



Reproductive Health Supplies Coalition

Market Development Approaches Working Group

7 October 2013



2013 MDAWG survey

Results



Thank you!



Health, Commodities Security
and Logistics



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Why keep a market development working group in the RHSC?

Neutrality

- Institutional representation is optional; the MDAWG is about experts discussing innovation in market development.
- Not product specific. (Contrast ideas, look for partners, and promote the concepts without having specific UN commission.)
- Membership comprises people working in FP with long experience and not just market shapers.
- No pre-formed goal or single donor to please.
- Space to share experiences, test the waters with new goals to achieve.

Reach

- The RHSC has established forum of key donors and implementing partners with extensive field experience in promoting access to and uptake of FP, through which to mainstream successful approaches.
- Diverse, global membership that provides space for networking and partnering, leveraging funded projects.
- Advantage of being a hub for information and sharing.
- Non-exclusive membership.

Reputation

- History of partnerships, coordination among various stakeholders.
- Power to convene all players in a particular market space in global discussion.

Resources

- Dedicated staffing.
- Innovation Fund.
- New dedicated funding.



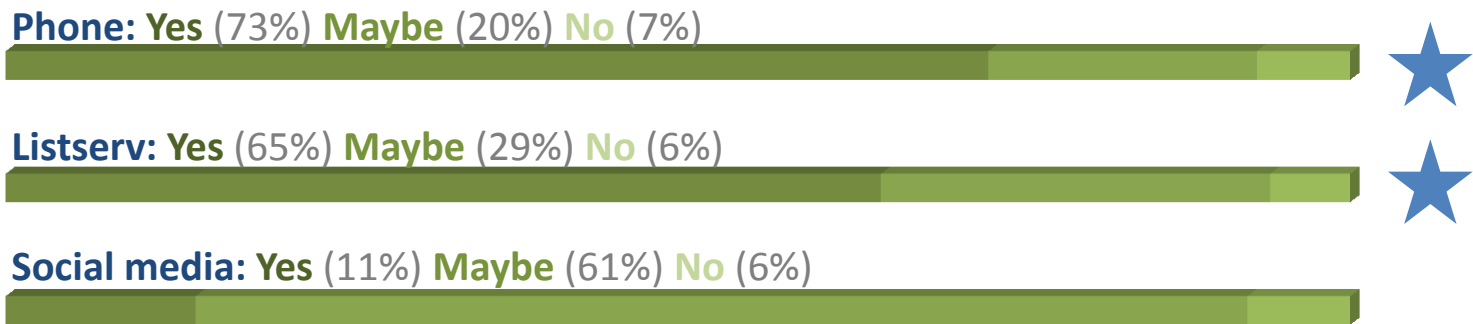
Communications

Website, listserv, and social media

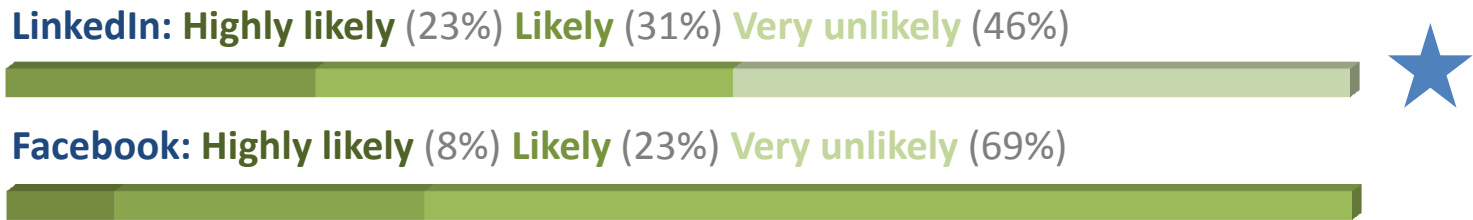




How likely are you to engage in MDAWG activities via the following communication media?




How likely are you to engage in MDAWG activities via the following social media?



MDAWG work stream

TMA, QuRHM, and financing

Please note: There is a significant amount of text on the following slides. These comments are taken verbatim from responses to the MDAWG survey and are intended to reflect the views and opinions of the organizations represented by individual members—not the views of the secretariat.



