Market Development Approaches Working Group

March 20, 2018
Brussels, Belgium
Why Private Sector?

Julia White
FP Financing Lens

<table>
<thead>
<tr>
<th>Drivers of the Funding Gap</th>
<th>Possible Solutions</th>
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<td>1. Donor funding is flat/decreasing</td>
<td>A. Donors – advocate for additional investment from new and existing donors</td>
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<td>2. Lack of government capacity &amp; commitment</td>
<td>B. Government – increase role of gov’t through committing funds and procurement</td>
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<td>3. Lack of private sector development (role of SMOs and commercial suppliers)</td>
<td>C. Individuals/Out-of-Pocket – generate additional sources of funding from OOP payments from private sector</td>
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<td>4. Family Planning excluded from NHI and other insurance schemes</td>
<td>D. Develop clear, cohesive advocacy to hold gov’t and donors accountable</td>
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<td>5. Lack of effective advocacy messaging for FP</td>
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<td>6. Lack of coordination among players</td>
<td>E. Improve coordination among players across sectors e.g. donors, gov’t, SMOs, NGOs, suppliers etc.</td>
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<td>7. Procurement Inefficiencies</td>
<td>F. Take a more “holistic approach with FP” and identify efficiency opportunities in programmatic interventions</td>
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<td>8. Concern for FP areas beyond commodities</td>
<td>G. Explore opportunities for market shaping interventions</td>
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Note: Drivers and solutions are broadly bucketed based on themes and may not necessarily match up one to one.

Lots of focus here by others

MDAWG Focus
World Café
World Café Presenters

Innovative and Non-Traditional Approaches to Development Financing
Avery Waite, USAID

Leveraging technology to provide Reproductive Health solutions
Leslie Heyer, Cycle Technologies

Leveraging Regulatory Harmonization Initiatives to Increase the Availability and Quality of Supplies
Wilberto Robles, WCG

MDAWG Workstream: Pregnancy Tests
Tracey Brett, FHI 360

MDAWG Workstream: Market Bookshelf
Andrea Bare, WDI

Heat Stable Carbetocin
Jeff Jacobs, Merck for Mothers

Using big data to track contraceptive supplies in the private sector
Steven Harsono, IQVIA
World Café Discussions
Brainstorming Session
Activity Themes

1. TMA
2. FP Financing
3. Quality
4. Visibility/sharing of market data & information
5. Product-focused work (appropriate design, new product intro, etc.)
6. Consumer/demand side focus
7. Affordability/equity
8. Experience sharing