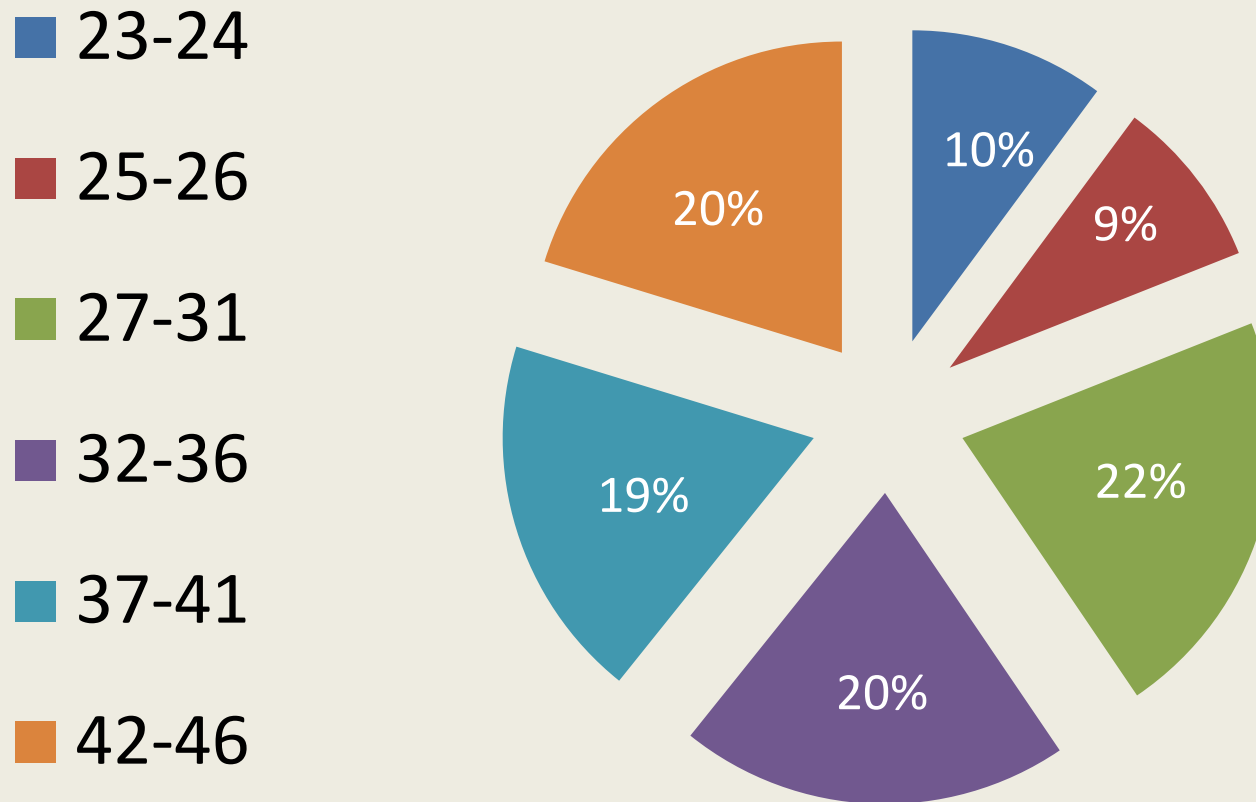


Maternity Academy



**Business
project**

Women in St. Petersburg, 2009



Women with low income without children

- **Age:** 17-31 years old
- **Monthly income:** below 20 000 RUR per family member
- **50% plan a baby** before 2014, 50% - after 2014
- **Key services required:** neonatal intensive care unit, postpartum rehabilitation, prenatal courses. More services required compared to women with low incomes with children
- **Maternity clinic choice:** 34% - private hospitals or commercial departments of city hospitals, 55% - not decided yet

~64 000 women



Women with low income with children

- **Age:** 27-31 years old
- **Monthly income:** below 20 000 RUR per family member
- **Plan a baby** before 2014
- **Key services required:** no extra services like a pool, aqua aerobics, prenatal courses
- **Maternity clinic choice:** 67% delivered in private hospitals or commercial departments of city hospitals

