

*Dominican Republic, December 2017*

To whom it may concern:

**Profamilia** is a non-governmental organization which has been a pioneer in sexual and reproductive health services in the Dominican Republic for over 50 years. Founded in 1966, we now have seven clinics at a national level and over 500 partners. Our institution offers a wide range of comprehensive health services, consultations and specialized procedures.

Keeping in mind Profamilia's Strategic Plan, the objectives which were established for 2016-2022, and the results that were generated from the first phase of the "**OPTIPRO**" project, we decided to develop a second phase of that project, "**OPTIPRO Phase II**", between July and December 2017 with London Consulting Group. The project's objective was to optimize the Marketing and Sales processes, the Budgeting process at an institutional level, and provide follow up and continuity to the processes which were implemented in the first phase of the project. The manner in which change was managed, the training process, the dedication displayed by members of the team, and the applied methodology and the way it was applied differently throughout the different phases of the project enabled us to achieve both qualitative and quantitative results in our organization.

The main initiatives which generated those impacts were:

- 80% increase in the fulfilment level of the visits plan, for all the health visitors.
- 52% increase in the daily visits carried out through the traditional channel or through direct sales.
- 7% increase in the clients' coverage through the traditional channel.
- 8.6% increase in average monthly sales, versus the same period in 2016.
- Designing control tools which allowed us to manage the accounts receivables in their different stages.
- 46% reduction in accounts receivables which have surpassed 120 days (at the end of November 2017).
- Evaluation and selection of software providers which lead us to acquire the eCase Commercial Management platform which allows us to optimize our Marketing and Sales processes, program the follow up and execution of visits and sales, inventory control used by the health visitors when interacting with doctors, and real time follow up which is used to ensure a good performance by the work team.
- Over 70 hours were dedicated to training the personnel in classrooms on the implemented work systems and management tools.
- Over 50 hours were devoted to accompanying the personnel in the field in order to ensure that they utilize the customer service techniques they were taught and the tools that were implemented.
- Implementing the budgeting process for all the different programs within the Institution. This strengthened the on-time development and formation of the different planning stages and developing stages, and the management tools used to control the budget's execution and its evaluation.
- Development of interdisciplinary sessions in the 7 Profamilia clinics, the Central Office's Administrative Management, the Donors, and the Marketing and Sales departments in order to ensure their adherence to the guidelines and to define the goals and objectives for 2018.

The project was concluded successfully within the agreed time frame, and it generated significant changes in our management models. The project has left us prepared and with a solid foundation from where we can give the processes continuity. This is due to the professional work carried out by both the Profamilia personnel as well as the team at London Consulting Group.

Due to this, we are happy to recommend **London Consulting Group** as a professional and committed firm which contributes towards changing the work culture through the implementation of practical solutions and the cultivation of leadership and commitment in order to achieve tangible results in a short time span.

Sincerely,

  
**Magaly Caram**  
Executive Director