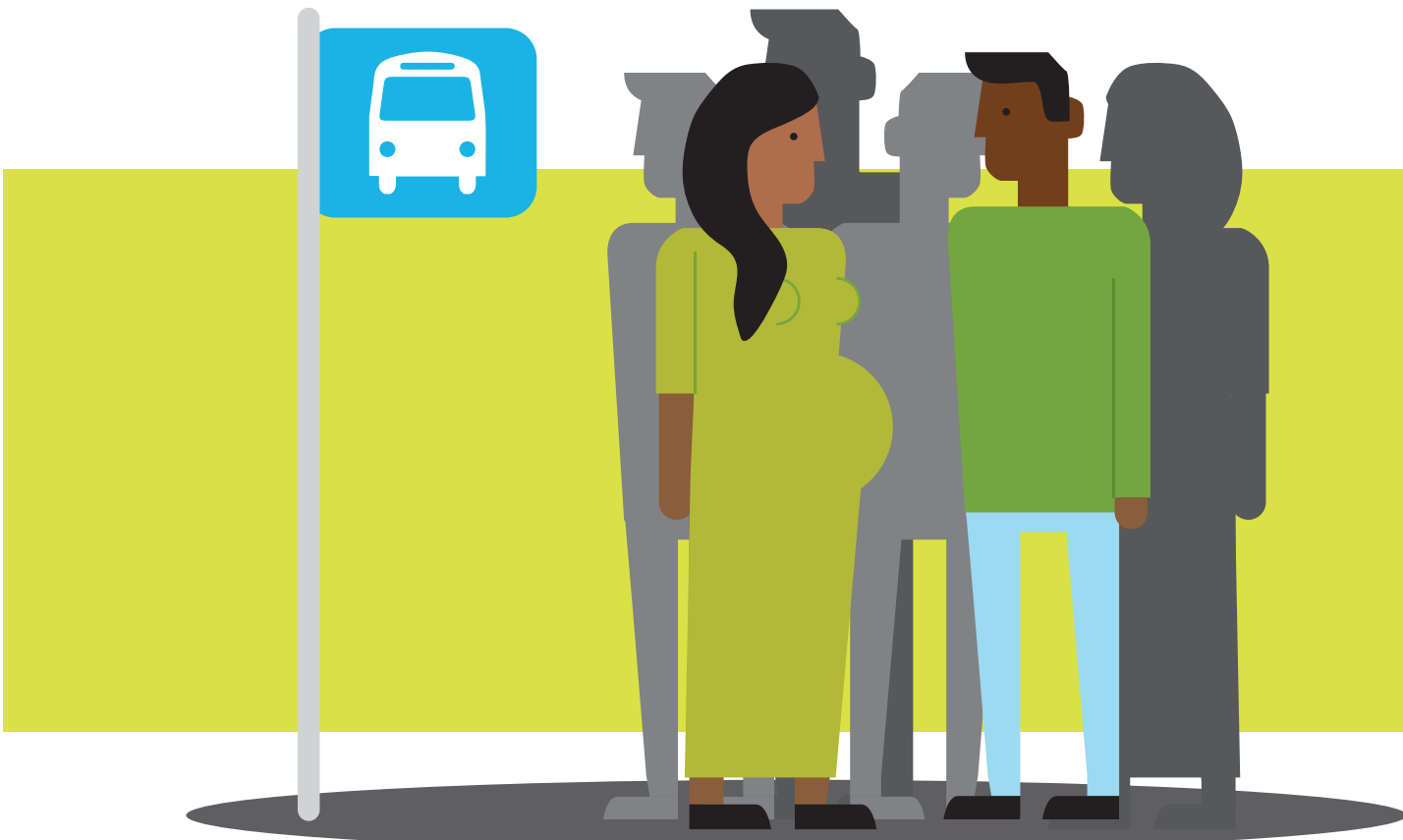
Training of community health volunteers to better target men through:

- Improved social profiling of Kioko, an archetype of a HHA patient, to better identify his daily activities and habits
- Increased awareness and screening activities in male-dominated workplaces
- Recruitment of male community health volunteers to encourage their male peers through outreach activities



Leveraging large workplaces to bring treatment to men:

- Bringing awareness, screening, and treatment to the workplace and nearby transport stations made employees more inclined to utilize services since they did not have to miss a day of work or lose wages
- Targeting workplaces with a workforce representative like Kioko resulted in an increased desire for companies to keep their workforce healthy and supported





Procter & Gamble: The Power of Demand Creation

Expanding the availability of clean household water in Ethiopia has been made easier for PSI/Ethiopia* through a partnership with Procter and Gamble (P&G). For the last 10 years PSI/Ethiopia created demand through local interpersonal communication agents who educate consumers on the importance of clean drinking water, and then meet that demand by supplying and selling P&G Purifier of Water sachets to individuals and businesses.

