



The FHI 360 Center for Private Sector Health Initiatives is committed to making products and services that improve people's health more readily available throughout the developing world, particularly for those at the "Base of the Pyramid." With a portfolio of over \$100 million in projects, the Center accomplishes its mission by designing, facilitating and managing mutually beneficial partnerships between the public and private sectors to create sustainable markets for products and services that address pressing health challenges. The Center also works directly with companies looking to expand their markets for health-related products into the developing world in ways that meet both marketing and corporate social responsibility objectives.

About FHI 360

FHI 360 is a leading human development organization dedicated to improving lives by advancing integrated, locally driven solutions. Our commitment to partnerships at every level and our multidisciplinary approach enables us to have a lasting impact for the individuals, communities, and countries we serve. Founded in 1971 as Family Health International, FHI 360 operates from 60 offices with 4,400 staff in the U.S. and around the world. For more information, visit: www.fhi360.org

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CPSHI



FHI 360 CENTER FOR PRIVATE SECTOR HEALTH INITIATIVES

fhi360
THE SCIENCE OF IMPROVING LIVES

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OUR EXPERTISE

The Center for Private Sector Health Initiatives offers extensive international experience in programs related to HIV/AIDS, Malaria, Avian Influenza, Family Planning, Hygiene, Water purification, and Nutrition. Our expertise includes the design and implementation of effective strategies that leverage public and private sector resources. FHI 360 supports partnerships through its leadership, technical assistance and strategic investments in areas such as technology development and quality assurance, market research, distribution support, marketing and behavior change communication, financing, and advocacy. Our multi-lingual staff from around the world has extensive experience in Africa, Asia, Europe and Latin America, where we have been designing and implementing partnerships for health for over 20 years.

FULL MARKET IMPACT™

The Center's Full Market Impact™ (FMI™) model provides the framework for our public-private partnerships and our programs. The FMI™ approach engages multiple partners from the commercial sector, NGOs, and the public sector in an integrated and holistic process that addresses supply, promotion, distribution, and affordability. Through our expertise and proven model, we can assist donor organizations in sustaining public health improvements while also helping our commercial partners improve their return on investment in marketing and corporate social responsibility (CSR) efforts.

HOW FHI 360 CAN HELP YOU TO ACHIEVE YOUR SUSTAINABLE DEVELOPMENT AND BUSINESS FOR CORPORATE SOCIAL RESPONSIBILITY GOALS:

- Conducting consumer research to develop and test products and messages, and to measure impact
- Designing, brokering and managing effective programs to deliver commercial and subsidized products and services in developing countries
- Developing high impact, culturally appropriate behavior change, education and promotional campaigns
- Creating long-term sustainability of health products and services without the need for perpetual donor investment in social marketing campaigns and commodity procurements
- Increasing sales of products to new market segments (i.e., "Base of the Pyramid") through demand generation, improved distribution, targeted subsidy programs and improved business planning
- Building public sector and local commercial capacity to develop and manage mutually beneficial partnerships and promote critical products and services, resulting in more jobs and an expanded economies
- Integrating CSR and marketing functions
Integrating Corporate Social Responsibility (CSR) and Marketing functions
- Establishing a more favorable business environment through policy/advocacy

FHI 360 has worked with a broad range of commercial partners* in public health initiatives, including:

Aventis	Malaria Consortium
A-Z Textiles	Proctor & Gamble
BASF	Reckitt Benckiser
Bayer Environmental Science	Siam Dutch Mosquito Netting
Colgate-Palmolive	SC Johnson
Exxon Mobil	Sunflag
Health Partners International	Syngenta
Hindustan Lever	Unilever
Johnson & Johnson	Vestergaard-Frandsen

** Partial list of partners*

About CPSHI

FHI 360 Partners

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