

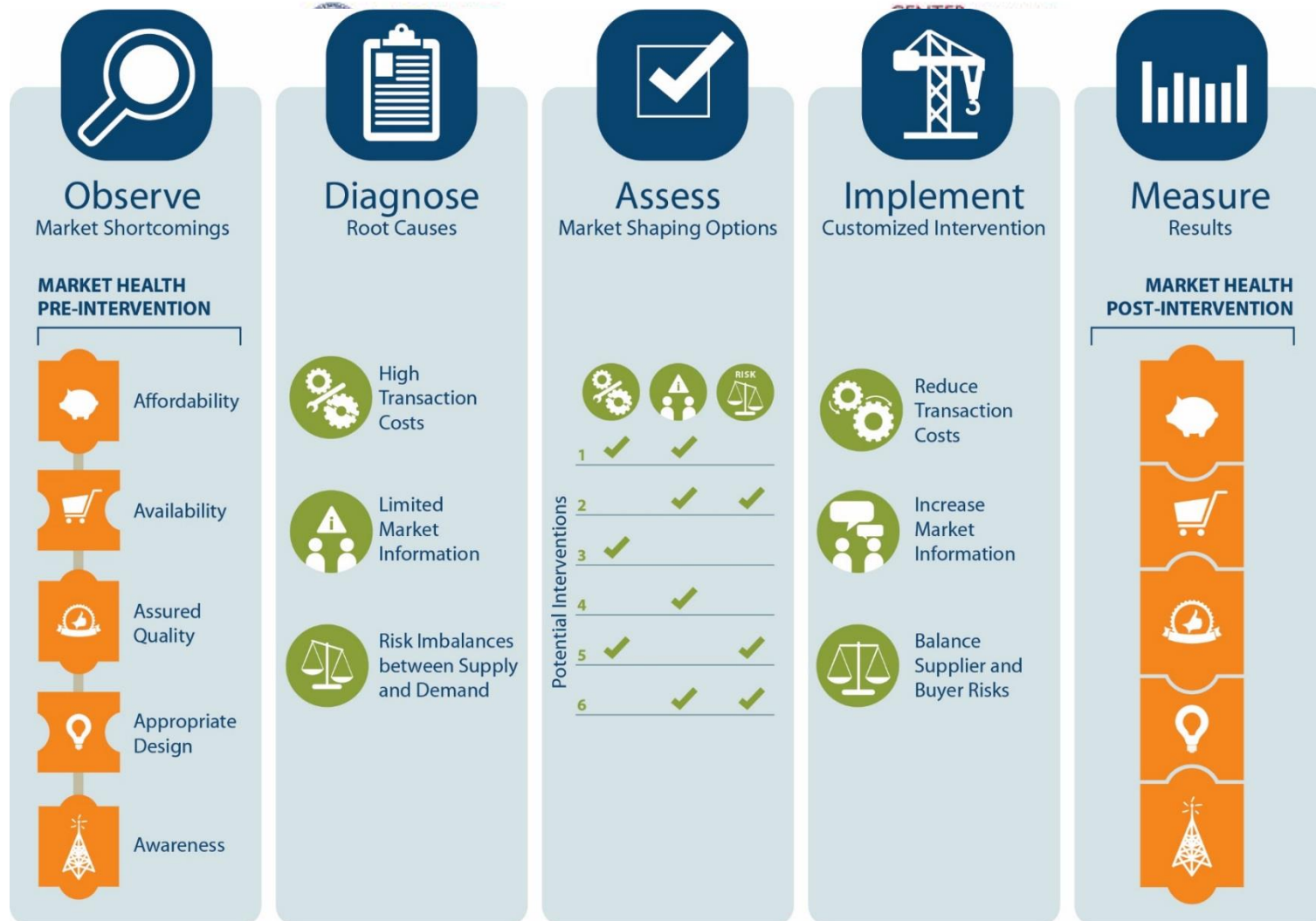


Applying the Market Shaping Primer to Pregnancy Tests

Preliminary Analysis






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Market Shaping Primer framework can guide analysis of pregnancy test market





High markups and variable availability appear to be key market shortcomings

Factor	Status	Notes
Affordability 	WEAK	
Availability 	MIXED	
Assured Quality 	MIXED	
Appropriate Design 	STRONG	
Awareness 	STRONG	