In Bele and Metehara, local restaurateurs use the sachets and the allure of clean water as part of their own marketing tactics to encourage more customers to their tables.

With more than 100 million sachets of P&G Purifier of Water now sold through commercial and institutional channels nationally, one billion liters of water have been treated, contributing to the clean water market in Ethiopia.

Due to the program's success, PSI/Ethiopia generated \$1.2 million of sales income that has been reinvested back into the program, ensuring that even more people across Ethiopia have access to safe drinking water.

“At PSI, we are equal parts health practitioners and marketers. We recognize that consumers everywhere share basic interests whether they are in developed or emerging markets. Everyone wants clean, refreshing drinking water so we market the product to fulfill those needs while also highlighting the health benefit.”

– Daniel Tesfaye, Child Survival Program Manager, PSI Ethiopia



Sales promoters are recruited from the local communities, increasing their social acceptance and driving confidence in the product.

Unilever: A Market Maker's Story

Imole Ayo Akande, a young mother and recently recruited social entrepreneur from Abeokuta, Nigeria stands in front of her home with the flip chart she uses to teach women in her community about nutrition.

"All of our community, now they are strong!" gleams Imole, her smile radiating as bright as the Nigerian sun.

With support from Unilever, PSI and its network member in Nigeria, Society for Family Health (SFH), used a market development model to increase access and sales of consumer goods and health products in the rural communities, while simultaneously promoting positive behavior change.

Through this social business model, Imole sells door-to-door baskets of Unilever products to the women in her neighborhood. In her training as a social entrepreneur, Imole learned to use a range of behavior change tools when speaking to women in her community, teaching them about how the effects of anemia can be exacerbated by menstruation, malaria and malnutrition.

She also learned how to use Knorr iron-fortified bouillon cubes and encourage others to include more green leafy vegetables in meals to increase iron intake.

As part of her responsibility, not only does Imole sell these fortified and wellness products, but she also educates the women in her community on how to use food products to supplement an iron-rich diet. Imole says that if she were not in her community selling door-to-door, the women in her village would have to walk a long distance by foot to get them at the nearest market.

The innovative business model has the potential to bring about sustainable behavioral change through door-to-door sales and distribution networks, creating both markets and health impact in diverse environments – one that PSI will continue to explore through replication across other countries.







Leveraging Our Strengths

To truly shape a market, the players within that market must first embrace their role in creating change.

PSI is working with market makers, those with the power to truly transform markets, to empower their workforce and ours through employee engagement. By working and learning together, our workforce can broaden its expertise beyond one sector and seek new business models and non-traditional approaches to solve dynamic issues. This shift in perspective and change of environment can lead to sustainable market and system solutions and better business.

“It just makes sense: Lilly is able to engage our employees who contribute their expertise while simultaneously complementing our commitment and investment in Project UDAY. Along the way, PSI gets even more support to build capacity to better address the healthcare needs of people in resource-limited settings.”

– Dr. Evan Lee, Vice President of Global Health, Eli Lilly and Company

Eli Lilly & Company: Expert Fellows in India

For the second year, PSI/India welcomed Eli Lilly and Company employees through the Lilly Connecting Hearts Abroad (CHA) Volunteer Program. Working on Project UDAY, a program supported by the Lilly Global Health Partnership, they contributed to ongoing work to prevent, treat and manage diabetes and high blood pressure. Volunteers focused on developing a model to calculate the cost effectiveness of communication activities and pharmacy engagement, as well as assessed programmatic strategy, helping to establish greater program efficiency.



