Improving FP Care and Market Insights Through Inventory Tools for Private Facilities

OCT 18

Maisha Meds

Maisha Meds' innovative solution improves healthcare and reporting from the private sector

2,600
clinics, pharmacies, drug shops in Kenya, Uganda, Tanzania, Nigeria, and Zambia

Digital POS tool
Android-based software helps pharmacies track sales and manage inventory, with 20 million+ patient encounters supported in last 5 years

Digital reimbursement programs
have provided discounted WHO-prequalified testing and medication to over 250,000 patients in under 4 years

Market Insights platform
we combine proprietary data with alternative source of supply chain data to build picture of private sector consumption across the value chain

Pharmacy + clinic management software drives provider engagement and patient insights

Robust Functionality

Enables detailed reporting on inventory, sales, and profitability.

High Engagement

65% of monthly users are active daily.

Market Insights

Offers granular view of into sales, prices, margins dispensing trends, stock levels, and more.
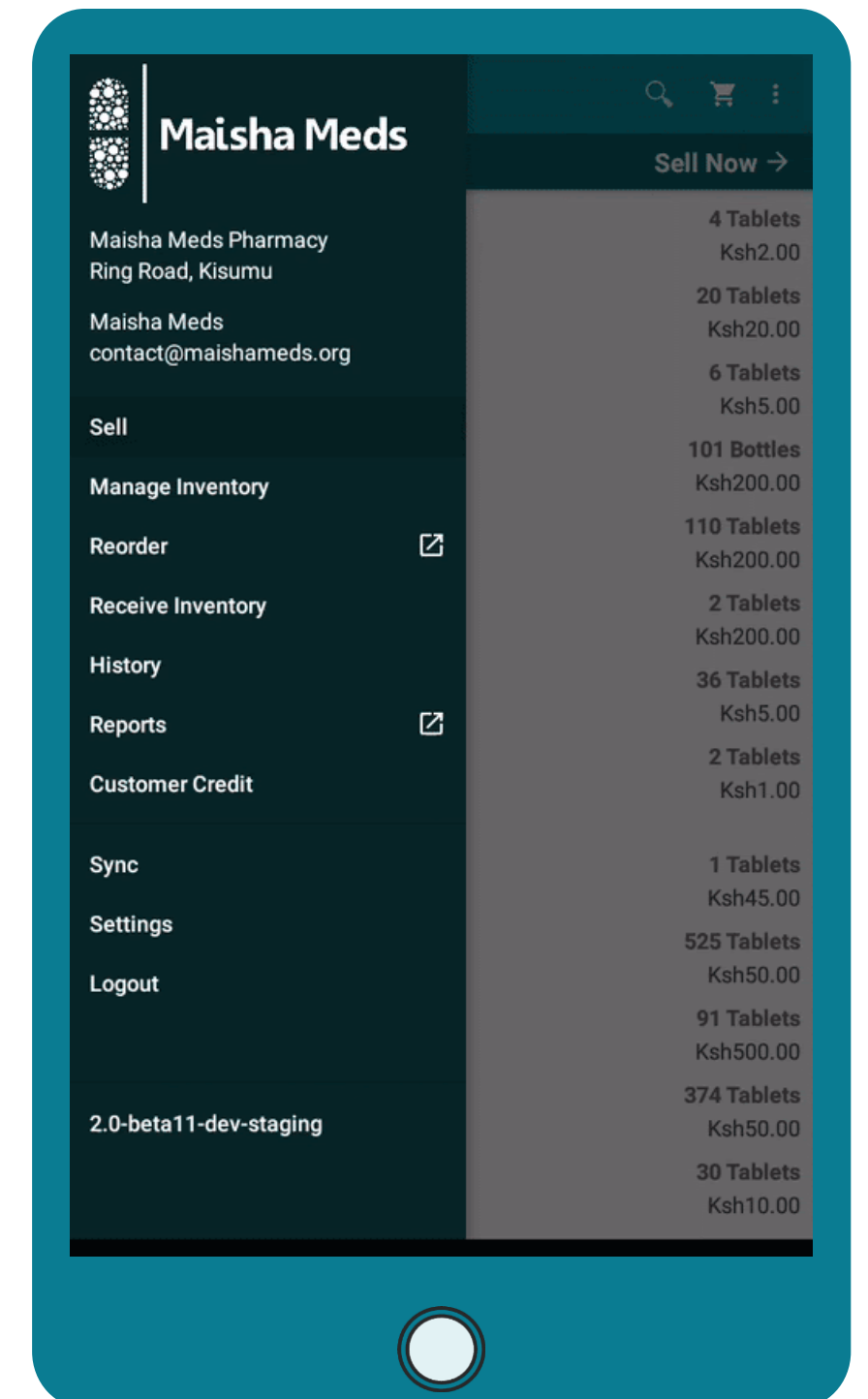
Low-resource Design

Operable in areas with limited internet and electricity.