Observe
Market Shortcomings



Diagnose
Root Causes



Assess
Market Shaping Options



Implement
Customized Intervention



Measure
Results

Preliminary root cause analysis points to high transaction costs and lack of market information



Diagnose
Root Causes



High
Transaction
Costs



Limited
Market
Information

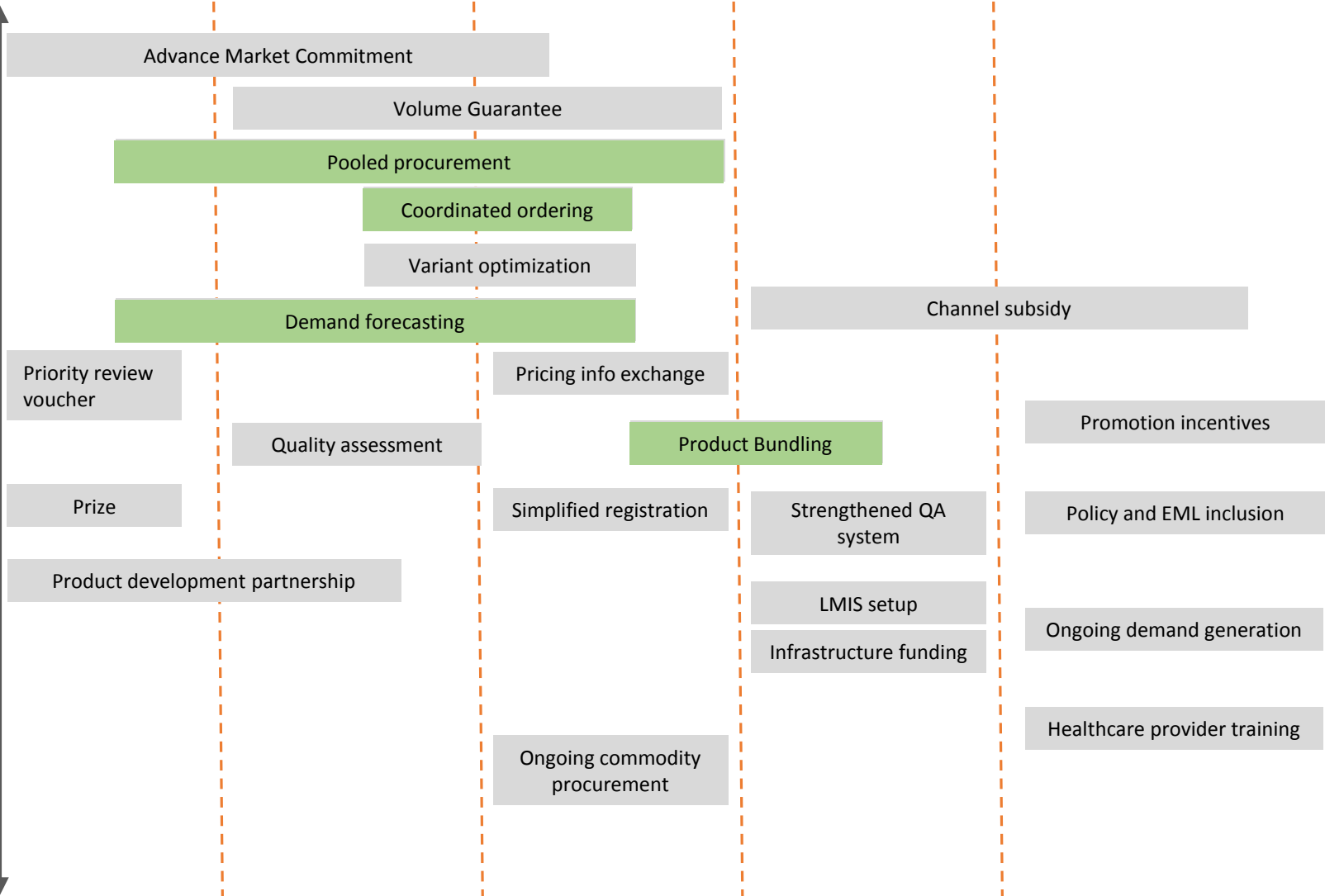
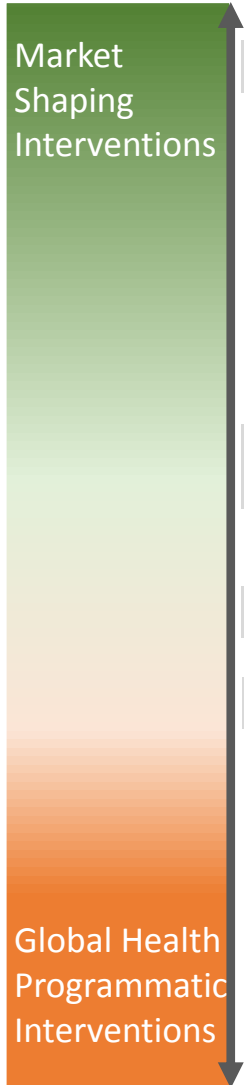


