



Red Plan Salud

Social Franchising in Lima: Expanding the value proposition

Red Plan Salud: **Develop, Launch, Grow**



Baseline Study
Market Study
MVP Study/Lean
Experimentation
Franchise Model
Developed.



Signing of 7 agreements
with obstetric private
providers
Adjustments to franchise
model



Implementation of pilot
with 7 franchisees
Expansion of franchise
network



Expanding the Value Proposition for Providers: Business Management Training

Technical assistance and accompaniment in the development of business planning and training in business management that enables franchisees to build business skills to strengthen the sustainability of their clinics and reduce overall costs of the network, therefore also increasing the sustainability of the network

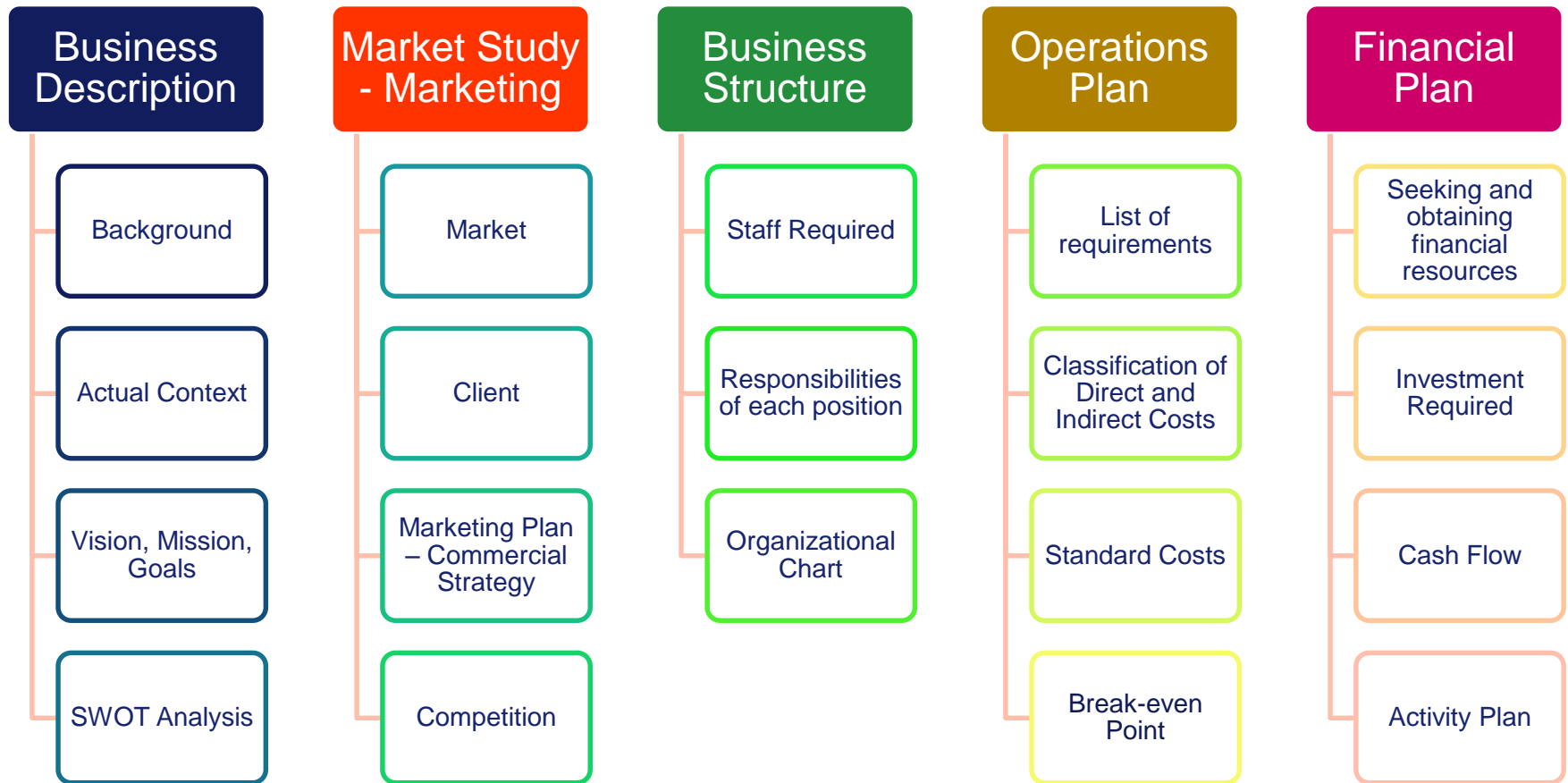
Strategic Planning

Marketing

Financial Planning

Business Planning

Business Planning Training Topics



Achievements

Difficulties

Challenges



- 7 franchisees have strengthened their business management capacities and have a business plan
- As part of the implementation of their business plans they have improved the infrastructure and adaptation of their clinics.
- Focus on the user has improve quality of care



- Time to meet with all franchisees
- Internet bandwidth within a franchisee clinic
- Availability of commercial products
- Referrals of clients



- Additional follow up of business plan implementation
- Long-term accompaniment
- Implementation of médium- and long-term goals of business plan

These factors lead to increased client demand, increased revenue, and increased provider sustainability. As the provider becomes more self-sustainable, there is less reliance on the franchising network to subsidize operating costs, thus the network becomes more sustainable as well.

