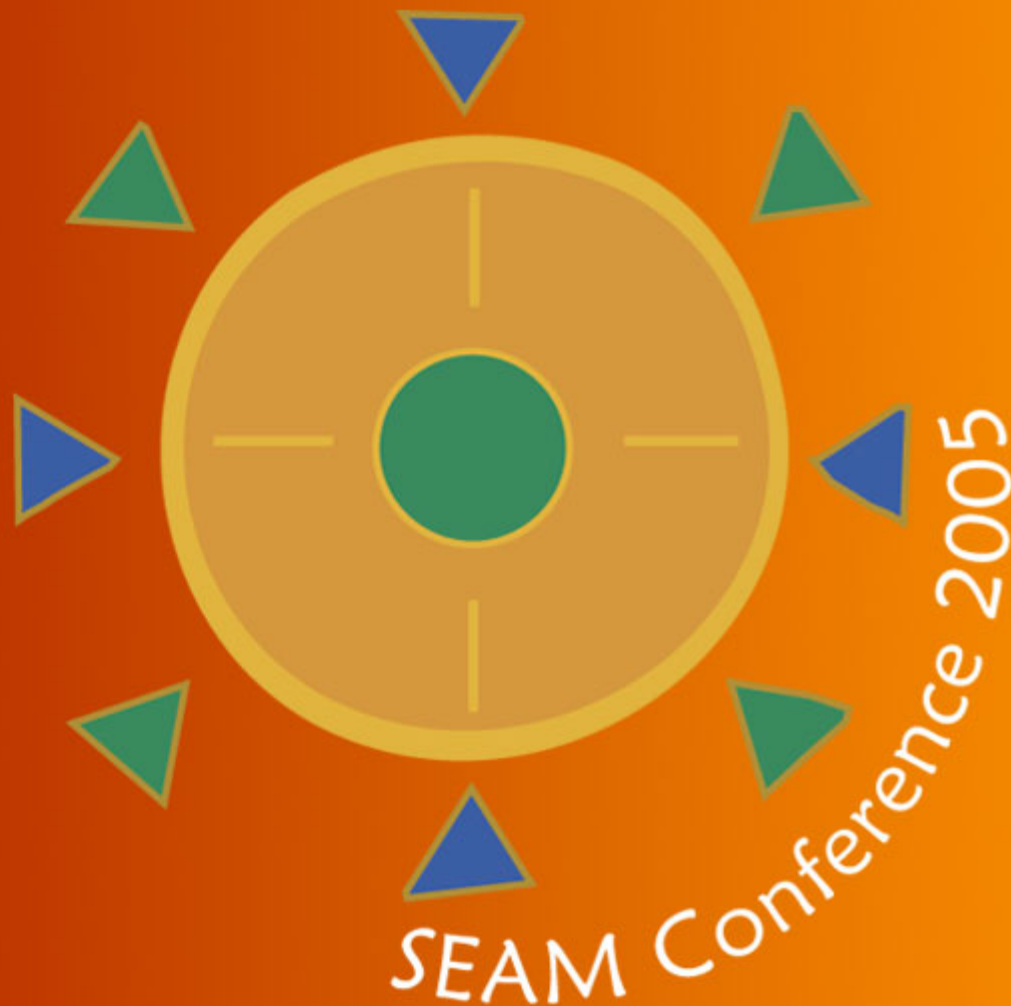


Accra, Ghana • June 20–22

Targeting Improved Access



MANAGEMENT SCIENCES for **HEALTH**

SEAM | Strategies for Enhancing Access to Medicines

Funding for the SEAM Program is provided by the Bill & Melinda Gates Foundation.

Targeting
Improved
Access



Accra, Ghana • June 20–22

TRAINING OF CHEMICAL SELLERS – THE CARESHOP APPROACH

PRESENTATION BY: EGBERT K. BRUCE (ebruce@gsmf.com.gh)

Funding for the SEAM Program is provided by the Bill & Melinda Gates Foundation.



MANAGEMENT SCIENCES for **HEALTH**

SEAM | *Strategies for Enhancing Access to Medicines*

FOR LACK OF KNOWLEDGE
MY PEOPLE PERISH

Hosea 4.6

OUR OBJECTIVE

❖ To improve the licensed chemical sellers skill sets and thereby improve the quality of service they deliver.

