

# Strengthen the Role of Public-Private Partnerships in the Delivery of Public Health Services

The case of breast/cervical cancer early detection and prevention program in Georgia

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# Outline

- Why public-private partnership?
- Current situation in health care
- Our goal
- Main steps towards the goal
- Challenges

# Why public-private partnership?

- To establish catalytic government that engages itself in steering rather than rowing by catalyzing public, private and voluntary/non-profit sectors into action to solve the community problems

# Current Situation

## General

- Certain services are provided for free at the point of delivery to the population below the poverty line
- The majority of health services are provided by private sector and are paid out of pocket or covered by private insurance schemes
- Certain services are provided by international/local NGOs through the funds of donors

## Specific

- Breast/cervical cancer screening program was launched in 2008 for the population of the capital city
- In 2010 the screening program was extended to three more Georgian regions (out of 11) covering only breast cancer
- HPV vaccination is provided on the basis of ability to pay, no state mechanism are in place

# Our Goal

- To extend the coverage of screening services throughout the whole country including screening services for both (breast/cervical cancer) and to introduce HPV vaccination against cervical cancer through public-private partnership (public, private and non-profit actors pooling resources together to achieve the common goal)

# Main Steps

- Conduct social marketing campaign to raise public awareness on the importance of screening and vaccination
- Mobilize all major stakeholders (donors, international organizations, medical associations, research centers, community organizations and reproductive health council) to advocate for the extension of screening program and for the introduction of HPV vaccination scheme at national level
- Initiate negotiations with the private sector (pharmaceutical and insurance companies) to prepare a solid ground for a gradual transfer of prevention services to the private sector
- Create a network of health activists to act as a platform for women's' reproductive rights

# Challenges

- Unstable political situation
- High cost
- Lack of strong personalities in leadership
- Immature private insurance system
- Lack of corporate social responsibility in business

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**Thank you!**