

Franchising In The Health Care Industry Gray Plant Mooty

It is increasingly clear that fifty years of international development have done little to reduce poverty in Africa. Indeed, more and more academics and practitioners are highlighting the detrimental effect of traditional development – as carried out by international agencies and NGOs – which often leads to dependency, inefficiency, waste and poor governance. Yet there is a new movement that is surging ahead in its attempt to reduce poverty and generate wealth in Africa: microfranchising. Set up by pioneering organizations such as VisionSpring and HealthStore, microfranchising is based on one of the most successful market-based models in Western economies: franchising. From McDonald's to Coca-Cola, franchising has proven itself to be an effective and replicable way of scaling up a business rapidly in the Western context. It is only recently that members of the growing body of social entrepreneurs have turned to the franchise model as one of the responses to Africa's endemic economic stagnation. And the results have been inspiring: instead of the dependency generated by traditional charity development projects, these new social capitalists have generated enterprise and self-sustainability in the most challenging environments of rural Africa. This long-needed book looks at the growth in microfranchising as a tool to generate wealth among poor communities in Africa. The book traces the evolution of the concept of microfranchising, from its foundation in Western models to its implementation in African countries today. It provides practical steps from the world's leading experts on how to set up a microfranchise, from recruiting franchisees, to building a brand and a supply chain. It gives case studies of successful microfranchises, told by the enterprises themselves. It continues with a theoretical analysis of the place of microfranchising within global social entrepreneurship. It ends with a look at the future for microfranchising, with recommendations for development. Edited by the former CEO of SolarAid, which created the Sunny Money microfranchise, the book provides a groundbreaking set of case studies and analysis of microfranchising for development. It brings together academics and practitioners to provide context, analysis and practical advice. Indeed, it provides the theory, the practical advice and the case studies to guide any entrepreneur, NGO, business or government interested in setting up their own microfranchise scheme. This paper broadly examines the health sector in Kenya, by synthesizing an assessment of the health sector with an analysis of the market. After considering the legal and regulatory framework, the policy enforcement, the human resource capacity, and the financing of health systems, the paper makes recommendations for policy makers.

This book is the only up-to-date book of its kind that will provide an introduction to franchising, its pros and cons, and other aspects pertinent to restaurant franchises. It is the only guide to franchising written exclusively for food service professionals and is an indispensable resource for anyone wishing to break into one of today's most dynamic service industries. Since the late 1800s, when the idea was first conceived, the restaurant franchise has become a worldwide phenomenon. Opportunities abound for restaurateurs and food service professionals with the know-how to dive into and stay afloat in the growing, ever-changing sea of franchise operations. With the help of vignettes and case histories, this completely updated new edition to Restaurant Franchising explains operate a successful franchise, from developing a winning franchise concept to demystifying the legal intricacies of franchise agreements. Topics include: What is franchising? Franchising pros and cons Selecting the franchise that fits your style and goals Finding financial backing Understanding franchise agreements State franchise rules and regulations Developing healthy franchisor/franchisee relationships International franchising Unconventional franchises This book is suitable for classroom use, and an accompanying online instructor's manual is available as a teaching resource for instructors. It includes a template of a syllabus to fit one semester within an academic calendar, and each chapter's contents are highlighted starting with the chapter's objectives. Objectives are designed so that

after reading and studying each chapter, the student should be able to complete specific knowledge components. Key teaching elements and points are listed for each chapter, with special emphasis on definitions and terminology. References and other sources for further information are also provided. At the end of each chapter within this book, there is a case study, for which discussion questions are listed. Possible topics for class assignments and field studies are suggested in the instructor's manual. In addition, almost 200 PowerPoint slides are provided for each chapter. Overall this manual is designed to provide teaching aids that will help in making lectures a more productive, interactive, and interesting learning experience for students. Readers will get practical, first-hand information that will be extremely useful to hospitality academicians and students, as well as corporations that are franchisors and other related restaurant corporations. It will be a valuable book for entrepreneurs and those interested in owning a franchise.

Experienced franchisor Shelly Sun shares practical advice, insights, and her own compelling experiences to help readers discover the power and avoid the pitfalls of franchising their businesses. * A low-risk, low-capital path to astounding growth. In today's economic environment, and long into the future, access to capital is limited. Successful business owners have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. *Grow Smart, Risk Less* describes how readers, through franchising, can use other people's money and leverage their success for rapid growth. * Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchisor. The author walks readers through each stage of the franchising process: from determining if they have a franchisable concept, to assembling a professional team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges. * Written by an experienced, nationally lauded franchisor. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies.

