

SHOPS Plus: Public–Private Engagement for Better Health



Sustaining Health Outcomes through the Private Sector (SHOPS) Plus is USAID’s flagship initiative in private sector health. The project seeks to harness the full potential of the private sector and catalyze public-private engagement to improve health outcomes in family planning, HIV, child health, and other health areas. SHOPS Plus supports the achievement of US government priorities, including ending preventable child and maternal deaths, an AIDS-free generation, and FP2020. The project improves the equity and quality of the total health system.

The Plus

SHOPS Plus focuses on the total health system to achieve results at scale. Led by Abt Associates, it aims to help underserved populations access priority health services by engaging the private sector and using the knowledge of experts from 10 partner organizations: American College of Nurse-Midwives, Avenir Health, Broad Branch Associates, Banyan Global, Iris Group, Marie Stopes International, Population Services International, William Davidson Institute at the University of Michigan, and two Africa-based organizations, Insight Health Advisors and Praekelt.org.

The Office of Population and Reproductive Health awarded this cooperative agreement to Abt Associates in 2015. The five-year \$150 million project builds on the SHOPS project.

Approach

SHOPS Plus aims to increase use of priority health services by:

- Improving the enabling environment for the private health sector.
- Strengthening provision of private sector information, products, and services, resulting in expanded access for underserved populations.
- Using evidence to guide decisions.
- Increasing effective public-private engagement.
- Sharing innovative, emerging, and tested private sector models.
- Applying a total market approach.

Expertise

Missions and host countries can benefit from the project in a number of ways:

Assessments – analyzing the private health sector landscape to better understand the role the private sector plays in a country and identify ways to maximize its potential

Corporate engagement – engaging corporate partners to increase the provision and financing of health services

Expanding access – increasing access to products and services in underserved areas

Health financing and universal health coverage – expanding access to health services and enhancing financial risk protection for the poor through a variety of financing options including vouchers, contracting, and insurance

Networks and franchising – strengthening and scaling private provider networks and franchises

Pharmaceutical partnerships and social marketing – expanding access and use of priority health products through social marketing and partnerships with manufacturers

Policy and stewardship – promoting policy and regulatory change to enhance the climate for the private health sector, and helping governments maximize the sector’s contributions

Provider access to finance – working with financial institutions to increase lending to private providers

Provider quality – improving the quality of care in the private sector through training, supportive supervision, and support to associations

To ensure effective and sustainable outcomes, SHOPS Plus is committed to integrating gender-sensitive approaches and female empowerment throughout its activities.

USAID Missions

Missions can access SHOPS Plus through buy-ins. The project can accept all types of funding from any earmark or account.

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Find Us

SHOPSPlusProject.org

Sustaining Health Outcomes through the Private Sector (SHOPS) Plus is a five-year cooperative agreement (AID-OAA-A-15-00067) funded by the United States Agency for International Development. The project strategically engages the private sector to improve health outcomes in family planning, HIV, child health, and other health areas. Abt Associates implements SHOPS Plus in collaboration with the American College of Nurse-Midwives, Avenir Health, Broad Branch Associates, Banyan Global, Insight Health Advisors, Iris Group, Marie Stopes International, Population Services International, Praekelt.org, and William Davidson Institute at the University of Michigan.

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