

SMC Clinic: Quality Services at Affordable Price

In Bangladesh, low and middle-income populations have limited access and are unable to financially bear the cost of quality healthcare and diagnostic services. In many cases, these citizens cannot afford treatments or services due to high out-of-pocket expenditures. On an average, Bangladeshi citizens pay 72.7% of the total cost for the treatment (World Bank Data 2019) as out of pocket which creates a significant financial burden for poor families and lead to debt in most cases.



SMC Niltara Clinic at Dhaka Uddan, Mohammadpur, Dhaka

SMC started its clinic operation in April 2018 considering the lack of quality and affordable healthcare services in the community. The first clinic is branded as 'SMC Niltara Clinic'. The clinic has been established to offer services at affordable prices for all segments of the population. The mission of this pilot initiative is to develop a sustainable model clinic with the provision of consultation, diagnostic and a model pharmacy. The vision of this initiative is to expand the clinic operation in other strategic locations of Bangladesh based on positive learnings of current experiences.

The SMC Niltara Clinic is located at Dhaka Uddan, Mohammadpur, Dhaka. SMC initiated another clinic (named SMC Clinic) in SMC Tower-2 at Darussalam, Mirpur, Dhaka in June 2021 following its strategic expansion of clinic operations.

In addition to general consultation by the graduate doctors, the clinics have provision of other consultancy services in Gynecology, Medicine, Pediatrics, Cardiology, Endocrinology,

ENT, Skin & VD, Orthopedics, etc. SMC has planned to increase service ranges in both clinics to meet the demand of the community.

Services of the Clinics

- Essential quality healthcare services at affordable prices
- Specialized services by engaging consultants in different disciplines
- Quality diagnostic laboratory facilities and services at competitive prices
- Model pharmacy for selling quality medicine at affordable prices
- Essential vaccination services
- Clinical contraceptive services
- Counselling provision for the clients including adolescents
- Regular and executive health checkups
- Provision of sample collection from residence for senior citizens and patients if mobility is restricted



General Physician is providing healthcare service

The clinics are open 7 days a week from 08.00 am to 10.00 pm (except government holidays). All kinds of medicines, vaccines and relevant non-pharmaceutical products are available in the pharmacy at affordable prices.

Clinic arranges different types of promotional activities like Miking for publicity, distributing leaflets, sending SMS and conducting Interpersonal Communication (IPC) at community.

The clinic staff receives training at regular intervals on different clinic and service management issues including counseling to improve the quality of services. As a part of regular monitoring, head office staff conduct quality assurance inspections every month. SMC calibrates clinic equipment periodically to receive better and reliable performance. Under the quality inspection of laboratory test results, there is a provision for cross-checking of different laboratory test results from other prominent diagnostic centers. In addition, there is a complaint/suggestion box at the clinic premise for the clients. Clinic staff encourages each client to drop him/her complaint(s) or suggestion(s) in the Box, if any.



SMC Clinic at Darussalam, Mirpur

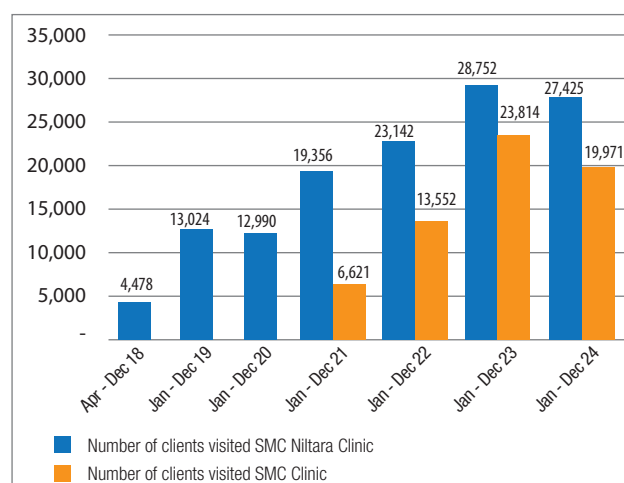
SMC management periodically reviews complaints/suggestions of clients for taking corrective measures, if required. In addition to the program staff, internal audit team of SMC visits the clinic to monitor all kinds of compliance issues. Moreover, SMC's research department conducts exit interviews with the clients to understand the service quality and their feedback for performance improvements.



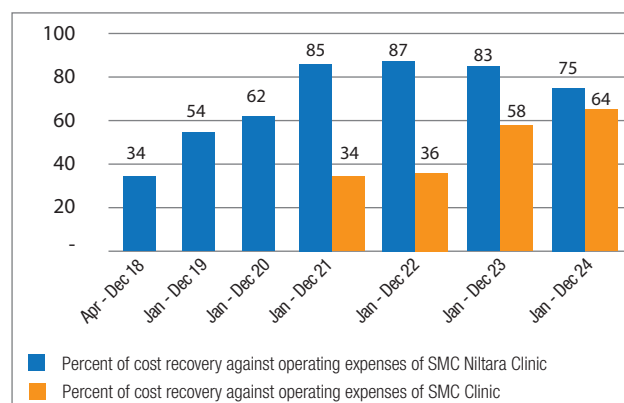
SMC Model Pharmacy

The following graphs show growth of clients at Niltara Clinic where only 9,834 clients received services in the second year which increased to 30,330 within fifth year. SMC Clinic has also served 12,862 clients in the initial year and increased to 24,314 in 2023-2024. The Niltara Clinic achieved a notable growth of cost recovery against the operating expenses.

Graph 1: Client flow of SMC & Niltara Clinic



Graph 2: Operating cost recovery of SMC & Niltara Clinic



SMC ensures compliance of all government regulations to continue clinic operations by obtaining necessary approvals from the relevant authorities, such as renewing Trade License, Environmental License, Fire Safety License, etc. Both clinics, laboratories and pharmacies are ISO 9001-2015 certified. Both the clinics have become the trusted healthcare facility in the neighborhood day by day for its quality, service expansion and affordability. It is planned that these model clinics will recover its full operating cost within 6-7 years.

For more information

Md. Moshir Rahman, General Manager, Field Implementation and **Md. Rafiqul Islam**, Deputy General Manager, SMC Program Operations
Social Marketing Company, SMC Tower, 33 Banani C/A, Road # 17, Dhaka -1213, Phone: +8802 22225073-80, + 8802 22275085-92
Website: www.smc-bd.org