By providing them with the following;

- **Appropriate Management and Entrepreneurial Skills**
- **Skills in Drugs management and Rational Use**
- **Skills in managing simple ailments of common occurrence in their communities**

EVOLUTION OF TRAINING

- ❖ Initial comprehensive needs assessment -based on interactive field visits and baseline studies done by MSH
- ❖ Development of methodology and tools – reflected the various educational backgrounds of the licensed chemical sellers
- ❖ Development of manuals – considered the above situations and was done to ensure experiential learning
- ❖ Training of trainers
- ❖ Modular training of prospective franchisees – was chosen to enable immediate application of acquired knowledge.

EVOLUTION OF TRAINING....

We now have programmed quarterly training of new franchisees and their assistants.

In addition, we do;

- ❖ Continuous needs assessment through mentoring and supervision
- ❖ Annual reviews of processes and manuals

MODULES AND TECHNIQUES

CAREshop managers receive training in;

- ❖ Introduction to CAREshop franchise
- ❖ Business and Entrepreneurship development
- ❖ Drug management
- ❖ Managing simple ailments of common occurrence
- ❖ Action Planning (over a cumulative period of 5 weeks)

Assistants receive training in;

- ❖ Customer Care
- ❖ Merchandising
- ❖ Store maintenance
- ❖ Record keeping (over a period of 1 week)

Techniques used include lectures, group discussions, presentations, role-play and individual work

