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# Evolution of private sector engagement in Vietnam's HIV response

Tham Tran, USAID/ PATH STEPS



**Optimizing tools & CQI**



**Expanding markets**



**Growing sustainably**



**Pharmacy and home-based services**



**Partnership development**



**Demand generation**



**Introducing new products**



**Innovating for Change**



**Seeding and scaling innovation**

# What is the private sector engagement?



**Introducing  
new products**



**Innovating  
for Change**



**Seeding and  
scaling  
innovation**



**Pharmacy and  
home-based  
services**



**Partnership  
development**



**Demand  
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# Private sector engagement includes...



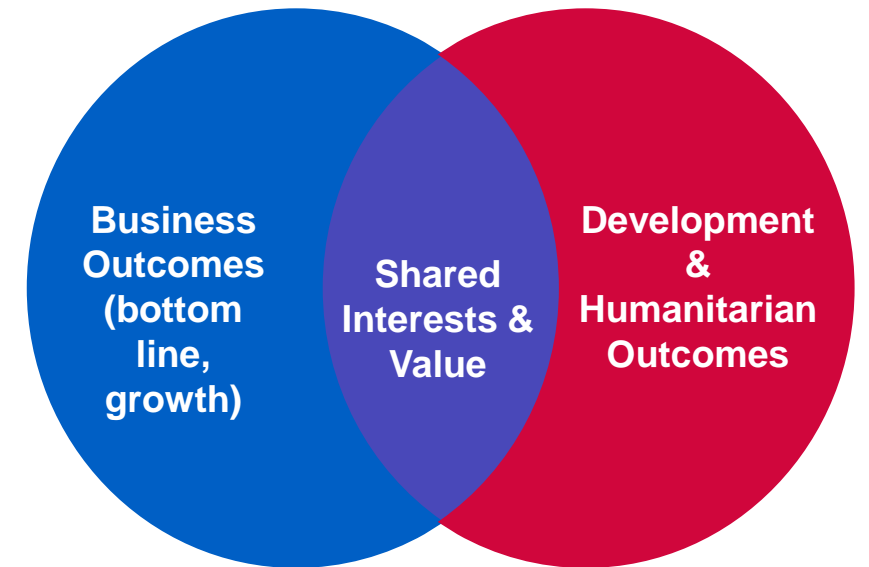
**An eco-system of shared value:** leveraging private, social, and public sectors to work towards collective impact through a **common agenda**.



**Co-creation:** Aligning with private enterprises as co-creators of market-oriented solutions, with **shared risk and reward**.



**Sustainability:** “Embracing market-based approaches as a more sustainable way to support communities in achieving development and humanitarian outcomes **at scale**”\*



# What can PSE offer the HIV response?



## **GREATER SCALE**

Reaching more **people** by drawing on private sector resources and expertise or by accessing **private sector channels**



## **HIGHER EFFICIENCY**

Operating more efficiently or cost-effectively by **segmenting markets** or by adapting private sector expertise, skills or tools



## **ACCELERATING INNOVATION**

Accessing **new technologies** or approaches from multiple actors increases likelihood of securing solutions to difficult problems



## **CREATING NEW MARKETS**

Addressing gaps in the HIV response by introducing key tools (e.g., HIV self-testing) & facilitating growth of **key population-tailored markets**



