

A Message from Our New CEO Shaila Purvin

Ms. Shaila Purvin has joined as the new Chief Executive Officer of the Surjer Hashi Network in December 2020. Ms. Purvin holds an MBA from IBA, Dhaka University. After working in the commercial sector for several years, Ms. Purvin spent the latter half of her career working in the Social Enterprise arena.



A New Beginning for Surjer Hashi Clinics

Surjer Hashi Network (SHN) has been operating a large number of clinics all over the country providing health and family planning services primarily to the poor and ultra-poor people with financial support from USAID. SHN's mission is to provide quality health services to all Bangladeshis regardless of economic status or ability to pay.

When SHN started its journey as a social enterprise in 2018, and registered under the Companies Act 1994, it inherited 369 clinics from the USAID supported NGO Health Service Delivery Project (NHSDP). Most of these clinics were established decades ago in locations where health services at that time were inadequate, characterized by lack of public as well as private healthcare providers. Over time the national healthcare system has made significant improvements under the leadership of the current Government. This has resulted in rapid expansion to the point where community clinics under the MOHFW are now offering great primary healthcare services.

“I am excited to embark on a new journey with Surjer Hashi Network (SHN) – a healthcare social enterprise. I am deeply proud to be a part of the ‘SHN way’ that delivers health services with care and in a friendly atmosphere.

By the time I joined, SHN had strategically realigned its focus as the Bangladesh health system has developed more in rural areas than in urban areas, and rapid urbanization has put pressure on resources available for health service delivery in urban locations. This shift has led SHN and its technical partners in the Advancing Universal Health Coverage (AUHC) Project to focus more on meeting the rising healthcare demand among the urban low-to-middle income group by improving its urban footprint.

The journey will never be easy for the enterprise, serving its multiple commitments to deliver quality healthcare, provide subsidy and access to the poor, and remain financially sustainable. I thank the strong support of USAID, leadership of SHN's governing body, the strengths, and skills of our employees at the Head Office and across the network of 134 clinics supported by our committed technical partners on USAID's AUHC project. These are all blessings in and around SHN to help in our journey and common goal of serving the people of Bangladesh. By staying focused to our mission and embracing our values of excellence, collaboration, integrity, and ownership, we are confident that one day SHN will be able to deliver high quality, affordable and customer-focused health services to all. As a leader, I commit to laying down an aspirational path with clear milestones that takes SHN to great heights and ensures continued success in the coming years.”

To be more effective and supplement the GoB's primary healthcare efforts, SHN has strategically realigned its focus to more of the low to middle income urban/peri urban population. SHN's presence is meeting the rising healthcare demands in these overcrowded areas and helping to stem the spread of infectious diseases in these communities.

SHN has an explicit mandate of achieving a double bottom line i.e. health impact by providing quality health services while also meeting financial sustainability goals. To ensure financial sustainability and increase the quality of services, SHN conducted an optimization exercise with technical support from the Advancing Universal Health Coverage (AUHC) Activity and subsequent consensus from USAID. The exercise brought into focus 134 clinics throughout the country which were performing at a level that would enable SHN to become self-sustainable in the not-so-distant future.



Services continued during the pandemic observing all health and safety measures

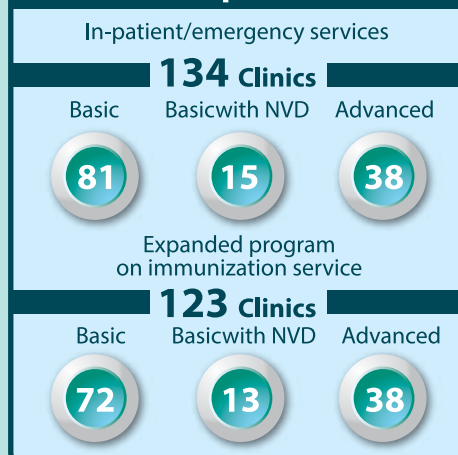
An equally important consideration with the optimization exercise was to ensure other service providers existed in the vicinity before determining to close a clinic. Currently, SHN is operating in 54 districts through 134 clinics, 110 of which aim to serve the low to middle income group in the urban areas. While this was a difficult process, the end result has brought SHN to a more manageable network as it seeks to gain independence, improve the quality of services, and become a sustainable network. We are excited about the path forward and the improvements we will continue to make together.

