



- **Leveraging Ugandan
Company Clinics to
Expand AIDS Treatment To
Surrounding Communities**

Ms. Jeanne Ellis, M.A.
Emerging Markets Group

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Agenda

- **Country and Project Background**
- **Company to Community Partnership Model**
- **Corporate Partners**
- **Target Population and Interventions**
- **Results**
- **How Much Does it Cost?**
- **Conclusions**

HIV/AIDS In Uganda

- Overall Uganda Prevalence (15-49 years) 6.4%
- 100,000+ New Infections Per Year
- 925,000 Ugandans Living With HIV
- 85,000+ On ARVs, Meeting 1/3rd Of Need
- HIV/AIDS Not Viewed As Critical Corporate Issue
 - 2004 study – 11% companies ranked HIV/AIDS in the top 5 issues for their company

Project Background

- **Commercial Market Strategies Project (1998-2004)**
- **Uganda Business PART (Preventing HIV/AIDS and Accelerating Access to Anti-retroviral Treatment) Project (2004-2007)**
- **Uganda HIPS (Health Initiatives for the Private Sector) Project (2007 – 2010)**

Business PART Project

- **Main Objectives:**
 - Increase awareness in the business community about HIV/AIDS.
 - **Social and financial reasons**
 - **Nationwide radio campaign**
 - Increase employees' understanding of HIV/AIDS issues and demand for services.
 - **IEC campaign**
 - **Peer education**
 - Increase the number of qualified AIDS treatment clinicians in the private sector.
 - Form and broker partnerships for expanded and improved services.
 - **Provided TA for range of services**



“Company to Community” Partnership Model

- **Basic Principle: Company clinics have spare capacity that can be used for community testing and treatment at a low marginal cost. However, need the government and/or donor to provide:**
 - Coverage of variable cost – DRUGS
 - Training
 - Brokerage
- **Global Development Alliance (GDA) Framework**
- **Partners: USAID/Business PART, The GOU/Global Fund, Uganda businesses**

“Company to Community” Partnership Model (cont’d)

- Global Fund/MOH Avails ARVs
- PART Facilitates Clinic Accreditation, Some Marketing, Monitoring & VCT
- PART Provides AIDS Treatment & Peer Education Training
- Company Covers Opportunistic Drugs & Lab (Including CD4+)
- Company Also Provides Clinic, VCT, Staff & Transport

Provided At No Cost To Community

Corporate Partners



- 6 Tea Estates Owned By Swire Group
- Tea Estates & Surrounding Villages Viewed As One



The Summit of Strength
HIMA CEMENT

- Cement Company Part of Lafarge Group
- Long Corporate History Of Helping Communities
- Community HIV/AIDS Program For Those Living <10km



NILE
Breweries Ltd.

- SAB Miller runs Nile Breweries based on outskirts of Jinja, Eastern Uganda
- Community Access to On-site clinic

Corporate Partners (cont'd)



- Owned By Private European Equity Group
- Previous Ownership Discharged Toxic Waste
- Program Visits 3 Fishing Villages Once/Week



- Dutch Multinational Flower Grower
- Socially Aware End User Of Product
- Community Members From Areas Surrounding Flower Farm Access Clinic

Target Population and Interventions

Company	Target Population Employees	Target Population Dependants	Target Population Community	Peer Education	VCT	HIV/AIDS Treatment
Nile Breweries	300	1,100	2,500	X	X	X
Hima Cement	300	1,100	10,000	X	X	X
Royal Van Zanten	300	1,200	2,000	X	X	X
Finlay's Tea	7500	7500	15,000	X	X	X
Kasese Cobalt	275	800	9,000	X	X	X
TOTAL	8,675	11,700	38,500			

Results

Number of Community Member Beneficiaries

Company	# VCT	# HIV+ Monitored	# of HIV+ On ARVs
Nile Breweries	1,131	46	13
Hima Cement	1,204	365	102
Royal Van Zanten	457	70	10
Finlay's Tea	1,761	83	88
Kasese Cobalt	752	169	30
TOTAL	5,305	733	243

How Much Does it Cost? – Hima Cement Example

Cost Element	Unit Cost (US\$)	Frequency	Total Cost Per HIV+ Patient	
			Private Partner US\$	MOH US\$
Initial VCT				
Community Outreach	0.62	1	0.62	
Clinic Based VCT	14.65	1	14.65	
			\$15.27	
Monitoring				
CD4	20.00	1/year	20.00	
Clinic Visits	9.89	2/year	19.78	
Dr trips to community	0.85	12/per year	10.24	
			\$50.02	

How Much Does it Cost? – Hima Cement Example (cont'd)

Cost Element	Unit Cost (US\$)	Frequency	Total Cost Per HIV+ Patient	
			Private Partner US\$	MOH/GF US\$
HAART				
1st Line ARVs	24.76	12/year		297.00
CD4	20.00	2/year	40.00	
Clinic Visits	9.89	12/year	118.68	
Other Tests	14.29	1/year	14.29	
Other drugs	12.62	1/year	12.62	
Blood transport	0.03	24/year	0.74	
			\$186.33	\$297.00
GRAND TOTAL			\$251.62	297.00

Conclusions

- **Company Will Expand Into Community If Costs Shared and Commitments are Capped**
- **Free ARVs are Key**
- **Differing Reasons For Why Company Works With Community**
- **Partnership Must be Tailored**
- **Vigorous Brokerage Function Essential**
- **Many Companies Want To Expand beyond HIV/AIDS**

Questions/Comments

- Thank You
- Jeanne Ellis: jellis@emergingmarketsgroup.com