~59 700 women



Women with medium income without children

- **Age:** 17-35 years old
- **Monthly income:** 30000-70000 RUR per family member
- **59% plan a baby** before 2014
- **Key services required:** all, excl. postpartum rehabilitation
- **Maternity clinic choice:** 36% - commercial departments of city hospitals, 20% - private hospitals, 44% - not decided yet
- **Ready to pay** up to 50000, sometimes up to 90000-120000 RUR for delivery

~68 000 women



Women with medium income with children

- **Age:** 27-31 years old
- **Monthly income:** 30000-70000 RUR per family member
- **plan a baby** before 2014
- **Key services required:** all. Staff qualification, rating of the maternity clinic, comfort are very important
- **Maternity clinic choice:** 43% - commercial departments of city hospitals, 36% - private hospitals
- **Ready to pay** 50000-70000 RUR for delivery

~60 000 women



Women with high income without children

- **Age:** 17-26 years old
- **Monthly income:** over 70000 RUR per family member
- **Plan a baby** before 2014
- **Key services required:** almost all, minor interest in postpartum rehabilitation, psychologist, drugs store
- **Maternity clinic choice:** 67% not decided yet, 33% - commercial departments of city hospitals. Treated in private medical centers
- 33% **ready to pay** over 140000, 50% up to 90000

~2 330 women



All women of reproductive age

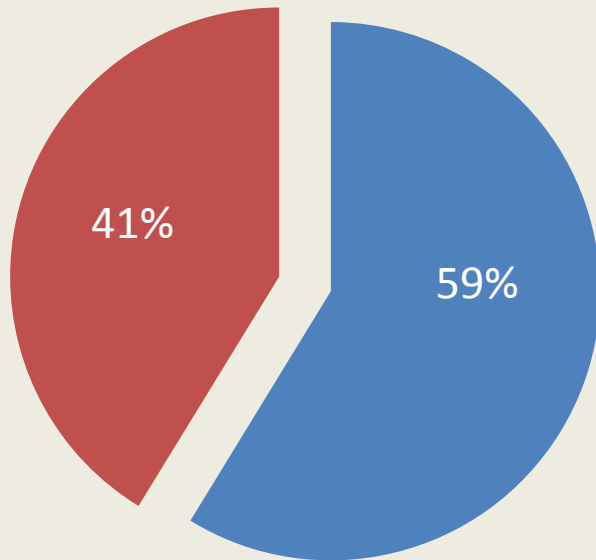
- **Age:** 17-35 years old
- **Maternity clinic choice:** 58% - commercial departments of city hospitals or private hospitals, 29% not decided yet
- **Potential market capacity** - 87%

~254 000 women



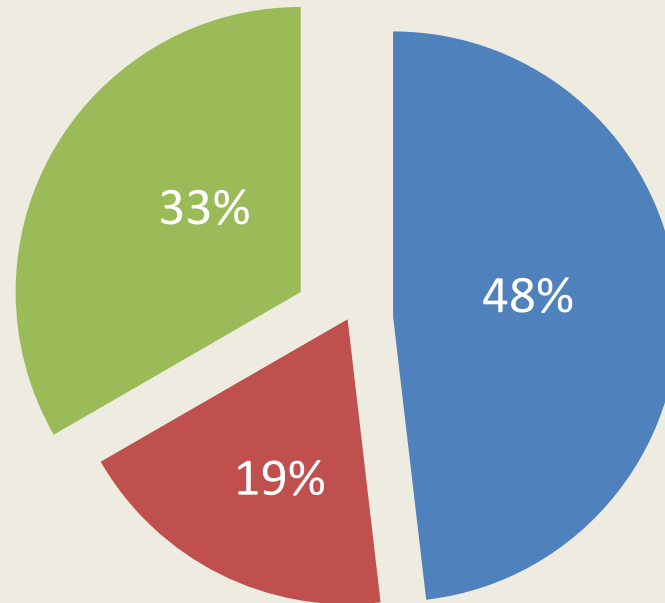
When do you plan a baby?

