

profamilias

Asociación Puertorriqueña Pro Bienestar de las Familias

San Juan, Puerto Rico, 16th of November, 2018

To whom it may concern:

Established in 1954, Profamilias was created by a group of volunteers who were committed towards improving sexual health and reproductive services for Puerto Ricans. The organization has offered over one million services across the island through their two Clinics, two Pharmacies, six Information and Family Planning Centers, and other diverse projects aimed at young people and women who've suffered from gender violence and sexual assault.

Profamilias promotes and defends the rights for women, men and young people to freely decide and enjoy the highest possible level of sexual and reproductive health.

Between April and November 2018, we have developed the "**ACTÍVATE**" (Get Active) project in conjunction with London Consulting Group. The objective of the project was to increase our Business Unit's levels of productivity and efficiency. Furthermore, London Consulting Group's personnel helped us update our 2018-2023 Strategic Plan, which has redefined our Business Model.

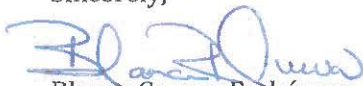
The scope of the project included the operations at our Celestina Clinic, Iella Clinic, Information and Family Planning Centers, as well as the Purchasing, Expense Control and Human Resources departments. The implemented initiatives have generated significant improvements in our level of efficiency and service.


- **IELLA Clinic**
 - 65% increase in gynecological services.
 - 8% reduction in the participant's waiting times.
 - 9% increase in admissions.
- **Celestina Clinic**
 - 25% increase in the number of participants.
 - 88% increase in admissions.
 - 15% reduction in the participant's waiting times.
- **Information and Family Planning Centers**
 - 43% increase in admissions.
 - 25% increase in the number of participants.
 - 20% increase in the average invoice.

The "**ACTÍVATE**" project allowed us to implement a result-focused work culture, without losing the essence of our service. The financial savings we've achieved generated a return on investment of **1 to 1** with a forecasted **return of 3.8 to 1** a year after concluding the project.

We would like to acknowledge London Consulting Group's participation in this project, along with their work methodology, and the professionalism and commitment displayed by their personnel.

Sincerely,


Blanca Cuevas Rodríguez
Executive Director
Profamilias


Dra. Cruz María Nazario
President of the Board of Directors
Profamilias