



SOCIAL IMPACT INCENTIVES (SIINC) FACT SHEET CLÍNICAS DEL AZÚCAR



CLÍNICAS DEL AZÚCAR - FIGHTING DIABETES IN MEXICO AT SCALE

Clínicas del Azúcar in Mexico operates a network of ‘one-stop-shops’ offering high-quality, cost-effective and specialized healthcare services to treat and prevent diabetes. In Mexico, diabetes has become the leading cause of death, with more than 14 million people living with the disease. The enterprise’s vision is to give every Mexican access to this service, regardless of the patients’ socio-economic background. So far, CDA has reached more than 50,000 patients from various income groups with nine clinics. The enterprise now targets a massive scaling to expand its services nationally.

THE ROLE OF SOCIAL IMPACT INCENTIVES (SIINC)

The role and rationale of SIINC is to reward and incentivize CDA to increase the penetration of diabetes services to the BoP while maintaining top quality of services. This measure is supposed to empower the social enterprise to develop a viable business model for this challenging segment and lower the risk of investing and piloting new approaches to serve this hard-to-access population group.

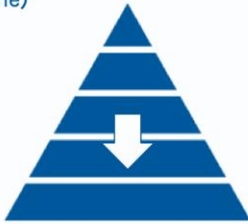
THE METRICS - WHAT SIINC IS PAYING FOR

The SIINC mechanism is based on two carefully designed metrics that were co-created with CDA. They will award payments on improving growth and success rates in the treatment of BoP patients. In addition, impact is supposed to grow through the development of targeted prevention programs. Through SIINC, Clínicas del Azúcar is empowered to position itself as an innovator in diabetes care and a pioneer in prevention techniques.



1

A higher number of BoP patients access high-quality treatment (many for the first time)



Metric 1: Ratio of BoP clients among CDA's active members

2

These patients receive specialized treatment and show improvements in their HbA1c levels



Metric 2: Average improvement in HbA1c levels among BoP patients

FACTS & FIGURES

Total (maximum) amount of performance based payments (SIINC):	275,000 USD
Period of ongoing performance based payments (SIINC):	2.5 years
Preferred follow-on scenario:	public contract
Total amount of investment mobilized (equity):	1.5 mn USD
Investment round:	Series B

MORE INFORMATION ABOUT SIINC AND CDA

SIINC Case Study – “Empowering Clínicas del Azúcar to Attract Investment and Create Impact at Scale”

<http://www.roots-of-impact.org/wp-content/uploads/2017/06/SIINC-Case-Studies-CdA-FINAL.pdf>

Explain Video SIINC

www.roots-of-impact.org/siinc/

White Paper SIINC

<http://bit.ly/2t27tla> <http://bit.ly/2oM8ejC>

Clínicas del Azúcar

<http://www.clinicadelazucar.com>

Roots of Impact

www.roots-of-impact.org

THE SIINC LAC PROJECT IS POWERED BY:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Swiss Agency for Development
and Cooperation SDC



IDB
Inter-American
Development Bank

OVIN
Multilateral Investment Fund
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