Total Market Approaches



Would you participate in group activities (e.g., regular calls, occasional meetings, joint activities) specific to this topic if they are arranged?

Yes (57%) Maybe (17%) No Response (22%) More information (9%)



Is there any aspect of this topic that you feel has remained unexplored by the MDAWG?

Articulate and communicate:

- Goal should be to better articulate the role of the private sector to ensure sustainable family planning programs and address barriers to use. This goes beyond market segmentation and TMA (which are useful ways to identify market gaps) to advocating solutions that address barriers, including demand creation, last mile distribution, and equity.

Demand generation:

- Demand building remains a gap to enable appropriate sourcing of multiple products, and making them available in all market segments.

Total Market Approaches




Mainstream and scale:

- The key gap in for all the work streams is in how to mainstream the approaches within the broader RHSC. MDAWG and its work streams share amongst themselves and post products online but remain in their silos, with limited engagement with or impact on RHSC priorities and strategies. Outputs regarding demand side barriers and solutions are not successfully integrated into the strategies of supply side focus on price, quality and logistic for FP products.
- Possibly the "so what" aspect of this -- the findings are interesting, but how do we facilitate and sustain implementation?
- Understanding the global contraceptive market dynamics (products - not based on population surveys)
- Longitudinal analyses to determine trends over time
- Expanding access to new and underutilized technologies for family planning and maternal health.

Focus on marketing:

- We should more focus on marketing of contraceptive products rather than subsidy

Financing:

- Tracking financing (by sector, especially private sector). The only financing that is tracked is from donors and governments.
 - Broader aspects of health financing (social/national insurance, etc.) and how those mechanisms can affect the availability of products and services.
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Would you participate in group activities (e.g., regular calls, occasional meetings, joint activities) specific to this topic if they are arranged?

Yes (43%) **Maybe** (17%) **No Response** (17%) **More information** (13%) **No** (9%)



Is there any aspect of this topic that you feel has remained unexplored by the MDAWG?

Articulate and communicate:

- Our field could be more engaged in quality work and perhaps the MDA WG could play a role in educating the field about key quality issues.
- Enhancing the role of generic manufacturer of quality RH products to the international forum.
- Information and periodic updates on pre-qualification process.
- I think the RHSC is a good place to be the convener and information source for all work going on in the quality space. I think MDAWG is the right place for this, but there may be another relevant part of RHSC that I'm not aware of.
- Ensuring greater understanding of the role of pre-qualification and how to navigate and achieve it.

Broaden the mandate:

- Not sure this is a group activity; seems like concept is directly part of RHSC and working group is not adding any value.
- Other partners would like to work on quality-related projects that are outside of the QuRHM project. We can do this and encapsulate some of the suggestions above in the work of the broader group.

Increase access:

- Taking the work in developing a total market for each product, matching that with demand for each country and region, then this specific work would be to make sure high-quality products are available to match the demand/need, but at a price that can be affordable and sustainable. This piece of the work is a critical part of product availability.
- Increase access and availability of contraceptive commodities to small towns, peripheries, villages, etc.
- Test and implement new ways of improving the market.
- Better exploring how high-quality products enter the nongovernmental market, and what those markets look like for these products.

Local manufacturing:

- One big gap in this area is building capacity of local manufacturers to supply commodities. I think MDAWG could be involved in an analysis/assessment of the gaps/barriers to market entry for local manufacturers and help shape the dialogue for increasing their market participation.
- Support for generic manufacturing and marketing.

Miscellaneous:

- This topic and others focused on the supply chain distract focus of the MDAWG, which should be to balance the supply-side focus (including production and quality of products in national markets) of RHSC with important demand-side factors which inhibit equitable access and use.

Innovative financing

Would you participate in group activities (e.g., regular calls, occasional meetings, joint activities) specific to this topic if they are arranged?

Yes (39%) **Maybe** (17%) **No Response** (22%) **More information** (17%) **No** (4%)



Is there any aspect of this topic that you feel has remained unexplored by the MDAWG?

Articulate and communicate:

- MDAWG should articulate its goals of increasing the sustainability of FP financing through engagement of the private sector to mobilize new and innovative sources. Topics for publication and dissemination include community-based health insurance, vouchers, and DCAs.

