



OPERATING IN KENYA

- 65 Franchised Health Outlets

Comprised of 20 drugs shops, owned and operated by community health workers, and 45 medical clinics, owned or staffed by nurses.

Medical clinics have greater treatment options and perform better than shops, so the network is opening only clinics and converting existing shops to clinics.

In 2006, the number of clinics rose 75% and 92% of the clinics open all year were profitable. The average attrition rate for all outlets is approximately 15%.

- Targeting Easily Treatable Diseases

Nearly half of all deaths in the developing world are caused by diseases that are easily and affordably treated. 30,000 children die every day from such diseases.

CFWshops targets these diseases in rural Kenya. Prevalent diseases treated include malaria, diarrhea, worms, and respiratory illness. The average transaction costs the client less than one dollar.

- Increasing Access to the Rural Poor

Most outlets are based in the rural regions of central and western Kenya where the major occupation is farming and the community members earn U.S. \$1 to \$2 per day.

These regions generally have limited or no access to health care that is high-quality, reachable, well-stocked, and affordable.

- Serving Over 450,000 People Each Year

CFWshops is serving greater numbers each year. In 2006, over 470,000 people were served, with each clinic averaging 6,300 clients.

- Empowering Women and Health Workers

CFWshops franchisees are mostly women nurses with over 10 years of post-qualification work experience. With the profits they make from successfully operating a CFWshops outlet, these franchisees support their families and educate their children.

By providing the incentives of ownership and the high quality and reliability of the CFWshops franchise, experienced Kenyan health workers become more effective in their communities.

For More Information, Contact Gina Malloy at 202-558-6923 or gina.malloy@cfwshops.org



Summary Statistics	2005	2006	Through May 2007
Total Clients Served in Shops	233,299	121,155	30,000
Total Clients Served in Clinics	202,228	269,407	135,607
Total Outreach Visits	(not separated out)	80,086	62,218
Total Clients Served Overall	435,527	470,648	227,825
Average Client Visits Per Shop	6,021	6,058	1,685
Average Client Visits Per Clinic	8,397	6,414	3,068
Client Visits for Top Clinic	23,027	23,286	9,461
Total Malaria Cases	63,948	53,311	17,437
Total Respiratory Infections	84,980	77,763	29,793
Total Worms and De-worming	31,944	40,033	21,643
Total Diarrhea Disease Cases	33,244	18,064	4,528
Total Bed Nets Sold	20,475	14,542	2,358
Total Treatments All Diseases	404,501	349,018	

On Track to Serve Over 550,000 People in 2007!



Summary Statistics	2005	2006	Through May 2007
Total Sales in Shops	\$72,634	\$51,728	\$14,783
Total Sales in Clinics	\$116,937	\$190,536	\$108,155
Total Sales Overall	\$189,571	\$242,264	\$122,938
Average Sales Per Shop	\$1,874	\$2,141	\$830
Average Sales Per Clinic	\$4,856	\$5,185	\$2,447
Average Transaction Value at Shops	\$0.31	\$0.41	\$0.49
Average Transaction Value at Clinics	\$0.58	\$0.72	\$0.80
Average Gross Profit Per Nurse-Owned Clinic	\$2,252.23	\$2,731	
Average Clinic Operating Costs	\$484.69	\$470	
Average Clinic Loan Payment	\$212.80	\$347	
Average Net Profit Per Clinic	\$1,554.74	\$1,914	

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