Pfizer: Fellows in South Africa

Society for Health South Africa (SFH), PSI's independent network member in South Africa, hosted a Global Health Team of five Pfizer colleagues to strategize ways to improve the effectiveness and efficiency of the country's leading non-governmental provider of health. Pfizer's Global Health Team program is an international volunteer initiative that places a cross-functional team of Pfizer colleagues on short-term assignments with leading international development organizations in underserved communities around the world. During the three-week assignment, the team used their organizational, legal, marketing and commercial expertise to conduct a strategic examination of the current operations and a new social enterprise. Working closely with SFH, the Global Health Team developed recommendations to position SFH better, streamline operations, and remain competitive. This included a set of tools and best practices around leadership, people development, budgets and governance.

Because of the support from Pfizer and the Global Health Team, SFH and PSI can place the right focus in the right places, ultimately creating even greater health impact and ensuring that we can broaden our reach to new places.

“Almost all of the work done by the Global Health Team focused on making PSI's processes more effective in delivering on our commitments to donors, governments and our beneficiary, known to us as Sara. If we improve the way we organize and manage ourselves, we can achieve so much more.”

– Andrew Boner, Deputy Regional Director, Southern Africa, PSI





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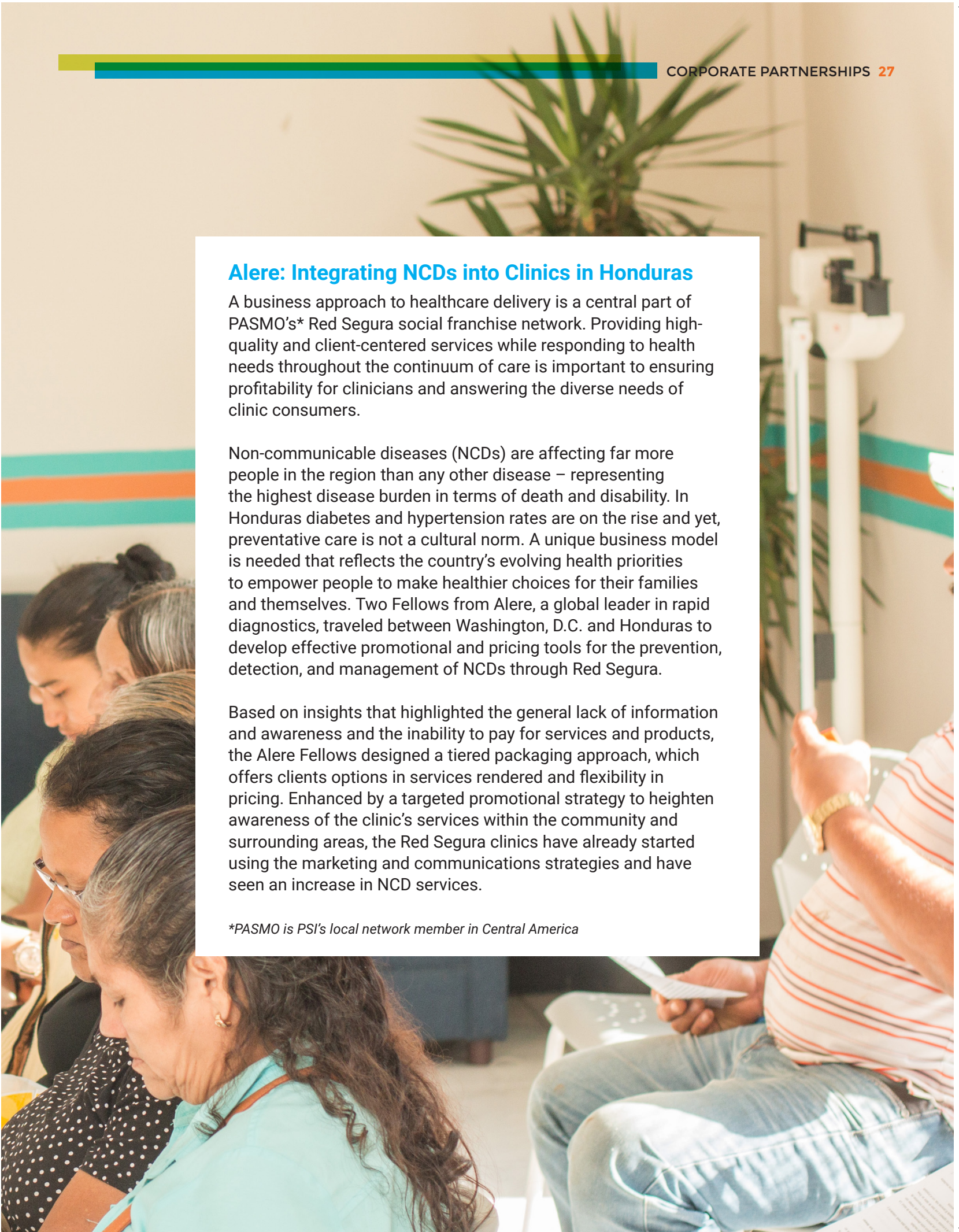
Alere: Integrating NCDs into Clinics in Honduras

