

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

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



How a Market Shaping Primer can Promote Healthy Markets for Family Planning

Amy Lin, USAID Center for Accelerating Innovation and Impact



AVAILABILITY



QUALITY



EQUITY

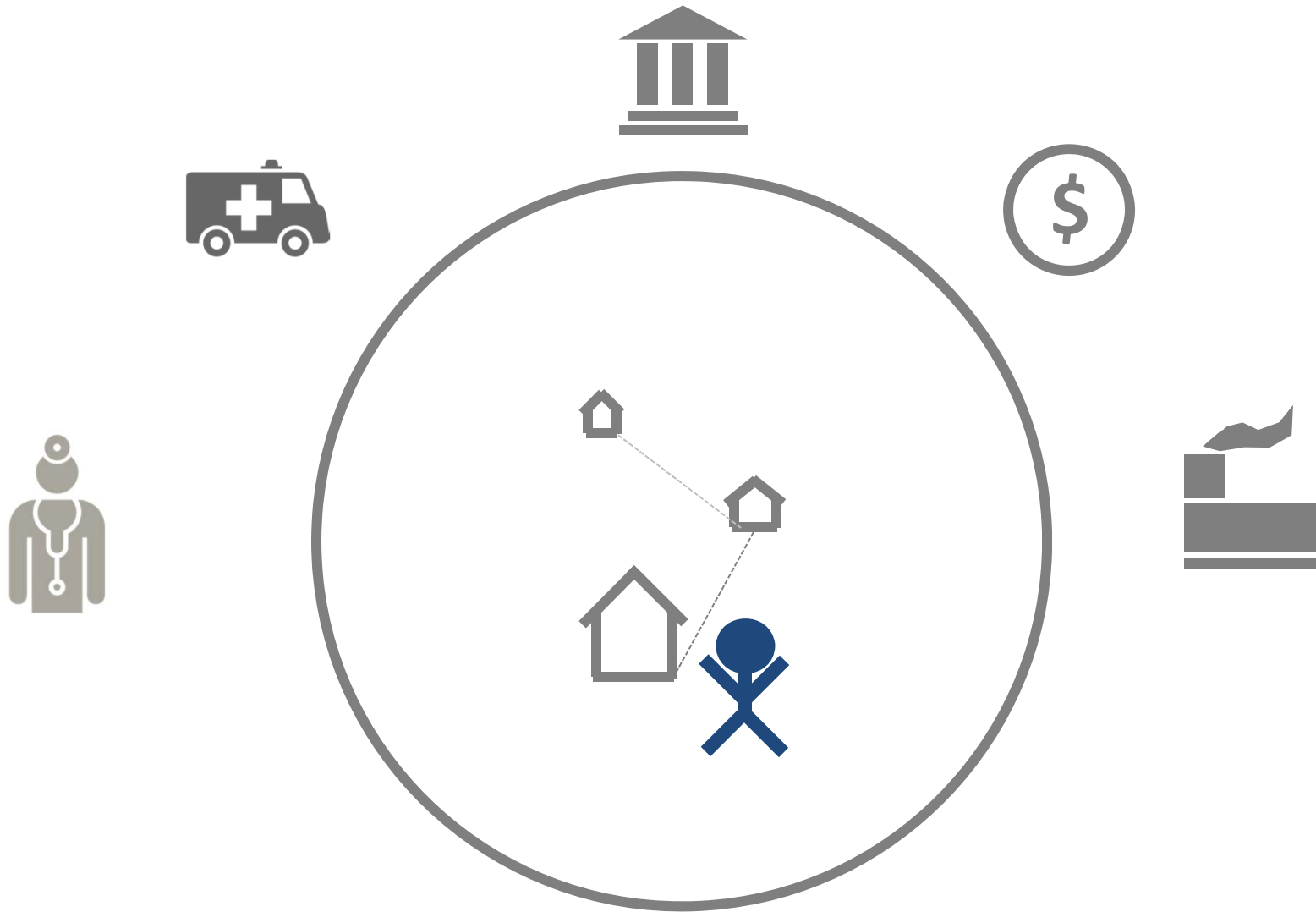


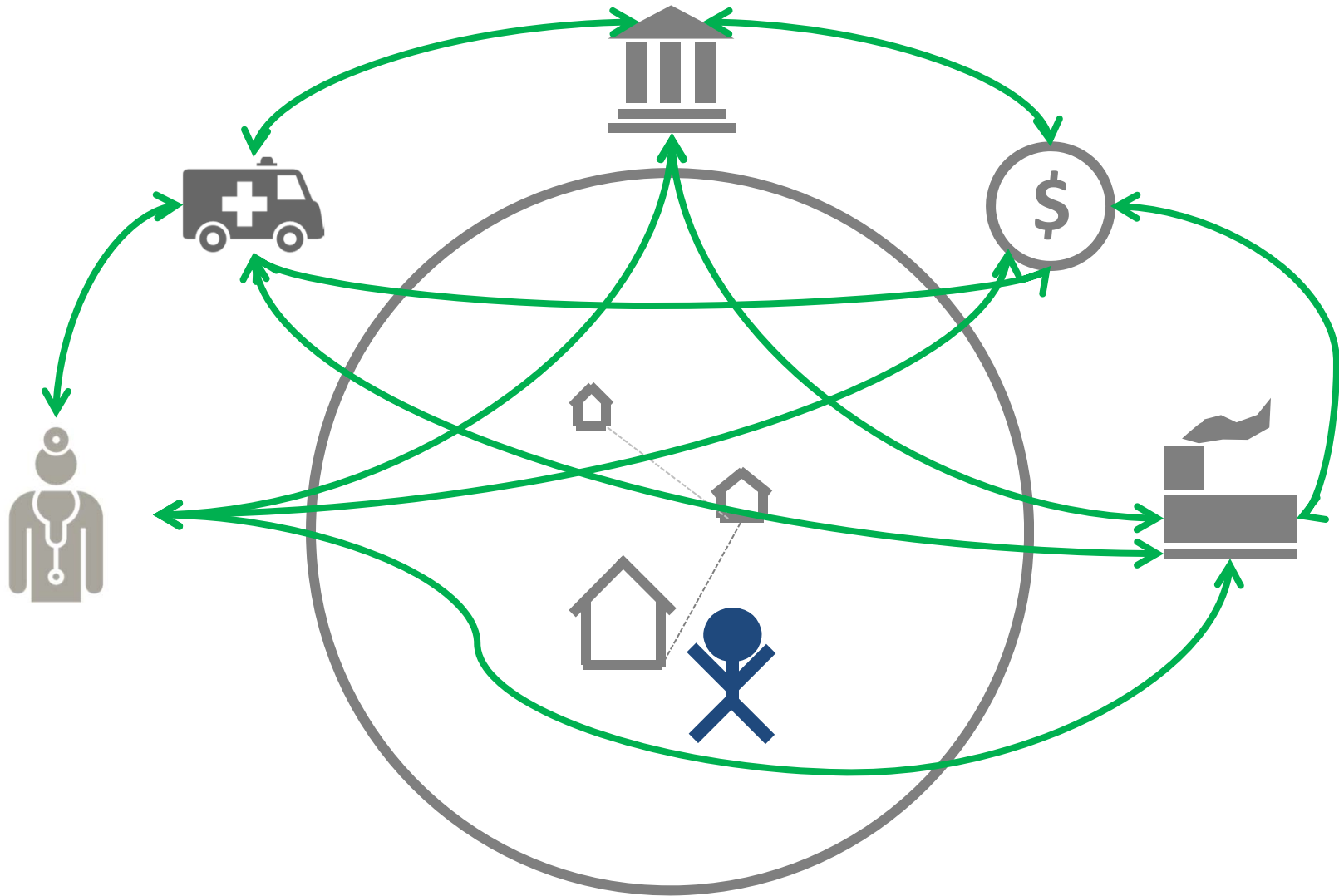
CHOICE

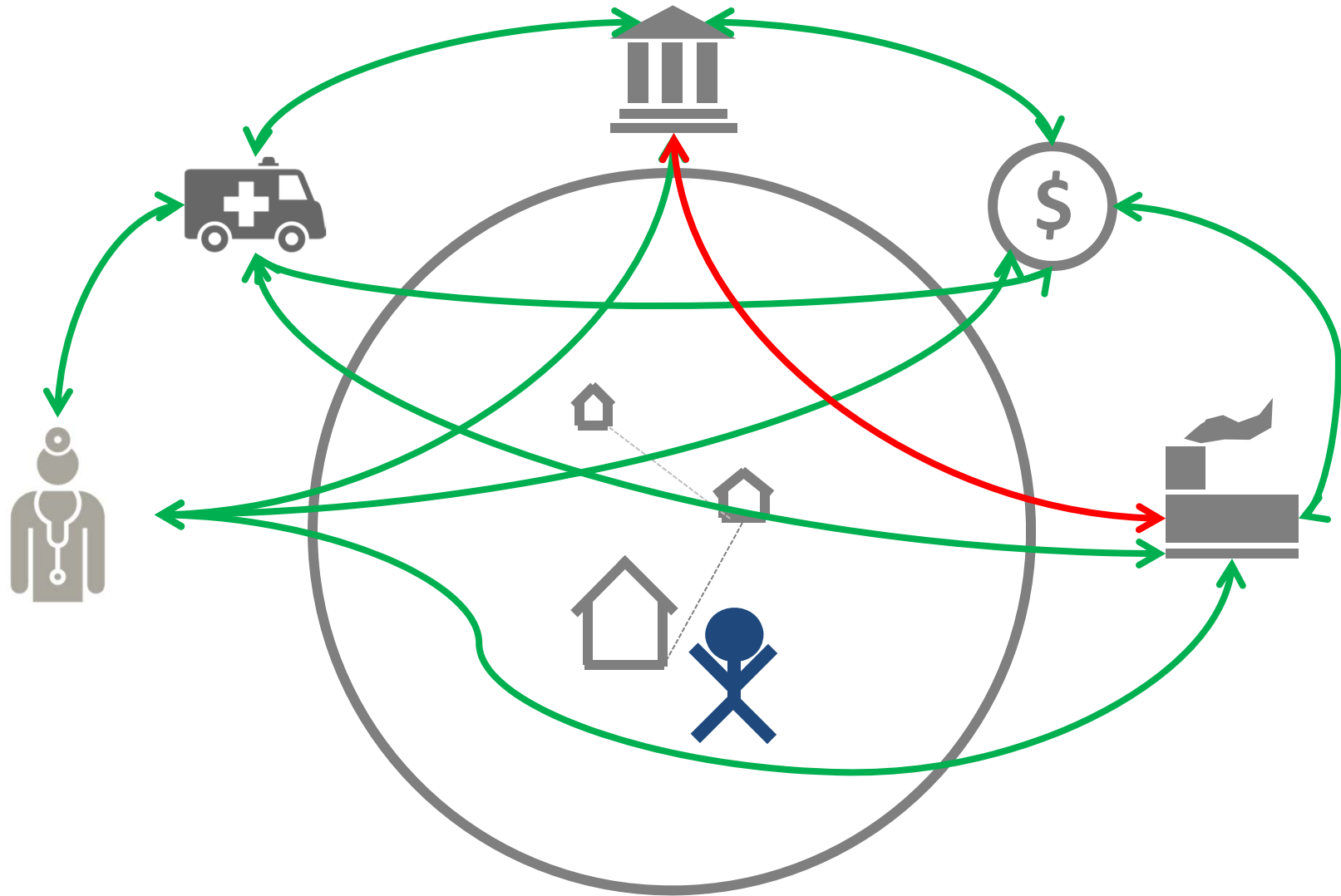
SALUD
SECRETARÍA DE SALUD



CENTER FOR ACCELERATING
INNOVATION AND IMPACT
