



### Jose Ignacio Barraza Arellano

**Host organization:** Por ti, Familia (Peru)

**iCats role:** Training and Development Manager

**iCats duration:** Feb – Dec 2012 (full-time)

**Degree:** MBA Hult International Business School, USA

**Professional experience:** 6 years management consulting and project management in US and Mexico

## Summary

**With his professional experience Jose managed to develop and execute new logistical models to strengthen the retail operations of Por ti, Familia (PTF), ensuring that they provide the most efficient and cost-effective health care solutions to their target customers, the urban poor and BoP of Peru.**

### The problem PTF aims to tackle

- Peru's healthcare supply structure is inefficient: state-run healthcare services have long waiting lines and inflated prices
- 68% of Peruvians lack any type of health insurance
- Over 5 million low-income people in Lima do not have access to affordable primary health care



### PTF's solution

Provide comprehensive high quality, affordable healthcare for less advantaged communities in Peru by establishing

- Full-fledged clinics (hubs)
- Small retail locations (spokes) with a pharmacy, a laboratory, a convenience store and a doctor's office

*“Working with Por ti, Familia let my business acumen and skills grow tenfold, along with my adaption capacity to, as they say, roll with the punches”*

*“My fulfillment and enjoyment in working with Por ti, Familia, has cemented my interest in developing my career in the social impact space”*  
*Jose Ignacio*

### PTF's challenges

Lack of defined project management skills and standardized logistical processes, making daily operations less coherent and efficient



### Opportunity of an iCats Fellow

There was an opportunity for an iCat Fellow to fill the lack of human capital and specific professional skills PTF required

### Ignacio's achievements ...



- Mapped out and documenting new logistical that support the efficient operations of PTF, which included documenting and standardizing manuals, processes and training of the staff
- Ensured that the daily processes and client information flow, from labs to doctors to pharmacies were running correctly and cost-effectively
- Established a new model for the pharmacies linking customers to a loyalty discount card, to increase client services hence incentivizing them to return

### Jose's next challenge

After successfully completing his 11 month Fellowship, Jose went back to Mexico to start his own CSR consulting business to advise companies in sustainability

### ...contributing to Por ti, Familia's impact



- Por ti, Familia (PTF) has opened 4 new clinics and is now impacting over 10.000 patients
- PTF has initiated free consultation for new patients. Over 90% of these patients coming for the free consultation, end up purchasing a product from the PTF pharmacy
- In 2013 PTF wants to increase their impact, by doubling the number of patients

*"Ignacio has been a key asset in the implementation of standard operating processes in, as well as sales efficiency projects."*  
*Enrique Coronado, CEO of PTF*