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Social Franchising: Scale and Spread of Innovation in Canada

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Highlights

- Fragmentation in Canadian healthcare deters the scale and spread of HIT innovation
- Separation of microcosm and macrocosm is unique strength of social franchising
- Separation of micro and macrocosm suits fragmented structure of Canadian healthcare
- Evidence shows social franchising can spread programs without sacrificing quality
- National BASE framework shows practical application of social franchising

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