## **INCREASING CHOICE**

Offering greater options and more **person-centered care** including self-care



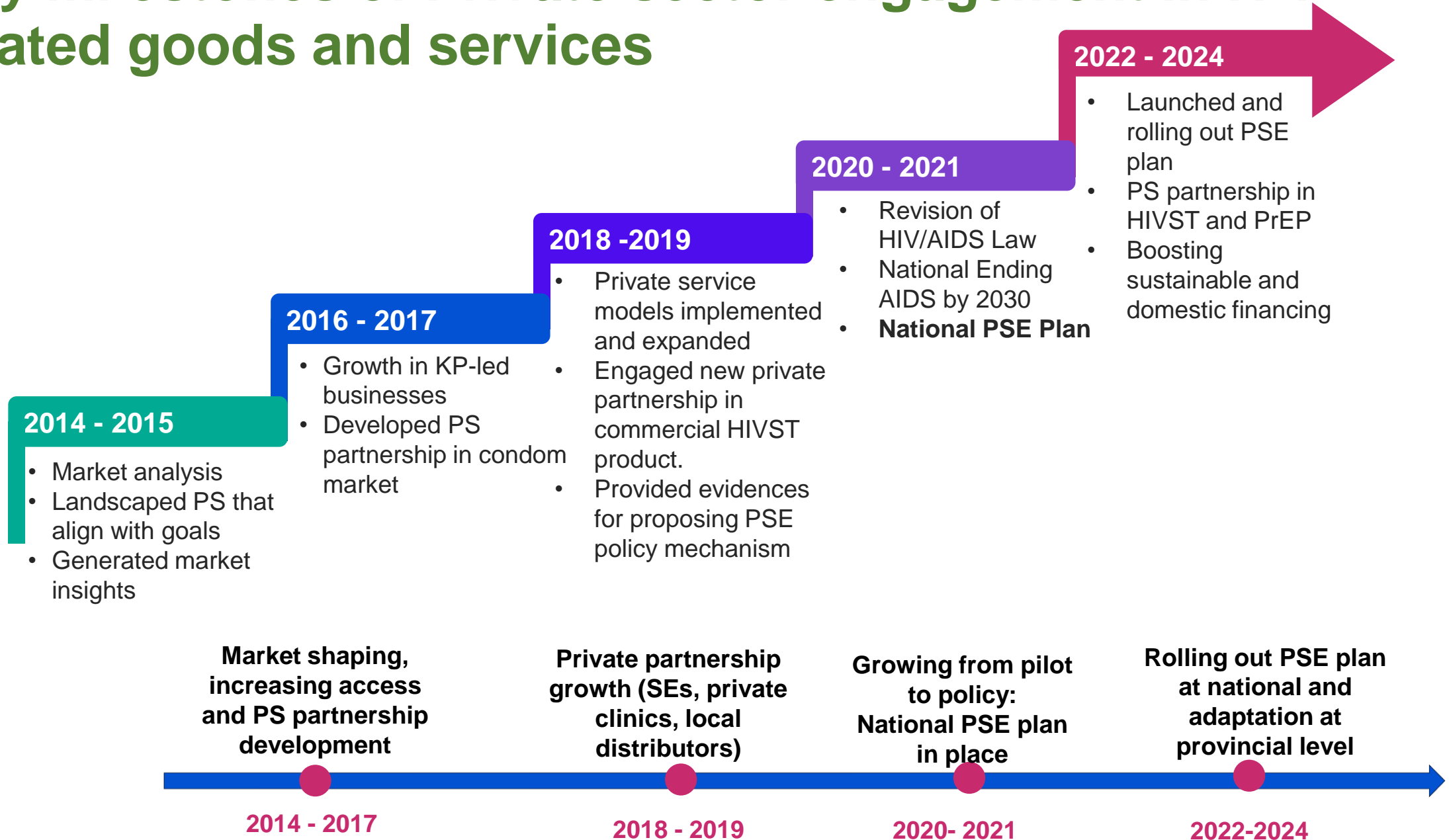
## **ENHANCED SUSTAINABILITY**

Enhancing sustainability through revenue-generating business models & development of **commercially-viable local private sector partners**

## **Result**

- Sustained access to key population and people living with HIV-friendly private sector HIV & PHC products and services
- Improved health outcomes for key populations and PLHIV