Circle is the first private company to assume the management functions of an NHS Trust. This report examines how the NHS East of England Strategic Health Authority designed, initiated and managed the project to franchise Hinchingsbrooke Health Care NHS Trust, and highlights early lessons that can be learnt. The Trust developed a cumulative deficit of £39 million between 2004-05 and 2007-08, on an annual income of around £73 million. This report finds that the Trust's performance against standards for cancer and accident and emergency waiting times has improved since the franchise began in February 2012. However, the Trust had generated an in-year deficit of £4.1 million by September 2012, which was £2.2 million higher than planned to that point. Circle plans to achieve £311 million in projected savings over the ten-year life of the franchise, which is unprecedented. However, Circle is not committed to delivering the proposed savings initiatives submitted during bidding, such as reducing the lengths of hospital stays. Most of the savings are expected to be made in the later years of the ten-year franchise. Although the Authority assessed the reasonableness of bidders' savings proposals, it did not fully consider the relative risks. However the agreement transfers all demand and financial risk up to £5 million to Circle. The Authority also rejected a guaranteed payment towards the Trust's cumulative deficit in favour of an ambitious bid that aimed to repay the debt in full. The cumulative debt stood at £38 million at the end of March 2012. Franchising is one of the major engines of business expansion and job creation globally. The Handbook of Research on Franchising offers new insights into entrepreneurial behavior, organizational forms, regulation, internationalization, and other contemporary issues relating to this dynamic business strategy. The Handbook challenges both practitioners and scholars to give attention to the conclusions of scholarly research on this business model. Practitioners

can benefit from the results of high quality scientific research, and scholars can find exciting opportunities for contributing to the body of knowledge of a subject that has not received sufficient attention in educational institutions.

This book aims to contribute to the literature and aid in developing a theoretical and practical framework in the area of health and wellness tourism. With contributions and research from different countries using a practical approach, this book is an essential source for students, researchers and managers in the health and wellness tourism industry. Recently, there has been an increased interest in health and wellness due to greater life expectancy, aging populations, increasing levels of stress among others. In this context, the concepts of health, wellness, beauty, relaxation, and tourism can be combined to satisfy the needs of people seeking better quality-of-life. This has given rise to health and wellness tourism, a new market segment that contributes to employment and economic growth in the new economy. Health and wellness tourism involves two aspects: therapeutics, which seeks to cure certain diseases; and relaxation and leisure. As an alternative to traditional tourism, health and wellness tourism provides a new means of achieving regional and local development from a demographic, social, environmental and economic point-of-view. It contributes to tourist destinations' economic growth, acting as a pillar to support other complementary activities. In short, health and wellness tourism contributes to employment growth and regional wealth, contributes to tourism seasonality, promotes quality in tourism destinations, helps create new tourist services with high value, promotes establishment of international cooperation networks, and yields a number of additional benefits. Featuring a variety of programs and initiatives from different regions, with an emphasis on thermal and thalassotherapy establishments, this volume sheds light on this emerging market segment and its implications for economic and policy development.

Building business franchises to deliver basic services traditionally provided by the government social franchising is being explored by private and non-governmental actors to improve the dire state of child and maternal health in India. In 2000, a non-profit organization called Janani began bringing the private providers of sexual and reproductive health (SRH) services throughout India into a franchise network. Janani believed that social franchising of existing private SRH providers could increase the quality and efficiency of the services provided while keeping cost within reach of the poor. This paper uses a 2004 survey of 1,686 health facilities in India including both members and non-members of the Janani franchise to statistically assess the relationship between efficiency of health care provision and franchise membership. The results suggest that franchise facilities are more efficient at providing SRH services under certain circumstances. Specifically, additional doctors and/or clinical support staff are correlated with higher client throughput at franchise facilities than at non-franchised facilities. This increase in client throughput appears to occur without a hint of corresponding declines in the client perception of the quality of care. These results suggest that policies encouraging franchise membership are warranted in specific circumstances.

Home Care How To is an in depth guide to helping anyone start and run their own in home care business. You will learn the systems and step-by-step activities required to setting up and operating your elder care company. Discover the secrets, opportunities and pitfalls to watch for that other senior care and home health agency franchisees pay tens of thousands for! Find out how to staff your business with excellent care providers and how to effectively market your services to the growing number of aging baby boomers and their parents.

