

Reproductive Health Supplies Coalition Vision for the MDA

Market Development Approaches Working Group
1 October 2012



Reproductive Health
SUPPLIES COALITION

Core principles guiding “Market Development”

- Increasing Access to a range of technologies & services
 - Ensuring Availability of services
 - Improving Affordability of services
 - Enhancing Acceptability of services available
- Assuring the Quality of technologies & services
 - Facilitating Choice in decision-making
- Ensuring Equity in opportunities for access and use
- Enabling Sustainability in production, procurement and distribution



Working within parameters

- Coalition's core mandate – working through partnerships
- Future directions of the Coalition
 - Country engagement as primary beneficiaries
 - Targeted results, guided by theory of change, accountable within M&E framework
 - Heighten visibility and leadership in market development
- Workstream structure
- “Priming the Future” recommendations:
 - ✓ Improve access, choice and equity in existing country markets
 - ✓ Supporting introduction of new & improved technologies
 - ✓ Advocating for investments in, and supporting the ‘critical pathway’ for developing new technologies
 - ✓ Developing, packaging and distributing tools



Immediate priorities

- “Country engagement”
 - With country representatives
 - With RHSC regional structures
 - Priority countries to focus MDA activities
- Workstream organisation and functioning
- Engagement with FP2020 Market Dynamics Working Group
- Work with RHSC secretariat to negotiate dedicated funding for MDAWG activities