# Key milestones of Private sector engagement in HIV-related goods and services



# Shaping and developing condom market



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development**

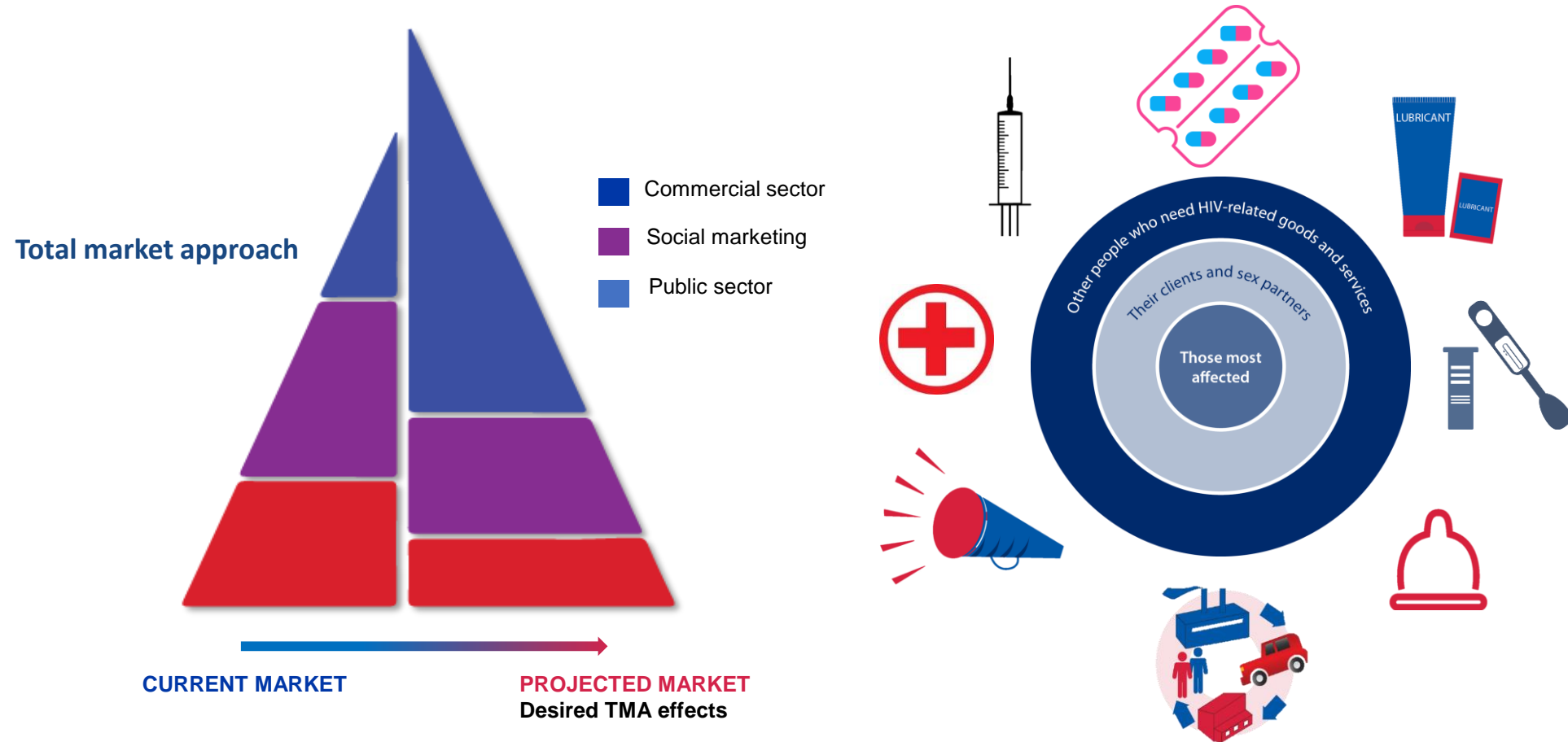


**Demand  
generation**

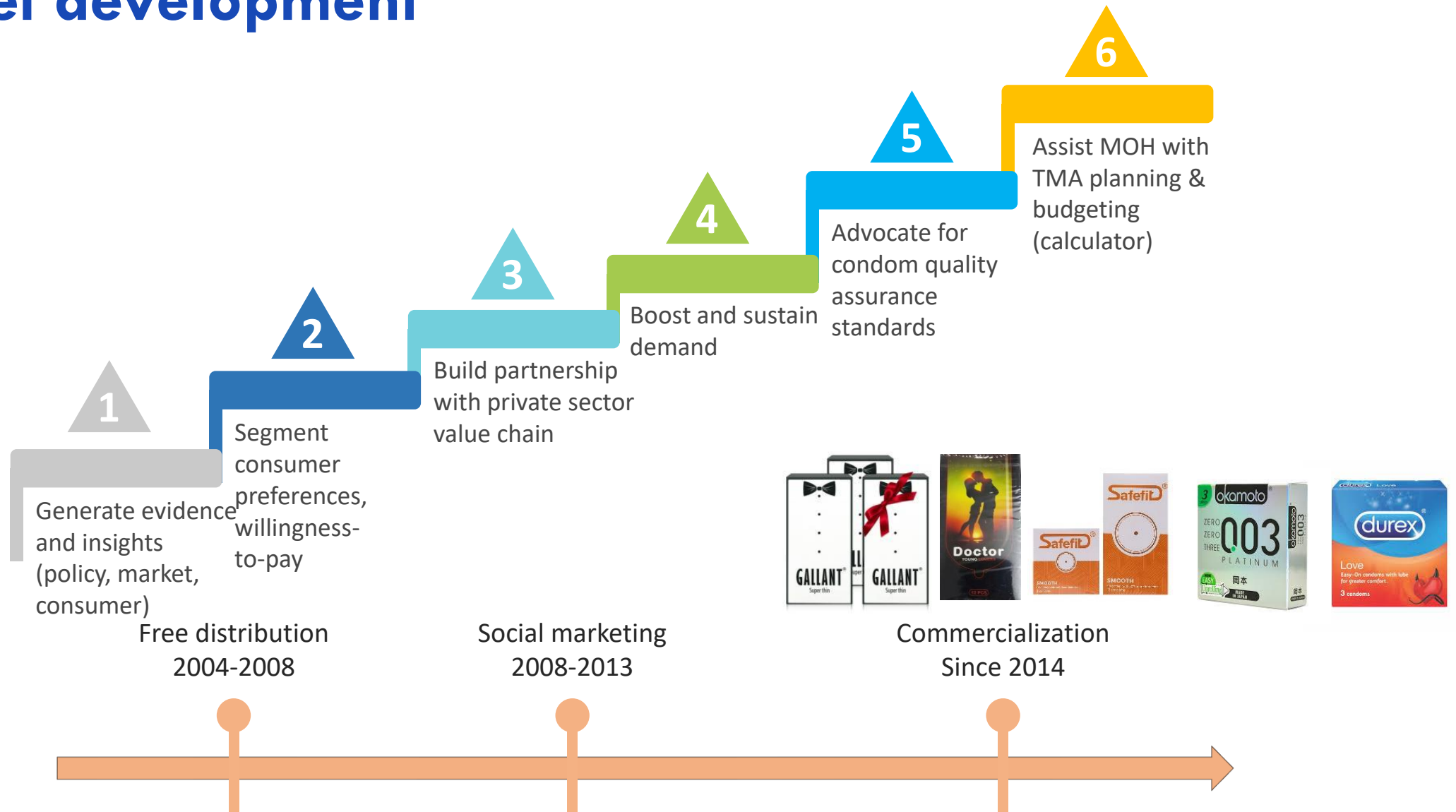


**Optimizing  
tools & CQI**

# The power of the total market approach to increase access to and sustainability of the HIV goods & services

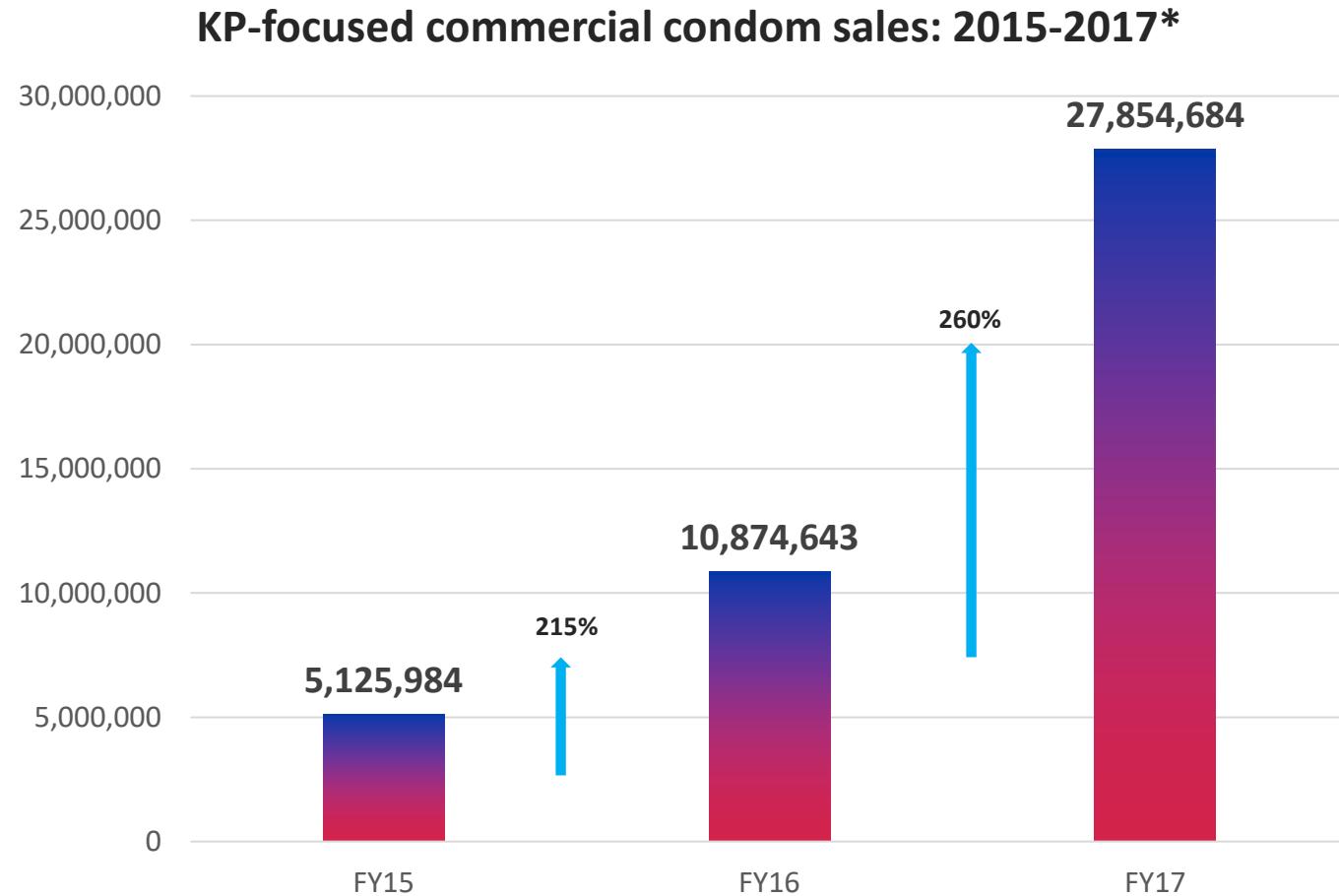


# Condoms - 6 steps towards market development





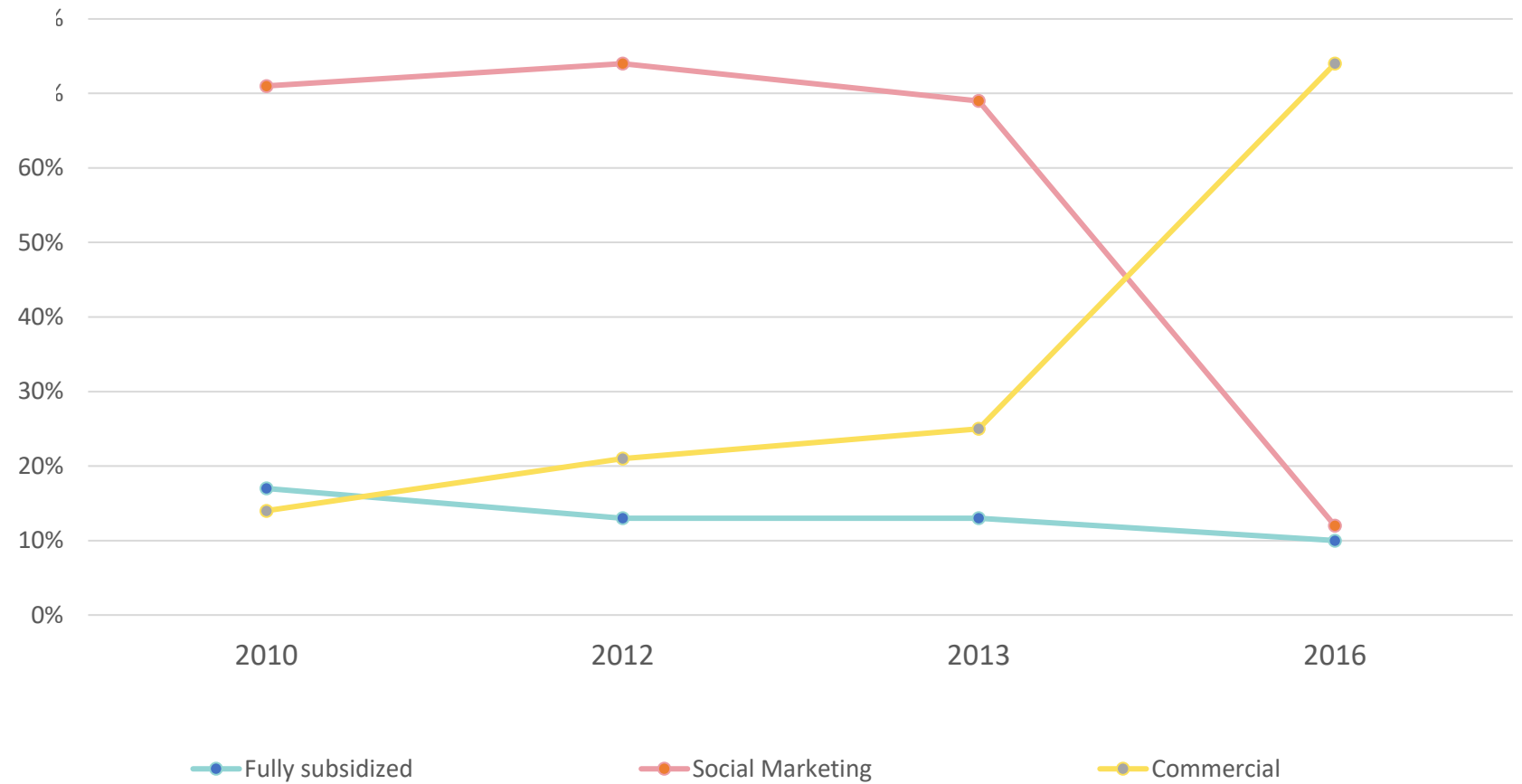
# Growth in KP-focused condom sales (2015-2017)



Source: USAID/PATH Healthy Markets. Annual reports, FY15-17; \*Sales figures from 15 provinces.