Women without children



- In 5 years
- Not in the nearest 5 years

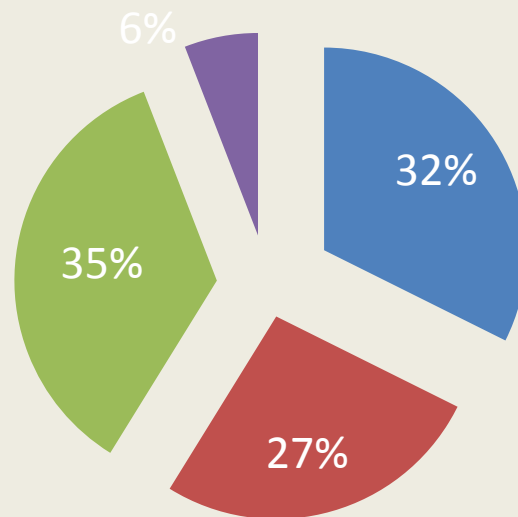
Women with children



- In 5 years
- Not in the nearest 5 years
- Do not plan

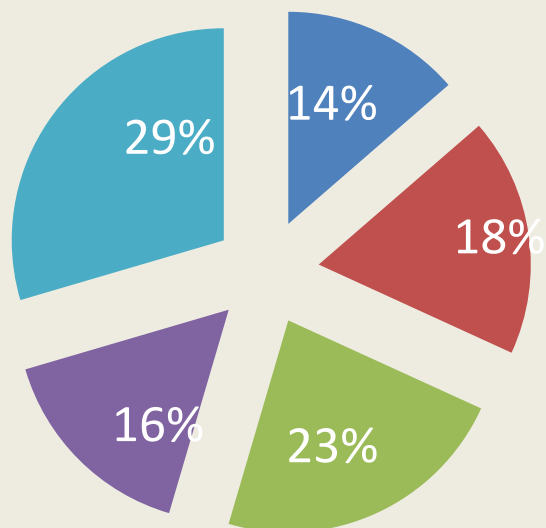
What maternity hospital did you choose last time?

- Commercial department of a city hospital
- City hospital
- Private hospital
- Other