Health Impact 2020

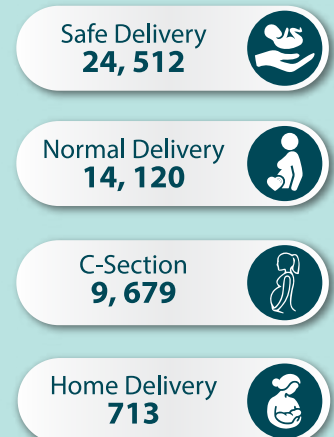
Service Statistics



Clinic Operations



Service Statistics



Special services during the pandemic

SHN is extremely proud of the tremendous initiatives that the network has taken to sustain services through this difficult period as we have all grappled with the impact of COVID-19.

Ensuring that the maximum number of clinic staff can provide services safely with PPEs, SHN continued clinical services country-wide providing in-patient and emergency services when many of the private and non-governmental organization facilities were not operating. Following WHO and GoB COVID-19 infection prevention guidelines, handwashing kiosks were installed in 152 SHN clinics and social distancing measures were enacted through a crowd management system.

SHN also introduced teleconsultation services during this period to provide continued healthcare to clients while mitigating potential exposure to COVID-19. In the first six months of the pandemic, SHN clinics provided 48,048 telephonic consultations. SHN will continue to respond to challenges with adaptive management strategies in service delivery and quality of care for its clients.



Social distancing maintained even outside the Surjer Hashi Clinics

Surjer Hashi Network moves towards self-reliance through strategic partnerships

As SHN shifts towards a financially sustainable social enterprise, one of SHN's key strategic objectives is to become self-reliant and financially sustainable through private sector partnerships. AUHC is supporting SHN to identify partnership opportunities that will help mobilize additional resources and increase resource utilization resulting in greater customer satisfaction to improve retention and attract new clients.

SHN's partnership objectives

- Service/network expansion
- Product extension and expansion
- Customer acquisition, retention
- Brand Extension
- Financial protection of the poor

155,000 underprivileged families to benefit from a collaboration between Marico and Surjer Hashi Network

Marico Bangladesh Limited (MBL) is a public limited company engaged in manufacturing, marketing and selling of Fast-Moving Consumer Goods (FMCG) associated with leading brand names like Parachute, Saffola, and Just for Baby.

Under this agreement, Marico will provide samples of four of their products in Surjer Hashi clinics: Baby Lotion; Baby Wash; Baby Soap; and Baby Oil. Over the next year, Marico aims to provide free sampling for up to 400,000 SHN patients.



SHN cares about their young patients! Customer Relation Officer (CRO) giving a free “Just for Baby” sample to a baby

By partnering with Marico, SHN is able to provide samples of MBL’s JFB products to mothers who come for their last ante-natal checkup, and parents or guardians who come in for a regular baby checkup and/or for baby immunizations. In addition to increased client satisfaction and client footfall, SHN will earn revenue through sampling as Marico will pay SHN for the opportunity to have their products sampled.

The agreement, which was formalized in April 2020, is a ‘win-win’ for both SHN and MBL. Going forward, SHN plans to develop additional partnerships with other private sector companies in the health and financial sector.

If you have contacts or suggestion of who SHN should contact to explore a strategic partnership, please reach out at-- Roseta.Haque@shnnetwork.org. We are all part of the SHN family, and we value your ideas!

Extended lab services through Partnership with PRAAVA Health Bangladesh

SHN signed an agreement with Praava Health to provide a wider range of lab services to SHN clients, saving clients the time and expense of traveling to lab facilities for tests unavailable onsite at SHN clinics. Prior to the partnership, SHN clients needing lab tests had to travel to other diagnostic facilities to provide samples and bring back results to a SHN clinic. With this partnership, SHN clients will now benefit from Praava’s state-of-the-art facilities without having to travel, as Praava Health will provide logistics services to collect test samples from SHN clinics and deliver the test reports to SHN clinics the next day.



