

Market Development Approaches Working Group

Workplan: Version, November 6, 2008

Objectives:

The objectives of the Market Development Approaches Working Group (MDAWG) are to:

1. To develop and access models, tools and approaches that facilitate the development of market approaches that meet the SRH needs of lower income consumers.
2. To improve access to and choice of RH supplies for low and moderate income consumers through developing a total market approach (public, private, and commercial sectors).
3. To use Market Development Approaches to stimulate demand for RH supplies.

The Market Development Approaches Working Group (MDA WG) contributes to the goal of reproductive health (RH) supply security through a greater focus on the "total market" which, by definition, includes the private and commercial sectors. It seeks to bring about changes that allow for greater movement "up" the value chain, from subsidized to non-subsidized products. It also aims to facilitate overall market growth, greater equity through the better targeting of subsidies, and wider private sector involvement.

Since its establishment, the MDA WG has broadened global awareness of market development approaches and helped to refine current understanding of the total market for RH supplies. Technical input from the WG was instrumental in shaping IPPF/ICON's seminal work on second tier markets; which, in turn, focused the WG's attention on the need to assure the quality of the generic supplies on which those markets largely depend.

The MDAWG contributes to all three overall goals of the Reproductive Health Supplies Coalition (RHSC). It has most direct responsibility to help "increase availability, predictability, and sustainability of financing for RH supplies" but also contributes majorly to the "strengthening capacity of health systems to deliver RH supplies in a sustainable manner". The SSWG links with and complements other working groups to achieve RHSC goals.

- Quality assurance is a concern for both the SSWG and MDAWG. In the case of prequalification, this is to increase RH supply options for the public sector as well as to broaden the range of producers of RH products participating in commercial markets.
- The MDAWG can identify effective and efficient uses of private sector resources. This supports efforts by the Resource Mobilization and Awareness working group to mobilize new and additional resources for RH commodity security.

- The Market Development Approach Working Group (MDAWG) focuses on mobilizing private sector resources by expanding commercial markets for clients who are able to pay for their RH products. The SSWG focuses on the best use of public resources.

MDAWG Process:

The MDAWG will:

- consist of a core group of members who are responsible for setting priorities and developing a balanced and feasible work plan and budget – from activities requiring multiple partner participation to activities of a more strategic nature.
- meet at least twice a year and organize teleconferences as needed.
- expect from its members a commitment to contribute to the required activities as agreed in the work plan in order to achieve the objectives of the working group and goals of the RHSC.
- have a coordinator to manage the working group, share information with members, organize meetings and teleconferences, communicate with the RHSC Secretariat and serve on the Executive Committee, help coordinate with other working groups, and coordinate research and analysis when required.¹
- prepare an estimate of the costs for achieving identified milestones.
- review its role and terms of reference at regular intervals and submit any recommendations in adapting its structure, and priority activities of the work plan and budget to the Executive Committee for annual approval.

MDAWG Membership:

Membership is open to RHSC members interested in working to achieve MDAWG objectives. Current members include UNFPA, WHO, USAID, World Bank, Gates Foundation, IPPF-ICON, DELIVER, PATH, Crown Agents, JSI, Constella-Futures, Abt Associates (and PSP-One), MSI, and the Reproductive Health Interchange. Visiting participants also participate in SSWG activities to advance specific issues. The SSWG strongly encourages the participation of other RHSC members, including developing country representatives, other bilateral funding agencies, and relevant technical organizations.

¹ Additional information about working group coordinator responsibilities is in the “Organizational Principles and Structural/Governance Terms of Reference for the Reproductive Health Supplies Coalition.”

Objective 1: To develop and access models, tools and approaches that facilitate the development of market approaches that meet the SRH needs of lower income consumers.

Current and Potential Activities	Responsibility Within WG	Responsibility Outside WG	08	09	10	Funding Source	Cost (est.)	Deliverables, RHSC Focus Areas & Strategic Objectives
Development of Market Segmentation Toolkit								
<p>Objectives:</p> <ul style="list-style-type: none"> ▪ Promote more effective market segmentation approaches to identify different RH consumer segments that can drive supply and demand creation strategies; ▪ Improve efficiency, reduce unneeded subsidy by coordinating the public and non-public market players toward appropriate market segments <p>The Toolkit is to consist of:</p> <ul style="list-style-type: none"> ▪ An inventory of approaches and segmentation bases [demographic, psychographic, risk profiles, wealth, etc.] ▪ Strategies for matching sources of supply to consumer segments ▪ Dissemination of tools, case studies on effective use of segmentation and sources of data 	<p>Rebecca Patsika (Abt Ass) with Jeff Barnes, Gail O’Sullivan (Abt Ass.) and Joan Robertson (Constella)</p>		X	X		<p>USAID through PSP-One</p> <p>Constella Futures</p>	<p>\$20K</p> <p>\$10K</p>	<p>Deliverables: Toolkit produced</p> <p>RHSC Focus Area 1.1 Mobilize public sector and total market resources at country level (SO 1.1.2)</p> <p>RHSC Focus Area 3.1 Foster greater harmonization among stakeholders at global level (SO 3.1.1)</p>