Dedicated Help

Includes remote training and support.

Versatile Use

Applicable in both public and private health sectors for tracking and forecasting commodities.

Maisha Meds has built a payments platform to enable patient and provider reimbursement

Pharmacy uses our software to show gaps in care and current market dynamics

MM works with global health funders to design programs using pharmacy data

Pharmacy receives stock and enrolls patients in program

Patient verifies identity and pays a small co-payment to receive care

Maisha Meds verifies transaction and reimburses pharmacy / clinic via mobile money

Every month, 900,000 patients access care across our network and we directly pay for 18,000+ patients to access malaria care + SRH

MAISHA MEDS DIGITAL REIMBURSEMENT PROGRAM

pays for healthcare on behalf of patients to shift behavior towards longer acting contraceptive utilisation

- The program captures and verifies patient details, and pays pharmacies via bank or mobile money transfers for care that has been delivered.
- Primary objective is to improve access to healthcare for patients by motivating providers to deliver affordable and quality care, enabled by technology.

Program stakeholders

The Pharmacist

I use the app to run my business
by making sales, scanning barcodes, and tracking inventory
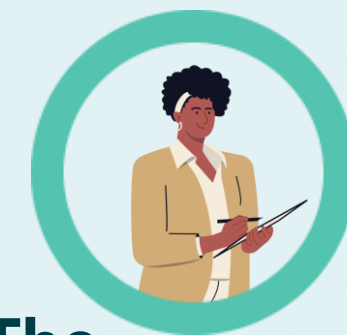
I get reimbursed & make more money
for following clinical guidelines such as running a rapid test before selling antimalarial drugs

The Patient

I enroll in the program
using USSD or an ID to verify my identity

I access subsidized care
which makes it cheaper to test before treatment
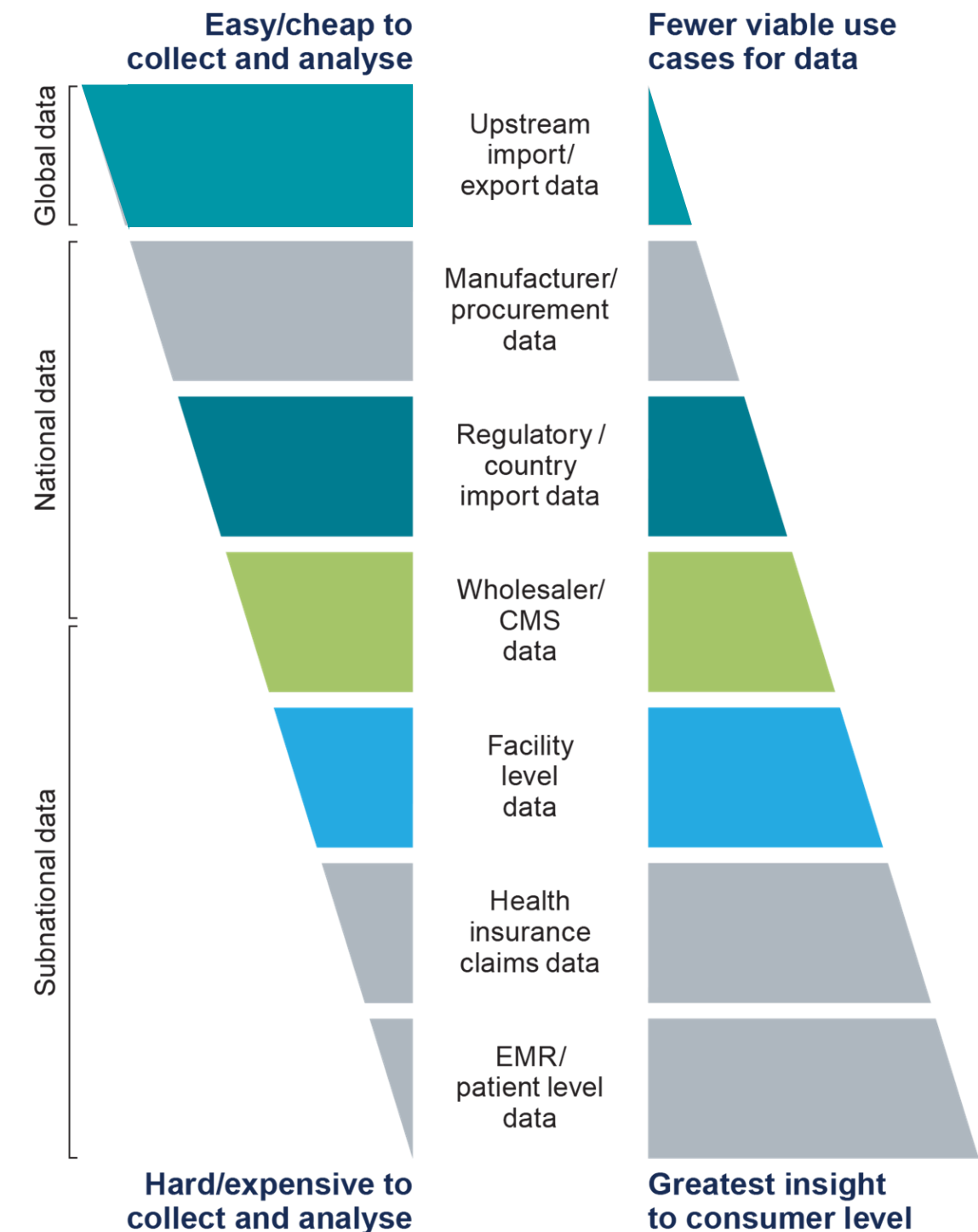
The Funder/Govt'