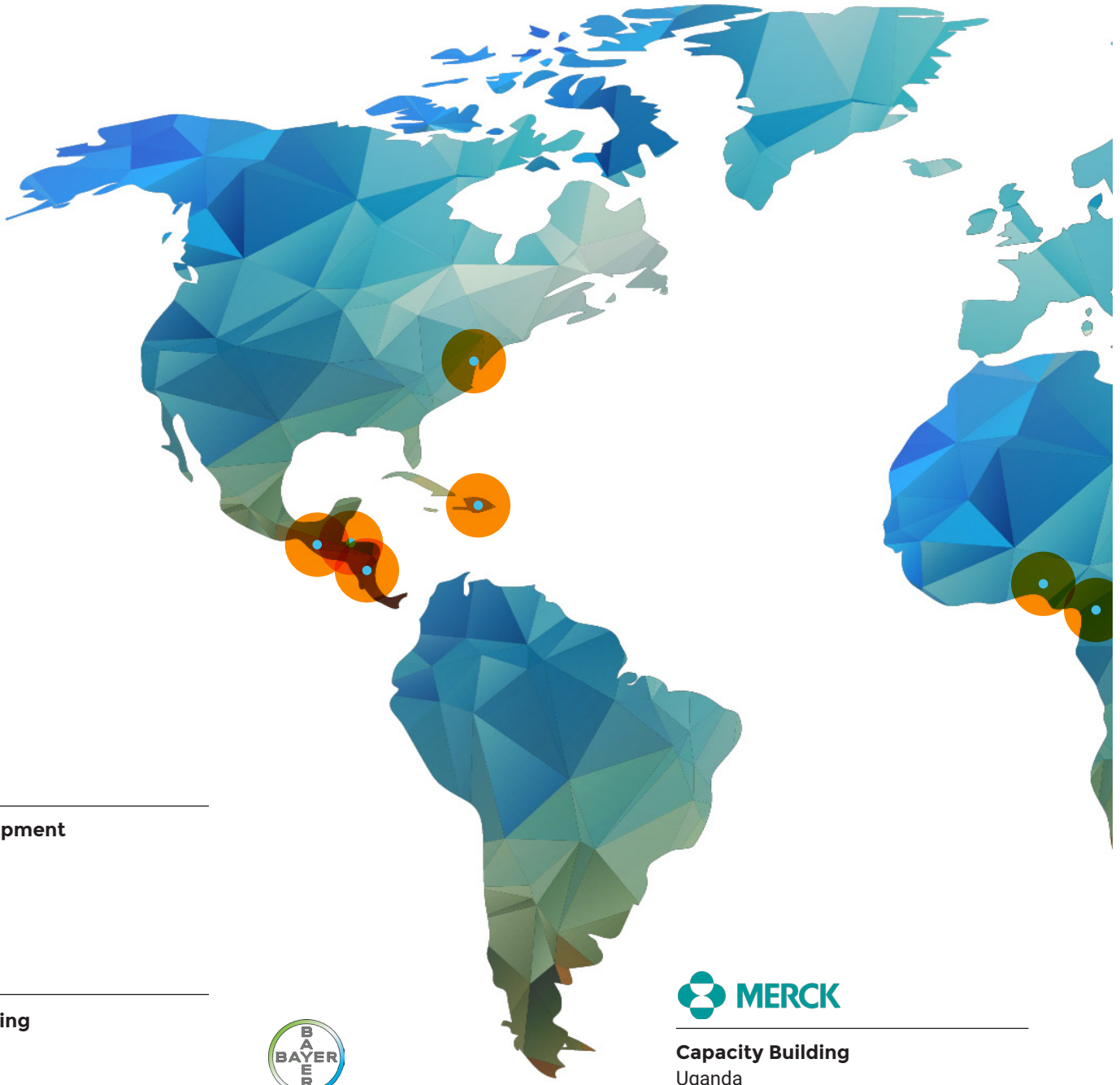
A business approach to healthcare delivery is a central part of PASMO's* Red Segura social franchise network. Providing high-quality and client-centered services while responding to health needs throughout the continuum of care is important to ensuring profitability for clinicians and answering the diverse needs of clinic consumers.

