Creating decent work for women and youth migrating to cities

India’s Home Healthcare System

Devon Krainer
MEDA
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MEDA background

• Founded in 1953 as an investment club

• We are a Canadian and US not-for-profit with programs around the globe in market systems development
India’s home healthcare system

- 80% of the population lack access to basic healthcare
- Home healthcare sector valued at $2.3 billion, growing at 18% annually

Source: Wharton
Trends impacting the home healthcare system

Demand-side
• Growing aging population
• Rising middle class
• Women staying in the workforce

Supply-side
• Weak public health infrastructure
• Increasing urbanization

Leading to greater demand for home healthcare services
Constraints in the home healthcare system

- Social norms
  - Unemployment
  - Underemployment
  - Low self-confidence
  - Reduced recruitment
  - Poor job performance
  - Increased HR costs

- Poor quality TVETs
  - Lower incomes
  - Substandard working conditions
  - Poor customer satisfaction
  - Limited business growth
Market leader striving to address constraints at a systemic level through...

- NGO and TVET partnerships
- Technical training
- Ombudsman & customer service support
- Women retained in the workforce
Addressing social norms through soft skills training

![Image of a group of people with thumbs up]

![Bar chart showing average self-reported confidence levels for women and men before and after a workshop]
Building the business case

<table>
<thead>
<tr>
<th>Women’s economic empowerment / job quality indicators</th>
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<tbody>
<tr>
<td>Perception of self-confidence of nursing aides, gender disaggregated</td>
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<tr>
<td>Annual retention rate of nursing aides, gender disaggregated</td>
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<td>Percentage of nursing aides promoted in the last 12 months, gender disaggregated</td>
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<th>Business indicators</th>
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<td>Average net promoters score for nursing aides, gender disaggregated</td>
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<tr>
<td>Percentage of escalations from nursing aides, gender disaggregated</td>
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<tr>
<td>Customer satisfaction score for nursing aides, gender disaggregated</td>
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<td>Total number of referrals including cross selling in the last six months</td>
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<td>Company gross service revenue</td>
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<td>Company return on equity</td>
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Looking ahead

Vision to facilitate upgrading of TVET training programs and improving NGO support for youth transitioning to urban centres overcoming social norms:

• 10,000 new jobs created
• 10,000 jobs improved
• Expansion of health services and product diversity & availability
• Growth of support services
Questions?
Thank You

Devon Krainer
dkrainer@meda.org
meda.org