Since 1890, US federal antitrust law has been there every step of the way, drawing the line between permissible and impermissible restraints. This book summarizes those antitrust lines today. As antitrust jurisprudence underwent a revolution in the late 20th century, the location of many of those lines changed. The more recent rise of e-commerce has meant that those antitrust principles had to be applied to new fact patterns. Those changes in legal

interpretations and distribution practices are covered here in ways designed to give manufacturers and retailers, franchisors and franchisees a concise description of antitrust risks from any distribution scheme.

Social franchising represents a third generation form of franchising development, after trade-name and business-format franchising. At the intersection of social enterprise and micro finance literatures, this book reviews a variety of social franchising formats across a number of developing countries.

Presenting a comprehensive examination of China's medical care system, this book tackles issues of policymaking, organization, management and financing in the context of the provision of affordable care in China. Making use of extensive field investigations, interviews and a thorough analysis of documents, this book examines the re-structuring of the medical care system, spanning more than three and half decades from 1979 to the present day. Assessing the difficulties of regulatory control in the health care sector, it also explores theoretical alternatives, including post-Weberian constructs of uncertainty and control, as well as franchise and asymmetric information in market transactions. Ultimately, it argues that patient medical care has become less and less affordable amid shrinking government subsidies, breakdowns of public insurances and increases in user charges, especially between the mid-1990s and mid-2000s. Whilst the government took decades to re-organize the public hospital system and rebuild public insurances, it faced a dilemma of enforcing both low-cost medical care and maintaining revenue flow to public hospitals through marketization. Re-engineering Affordable Care Policy in China provides extensive discussion of the policymaking process as well as detailed analysis of policy contents. As such, it will be invaluable to students and scholars of Chinese social policy and public administration, as well as Chinese Studies more generally.

Franchising networks are experiencing great success in international business organization. Few books try to explain the characteristics of these networks. Contrary to the existing literature this book tackles more theoretical problems related to governance, organization, knowledge management, contract design, incentive and regulation issues both from the economic and management view point. It delivers new theoretical and empirical results regarding plural forms, contract design, and knowledge and strategic management issues. Its purpose is to offer researchers and practitioners new theoretical and empirical insights in one of the most important economic phenomenon at the beginning of the 21st century: Franchising networks as organizational arrangement for growth and internationalization of firms.

'Franchising in the Hospitality Industry' provides an overview of the issues, debates and challenges associated with business franchising. In two parts, this text firstly looks at the issues from both an academic and practitioner perspective. The second part looks more closely at service sector groups in the hospitality industry, such as hotels, leisure and catering using national and international examples and illustrations. These demonstrate how the theories and debates discussed in the first part, are tackled in real life situations. Examples used are from well known companies such as McDonalds, Baskin Robbins, Burger King, Choice Hotels, Holiday Inn, Domino Pizza, Pierre Victoire amongst others.

The Meaning of Marketing -- Marketing Strategy -- The Environment of Marketing Strategy -- Buyer Behavior -- Marketing Research -- Market Segmentation -- Developing Customer Loyalty -- Marketing in the Digital Age -- Product Strategy -- Prices -- Distribution -- Promotion -- Advertising -- Sales and Sales Management -- Controlling and Monitoring -- Ethical Considerations in Marketing.

Health Sciences & Professions

This is a directory of companies that grant franchises with detailed information for each listed franchise.

WINNER • 2021 PULITZER PRIZE IN HISTORY The “stunning” (David W. Blight) untold history of how fast food became one of the greatest generators of black wealth in America. Just as *The Color of Law* provided a vital understanding of redlining and racial segregation, Marcia Chatelain’s *Franchise* investigates the complex interrelationship between black communities and America’s largest, most popular fast food chain. Taking us from the first McDonald’s drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

Public-private partnerships are increasingly advocated to alleviate deficiencies in the public health system as well as to reduce economic stress on those who seek services from an expensive, burgeoning and unregulated private health sector. Focusing on India, this book examines how the private sector in developing countries is tapped to deliver health care services to poor and under-served sections of society through collaborative arrangements with the government. Having emerged as a key reform initiative, aspects of public-private partnership are examined such as the genesis of private sector partnerships, the ways in which the private sector is encouraged to deliver public health services, and the models and formats that make such partnerships possible. Based on in-depth case studies from different states of India and drawing on experiences in other countries, the authors analyse challenges, opportunities and benefits of implementing public-private partnerships and explore whether partnership with the private sector can be designed to deliver health care services to the poor as well as the consequences for beneficiaries. This book will be of interest to scholars of public policy and development administration, health policy and development economics as well as South Asian Studies.