Current and Potential Activities	Responsibility Within WG	Responsibility Outside WG	08	09	10	Funding Source	Cost (est.)	Deliverables, RHSC Focus Areas & Strategic Objectives
Development of Indicators to measure market development								
<ul style="list-style-type: none"> Establish and promote a consensus on indicators to be used in judging success in development of total market approaches to better inform programme design and evaluation <p>The Toolkit is to consist of:</p> <ul style="list-style-type: none"> Indicators to judge market size, accessibility, equity and sustainability Guidance on issues of measurability, reliability and cost 	Jeff Barnes, Gail O'Sullivan (Abt Ass.) and Joan Robertson (Constella)		X	X		USAID through PSP-One Constella Futures Other TBI	\$10K \$10K \$30K	Deliverables: New indicators developed and publicized to measure MDA's RHSC Focus Area 1.1 Mobilize public sector and total market resources at country level (SO 1.1.2) RHSC Focus Area 3.1 Foster greater harmonization among stakeholders at global level (SO 3.1.1)
Improved Data Availability								
<p>IMS-Type Data-Base: Feasibility to perform a brand survey in a representative country for RH commodities. Inclusion of RH commodities in any IMS survey to be done in less developed countries (Ghana and Gambia)</p> <p>DHS Modification: Advocating for slight modifications to the DHS data collection tools to include questions on brand and price of contraceptives being used.</p>	Steve Kinzett (RHSC) Patricia Mengech (USAID)	International Pharmaceutical Association and IMS DHS	X	X	X	None None	\$50K \$30K	Deliverables: More data availability on brand and size of market in private sector RHSC Focus Area 1.1 Mobilize public sector and total market resources at country level (SO 1.1.2)

Objective 2: To improve access to and choice of RH supplies for low and moderate income consumers through developing a total market approach (public, private, and commercial sectors).

Current and Potential Activities	Responsibility Within WG	Responsibility Outside WG	08	09	10	Funding Source	Cost (est.)	Deliverables, RHSC Focus Areas & Strategic Objectives
Facilitating an enabling environment for the private sector to complement the health stewardship role of the State								
<p>Define and clarify complementary roles of the public and non-public sectors in contributing to national efforts to improve SRH – thus improving the use of in-country resources.</p> <p>The workstream:</p> <ul style="list-style-type: none"> Places emphasis on supporting the stewardship role of government in ensuring health of whole population; Recognises the significant role of the non-public sector in health service provision Seeks to promote enhanced cooperation and collaboration between public and non-public sector [QoC, QA, QC?] 	Ben Light (UNFPA) and Jeff Barnes (Abt Ass.)		X	X	X	USAID through PSP-One	\$100K	<p>Deliverables: Workshops on cooperation between public and non-public sector – Network for Africa</p> <p>RHSC Focus Area 2.1 Strengthen Capacity at Country level to ensure and sustain functional RH supply chains across all sectors (SO 2.1.2, 2.1.4)</p>

Current and Potential Activities	Responsibility Within WG	Responsibility Outside WG	08	09	10	Funding Source	Cost (est.)	Deliverables, RHSC Focus Areas & Strategic Objectives
Total Market Initiative								
<p>Facilitate market segmentation with broad range of in-country stakeholders from public and non-public sector; and to define the targets, and roles and responsibilities of the groups involved.</p> <p>Components of the initiative would include:</p> <ul style="list-style-type: none"> • Formative research to identify market segments • Advocacy around segmented approaches and consensus on matching providers to segments • Generic demand creation for RH products and services • Targeted subsidy schemes • Ongoing advocacy and supportive policy work • Evaluation and lessons learned <p>This workstream will utilize work undertaken from other workstreams (e.g. Market segmentation toolkit, indicator development)</p>	Ben Light (UNFPA) and whole MDAWG		X	X	X	None	\$250K	<p>Deliverables: Carry out TMI in at least one country – production of comprehensive report detailing the market</p> <p>RHSC Focus Area 1.1 Mobilize public sector and total market resources at country level (SO 1.1.2, 1.1.3, 1.1.4)</p> <p>RHSC Focus Area 2.1 Strengthen Capacity at Country level to ensure and sustain functional RH supply chains across all sectors (SO 2.1.2, 2.1.4)</p> <p>RHSC Focus Area 3.2 Foster greater harmonization among stakeholders at country level (SO 3.2.1)</p> <p>RHSC Focus Area 3.4 Promote innovation and utilization of new knowledge (SO 3.4.1)</p>

Objective 3: To use Market Development Approaches to stimulate demand for RH supplies.

Current and Potential Activities	Responsibility Within WG	Responsibility Outside WG	08	09	10	Funding Source	Cost (est.)	Deliverables, RHSC Focus Areas & Strategic Objectives
Facilitating the availability of quality Generic Supplies								
Provide the following: <ul style="list-style-type: none"> Comprehensive list of methodologies Comprehensive list of tests List of Testers [companies that have sufficiently high standards to act as test centres] Supports the prequalification and quality RH medicines workstreams of the SSWG	Mike Hall (ICON); Leo Bryant (MSI)	Morten Sorensen (UNFPA), Helene Moller (WHO) and SSWG	X	X	X	None	\$40K	Deliverables: Production and dissemination of a database of tests and testing sites for RH commodities prior to achieving WHO prequalification RHSC Focus Area 2.1 Strengthen Capacity at Country level to ensure and sustain functional RH supply chains across all sectors (SO 2.1.3)