MONITORING FRENCH WEST AFRICAN CONTRACEPTIVE MARKETS USING IMS DATA

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The Value Of Market Data

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

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

**Patient safety**
Monitor supply chain or medicines linked to relatively higher risks

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

**Raising capital**
Greater certainty equals lower risks equals lower interest rates
• 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)
<table>
<thead>
<tr>
<th>Method</th>
<th>CYP 2011</th>
<th>CYP 2012</th>
<th>CYP 2013</th>
<th>Percent growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injectables</td>
<td>5,807</td>
<td>5,597</td>
<td>5,579</td>
<td>-4%</td>
</tr>
<tr>
<td>Orals (exc progestin only)</td>
<td>29,026</td>
<td>27,312</td>
<td>33,453</td>
<td>15%</td>
</tr>
<tr>
<td>Emergency Contraceptives</td>
<td>5,360</td>
<td>6,135</td>
<td>7,024</td>
<td>31%</td>
</tr>
<tr>
<td>IUD with hormone</td>
<td></td>
<td>30</td>
<td>63</td>
<td>111%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>40,192</td>
<td>39,073</td>
<td>46,119</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

- Bruce Lee