Partnering with IMS Health
A Proof of Concept for Improved Market Visibility

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Background

- FP2020 aims to increase access by 46% across 69 countries.

- Access is through markets.

- However, there is limited/incomplete visibility of market data and no routine collection of market data at country level.
What we are building on

MMV
- Expertise
- Initial funding

IMS
- Specialist expertise

Zambia
- Specialist data collection system
- Databases and standard reports
- Training and support to analyse
- Zambia controls IMS and MMV data access and level
Getting the complete picture

**Emergency Contraception**
- RHI: 30,000
- IMS/MoH data: 20,000
- Donor: 15,000
- Private: 5,000

**Condoms**
- RHI: 100,000,000
- IMS/MoH data: 40,000,000
- Donor: 20,000,000
- MoH: 5,000,000

**Oral**
- RHI: 10,000,000
- IMS/MoH data: 5,000,000
- Donor: 5,000,000
Contraceptive provision over time

Couple Years of Protection

Year to June
- Year to June
- Year to June
- Year to June
- Year to June
- Year to June

Oral
IUD
Injection
Implant
The value of market data

Financing
- Understand drivers of expenditures

Policy refinement
- Understand extent and speed of impact of policy change

Patient safety
- Monitor medicines

Supply security
- Prices and trends in private sector supply of important medicines

Investment
- Greater knowledge equals greater comfort with investment