CAREshops Five-Modular Training

Introduction to
Franchising

Business &
Entrepreneurship
Development

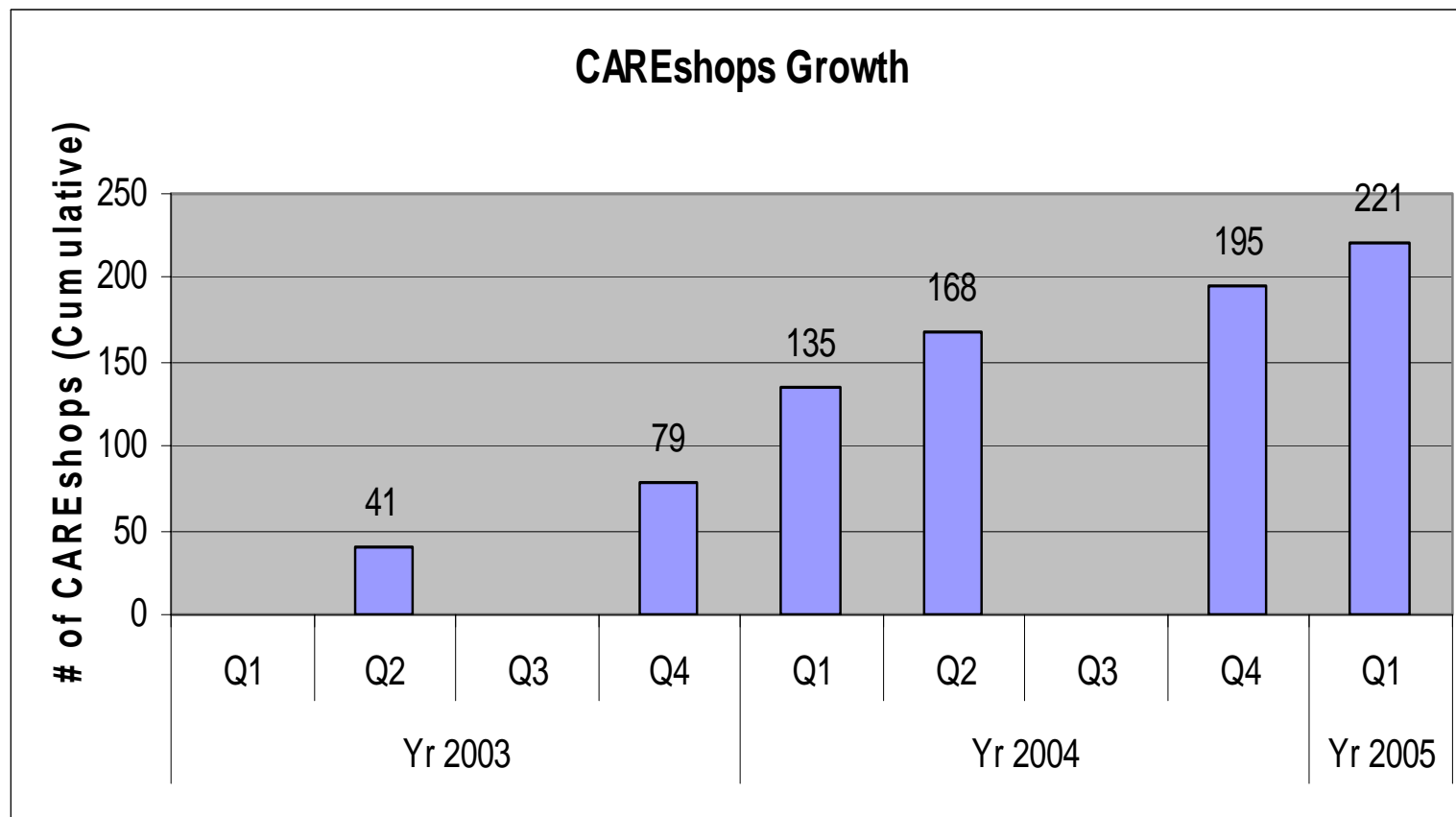


Drug Management

Action Planning

