

15th
GENERAL MEMBERSHIP MEETING
of the **REPRODUCTIVE HEALTH**
SUPPLIES COALITION
20-24 OCTOBER
MEXICO CITY

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



MONITORING FRENCH WEST AFRICAN CONTRACPETIVE MARKETS USING IMS DATA

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AVAILABILITY



QUALITY



EQUITY



CHOICE

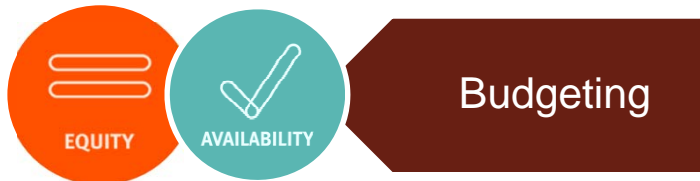
SALUD
SECRETARÍA DE SALUD



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INTELLIGENCE APPLIED.

The Value Of Market Data



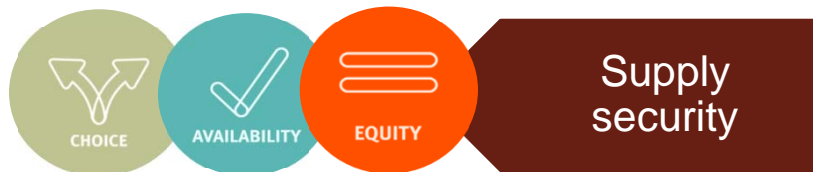
Understand drivers of expenditure, at both top line and detailed level



Understand extent and speed of impact of policy change



Monitor supply chain or medicines linked to relatively higher risks



Prices and trends in private sector supply; meeting Ouagadougou Partnership and FP2020 goals



Greater certainty equals lower risks equals lower interest rates

IMS Health

D L Harrison, P Stephens October 23, 2014



- Founded in 1954
- Largest pharmaceutical market research group
 - Core methodology: invoice audits
- Over 100 countries covering private and public sectors, 100,000 data suppliers, 1 million products covered
 - Routine data collection in South Africa, French West Africa and North Africa
 - 2013 IMS White Paper: *Africa – A Ripe Opportunity*
- Major source for pharmaceutical market data for governments, regulators (WHO and FDA) and industry

Partnering with Governments and NGOs in Africa

- MMV-IMS partnership since 2010 in Zambia and Uganda with the regulatory authorities and MoH in each country
- USAID Angola-DNME-IMS MoU (draft)

5 **SENEGAL – Private Sector CYP 2011 - 2013**



Method	CYP 2011	CYP 2012	CYP 2013	Percent growth
Injectables	5,807	5,597	5,579	-4%
Orals (exc progestin only)	29,026	27,312	33,453	15%
Emergency Contraceptives	5,360	6,135	7,024	31%
IUD with hormone		30	63	111%
TOTAL	40,192	39,073	46,119	15%

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Summary of Senegal Private Sector



Social marketing and unsubsidized commercial contraceptives make up only 5% of estimated total CYPs in Senegal

Private sector CYP has growth by 15% from 2011 – 2013

mCPR has grown from 10% to 12% from 2005 to 2012 (track20.org)

Need to ensure private sector continues growing including unsubsidized private sector

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The successful
warrior is the average
man, with laser-like
focus

- *Bruce Lee*