I can support difficult to reach patients
to improve quality & affordability in the private sector
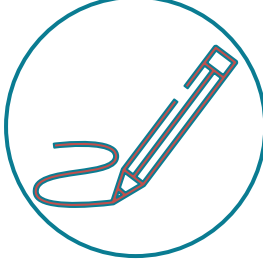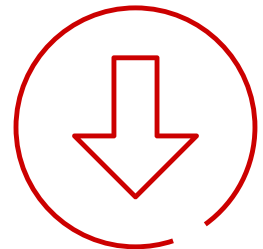
I use POS data to understand market failures
to help design programs, direct funds where they're needed, gain last-mile visibility on disease burden, and treat with real-time data access

Market Insights - we are collecting, cleaning and aggregating FP data from across the value chain
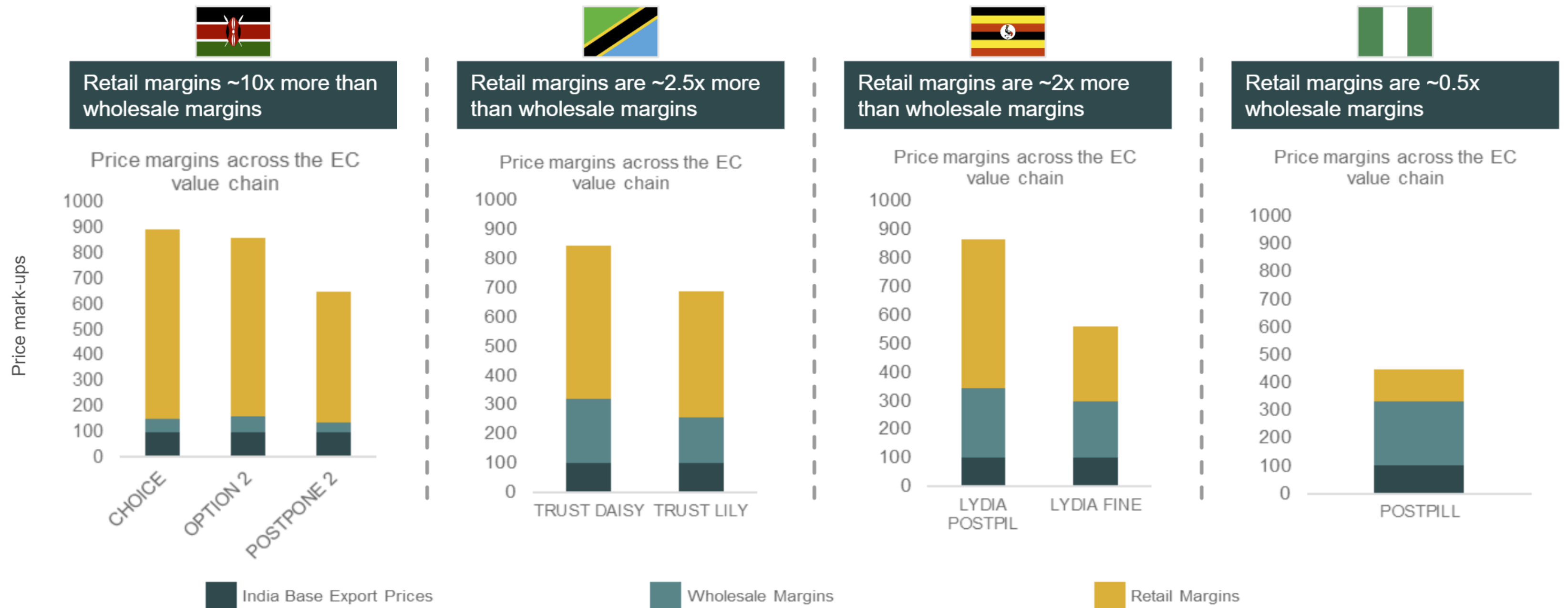
- Fewer players and more consolidation at global level vs. greater fragmentation and proliferation of systems lower along the chain

  - Easier and cheaper to collect and analyze at global level (but still high effort!)
  - More difficult and expensive to collect and analyze at lower levels

- Data generated at higher levels might tell us less about what we want to know about the market and consumer activity than data generated closer to the consumer

- Access to data sets from multiple levels allows for cross-validation of data and enables analyses along the chain

Easy/cheap to collect and analyse   **Fewer viable use cases for data**

Global data
- Upstream import/export data

National data
- Manufacturer/procurement data
- Regulatory / country import data

Subnational data
- Wholesaler/CMS data
- Facility level data
- Health insurance claims data
- EMR/patient level data

Hard/expensive to collect and analyse   **Greatest insight to consumer level**

For FP analysis we use; export and POS data - cross referenced against import data and DKT

		Trade Data from 2018 - 2022	POS Data from 2020 - 2023
Definition		Trade data is comprised of:- ▪ Export records mostly from India, Hungary, Indonesia ▪ Import records from eight SSA countries	POS data is from ~>2600 facilities within Maisha Meds network, capturing all sales. 18 million patient interactions, 1 million FP patient interactions