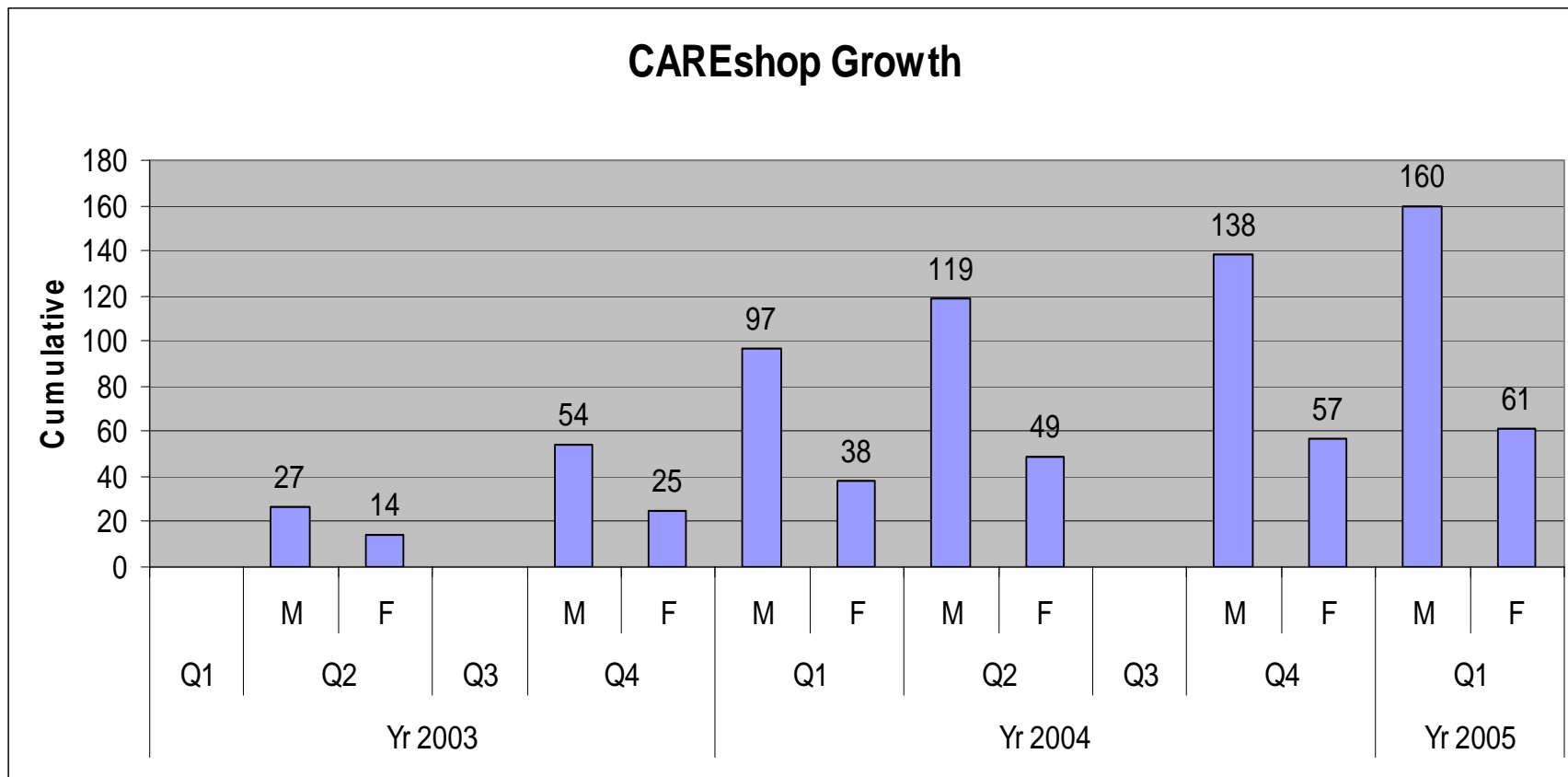
Managing Simple
Aliments

CARESHOP GROWTH (2003 TO DATE)



SOURCE: GSMFEL DATA 2005

CUMULATIVE GROWTH OF CARESHOPS (BY GENDER) (2003 TO DATE)



