Strengthening service provider value chains to improve healthcare available to working equids

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- External interventions often focus on technical knowledge transfer and subsidised treatments, rather than providing support along the service provider (SP) value chain.
- This value chain can be described in three sections: inputs, service provision and business development.
- Current and potential programmatic activities in each of these sections were collated during a workshop in 2014 with vets from seven low-income countries and are detailed below.









As mobile internet technology becomes ubiquitous SPs can exploit new marketing avenues and payment options.

In Kenya, veterinary pharmacists started stocking equine analgesics when The Brooke linked them to local service providers who demanded them.





Fuel is expensive

but essential for enabling SPs to travel from case to case. Credit can make it affordable.





In Pakistan Brooke vets hand over cases to local SPs whenever possible.



Peer learning between farriers in Senegal professional links could be strengthened

Key

Filled segment – current activity Empty segment – potential activity



Mentoring schemes in India where individual SPs have tailored oneon-one cased-based tuition improve clinical quality and are well received.

These findings support the need for an integrated approach from animal health economists and academics alongside agencies working directly with SPs

Most interventions focus on technical capacity building for service provision, potentially because: strategies that strengthen inputs may be underdeveloped because animal health inputs are expensive. 1. inherent difficulties in business development activities within communities with low financial literacy. 2. complicated economic evaluation due to in kind payments and reliance on multiple income streams. 3.

Further exploration of how the whole value chain can be strengthened should be explored and documented.

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