

## **ABSTRACT 4**

### **THE TRANSITION OF KMC INTO PUBLIC POLICY IN BRAZIL**

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BNDES – The Brazilian National Bank for Economic and Social Development- is a governmental bank which provides long term finance for both public and private investments in Brazil. The Social Development Area deals with social projects, above all in the health and educational sectors. One of them is KMC, which the bank helped to turn into a Brazilian health public policy. It was chosen because it is a very good “best practice”, a concept used to treat social practices. Why it was done, how it was done and the concept of best practice will be discussed.

The intention is to present social and economic advantages of KMC such that participants in the conference can use the ideas, as an additional means, to convince public policy makers in their respective countries to adopt KMC as a health policy – specially within the context of developing countries.