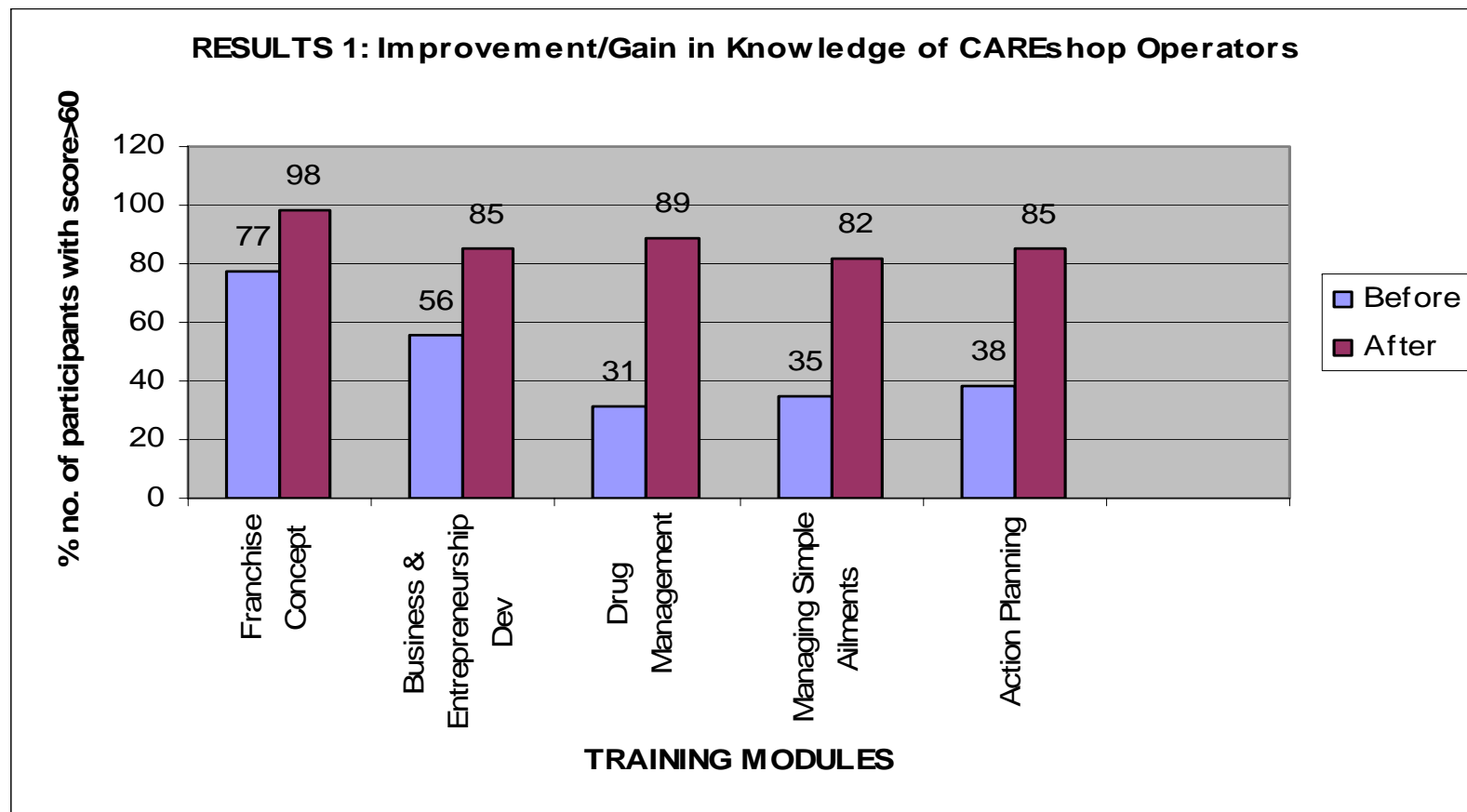
TRAINING EVALUATION

- ❖ Feedback from participants during/ after training
- ❖ Pre and post training assessment tests
- ❖ Monthly supervision and monitoring visits

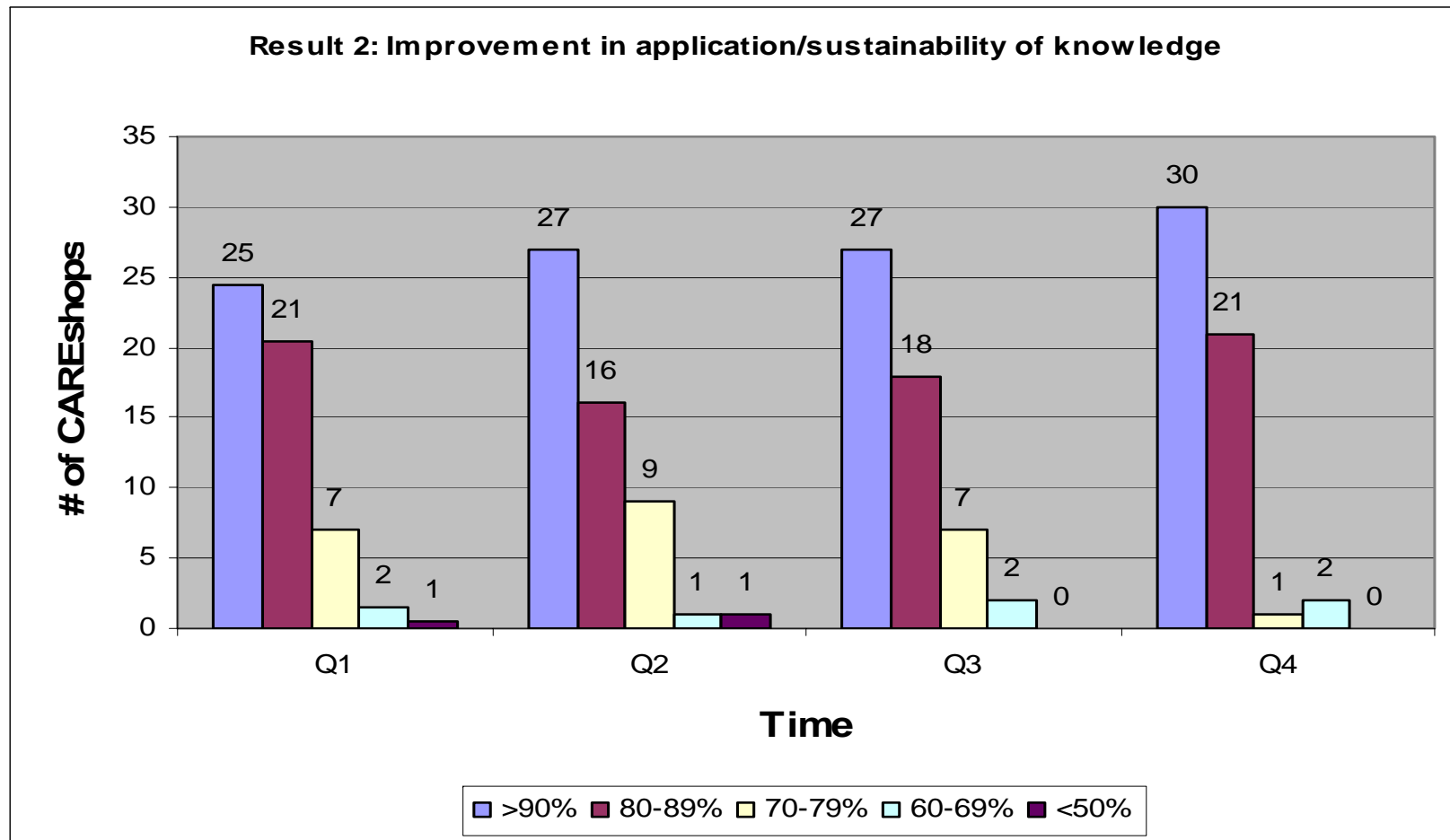
(On the spot education and training are provided during these visits. Outcomes are also measured through independent evaluation processes)