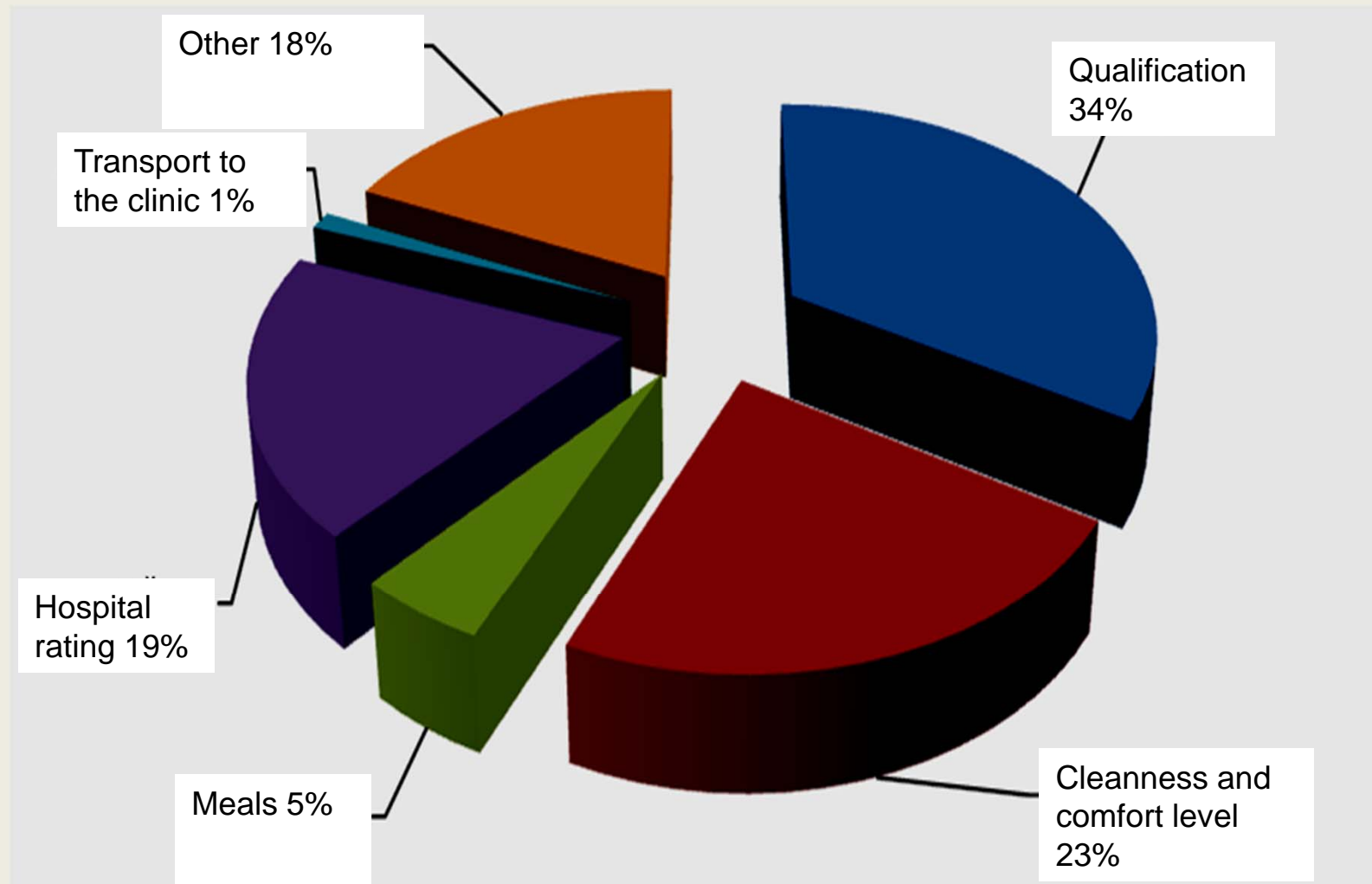


Postpartum services

- Beauty salons
- Massage
