



Essential Medicines Franchise: A Private Sector Approach to Public Health Services*

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An initial country assessment of the Ghanaian pharmaceutical sector, carried out in June 2001 and co-sponsored by the Ministry of Health (MOH) and Management Sciences for Health, identified gaps in access to medicines caused by poor quality of services, unreliable availability of essential drugs, and a lack of affordability for much of the population. Following the assessment, a unique program was created to establish a network of franchise retail drug outlets to provide essential medicines and high-quality service to rural and peri-urban communities. The network would be built through the conversion of existing private retail drug shops, known as chemical sellers, into franchise shops.

* Poster originally displayed at the SEAM Conference 2003.