Non-communicable diseases (NCDs) are affecting far more people in the region than any other disease – representing the highest disease burden in terms of death and disability. In Honduras diabetes and hypertension rates are on the rise and yet, preventative care is not a cultural norm. A unique business model is needed that reflects the country's evolving health priorities to empower people to make healthier choices for their families and themselves. Two Fellows from Alere, a global leader in rapid diagnostics, traveled between Washington, D.C. and Honduras to develop effective promotional and pricing tools for the prevention, detection, and management of NCDs through Red Segura.

Based on insights that highlighted the general lack of information and awareness and the inability to pay for services and products, the Alere Fellows designed a tiered packaging approach, which offers clients options in services rendered and flexibility in pricing. Enhanced by a targeted promotional strategy to heighten awareness of the clinic's services within the community and surrounding areas, the Red Segura clinics have already started using the marketing and communications strategies and have seen an increase in NCD services.

**PASMO is PSI's local network member in Central America*





Market Development
Global HQ



Capacity Building
Global HQ
Guatemala
Honduras

Emergency Response
Zika-affected countries



Family Planning
Caribbean
Latin America



Non-communicable Diseases
Kenya



Family Planning Advocacy
Global HQ



Non-communicable Diseases & Capacity Building
India



Malaria
Cameroon



Capacity Building
Uganda

Family Planning
Vietnam

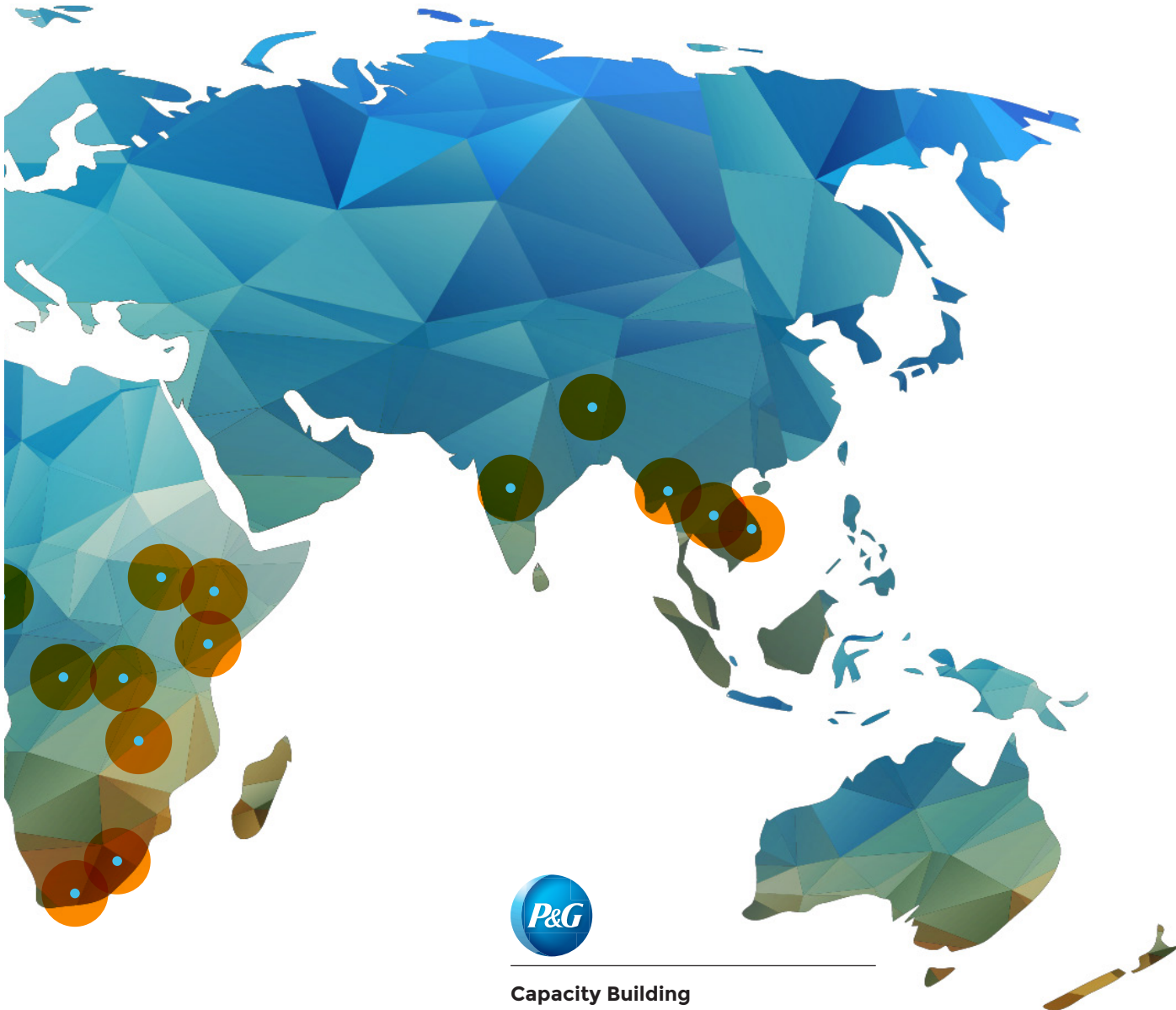
Maternal Health
Uganda

Social Franchising
Global HQ



Advocacy
Global HQ

Non-communicable Diseases
Nicaragua



Capacity Building

Global HQ

Emergency Response

Zika-affected countries

Household Water Treatment

DRC

Ethiopia

Kenya

Malawi

Myanmar

Nepal

Nigeria

Rwanda

Uganda



Capacity Building

Cambodia

Global HQ

South Africa

Emergency Response

Zika-affected countries

Family Planning

Uganda



Unilever

Market Development

Nigeria

Sanitation

India



Emergency Response

Zika-affected countries



Capacity Building

Global HQ



vodafone

HIV

Lesotho

Looking Forward

