



1120 19th Street, NW, Suite 600
Washington, DC 20036
(202) 785-0072
psi.org

Are you a health care provider or business person interested in owning or operating a health franchise?

Own a PSI Franchise

Propel your career, gain business savvy, and use your professional skills to impact more people in your community. PSI can help you open your own clinic, make a profit, and help more people in need.

How social franchising works

Much like commercial franchising, social franchises at PSI:

- Establish a network of businesses (health clinics)
- Are run by franchisees (entrepreneurs/providers)
- Deliver specified health services (screening, treatment, counseling) and products (condoms, IUDs) to clients (patients),
- Maintain quality standards under a common brand

How does PSI help franchisees succeed?

PSI makes it easier for franchisees to operate a profitable business, by providing the following support:

- ✓ **A recognized and trusted brand:** Customers seek out the reliability and familiarity of the established franchise brands.
- ✓ **A proven standard operating system:** PSI's complete Business in a Box has been proven to produce results.
- ✓ **Equipment and supplies:** Franchisors can provide invaluable help in knowing what and how much to buy, often at reduced prices.
- ✓ **Financing:** Many franchisors have relationships with lenders who will view that brand's referrals more favorably. In the case of health providers, franchising ensures a guarantee of quality that health insurance providers need for inclusion in their network.
- ✓ **Marketing:** Independent business owners have to do their own marketing and advertising. Franchisees have the power of the brand's national and regional marketing and advertising to boost them in and beyond their communities.
- ✓ **Training:** Franchisors provide new franchisees with extensive training in every aspect of their business, from delivering good customer service to indentifying the best electronic medical records system to support the business. Many offer advanced training to help owners stay on top of the business as it grows.
- ✓ **Continuous support:** Franchisors provide field support specialists to keep their franchisees on track and to offer ongoing mentoring so that they can become better managers and leaders in their trade.

Together, these offering significantly increase franchisees' chances of succeeding.

As a result of PSI's training, supervision and tools, I now have a better understanding of how to save time, money and prevent additional infections. As a result of the Good Health, Great Life brand promotion, more people know about my clinic, which has improved my client-load and helped me grow my business.

-Franchisee in Vietnam

Talk to us. See if social franchising is right for you.

Download and complete the attached form.

Email the **completed form**, an **updated CV**, and a **cover letter** detailing your interest to Julie McBride, at jmcbride@psi.org.



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EXPRESSION OF FORMAL INTEREST PSI SOCIAL FRANCHISING

PERSONAL	
Full Name:	
Citizen of:	
Date of Birth:	
Languages spoken:	
In which country are you interested in operating a franchise?	
How did you hear about PSI social franchising?	
CONTACT	
Preferred Phone Number:	
Email Address:	
Mailing Address:	
Skype (If applicable):	
EDUCATION	
Highest academic credentials:	
School attended (1)	
Year graduated	
School attended (2)	
Year graduated	
School attended (3)	
Year graduated	
PROFESSION	
Current occupational field:	
Position/Title (years held):	
Company name:	
Annual income:	
LEGAL	
Have you ever been convicted of anything other than minor traffic violations?	
Are you involved in any pending litigation?	