# Shift from social marketed to commercial condoms in non-traditional outlets...

## Non-traditional outlet condom sales, 2010 - 2016



Source: USAID/PATH Healthy Markets. Non-traditional outlet condom coverage and type report, 2016; PSI NTO condom assessments, 2010, 2012, 2013. \*Repeated measure in 6+ provinces

# Shaping and developing PS HIVST and PrEP market



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# HIVST commercialization expansion



## Enhance private engagement in HIVST market expansion

- Gather market data and insights to inform stakeholders' strategies.
- Identify potential private partners.
- Facilitate engagement with HIV product manufacturers, distributors, and suppliers to advance the introduction; scale-up and shape commercial markets.
- Work with manufacturers, local distributors, and other partners to develop growth strategies of HIVST.

## 2/3 HIVST products have been introduced and commercialized

### INSTI:

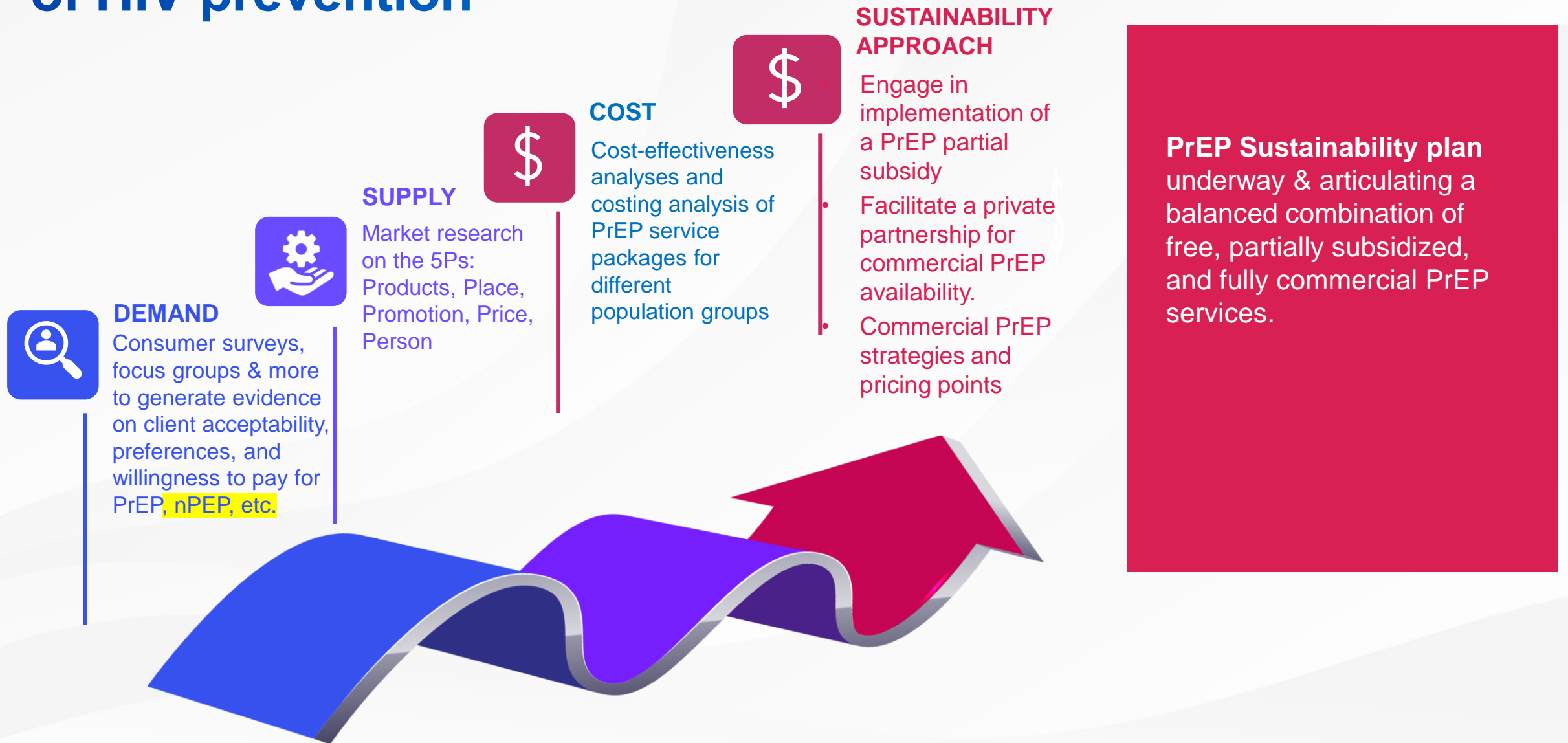
- Registered in 2018; most recent import in Nov 2023
- Product available in: Hanoi, Lao Cai, Nam Định, Quang Ninh, Da Nang, Quy Nhơn, HCMC, Can Thơ, Yen Bai, Nghe An
- Distribution channels: Pharmarket and e-commerce (Shopee)
- **Total sold: 770 tests**

