



Reproductive Health Supplies Coalition

Market Development Approaches Working Group

7 October 2013



Reproductive Health
SUPPLIES COALITION

Market shaping for family planning

An analysis of current activities and future opportunities to improve the effectiveness of family planning markets

RHSC market shaping consultation

Activities in the development of common market language



Dalberg phone interviews and surveys with over 40 stakeholders

April to July 2013

Two-day consultative exercise with over 50 stakeholders

May 7 and 8 in Washington, DC



Final report due in December 2013

Creating an analysis of current activities and future opportunities to improve the effectiveness of family planning markets

Dalberg

Defining market shaping

Market shaping

Market shaping interventions are typically short-term in nature and are explicitly intended to catalyze change in the marketplace. Such activities can either be performed by institutional market participants (e.g., buyers, sellers, regulators, and funders) seeking to improve how their behaviors affect the health of the market at a strategic level, or by third parties aiming to either provide shared goods (e.g., information and research) or work directly with individual participants to improve their behavior. These interventions can either seek to create new markets, optimize existing ones, or fix failing ones.

Key differences between market shaping and programmatic interventions

“Market shaping” activities are classified here as those that address inefficiencies directly related to the buying and selling of products, while “programmatic” activities are those that often influence the market but relate more closely to clinical care model and service delivery design (through each of the public, private, and NGO-mediated sectors).

Additionally, market shaping activities are often in the form of time-limited interventions, while programmatic activities tend to consist of ongoing work.

Market development

A range of activities that encompass market shaping and programmatic interventions related to the sustainable development of a market as a whole at the national or sub-national level. Market development applies a tailored approach to affecting supply and demand in both the public and private sector at both global and country levels. While some activities may happen as pilots in time-limited settings, the intention is to scale and sustain these activities to improve market access, choice, equity, and quality. Market development approaches are closely linked to system strengthening and advocacy work at the country level.

Definitions of “market shaping” and “programmatic interventions” are taken from *Market Shaping for Family Planning*, a report by Dalberg Global Development Advisors to be published December 2013.

A framework for market shaping

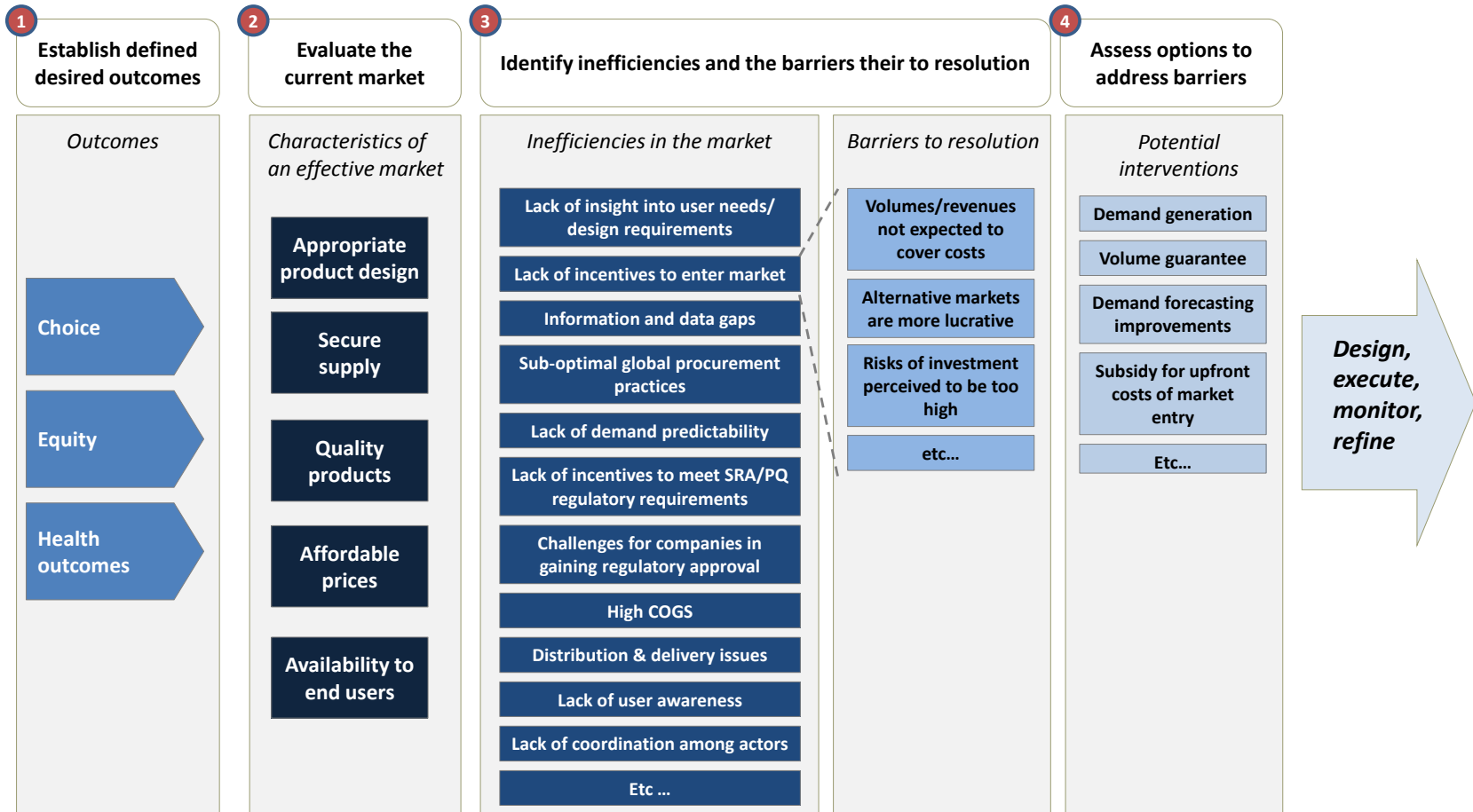


Figure 1, "A framework for market shaping," is taken from *Market Shaping for Family Planning*, a report by Dalberg Global Development Advisors to be published in December 2013.

Examples of market shaping activities

	Market shaping	Programmatic
Global	<ul style="list-style-type: none"> • Price negotiations • Pooled procurement and cooperation agreements • Process and COGS optimization • Optimizing global regulatory framework • Global demand forecasts • Global price publication 	<ul style="list-style-type: none"> • Aggregation of local data such as unit cost and service delivery • Sharing of lessons learned from local service interventions
Local	<ul style="list-style-type: none"> • Streamlining national registration processes • Strengthening national procurement programs • Market segmentation analysis • Usability and design studies • Local supply-chain management (<i>overlap with programmatic work</i>) • Local demand forecasting (<i>overlap with programmatic work</i>) 	<ul style="list-style-type: none"> • Optimization of service delivery model • Development of quality standards for services • Training and supervision of providers • Awareness generation • Health system strengthening • Program M&E • Local supply-chain management (<i>overlap with programmatic work</i>) • Local demand forecasting (<i>overlap with programmatic work</i>)

Cross-cutting:
Initiatives that serve to coordinate stakeholder efforts (at both the global level and on the ground) to drive up uptake of key products

Figure 2, “Examples of market shaping,” is taken from *Market Shaping for Family Planning*, a report by Dalberg Global Development Advisors to be published in December 2013.