- Fitness club

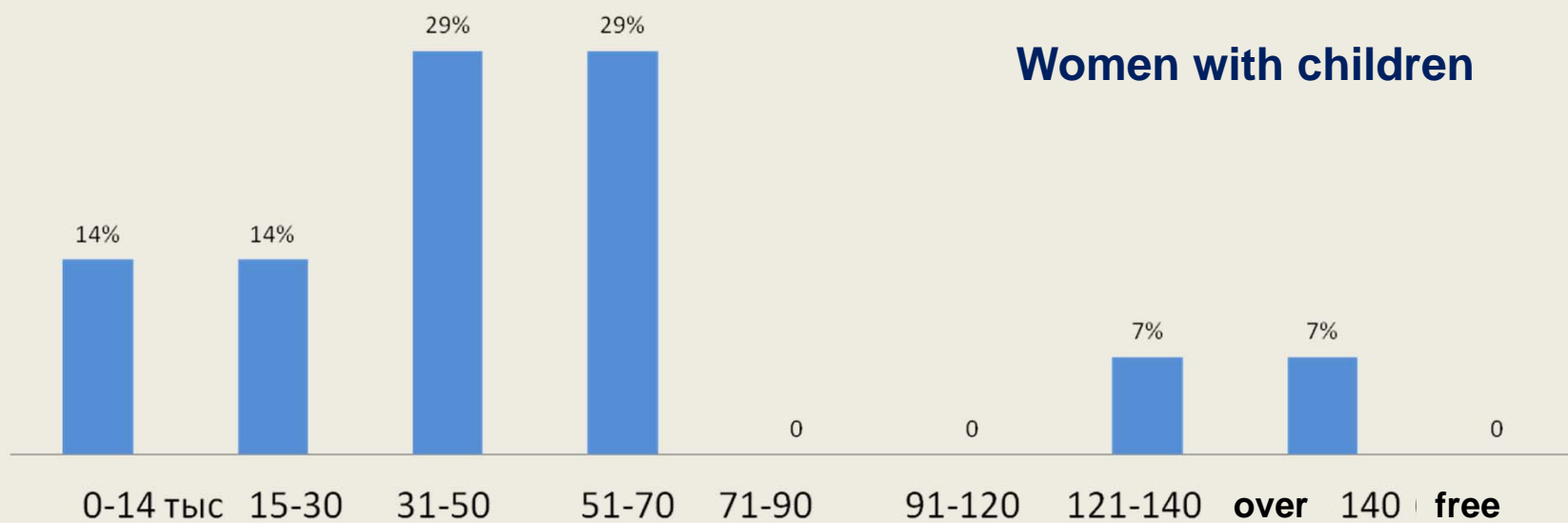
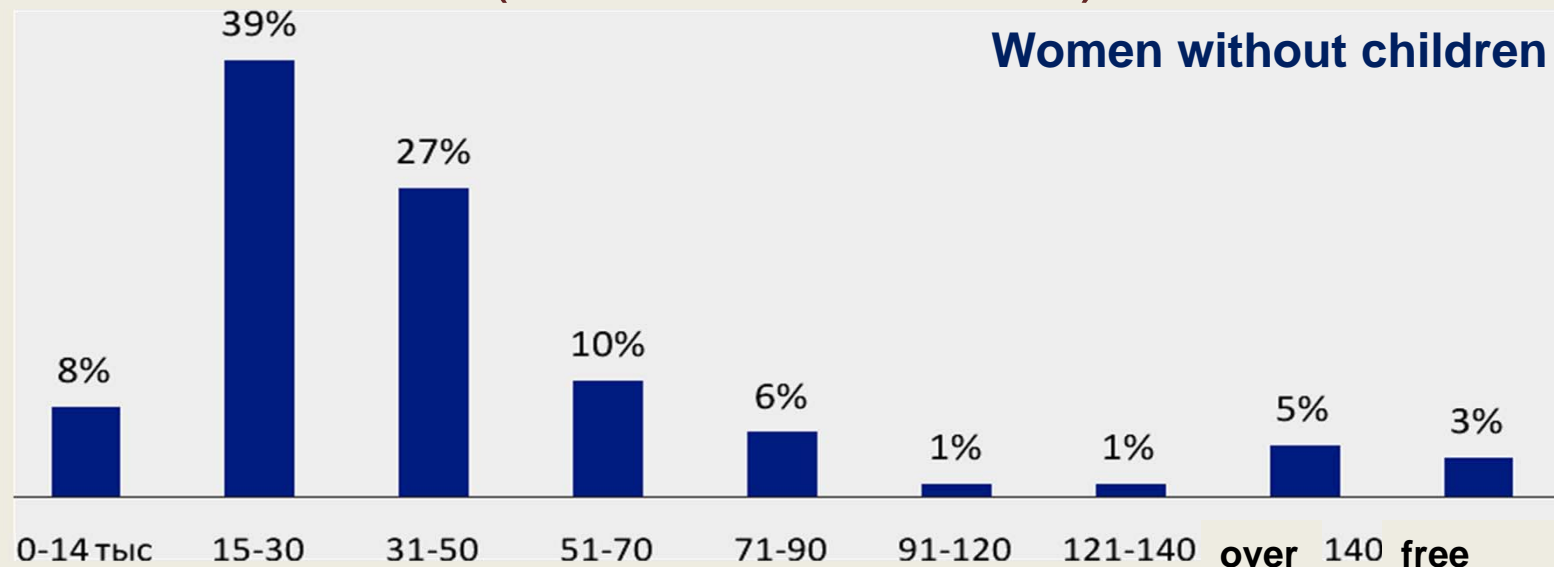