- ❖ Review workshops for trainers, trainees and other stakeholders to further improve the training process.

IMPROVEMENT/ GAIN IN KNOWLEDGE OF CARESHOP OPERATORS



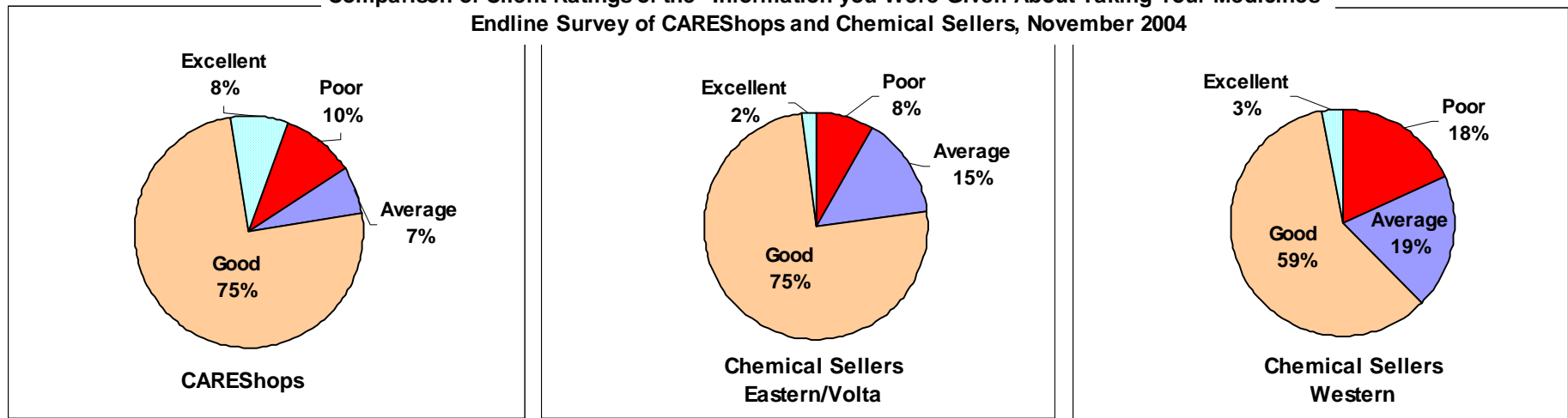
IMPROVEMENT IN APPLICATION/ SUSTAINABILITY OF KNOWLEDGE



IMPACT OF TRAINING

- ❖ Improved knowledge capacity
- ❖ High premium by clients on information provided
- ❖ Greater confidence and professionalism
- ❖ Increased sales and job satisfaction

Comparison of Client Ratings of the "Information you Were Given About Taking Your Medicines"
 Endline Survey of CAREShops and Chemical Sellers, November 2004



CHALLENGES

- ❖ **FINANCING** – training expense is huge and we regularly adopt new tactics to bring it down. The question of whether training should be considered as cost or investment is very important
- ❖ **Mentoring and supervision** – use of the appropriately qualified personnel
- ❖ **Model used** – converting people from their old ways is an input intensive venture

ACKNOWLEDGEMENT

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MSH

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