Markets are complex and dynamic systems, much more intricate than often imagined.

As PSI looks forward to reimagining healthcare, we will help develop markets and strengthen Sara's ability to improve, maintain, and sustain a healthy life for herself and her family. While we don't underestimate the challenges of igniting markets and engaging new consumers, we remain driven by the potential of creating positive impact for Sara, our partners, and PSI. So, what will guide our work in the years to come?



Listening to what Sara has to say.

Involving Sara and ensuring we understand her better, we will design sustainable interventions that meet her needs. Our work understanding the needs of young people in Uganda and then providing them with the right information on a variety of modern contraception options is already increasing the likelihood of use and adherence to the method of their choice.



Considering the entire ecosystem.

Identifying, integrating and leveraging the roles of all players within the market – suppliers, distributors, retailers, consumers, and providers – will generate greater impact in a more efficient way. We cannot stop at merely producing HIV self-test kits, we have to consider all facets of the market mix to ensure that consumers have the ability to self-test in their own homes.



Partnering when it makes sense.

Partnership is hard, but more necessary than ever to advance global health. By seeking partners with a mutual interest in creating healthy markets, and hosting events like our Making Markets Work Round Table, we will further devise ways for us to connect, learn, and build impact together.



Attracting people who won't stand for the status quo.

By engaging, retaining, and investing in people who are dedicated to thinking outside the box, we will continue to work with passionate souls; those who want to solve the world's most pressing global health challenges, whether it is through capacity building fellowships or as a part of our PSI team.

Come make markets work with us. Get in touch.

CATE O'KANE

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cateokane

Thank You

Karl Hofmann
Cate O'Kane
Andrea Edwards
Kevval Hanna
Emilee Kaufman
Carson Cook
Sophie Greenbaum





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