### CheckNOW:

- 1<sup>st</sup> import from May 2023
- Product available in: Hanoi, HCMC, Dong Nai and An Giang
- Distribution channels: private clinic chains (Glink, AloCare, M4M, The Times, Galant) and online platforms
- **Total sold: 1,700+ tests**



# From evidence to action: domestic financing of HIV prevention



# Private sector partners and their investment in the HIV response



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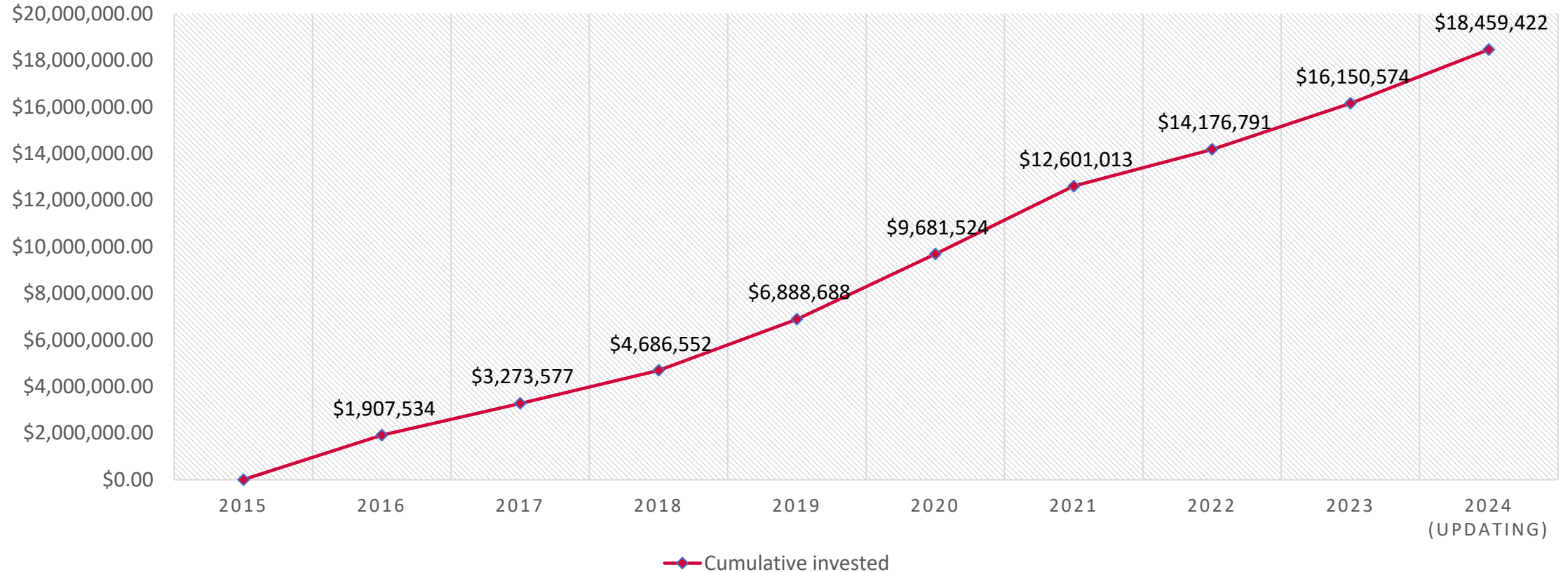
Optimizing  
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# Constellation of 150+ private sector partnerships with...