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PATTERNS & INSIGHTS → PROBLEM RECOGNITION → SOLUTION(S)



Countries, donors and procurers can use their purchasing power, financing, influence, and access to technical expertise to address the root causes of market shortcomings and influence markets for improved health outcomes

PATTERNS & INSIGHTS → PROBLEM RECOGNITION → SOLUTION(S)



Audience: Global health decision-makers and technical health experts
examining whether and how market shaping can be applied

- Donor agencies
- Implementing or advisory organizations
- National government offices (MOH or MOF)
- Manufacturers, distributors and other supply-side actors

PATTERNS & INSIGHTS → PROBLEM RECOGNITION → SOLUTION(S)



Observe
Market Shortcomings



Diagnose
Root Causes



Assess
Market Shaping Options



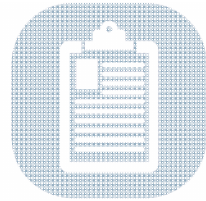
Implement
Customized Intervention



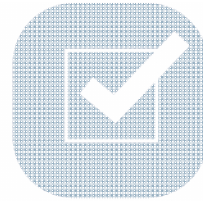
Measure
Results



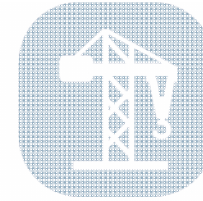
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Market Shortcomings