Strength		1. Great for EC, Combined Oral Contraceptives, Injectable, IUDs, Misoprostol & Mifepristone 2. Gives SMO and private national overview of FP consumption across SSA due to limited local manufacturing 3. Data validated against import data from multiple SSA countries and DKT sales by country.	1. Gives the sub-national overview of healthcare commodities consumption 2. Shows the price to patient & corresponding retail mark-up at facility 3. Useful for stratification of national trends at the sub-national level
Limitations		1. The data isn't easy to use and needs a lot of effort to clean 2. The current FP data isn't great for condoms & implants 3. It doesn't capture 100% of the market especially since it lacks exports from regions like China & Europe	1. Currently the data is not fully representative of the market 2. Limited to 4 countries 3. Large number of facilities are in low / medium income areas thus it introduces some bias to the analysis at the moment

Margin analysis allows us to see the supply chain issues in need of intervention - distribution or retail

| Retail margins ~10x more than wholesale margins | Retail margins are ~2.5x more than wholesale margins | Retail margins are ~2x more than wholesale margins | Retail margins are ~0.5x wholesale margins |

Price margins across the EC value chain

Legend: ■ India Base Export Prices   ■ Wholesale Margins   ■ Retail Margins

NOTE:
- Price margins have been calculated as absolutes and with a base price normalized at 100 – the mark-ups are comparable across brands and countries. Total margin can be calculated by add retail & wholesale margins
- *Exchange rate for Nigeria used was 1 USD = 760.27 Naira*

THANK

YOU

 Maisha Meds