# Private sector investment in the HIV response (2015-2024)\*

## Investment in HIV-related goods and services by private sector entities partnering with USAID/PATH STEPS (in USD)



\*Data source: Annual survey conducted among private sector entities partnering with Healthy Markets and STEPS that are engaged in business development, marketing and/or of HIV-related prevention, testing or treatment commodities or services. This only reflects a **segment of overall private sector investment** as not all private sector entities are able to externally share investment data.



# Unitour campaign with private sector partnership with Durex Vietnam & Glink Academy - Expanded from 18 to 50 offline events across campuses

BREAK THE SHAME  
COME TOGETHER

Nov – Dec 2022

- **18 offline events** at universities, colleges and high schools in Ho Chi Minh City (HCMC), Dong Nai and Can Tho.
- **5,995 students** participated



## UNITOUR Jul – Dec 2023



**50 offline events**

at universities, colleges and high schools in HCMC, Dong Nai and Can Tho.



**26.244 students**

participated



**1.773 appointments**

were book for deeper consultation on PrEP, HIVST, and other services.



# Self-test easily with CHECKNOW™ HIVST campaign

**Tự xét nghiệm khó, đã có CheckNOW™**  
x 20 Gương mặt nổi bật từ cộng đồng

Đàn ông hiện đại, lịch lãm bên ngoài và mạnh mẽ từ bên trong, có CheckNOW™, yên tâm tự xét nghiệm HIV

**Tự xét nghiệm khó, đã có CheckNOW™**  
x MAI ANH QUYỀN

**USAID/PATH STEPS' successful private-sector partnership with Abbott Laboratories Vietnam, facilitated \$10,000 in funding from Abbott to Glink Academy to implement the "Self-test easily with CheckNOW™ HIVST" campaign.**

- 20 Key population influencers and community leaders led the online campaign.
- 224,000+ view across social media channels
- 400 + individuals reached through 7 offline events.

**1,940 CheckNOW™ HIV Self Test kits added to the market by STEPS-supported clinics and social enterprises, with 1586 test kits sold as of January 2024.**

# Institutionalizing PSE efforts at national and provincial level



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# Increase the partnership and dialogue between public and private sector



## National level

- National PSE plan and rolling-out
- National PSE TWG operation
- Policy review and recommendation for changes and improvements
- Policy consultation and orientation meetings
- PSE data tracking platform and landing page
- Tracking annual private sector investment

## Provincial level

### Development of PSE mechanism and implementation

- Provincial PSE plan and rolling-out
- Provincial PSE TWG
- PSE data tracking

### Campaigns to increase the uptake of HIV good and services in provinces

# PSE Assessment completed



## Market Survey (Supply)

- Collect and analyze data on emerging trends in the market for HIV & PHC commodities.
- Describe key market drivers.
- Identify market trends and describe growth projections.



## PSE benchmark assessment (Readiness)

- Benchmark advancement towards PSE nationally across 63 provinces, in accordance with National HIV PSE Plan.
- Identify local and systemic opportunities and barriers to PSE through assessment of potential private sector partners (readiness and capacity to address existing gaps in HIV response) across 12 PEPFAR/GFATM provinces.



## Consumer Survey (Demand)

- Measure KP & PLHIV current usage of HIV and related PHC services and services preferences.
- Analyze differences and trends in willingness-to-pay across geographies and KP groups.
- Gather qualitative insights on existing barriers to care utilization/access.

# PSE data tracking platform

**HIV RESOURCE TRACKING AND REPORTING HUB**

**DANH SÁCH DOANH NGHIỆP**

Chọn File | File mẫu | Nhập dữ liệu | Thêm mới

Tìm kiếm theo tên doanh nghiệp | Số ĐKKD | Từ ngày đăng ký | Đến ngày đăng ký

Loại đăng ký | CDC | Tỉnh/Thành phố | Mọi | Doanh nghiệp  Trong nước  Nước ngoài | Tìm kiếm

