In the SDG era, the private sector will be asked to:

- Contribute greater resources to fill the SDG financing gap
- Collaborate better within competitive industries and across sectors
- Align programs with national and global health sector strategies
- Improve data collection on results
- Maximize impact on the ground
The Solution: HCX

- A neutral platform that connects business with vetted and innovative health and wellness programs.
- Private contributions are pooled in a Donor Advised Fund and paid to providers based on performance.
- Local and global companies can co-invest to drive and scale better health outcomes.
- Verified and attributable results fuel a company’s ability to improve accountability and increase social investments.
HCX Objectives

Improve health outcomes for vulnerable populations by:

1. Mobilizing new and additional private sector resources through a neutral platform
2. Working directly with companies to align contributions in support of national and global health strategies
3. Providing performance-based, catalytic growth funding for partner programs to allow for essential systems investments that accelerate scale
4. Incentivizing integrated delivery
Win-win for business

HCX

- Expand footprint into new markets while reducing the transaction costs of identifying and monitoring new programs
- Improve program outcomes
- Co-invest and collaborate through neutral platform with like-minded peers
- Source vetted innovative health programs

Private Sector Partners

• Resources
• Priority setting
• Program pipeline
Win-win for program partners

- Improvements to the health and wellbeing of targeted populations
- Quarterly reporting of results
- Annual Impact report to private sector partners

HCX

- Catalytic, non-prescriptive capital to enable essential system investments
- Reduced transaction costs of partnership
- Focus on management and results
- Build a track record of success with private sector partners through performance-based financing

Program Partners
Win-win for donors

- Priority setting
- Implementing partner pipeline
- High-level advocacy
- Operational bridge funding/ program funding

Donors/ Gov’t Partners

- Reduced transaction costs of managing multi-stakeholder partnerships
- Leverage private sector funding
- Aggregate and align corporate investments with priorities
- Implementing partners focused on management and accelerating results
1. Vet and post programs

2. Purchase credits

3. Use credits to support programs

4. Report results
Buy credits-get credit

Credits are the currency for investing in programs on the HCX. A company can buy credits at any time and receive a tax benefit at the time of purchase. Credits can then be held in your account until the right program, in the geography, comes along.

Purchasing outcomes
The HCX works with program partners to determine appropriate incentives to accelerate and scale results. These outcomes are then sold on the HCX. Outcomes are intermediate outcomes such as bed nets appropriately used or full vaccination courses administered.
How does the money flow?

**Corporate Partner**
- Credit purchases
- Tax Deduction (US Companies)

**HCX FUND**
(Donor Advised Fund)
- Principal
- Principal + return

**GBCHEALTH**
- Performance Payment (grant)
- Verification of Results

**Implementing Partner**

Social Investments
**Identify program:** “Partners in Nets”—a donor funded malaria prevention program in country X

**Identify need:** Indicators are co-designed to accelerate results—bed nets appropriately used

**How incentives might be used:** Partner creates an incentive fund for CHWs to complete training and better measure usage, and to replenish stock early to accelerate scale.

**Milestone performance targets:** 50,000 bed nets appropriately used in year 1, 150,000 in year 2 and 300,000 in year 3. 500,000 in total

**Pricing outcomes:** The partner estimates that an incentive of $2/per bed net used is required per activity. Over 3 years, this would represent a $1mm program.

**Credits:** $1mm = 1 million credits that can be put toward this program

**Payment:** Full payment is only available if year-on-year targets are met
Visualizing an Example

Bed nets for kids
Partners in Nets
Country X

Help Partners in Nets scale up malaria prevention work in country X. The program currently employs 900 community health workers to deliver and train mothers to use insecticide-treated nets appropriately in their homes.

Performance Target: 500,000 bed net used
Partners in Nets currently has a 54% usage rate for families enrolled in this program. The goal is to raise this to 90% in three years.

60% of 1,000,000 credits needed

10K Credits
SUPPORT

Button to click to confirmation page and/or to purchase additional credits

Program partner logos
Anchor funder logos

Partner logos—click to partner page

Photo of beneficiary

Solution name—linked to solution page

Partner name—linked to partner page

Project location

Solution Description: program details, performance metric and potential impact

Bar fills in real time as each credit is applied and percentage updates

Sliding ruler for using credits in intervals of 10K for this program
## Current Program pipeline

<table>
<thead>
<tr>
<th>Project Area</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nigeria States Health Investment Project</strong></td>
<td>Nigeria</td>
</tr>
<tr>
<td><strong>Private sector provider network – TB</strong></td>
<td>India</td>
</tr>
<tr>
<td><strong>HIV-upgrade to chronic care clinics + nutrition and counselling</strong></td>
<td>Malawi</td>
</tr>
<tr>
<td><strong>Adolescent girls workplace health</strong></td>
<td>Bangladesh</td>
</tr>
<tr>
<td>ICT + nutrition + CHWs</td>
<td>Kenya</td>
</tr>
<tr>
<td>Local leader training on WASH+ health program</td>
<td>Liberia</td>
</tr>
<tr>
<td><strong>Malaria treatment + Nutrition</strong></td>
<td>Nigeria</td>
</tr>
<tr>
<td><strong>Nutrition + vaccination Integration</strong></td>
<td>Ethiopia, Mozambique, DRC</td>
</tr>
<tr>
<td><strong>Health + sanitation</strong></td>
<td>Kenya</td>
</tr>
</tbody>
</table>
The HCX is partnering with the Global Financing Facility (GFF) to provide a platform for the private sector to support performance payments for GFF-linked country programs. This is an exciting partnership that enables the private sector to work in collaboration with the World Bank and participate directly in this new, high-profile platform.

The GFF will potentially provide credit buyers with:

• Up to $5 of leverage for every $1 contributed
• Alignment with national health sector priorities through investment case process
• Regular reporting and third-party verification of outcomes
• Credibility and visibility
The HCX so far...

- Announcement of the HCX with partners MDG Health Alliance and Total Impact Advisors at Financing for Development (FFD) Conference in Addis

- Partnership with GFF announced at inauguration ceremony hosted by the Secretary General

- Featured in Devex lead article, “How to market health – and make markets healthier”

- Invited to make commitment on stage at Every Woman Every Child high-level event during UN General Assembly week

Gary Cohen, Acting CEO of GBCHealth at GFF inauguration ceremony in Addis
...and in the year ahead

- Post first group of programs to the Exchange
- 2-3 launch events including with GFF and other partners
- Conferences and speaking engagements as platforms for visibility of the program and the founding partners
- Convene Advisory Committee
- In country and regional consultations and meetings
Opportunities in 2016 to join the HCX

1. Become a founding partner
2. Anchor a high-impact program
3. Make meaningful investments to top-up programs
4. Introduce us to new programs
Our Partners

Management Partners

TOTAL IMPACT ADVISORS

COVINGTON

COVINGTON & BURLING LLP

Founding Partners

in the development of the HCX

THE MDG Health Alliance

Chevron Human Energy

janssen

Human Energy™
Why GBCHealth?

Experience and leadership in driving and supporting business impact in global health

- Develop innovative platforms which generate high-impact partnerships and drive collective action
- Recognize and provide visibility for partner-led development initiatives
- Champion and share knowledge of best practices in business engagement on health and development
- Convene and connect businesses, governments, multilaterals and civil society
- Provide windows into donor-led platforms with leveraged funding opportunities
- Support the MDG/SDG transition as health underpins every development theme and SDG
A snapshot of our network