

# **An Effort by Greenstar Social Marketing to adopt a Global System of Client Based Recording in Low Resource Settings of Pakistan**

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## **Background**

Keeping abreast with the growing necessity of data Greenstar Social Marketing (GSM) piloted the manual *Client Based Record System* (CBRS) with franchised providers to foster the culture of informed decision making both at provider and program level.

## **Objective**

The study aims to measure the usefulness of CBRS tools through GSM providers' feedback.

## **Description of Intervention**

CBRS included client card, client registration book and referral slip. Cabinet for smart filing were used for follow up and easy retrieval of required information. Client card entails multiple visit information of client receiving services from any service delivery outlet whereas client registration book includes daily client log that shows **Method**

CBRS tools were tested during May – August 2015, at 40 providers across four GSM regions.. 7 providers were randomly selected: 2 Medical doctors and 5 Midlevel providers.

## **Findings**

From the 7 providers, CBRS was successful at midlevel provider's facility They perceived CBRS as a delivery strengthening toolIt allows quality assurance and continuum of care due to its ability to store hefty amount of client's information

The providers initially found it challenging to fill client records as it was an additional task but soon became habitual users. Smart filing along with follow up mechanism was adopted by a few providers. Providers believe that recording obstetric and gynecological information would add value to overall system.

## **Conclusion**

CBRS should be implemented phase-wise, initially with those providers who are motivated to adopt this system. The positive learnings from the first phase can be applied in the subsequent phases.