STT	Tác vụ	Tên doanh nghiệp	Số ĐKKD	Địa chỉ	Ngày phê duyệt	Trạng thái
1		CÔNG TY CỔ PHẦN Y TẾ ĐỨC MINH	0101150040	Số 51, ngõ 205, ngách 323/83, đường Xuân Đình, Phường Xuân Đình, Quận Bắc Từ Liêm, Thành phố Hà Nội, Việt Nam. Phường Xuân Đình, Quận Bắc Từ Liêm, TP Hà Nội		Mới
2		Công ty TNHH DNKH GLINK Việt Nam	0310534467	224/38 Lý Thường Kiệt, Phường 14, Quận 10, TPHCM.		Mới
3		Công ty TNHH Phòng Khám Đa Khoa An Khánh Sài Gòn	3603651399	254/5, Ấp Dốc Mơ 3, Xã Gia Tân 1, Huyện Thống Nhất, Tỉnh Đồng Nai, Việt Nam.		Mới
4		Công ty TNHH Thiết kế quảng cáo và in ấn bao bì Đại Phát Thành	0313457193	95 Ngõ Chí Quốc, P. Bình Chiểu, TP.Thủ Đức.		Mới
5		Công ty TNHH Doanh nghiệp xã hội tư vấn và phát triển cộng đồng Venus	0109224819	7C ngõ 113 Âu Cơ, Tây Hồ, Hà Nội.		Mới
6		CÔNG TY TNHH DOANH NGHIỆP XÃ HỘI RUBY	0110100977	Số nhà 52A ngõ 603 đường Lạc Long Quân, Phường Xuân La, Quận Tây Hồ, Thành phố Hà Nội, Việt Nam, Phường Xuân La, Quận Tây Hồ, TP Hà Nội		Mới
7		CÔNG TY TNHH DOANH NGHIỆP XÃ HỘI HẢI ĐĂNG	0107609242	Số 677 phố Quang Trung, Phường Phú La, Quận Hà Đông, Thành phố Hà Nội, Việt Nam, Phường Phú La, Quận Hà Đông, TP Hà Nội		Mới
8		Chi nhánh Công ty TNHH Chăm sóc Sức khỏe Cộng đồng GCARE - Phòng khám Galant	0317422579-001	Số 15 Ngõ 143 Trung Kính, Trung Hòa, Cầu Giấy, Hà Nội.		Mới
9		Chi nhánh Công ty CP Greenbiz - Cơ sở dịch vụ chăm sóc sức khỏe tại nhà Galant	0313657065-004	15 Đường Số 3, Cư Xá Lữ Gia, Phường 15, Quận 11, TP.HCM.		Mới
10		CÔNG TY TNHH THIẾT BỊ MINH TÂM	0101268476	21, ngõ 22, Nguyễn Ngọc Nại, Phường Khương Mai, Quận Thanh Xuân, Thành phố Hà Nội, Việt Nam, Phường Khương Mai, Quận Thanh Xuân, TP Hà Nội		Mới

**HIV RESOURCE TRACKING AND REPORTING HUB**

**PHÂN TÍCH ĐIỂM BENCHMARK**

Tổ chức PATH Chức năng

**03. ĐIỂM TRUNG BÌNH PSE**

Trung bình toàn quốc | Đồng Nai

Chính sách và đối thoại | Trao đổi thông tin | Quy định | Tài chính | Cung cấp dịch vụ công | Đánh giá Benchmark | Dữ liệu PSE | Mức độ PSE | Dashboard PSE

Dữ liệu KV tư nhân | Nguồn xã hội hóa | Benchmark | Đánh giá Benchmark | Dữ liệu PSE | Mức độ PSE | Dashboard PSE | Tổng hợp dữ liệu | Danh mục hệ thống | Quản trị hệ thống

**HIV RESOURCE TRACKING AND REPORTING HUB**

**Thông kê thực trạng doanh nghiệp**

Vùng miền | Tỉnh/TP | Hoạt động chính | Phương thức hoạt động

Tìm kiếm

**THỐNG KÊ THỰC TRẠNG**

Tổ chức PATH Chức năng

Dữ liệu KV tư nhân | Doanh nghiệp xã hội | Tổ chức cộng đồng | Công ty/ Nhà phân phối | Dashboard thực trạng DN | Nguồn xã hội hóa | Benchmark | Tổng hợp dữ liệu | Danh mục hệ thống | Quản trị hệ thống

**HIV RESOURCE TRACKING AND REPORTING HUB**

**PHÂN TÍCH ĐIỂM BENCHMARK**

2023 | Đồng Nai(75) | Lĩnh vực | Loại điểm | Tìm kiếm

**01. ĐIỂM ĐÁNH GIÁ PSE THEO CÁC VÙNG KINH TẾ XÃ HỘI**

Tổ chức PATH Chức năng

Dữ liệu KV tư nhân | Nguồn xã hội hóa | Benchmark | Đánh giá Benchmark | Dữ liệu PSE | Mức độ PSE | Dashboard PSE | Tổng hợp dữ liệu | Danh mục hệ thống | Quản trị hệ thống

# National MOH/VAAC PSE Landing Page



## Objectives:

- **A comprehensive up-to-date platform** to inform about PSE in HIV program nationwide
- **Showcase profiles of private sector partners** who contribute significantly to the HIV program in Vietnam
- **Sustainability:** a starting point for potential private partners to research and learn about the current PSE situation and motivate their choice to take part in the HIV program

## List of key functions:

- PSE news updates
- Private sector partner profiles
- Informative dashboard showcasing nationwide PSE data
- Updated policies and guidelines related to engagement of private sector partners in the HIV/AIDS program
- Other resources



# Lessons learned



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# Lessons learned

1

Close collaboration and engagement with and **commitment of government of Vietnam and local authorities** are key for successful private sector engagement in the HIV program including formalizing PSE efforts through issuing the national PSE plan.

2

**Co-creating initiatives with PS partners** (companies, suppliers, SEs, KP-led clinics/pharmacies, CBOs) through shared values approaches is key to success of PSE programs.

3

**Regular sharing of data, results, and lessons learned with relevant stakeholders** (VAAC, CDC, DOH, private sector) is important to strengthen public-private partnerships and enable PSE in the HIV program.

4

**Communicate regularly** to check-in on progress, track results together to make decisions quickly and be adaptive