Virtual signing ceremony between Surjer Hashi Network and Praava Health. Dr. Pushpita Samina and Fida Mehran from USAID; Mr. Parvez Asheque, Chief of Party, AUHC; Ms. Roseta Haque, Chief of Marketing and Program Strategy, SHN and Monirul Hassan, Head of Business Development, SHN, Dr. Simeen Akhtar – Chief Medical Officer, Praava Health, and other officials were present at the signing ceremony

Surjer Hashi Network introduced teleconsultation services in partnership with bKash

The emergence of COVID-19 brought unprecedented challenges to the healthcare industry, and AUHC/SHN needed to develop rapid solutions to provide continued healthcare to patients while mitigating potential exposure to COVID-19.

One such solution was the introduction of teleconsultation which uses electronic information and telecommunication technologies to offer health care services via phone instead of in-person.

SHN clinics quickly adapted to providing remote healthcare services by introducing telephonic consultations to the catchment population to decrease contact within healthcare facilities, other

bKash and Surjer Hashi Network



patients, and healthcare staff. Over the course of the first 6 months of the pandemic, SHN clinics provided 48,048 virtual healthcare consultations without charging service fees to ensure continued care to those in need.

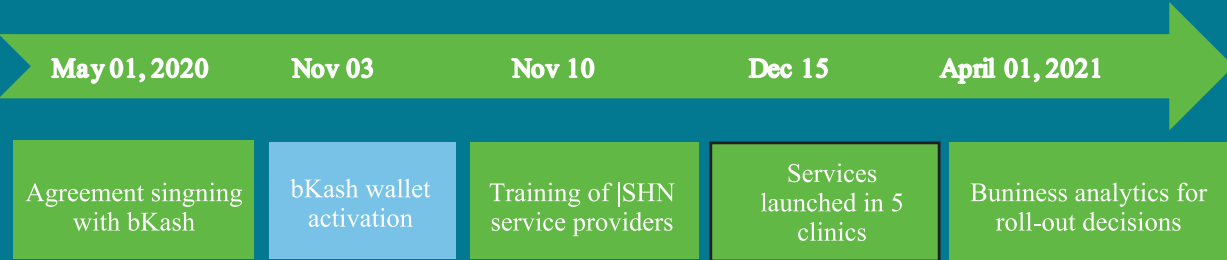
Opportunities for the partnership

- Cashless transaction leads to financial transparency and accountability
- Opportunity to reach client base of bKash
- Potential to offer co-branded discount in the services available.
- Opportunity to engage more private partnership.



Bithima Akter, SHN paramedic at the Kutubpur Clinic takes a client consultation
Photo credit: M. Shofiq, Clinic Manager

The rapid expansion of teleconsultation as a health care service delivery channel accelerated the development of an innovative e-business model of teleconsultation services in the network with bKash, Bangladesh’s largest mobile money service provider. The FinTech platform supports current healthcare needs in Bangladesh while offering a safe mobile-based payment solution for teleconsultation clients. Second, cashless transactions using bKash leads to financial transparency and accountability in the network.



SHN and bKash together has created “mobile wallets” for SHN clients to pay into. This is being piloted in 5 SHN clinics and based on the results, SHN will consider rolling this program out throughout the network, with a primary focus on Dhaka and Chattogram metropolitan areas.

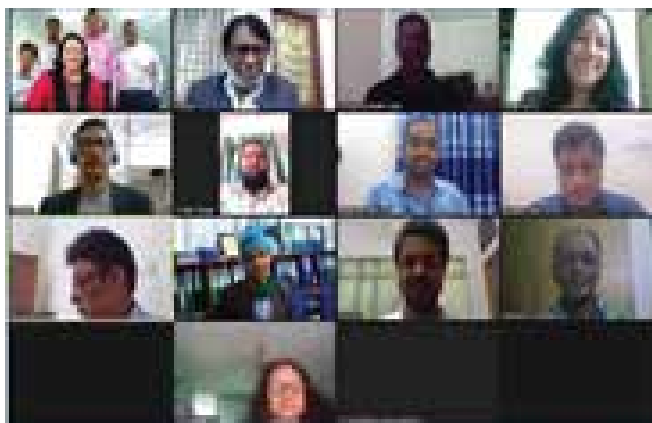
The advantages of teleconsultation will continue even in a post-COVID-19 future, as these are convenient and fill a present need for many clients. For SHN to remain competitive and responsive to the needs of the client, this service will remain as an available option at SHN clinics.

