



The Gold Star Network

• Promotive and Supportive Care

Nutrition counseling and supplementation, Growth monitoring and Breast Milk Substitution, Family Planning, Clinical Screening and Monitoring of the Asymptomatic (Ca cervix, STIs, pregnancy etc) and Referrals for support: legal, psychosocial etc

Motivation for your company to join the Network

If you chose the **Gold Star Network** as your partner for HIV/AIDS care and treatment, your employees will benefit from:

- Confidential high quality comprehensive HIV/AIDS care and treatment
- Regular monitoring of disease progression
- Cheaper high quality drugs for the treatment of

- opportunistic infections and HIV
- Ongoing counseling and treatment support
- Family-focused care to ensure that the whole family benefits

How will I identify The Gold Star Network clinics?

The Gold Star Network Clinics will display **The Gold Star Network** Logo symbolizing high quality care and hope.

The **Gold Star Network** is also partnering with the National Organization of Peer Educators (NOPE), a Kenya NGO to provide comprehensive work place prevention programming that includes increasing employee access to VCT.

For more information contact:

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General Information for the Employer and Employee



The Gold Star Network
Quality and Hope

Launched in May 2006, this innovative HIV care and treatment program is developed with the purpose of keeping the HIV infected worker well and productive.

Business costs of HIV/AIDS

Many businesses in Kenya have experienced the impact of HIV on their operations. The IMPACT on businesses includes:

Administrative and recruitment costs

- Recruitment and retraining staff
- Funeral and burial fees
- Health care costs
- Death benefits

Declining Productivity

- Labor turnover
- Absenteeism
- Sick leave
- Loss of skills and institutional knowledge





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Advances in HIV Care

Recent advances in medicine have made HIV/AIDS a manageable condition. Where as the cost of medication has reduced, many people do not take advantage due to:

- Not knowing their HIV status
- Not being able to access HIV testing and counseling services
- Fear of stigma and discrimination
- Lack of information/misinformation on ARV treatment
- Limited access to affordable care and treatment services

The resultant high loss of skilled and healthy workers escalates the cost of HIV/AIDS to the economy

Vast collateral benefits of ART

- Increases uptake of voluntary testing/counseling
- Reduces expenses for palliative care and management of opportunistic infections
- Keeps people at work for a longer time
- Prevents transmission of HIV due to access to prevention education during care encounters and decreased transmission due to lowered viral load

Why focus on Private Providers?

- About 50 % of health facilities in Kenya are managed by the private sector (for-profit and not-for-profit)

- The Private Sector provides health care to over 40% of Kenyans
- There are people who prefer and can afford to get care through private providers
- The public sector capacity is stretched (declining doctor to pop ratio; declining public financing to health - USD 6/pp in 2002)

Why People Seek Care from Private Practitioners

- Confidentiality
- Personalized services
- Convenience
- Better quality of care

The Gold Star Network

Family Health International is partnering with the Kenya Medical Association and other partners to support a Network of private providers to deliver HIV care under the brand name **Gold Star Network**.

Goal

To expand access to high quality comprehensive HIV/AIDS care and anti-retroviral therapy services in the private sector based on a social franchised care model and delivered through accredited providers and technical support partners of the **Gold star Network**.

FHI and KMA have established a network of competent clinical providers in the private sector who access affordable drugs and other commodities for HIV care and ART services. A corresponding clientele of HIV infected persons and their families will also access quality comprehensive care and treatment services at affordable prices.

FHI and KMA assure the quality of care in **The Gold Star Network** clinics through:

- Providing regular HIV/AIDS training, continuous mentorship and continuing medical education to **The Gold Star Network** providers
- Establishing a QA/QI system for the network providers that meets National Guidelines and standards
- Establishing an accessible and affordable quality laboratory testing capacity available to the network providers.
- Use of drugs and other commodities from internationally approved manufacturers coupled with surveillance for quality.

The **Gold Star Network** model is a way of providing reliable and affordable quality care where people actually go for treatment. It brings together the providers under one umbrella network, facilitating access to quality services. Private practitioners who are members of the **Gold Star Network** have agreed

to adhere to quality and brand standards, as set by FHI and KMA and approved by the Government. In exchange, the **Gold Star Network** members receive safe quality drugs, technical support and regular training, hence enabling them to provide quality services and products to patients.

The Gold Star Network Services

• Clinical Services

Counseling and Testing, Preventive therapy, Opportunistic Infection management, Antiretroviral Therapy, Tuberculosis management Prevention of Mother to Child Transmission, Family Planning and STI treatment

• Drug Supply Services

Uniform pricing which is cheaper than market prices based on negotiated bulk purchasing

• Laboratory Services

Uniform pricing which is cheaper than market prices based on negotiated bulk purchasing

• Counselling and Psychosocial Support Services

Adherence counseling, nutritional counseling, psychosocial support and referral for other services

• Preventive (in context of care)

IEC materials, Voluntary Counseling and Testing, Condom promotion and Supply, Risk behavior assessments and risk reduction planning, Health Education