Key factors choosing a maternity hospital*

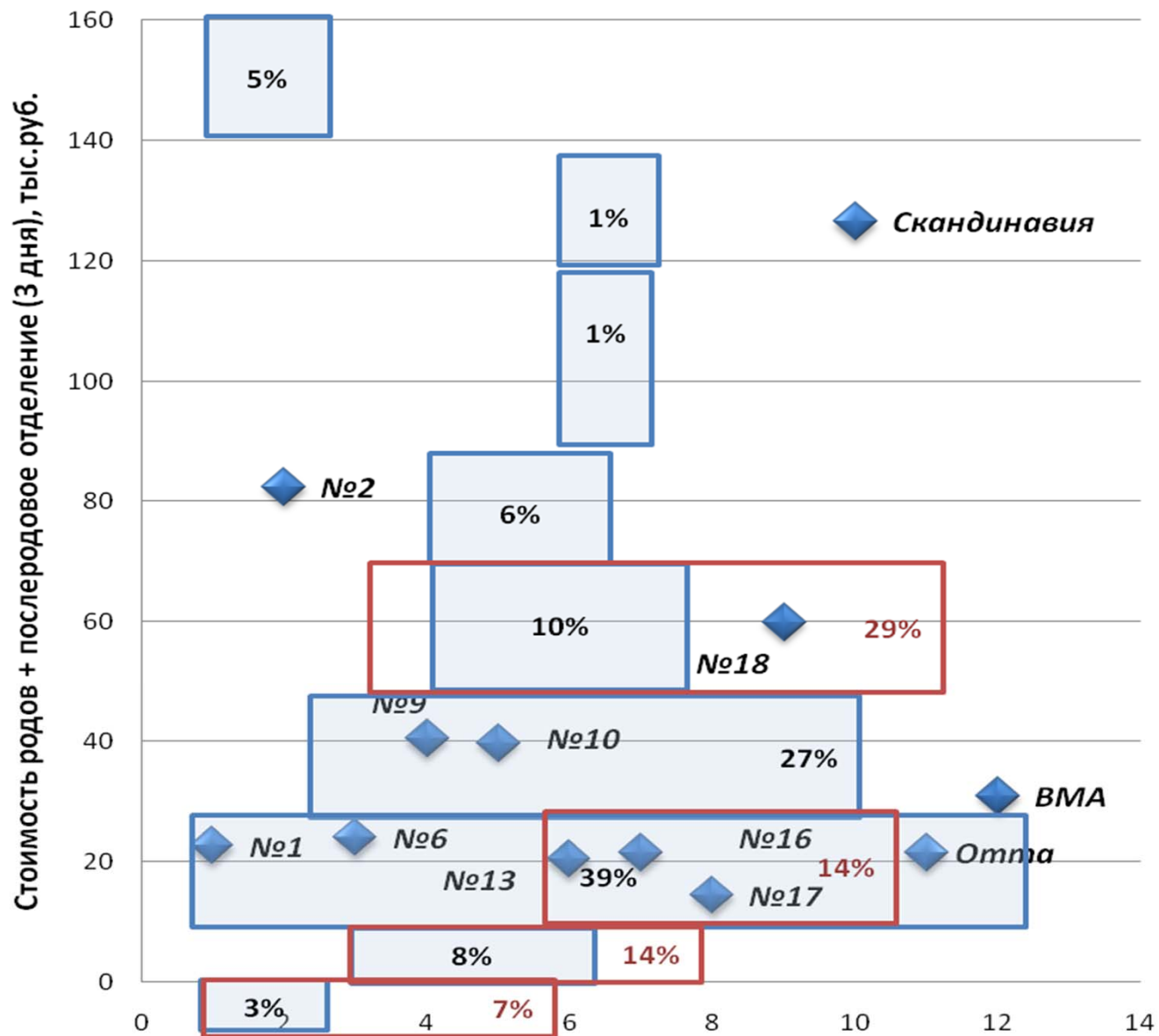


* Women with children

How much are you ready to pay for delivery? (in thousand RUR)



Positioning according to price



St. Petersburg Forecast

Year	Women of reproductive age	Deliveries per year
2008-2009	1,585,706	43,562
2028-2038	1,289,192	35,416

Share of potential market of paid delivery services and prenatal care in St. Petersburg is 90%!

Medical and social situation

- ↑ average marriage and maternity age
- ➔ Higher disease %
- ↑ % of voluntary childlessness
- ↑ number of women of reproductive age will be 20-23% less in 20-30 years than in 2008-2009