SHN’s partnership with the Essential Healthcare for the Disadvantaged program

On December 01, 2020, a virtual signing ceremony was held between Surjer Hashi Network (SHN) and Essential Healthcare for the Disadvantaged (EHD) program led by the Concern Worldwide. This is a one-year partnership that is effective from December 2020 to December 2021.

Under this partnership, 3 SHN clinics in Satkhira, Charfassion and Barguna will be providing quality and affordable healthcare services to the urban disadvantaged and disabled people in evening hours with regular service fees.

Virtual MoU Signing Ceremony Between Concern Worldwide and Surjer Hashi Network



Ms Roseta Haque, Chief of Marketing and Program Strategy of Surjer Hashi Network (SHN) and other important officials of SHN attended the virtual signing ceremony Dr. Mary Rashid, Deputy Team Lead, EHD

Program of Concern Worldwide gave the vote of thanks. Mr. Parvez Asheque, COP, AUHC was also present during the occasion. Other high officials from the partner organizations (PHD & KMSS) also attended the virtual ceremony

Other News

US Ambassador Mr. Earl Miller visits The SHN Aftabnagar clinic



Mr. Earl R. Miller, the U.S. Ambassador to the People's Republic of Bangladesh, visited the SHN Aftabnagar clinic in Dhaka on July 30, 2020. Ambassador Miller was accompanied by Mr. Xereses Shidwa, Director OPHNE and Dr. Pushpita Samina. The team observed how the USAID Bangladesh SHN clinic is continuing to provide essential services, such as immunization to the Bangladeshi people during the COVID-19 pandemic. During his visit, Ambassador Miller thanked frontline healthcare workers for sacrificing their own Eid celebrations to keep us all safe and healthy. Mr. Ambassador said of the health workers, "they are truly heroes!"



USAID Mission Director Mr. Derrick Brown and OPNHE key officials visit the SHN Moulvibazar Clinic

United States Agency for International Development (USAID) Mission Director Derrick S. Brown, Mr. Xerses Sidhwa, Office Director PHNE and Dr. Pushpita Samina, Clinical Services Lead, visited the Sylhet region from October 4-6 to observe key USAID activities complementing the Government of Bangladesh’s COVID-19 response efforts. On October 6, 2020, they visited SHN’s Clinic in Moulvibazar, to observe how essential health services were being provided during the ongoing pandemic, making particular note of usage of PPEs, handwashing station at the entrance of the clinic and social distancing markers were provided for patient safety. In closing, Mission Director Brown remarked: “It’s an honor to meet dedicated doctors, nurses, laboratory technicians, and other health workers, and learn how they continue to tirelessly serve people. I feel proud USAID is helping to build the capacity of health workers and improve delivery of health services.”

USAID Mission Director Mr. Derrick Brown with USAID colleagues and clinic staff at the SHN Moulvibazar clinic

USAID and US High officials visit SHN clinic

USAID and US Embassy high officials visited some of the SHN clinics on 29th January 2020. Mr. Xerses Sidhwa, Office Director PHNE, High Official from US Embassy, Dr. Pushpita Samina, Clinical Services Lead, USAID and Ms. Roseta Haque, Chief of Marketing and Program Strategy, SHN spoke with service providers and clients to know about services and their expectations. Mr. Xerses was particularly interested to learn more about SHN’s intervention on nutritional aspect for pregnant women and newborn.



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SHN Board of Directors and Leadership Team of SHN during the first AGM

SHN's holds Annual General Meeting

SHN organized its 1st annual general meeting on last 21st December 2019 at Hotel Sarina. All of the board directors, board members, and higher officials from USAID were present in the AGM. The 2nd AGM took place virtually on December 29, 2020.

CRO Training Session



SHN created a whole new position of a Customer Relations Officer (CRO) to help patients complete the initial registration process and at the same time welcome them at the clinic entrance. CROs create the first impression about the clinic and they also triage them for the required services depending on their needs.