This discussion paper brings together evidence and experience from around the world focusing on making health systems more gender responsive. There is a need to examine the various barriers as well as opportunities in order to make health systems work better for women, which has been a special concern for several decades now, by using a gender equality and health equity perspective. The paper uses a framework that combines WHO's six building blocks for health systems and the primary health care reforms propounded in the World Health Report 2008 on primary health care. Furthermore, the paper provides examples of what has worked and how, and ends with an agenda for action to strengthen the work of policy-makers, their advisers and development partners as well as practitioners as they seek to integrate gender equality perspectives into health systems strengthening, including primary health care (PHC) reforms.

In this book the authors review initiatives in improving the quality of care for family planning in India and bring them to the broader forum of policy-level discussions. The global Family Planning 2020 (FP2020) framework argues for voluntary rights-based family planning programmes. The rights-based approach builds on the bedrock of quality of care, which means listening to what women want, treating individuals with dignity and respect and ensuring that everyone has access to full information and high quality care. Improving the quality of care in family planning services in a country like India is crucial from individual, national and global considerations. This book critically discusses and evaluates the various interventions undertaken so far and the reasons for success and failure. It also synthesizes current research studies in India, identifies gaps and presents a research agenda to bridge this gap and accelerate progress towards improving quality of care in family planning. It presents a

comprehensive framework that underscores the importance of health systems and community environments in creating enabling, motivating and empowering roles for providers and clients. The examples and perspectives presented in this book make a strong case for adoption into policy frameworks and scaling up of quality of care efforts, and identifying research priorities for strengthening the response to family planning. This book greatly contributes towards enhancing the quality of family planning care at the grass-roots level in low resource settings and is of interest to researchers and practitioners of public health, particularly community health, maternal and child health, and social work.

McDonalds, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all well-known franchises in America and beyond. You've probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive. Maybe you've even thought about running one of your own, but didn't know where to begin. Well, now you do, thanks to *Running a Franchise For Dummies*. Pick the perfect franchise for you Create marketing plans and branding for your new franchise Understand all of the complex legal issues surrounding the ownership of a franchise Uncover the secrets to continued success and future expansion *Running a Franchise for Dummies* is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small.

This 2005 book describes in much detail both how and why franchising works. It also analyses the economic tensions that contribute to conflict in the franchisor-franchisee relationship. The treatment includes a great deal of empirical evidence on franchising, its importance in various segments of the economy, the terms of franchise contracts and what we know about how all these have evolved over time, especially in the US market. A good many myths are dispelled in the process. The economic analysis of the franchisor-franchisee relationship begins with the observation that for franchisors, franchising is a contractual alternative to vertical integration. Subsequently, the tensions that arise between a franchisor and its franchisees, who in fact are owners of independent businesses, are examined in turn. In particular the authors discuss issues related to product quality control, tying arrangements, pricing, location and territories, advertising, and termination and renewals.

Traditional corporation law (or "entity" law) no longer covers the challenges presented by today's multinational corporate integration and control. Now, Blumberg's ground-breaking analysis of the law of corporate groups (or "enterprise" law) brings current trends in business law into sharp focus, with detailed examination of thousands of cases. This unique addition to *The Law of Corporate Groups* library provides in-depth coverage of statutory and judicial law, federal and state, that affects companies engaged in enterprises linked by franchise, license, or contract rather than by corporate stock. It explains and analyzes in detail the issues facing such entities as franchisers and franchisees, licensor and licensees, contractors and subcontractors, hospitals and other health care institutions, medical personnel in independent practice, and many others.

Stephen Shortell, one the country's leading health care management authorities, and his team of experts use the most current data available to update their classic book *Remaking Health Care in America*. This expanded second edition includes a clear conceptual framework for health care leaders who must develop more integrative systems of care to meet the challenge of the evolving health care industry. The book also provides practical suggestions and myriad recommendations for developing cost-effective delivery systems across the United States. Interfirm networks include franchising, retail and service chains, cooperatives, financial networks, joint ventures, strategic alliances, licensing, public-private partnerships and new network forms in the digital economy. This book gathers the latest research studies that approach these networks – and the creation of innovation under the conditions of a complex, dynamic, knowledge-intensive and digital economy – from an interdisciplinary perspective. The

studies, all of which were written by respected experts, explore how firms can improve their competitiveness by securing access to innovation, knowledge, complementary resources and capabilities otherwise not available to them. In addition, they highlight how, driven by an unpredictable environment, firms embedded in inter-organizational networks are increasingly transforming from co-operators to collaborators and valuable co-creators of innovation.

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