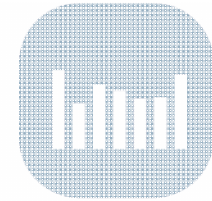
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Measure
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Affordability: Price point maximizes market efficiency between payers and suppliers



Availability: Capacity of global supply to meet demand; and consistency of local access



Assured Quality: Evidence that a product is consistently efficacious and safe



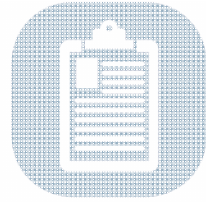
Appropriate Design: Technical possibilities maximize acceptability, choice, and ease of use



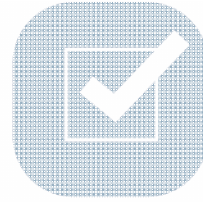
Awareness: Extent to which end users, providers, and influencers can make informed choices about product use



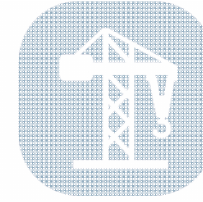
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Market Shortcomings



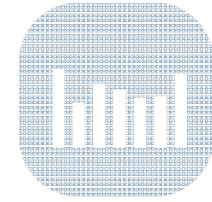
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Measure
Results



Affordability: High prices, high price variance, or swings in prices



Availability: Few suppliers; shortage, excess, or cycles of shortage/excess



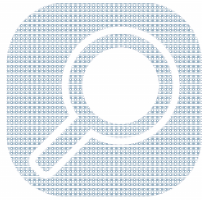
Assured Quality: Counterfeit products or inadequate quality markers



Appropriate Design: Ill-adapted designs; too many or too few variants



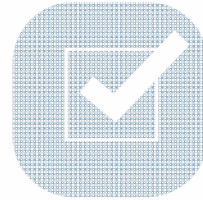
Awareness: Low awareness; high misdiagnosis rates or overuse



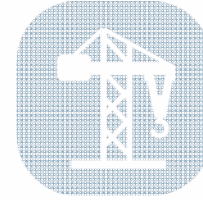
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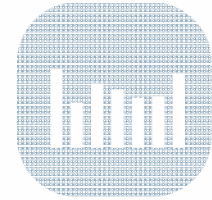
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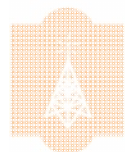
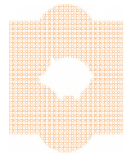
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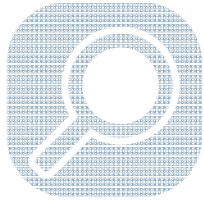
Reduce transaction costs – Lowering structural hurdles, such as by simplifying, smoothing, or rationalizing orders



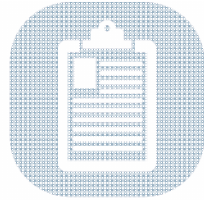
Increase market information – Generating new data, aligning existing analyses, or improving visibility of data



Balance supplier and buyer risks – Transferring financial risks to donors/purchasers to encourage engagement by existing and new suppliers



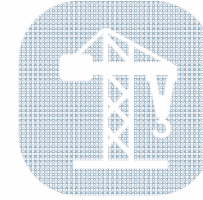
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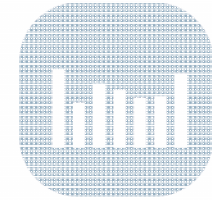
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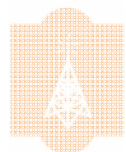
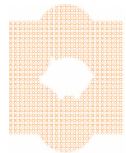
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ROOT CAUSES			MARKET SHAPING INTERVENTION OPTIONS
High Transaction Costs	Limited Market Information	Risk Imbalances Between Supply and Demand	
📉	📄		Pooled procurement
📉	📄		Coordinated ordering
📉			Variant optimization
📉			Simplified or harmonized registration system
📉			Strengthened quality assurance system
	⚠️	⚖️	Market landscape analysis
	⚠️	⚖️	Strategic demand forecasting
	⚠️		Pricing information exchange
	⚠️		Quality assessment
📉	⚠️	⚖️	Advance Market Commitment
📉	⚠️	⚖️	Volume guarantee
		⚖️	Promotion incentives
		⚖️	Channel subsidy
	⚠️	⚖️	EML and guidelines inclusion
📉		⚖️	Prize
		⚖️	Product Development Partnership