SHN arranged training session for all CRO nationwide in November 2019. The training session was three days long. The basic aim was to give a clear understanding to clinic staff about the newly created role and a brief idea regarding new pricing strategies and creating UIC code.

Observing World Population Day



Jhenaidah Clinic (clinic ID 49) received the following awards observing the world population day.

- I. Best Clinic (non-GoB) performance award at Upazila level
- II. Best Clinic (non-GoB) performance award in District level
- III. Best Clinic (Non-GoB) performance award in Division

SHN Patiya clinic put smile on Ms. Kulsuma Akhter with a baby girl while a private hospital referred to CMCH due to delivery complications

"We were extremely worried when the private hospital referred us to the Chattogram Medical College Hospital (CMCH) for to have a C-section. We stopped by Surjer Hashi Patiya rural clinic on our way to CMCH and received quality services at an affordable price".

-Mr. Zahidul Islam, Husband of Kulsuma Akhter

Ms. Kulsuma blessed with a baby girl. On April 11, 2020, Mr. Zahidul Islam and his wife Ms. Kulsuma Akhter stopped by Surjer Hashi Patiya rural clinic on their way to CMCH for Kulsuma's delivery. Patiya clinic admitted Ms. Kulsuma and she was blessed with a baby girl.

Mr. Zahidul reported that Ms. Kulsuma's labor pain started at around 1:00 am the previous day. He took his wife to a nearby private hospital. After being admitted and observed, the staff at the private hospital told Mr. Zahidul that his wife needed to deliver by a Cesarean section. At approximately 9:30 am, the hospital referred the patient to the CMCH because they did not have the capacity to do the procedure.

On the way to CMCH, Mr. Zahidul and his wife decided to stop at the SHN Patiya rural clinic. Ms. Kulsuma received antenatal care (ANC) services from that clinic.

Mr. Zahidul accompanied his wife on 3rd ANC visit, and was satisfied with the services that his wife received, the behavior of the clinic staff, especially Dr. Olivia Chakma (medical officer). After arriving at the Patiya clinic, Ms. Kulsuma was examined. After the examination, Dr. Olivia recommended that Ms. Kulsuma be monitored and they try to deliver her child normally. Mr. Zahidul and his family were initially hesitant, but did consent for a NVD. At approximately 11:30 Ms. Kulsuma delivered a healthy baby girl. Ms. Kulsuma, her husband and family members expressed their deep gratitude to the clinic's service providers and committed to visit the clinic in future.



"After the necessary check-up, I found that the position of the baby was normal, and the mother neither having any delivery complication nor suffering from any other illness. So, I suggested for NVD and I was confident that the patient does not require C-section".

-Dr. Olivia Chakma, Medical Officer, Patiya Rural Clinic

Delivery performance of Patiya rural clinic

Patiya rural clinics is an SHN Advanced clinic located in Chattogram Division. This clinic provides labor and delivery services including C-section services along with other basic healthcare services: FP, Maternal health, Child health and limited curative care. The clinic has four medical doctors and five skilled birth attendants. The clinic has performed 3,172 deliveries between April 2019 to March 2020.

"Without any hesitation, Dr. Olivia performed all procedure and made a very quick decision for NVD. The clinic staff are very professional, the baby and I received really good care".

-Ms. Kulsuma Akhter

Photo Gallery



CRO of Tukur Bazar Clinic Busy with attaining Data,
Photo Credit: Syed Mahmudul Haque, CM, Tukerbazar Clinic



Client waiting with social distancing at Tangail Clinic
Photo Credit: Babli Yeasmin, CM, Tangail Clinic



Dedicated Service Provider at Chandpur Clinic
Photo Credit: Baby Saha, CM, Chandpur Clinic



MARICO Free Sample provide to PNC Mother
Photo Credit: Ajit Ranjan Sarkar, CM, Mymensingh Clinic

For more information please reach out to:

Roseta Haque

Chief of Marketing and Program Strategy
Surjer Hashi Network (SHN)

Email: roseta.haque@shnnetwork.org

+8802 222274620

www.shnnetwork.org