Decrease of number of deliveries in St. Petersburg

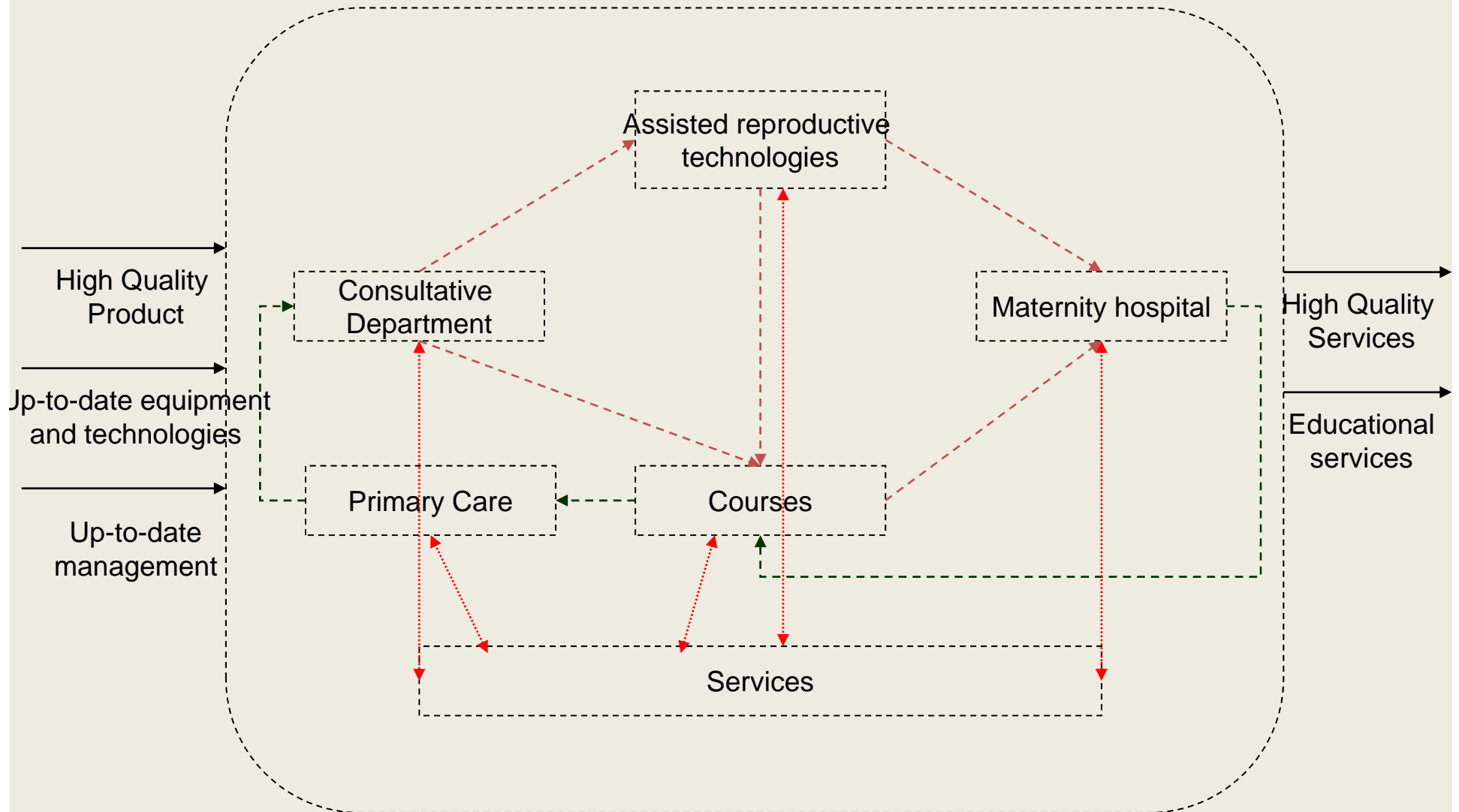
Demand increase for quality delivery services

Increase of paid gynecological services



Higher demand for quality paid services for women of reproductive age before, during and after deliveries

VISION of Maternity Academy



5 Successful Scenarios

1. Separate building, public-private partnership (PPP), price differentiation
2. Separate building, private, price differentiation
3. Close to an inpatient department, public-private partnership (PPP), price differentiation
4. Close to an inpatient department, private, price differentiation
5. 2 buildings: 1) separate building, private with high prices policy; 2) close to an inpatient department, PPP, low prices policy

