



» UNJANI CLINICS PARTNER WITH VISIONSPRING TO DEVELOP A "ONE STOP SHOP"



Program Name:	Unjani Clinics
Type of Program:	Franchise Primary Care Clinic
Location:	South Africa
Linkage Partner:	VisionSpring
Type of Linkage:	Operational Partnership
Linkage Origin:	CHMI Website Messaging
Result:	Seven Unjani Clinics have expanded services to include vision screening and eyeglass distribution, offering clients a one-stop-shop.
Potential Impact:	25,000 lives per year; majority of clients are women

SUMMARY

Unjani Clinics ("Unjani"), which serve low-income individuals in three provinces in South Africa (Gauteng, Mpumalanga, and Western Cape), has partnered with **VisionSpring**, a social enterprise that seeks to reduce poverty through the sale of affordable eyeglasses. The partnership originated in a connection via CHMI's website in July 2012. To date, Unjani's patients have been able to access primary care services at the clinic units, but vision screening was problematic as the network did not want to offer the screening without offering clients the ability to purchase the glasses at the point of care. This partnership has created the opportunity for Unjani to create a one-stop-shop, where clients can purchase reading glasses immediately after a vision exam. Unjani currently serves approximately 25,500 clients per year across seven different clinic sites. The sale of eyeglasses began recently - in March 2013 - so the demand for eyewear, as well as the client experience, will be monitored over time.

KEY STEPS IN FORMING PARTNERSHIP

The operational partnership between VisionSpring and Unjani took eight months to formalize.

- VisionSpring contacted Unjani through CHMI's website messaging platform in July 2012.
- VisionSpring and Unjani then discussed the partnership between July 2012 and December 2012.
- Unjani and VisionSpring confirmed the partnership in November 2012.
- The first shipment of eyeglasses arrived at Unjani's headquarters in February 2013.
- The creation of signage for all of the clinics, order forms, tracking sheets, and confirmation of receipt letters, among other things, followed.
- VisionSpring conducted training with Unjani's Program Manager over Skype on how to market and sell eyeglasses. The Program Manager has in turn trained all of the nurses and the administrative assistants at the clinics.
- Unjani packaged and distributed the eyeglasses to its clinics in March 2013.
- Ongoing contact between VisionSpring and Unjani's Program Manager will happen monthly.

IMPACT

The operational partnership between VisionSpring and Unjani Clinics has the potential to increase the number of people who can access affordable vision screening and eyewear in South Africa.

- The potential to provide vision screening to 25,500 clients per year across Unjani's seven clinics.

- The potential to provide access to affordable eyewear to 25,500 clients per year.
- Over time, the potential to replicate the model and reach more people as Unjani continues to work towards its ultimate target of 400 clinics across South Africa.

UNJANI CLINICS

The Unjani Clinic, supported by Imperial Health Sciences, is a market-based solution that provides primary health care services at an affordable price to under-served communities in South Africa. The project launched in 2010 in two areas in Gauteng province, South Africa (Wattville and Etwatwa). The clinics are made from 12-meter converted shipping containers and they have an outside waiting area, reception, examination room, toilet and dispensary for medicines. Each consultation ranges from 100-150 Rand. Since launch, the Unjani Clinic network has scaled up to seven operating clinics as of March 2013, with an ultimate target of 400 clinics throughout the country. Five clinics are located in Gauteng province, one in Mpumalanga and one in Western Cape. Each clinic serves on average 200-500 clients per month. The model also empowers women by providing the opportunity for the Professional Nurse to have 100% ownership of the unit after a year period of time.

VISIONSPRING

VisionSpring is a social enterprise dedicated to reducing poverty and creating income-generating opportunities in the developing world through the sale of affordable eyeglasses. Since its launch in 2001, VisionSpring has worked with local entrepreneurs to market and sell VisionSpring's eyeglasses, as well as track customer information, manage inventory, and run a small business. VisionSpring targets individuals in the lowest quintile and has sold 1,000,000 glasses to date. In addition to its own operations in El Salvador and India, VisionSpring also forms strategic partnership with non-governmental organizations and existing businesses that are already in the business of health care delivery. VisionSpring works in more than 20 countries and with more than 23 different partners. Through a rigorous impact assessment, it has been able to show a 35% increase in productivity as a result of using reading glasses.

LINKAGE STORIES

CHMI connects innovative health programs with potential partners who can help them scale up, replicate, or improve healthcare services. This case study series highlights examples of successful partnerships created through CHMI that are making quality healthcare more affordable and accessible in low- and middle-income countries.

» This story was compiled through interviews with Ms. Trixie-Belle Nicolle and Mr. Jared Hutchinson.

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