Risk Imbalances
between Supply
and Demand

- Fragmented demand due to fractured procurement by NGOs, national governments, and donors
- Possible inefficient ordering for different health areas: FP, ANC, malaria, and HIV

- Potential procurers perceive pregnancy tests as expensive
- Little knowledge of how availability of pregnancy tests can affect access to FP
- Unclear provider or end-user demand, including by market sector and across health areas

Market shaping options could be explored...



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...and analyzed on how possible interventions might address the root causes



Reduce
Transaction
Costs

- **Bundling:** Bundle pregnancy tests with family planning products for streamlined pricing and distribution
 - By manufacturers or by procurers
- **Coordinated or Pooled Procurement:** Coordinate or pool procurement
 - - Across health areas (FP, ANC, malaria, HIV) and across procurers (donors, national governments, NGOs)



Increase
Market
Information

- **Demand Forecasting:** Create/consolidate demand forecasts and share with suppliers
 - Consider OTC purchase of pregnancy tests as additional source of market demand

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Bundling is an example of a market shaping intervention- but need analysis to validate

Implementation Constraints

- Alignment of interests between suppliers of LARCs and pregnancy tests
- Relationships with bundling companies and pregnancy test suppliers
- Provider training on appropriate use of pregnancy tests

Theory of Change

- Bundling pregnancy tests with LARCs simplifies ordering, procurement and end-user access; and may enable volume discounts

Bundle donor procurement and distribution of pregnancy tests with LARCs (implants and IUDs)

Benefits

- Ensures that high quality pregnancy tests are purchased for bundles
- Applies consistent price with upfront negotiation
- Uses existing LARC delivery channels

Drawbacks

- May discourage providers from using pregnancy checklist as a first resort
- Possible wastage in cases where pregnancy can be ruled out using checklist
- Bundling may require an upfront investment (partnership or packaging)



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Applying implementation principles to example of bundling- but need analysis to validate

1. **Collaborate from the start:** Consider important stakeholders, such as manufacturers, UNFPA/USAID, MOHs, and NGOs
2. **Know your tradeoffs:**
 - Limits distribution to sites qualified to offer LARCs
 - Upfront investment to set up bundling option may incur short-term costs
 - Does not address private sector access if bundles only available to public sector
3. **Watch for unintended consequences:** Ensure that bundled procurement does not decrease access to other (non-LARC) FP methods
4. **Plan an exit:**
 - Consider an ongoing partnership between LARC and pregnancy test manufacturers
 - Explore adding bundles to procurement lists for donors, MOHs, and NGOs
5. **Act soon and adapt:** Monitor price changes or supplier entries/exits for either LARC or pregnancy test markets; consider emerging distribution channels

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Important to measure both market and health effects of any market shaping intervention

Possible Market indicators include:



Affordability:

- Range of prices charged in social impact sector (MOH, NGOs, FBOs)
- # of countries procuring pregnancy tests



Availability

- Frequency of stockouts
- % of FP clinics offering free pregnancy tests
- # of manufacturers supplying pregnancy tests to LMICs



Assured Quality: # of pregnancy tests SRA approved or WHO prequalified



Awareness: # of national EMLs that include pregnancy tests

Possible Health indicators include:

- % of non-menstruating clients refused same-day access to LARCs
- % of public ANC clinic clients purchasing pregnancy tests from pharmacies
- Difference in LARC uptake between clinics with free pregnancy tests vs clinics without
- (Reduced) Delay in FP access
- (Reduced) Delay in accessing ANC

Questions?