Different project types depending on the role of the City

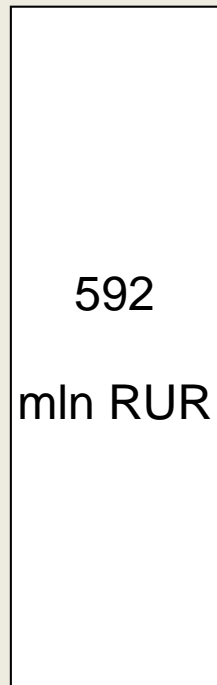
Private clinic

Private clinic
with a city order on
providing medical services
to the citizens

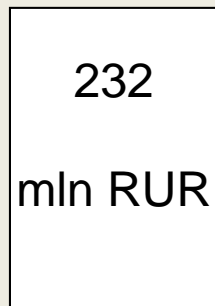
PPP

INVESTMENTS

Scenario 1



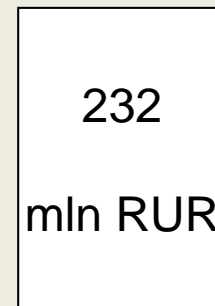
Scenario 2



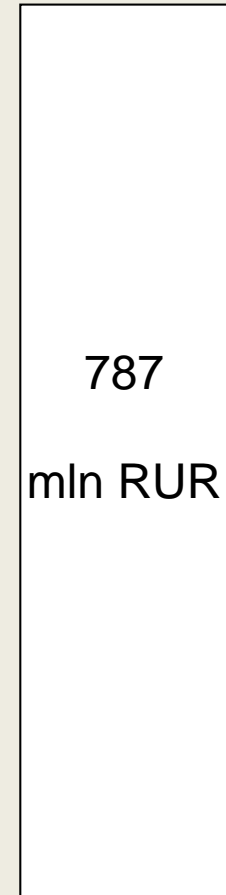
Scenario 3



Scenario 4



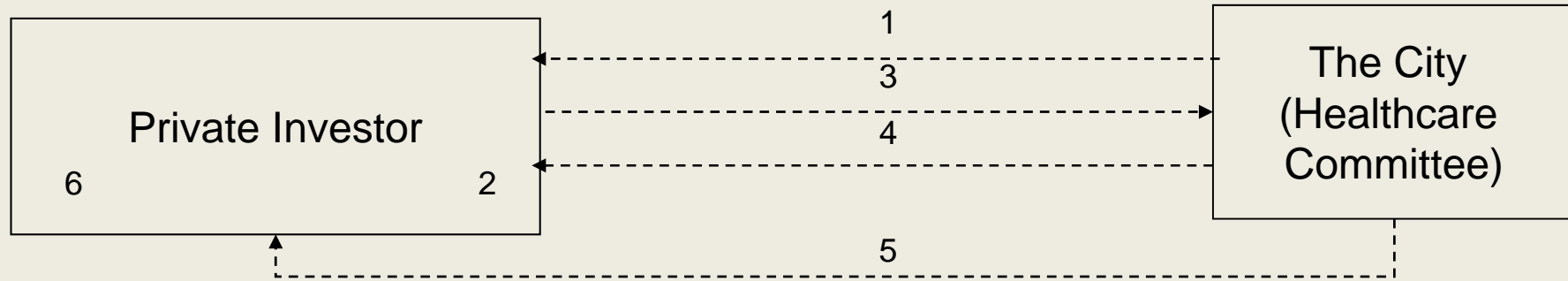
Scenario 5



PROJECT EFFICIENCY INDICATORS

Indicator	Scenario 1	Scenario 2 on the basis of Children's hospital N5	Scenario 3	Scenario 4	Scenario 5
Net present value, mln RUR	621	770	553	593	1950
Profitability index	2,4	4,4	2,3	3,6	4,4
Internal rate of return	22,5	29,5	21,0	25,5	32
Payback period	9	7	9	9	6
Effect for the city budget (2014- 2025), mln RUR	422	624	759	610	1644
Project risks (expertise)	34,4%	33,6%	23,3%	23,3%	32%

MATERNITY ACADEMY PPP SCHEME



1. The City provides a plot for usage
2. Private investor constructs the building and finances 100% of the Academy costs
3. Private investor conveys the building to the City
4. The City conveys the building to the private investor for a long-term rent and achievement of key indicators
5. The City pays a capital grant to the private investor (50% of start costs)
6. Private investor
 - provides medical services
 - provides facility management
 - introduces new technologies



Thank you for your attention!