



**International Management & Business Consultants**

## **Case Study**

### **Healthcare:**

Strategies for Enhancing Access to Medicines Programme, Ghana  
Healthcare delivery in many developing countries, in particular in rural and peri-urban regions, is characterised by major deficiencies in access to drugs. Affordability, availability and quality of drugs and health services provision are all key indicators that show a growing gap between health needs and existing supply.

The multi-country Strategies for Enhancing Access to Medicines (SEAM) programme, funded by the Gates Foundation, is seeking to eliminate this gap effectively through countrywide initiatives in Ghana, Tanzania, Kenya and El Salvador.

Since 2002, GIC has been assisting the implementation of this programme in Ghana. We have been supporting the establishment of a commercial franchise of chemical sellers seeking to leverage private sector efficiencies to lower drug prices, improve drug availability and service quality. We provided significant input in the development of the financial projections of the franchise and prepared proposals to USAID and the Ghana DFID Business Challenge Fund to raise the required seed funding of US\$200,000 to start up the operations.

GIC has also assisted the programme on a broader level by facilitating a multi-year budgetary and activity planning exercise for all the partners involved in the programme, and developing a fully updateable forecasting and planning tool. In 2004 we undertook further work in Ghana on developing the SEAM costing model.

The partners are the franchise, the Pharmacy Council, the Mission sector and the Catholic Pharmaceutical Services. In 2005 we designed and delivered a one-week training course to these partners in Accra on Effective Writing and Preparing Winning Proposals for new financing.

We have also undertaken similar work in East Africa, most recently in Uganda in 2011 developing a business model for proprietors and an upscaling plan for the Accredited Drug Shop (ADS) model. The ADS is part of the East African Drug Seller Initiative (EADSI) supported by the Bill and Melinda Gates Foundation.