Maternal Health Supplies are Reproductive Health Supplies: A Call for Integration

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Countdown to 2015

433 DAYS
08 HOURS
58 SEC
49 MIN

Source: www.countdown2015mnch.org
Maternal and Reproductive Health Supplies: Call for Integration

Strong reasons exist to consider both supplies together

1. STREAMLINED SUPPLY
   - Joint Forecasting and Planning for Supplies
   - Parallel Value Chain and Service Delivery Infrastructure
   - Stronger Business Case for Investment

2. REINFORCED DEMAND
   - Intensified Awareness among Women

Jhpiego
an affiliate of Johns Hopkins University

15th General Membership Meeting of the Reproductive Health Supplies Coalition
Maternal and Reproductive Health Supplies: Call for Integration

Streamlined supply of commodities ultimately increases availability

ENABLED BY:

Joint Forecasting and Planning for Supplies

RESULTS IN:

• accuracy in market estimates

• Increases accuracy in market estimates and forecasting exercises which originate from the same demographic data – both supplies draw from women of reproductive age to calculate potential markets
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Streamlined supply of commodities ultimately increases availability

1. STREAMLINED SUPPLY

ENABLED BY:
Joint Forecasting and Planning for Supplies

RESULTS IN:
• accuracy in market estimates
• planning tools that account for interplay

• Allows for smarter purchasing decisions and nuanced planning tools that account for interplay between commodities – increasingly important in decentralized health systems
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Streamlined supply of commodities ultimately increases availability

1. **STREAMLINED SUPPLY**

   **ENABLED BY:**
   - Parallel Value Chain and Service Delivery Infrastructure

   **RESULTS IN:**
   - strengthened facility-level processes

   • Opportunity to **strengthen facility-level processes** and quality checks – given a common pool of health workers responsible for tracking both types of commodities, particularly at the last mile
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Streamlined supply of commodities ultimately increases availability

1. **STREAMLINED SUPPLY**

**ENABLED BY:**
- Parallel Value Chain and Service Delivery Infrastructure

**RESULTS IN:**
- strengthened facility-level processes
- fast-tracked registration possible for new products

- In the case of new products, coordinating submission efforts across multiple products to harmonize and **fast-track medicines registration**, ultimately leading to increased access
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Streamlined supply of commodities ultimately increases availability

1. STREAMLINED SUPPLY

ENABLED BY:

Stronger Business Case for Investment

RESULTS IN:

• strengthened investment in and access to supplies

• Considering the full market potential of women of reproductive age – instead of addressing maternal and reproductive market segments separately – increases the business case for investment in MH/RH supplies in low resource settings and **strengthens investment in and access to supplies**
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Streamlined supply of commodities ultimately increases availability

<table>
<thead>
<tr>
<th>Total Market</th>
<th>World</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower limit</td>
<td>$35,414,000</td>
</tr>
<tr>
<td>Upper limit</td>
<td>$45,791,000</td>
</tr>
</tbody>
</table>

Number of Women

- Total Addressable Market: 142,740,000
- Total Market w/o AMTSL: 52,814,000
- Total Market w AMTSL: 9,712,000
- Total Market w AMTSL where Oxytocin is Unavailable: 9,892,000

Legend:
- Treatment Market for Oxytocin
- Prevention Market for Oxytocin
- Unmet Treatment Need for Oxytocin
- Unmet Prevention Need for Oxytocin
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1. STREAMLINED SUPPLY

ENABLED BY:
Stronger Business Case for Investment

RESULTS IN:
• strengthened investment in and access to supplies
• facilitates market shaping

• Coordinating between supplies markets creates blue-prints and facilitates market shaping efforts to transition to quality-assured markets
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Reinforced demand mutually benefits both MH and RH supplies

 ENABLED BY: Intensified Awareness among Women

 RESULTS IN: Consistent messaging across the “consumption lifespan” of a woman

- Comprehensive messaging to women of reproductive age intensifies awareness of key issues in both reproductive and maternal health and creates consistent messaging across the “consumption lifespan” of women – leading to greater recall of available options, increased word of mouth, and increased demand and uptake for both services
Maternal and Reproductive Health Supplies: Call for Integration

Sample activities for a Call to Action via Integrating MH and RH

1. Using the RHSC Coalition as a platform to set joint priorities
   - Continued integration of MHS Caucus into broader RHSC activities
   - Strong coordination with UNCoLSC at global and country levels

2. Combined market intelligence for both supplies
   - Combine knowledge forecasts and market estimates
   - Data Repository of product manufacturers, prices, estimated demand

3. Advocating for continued investment in market or product innovation
   - Market shaping, supply or product innovations considered to learn from other mature markets that have achieved success
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A User-Friendly Tool for Market Estimation

http://reprolineplus.org/RH-assessments
Investing in Reproductive Health without considering Maternal Health is like developing case for investment in Red M&M’s and forgetting about all the other colors

- Someone funny, at this meeting
Thank you