Mechanism evaluation:

- Role of vouchers in targeting subsidies for the poorest clients.
- Analyses of national health insurance schemes in developing countries to determine the extent to which RH services and technologies are covered and equity achieved.
- Rigorous monitoring, documentation, and evaluation of the impact of the recent price negotiations for implants.



Innovative financing

Market shaping/pooled procurement:

- Regional pooled procurement for products (e.g., for Francophone West Africa whose countries have smaller individual population sizes).

Product-specific work:

- I think we should continue to keep our eyes on the DMPA IM market and what happens with price as competitors achieve ERP and WHO PQ. Given the supply shortage, there is the potential for procurers to be “taken advantage of.” I also think there could be better coordination of procurement with manufacturers to (1) consolidate volume, and (2) achieve a low price for all, no matter who is buying.

Discussion topics

Delhi, monthly calls, and listserv

Suggestions for discussion in Delhi

Planned sessions (already incorporated in Delhi agenda)

Innovation fund and resources

Results of the work streams:

- Communication of important results/learnings/ideas.
- QuRHM update.
- Role of pledge guarantees.
- TMA workshops.

Cooperation/coordination with other implementing mechanisms of the RHSC:

- RMA and SSWG colleagues will be attending this meeting, as well as many regional partners and GEMS members.

Clear work plan for the group for the year

MDAWG and market dynamic working groups:

- The similarities and differences.
- Links between the organizations.

Internal organization to motivate and mobilize more activity through work stream mechanisms

Suggestions for discussion

Potential topics to discuss throughout the year

Quality and regulatory:

- The role of quality generic manufacturers in the supply of quality products at affordable price over sustainable period.
- The approach for faster product registration in the countries.


Private sector:

- SHOPS Project.
- The role of the private sector in family planning program.
- Increasing local manufacturers' participation in the commodities security dialogue.

Data and information:

- Market data.
- Market research.
- Measuring and tracking private financing for family planning.
- Involvement from organizations skilled in market development, such as PSI, MSI, etc., is key—leveraging them more to present their success stories.

Demand generation:

- How to mainstream demand-creation activities to complement supply side.
 - Direct-to-consumer advertising of contraceptives.
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Suggestions for discussion

Potential topics to discuss throughout the year

Innovation:

- Prioritizing innovations in FP and engaging the private sector in scaling up the innovations.
- Space for new methods.

Products:

- LARCs.
- New methods (i.e., vaginal rings).
- M&E of market shaping activities such as implants minimum volume guarantee.
- Making orals, injectables, and EC OTC in countries.

Engage country representatives:

- Taking advantage of the presence of local partners to present innovative use cases for discussion.
- Plans for LAC and SECONAF regions.
- How to use these tools to benefit countries with huge need, such as those in Francophone West Africa.

Engaging country partners

Invite and sustain their participation:

- Asking the participants of the group to share contact details of this type of professional and the leader of the group sends a formal invitation.
- By inviting them to be an active member of MDAWG.
- This is on the same level as investment promotion—relevant folks need to be identified, starting with via our own networks, reached out to, and regularly engaged. Although I was unable to attend, the meeting in California a year ago was a great opportunity to expand our network.
- Would be great for this group to get a better definition of what is a “market shaping/market dynamics professional” first. I don't think I have a clear picture of what skills or position that person has. And then I think we need to articulate what value a market shaping professional would get from being a member of a global group. Networking/partnering opportunity? Funding opportunity? Sharing research findings?

Active engagement:

- By showcasing their successes, having them share lessons learned to a broader audience.
- I think MDAWG should have one representative (maybe Volunteer) in each country and he/she will responsible to update on country-level situation and activities. (This may be too intensive for MDA, but can we generate this dialogue another way?)
- Identify country or sub-regional level members who are willing and able to mobilize and moderate national/regional virtual meetings to determine their issues, and then bring them to the global group via listserv discussions.
- Through listserv discussions/ monthly news.
- Trainings/workshops.
- Trainings/meetings on these topics?
- Meetings and consultation workshops.



Thank you.

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