



# Frontier Health Markets (FHM) Engage Healthy Markets for Healthy People

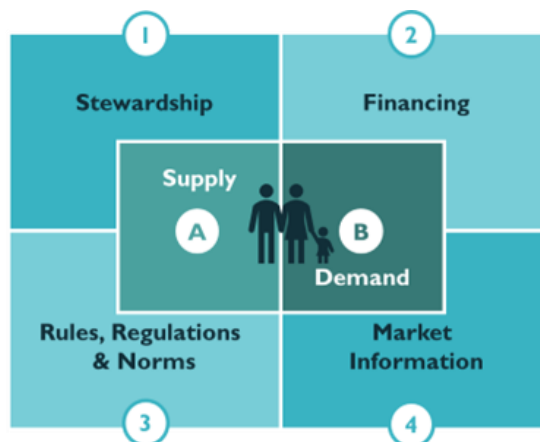
Project Dates: October 2021 - September 2026

**FHM Engage believes that strengthening health markets will lead to improved health outcomes. We use a systems approach to identify root causes of underperforming markets. We co-design sustainable solutions with local market actors to deliver the lasting behavior change needed to evolve health markets.**

Today's public sector health system faces many constraints and cannot alone meet the growing needs and market demand for voluntary family planning (FP) and other health products and services in low- and middle-income countries (LMICs). A robust private sector is an inextricable stakeholder in driving and sustaining outcomes capable of moving countries beyond the need for assistance, and offers much needed infrastructure, staff, networks, and other technical and financial resources to contribute to overall health systems performance. Building on more than 30 years of USAID support, FHM Engage aims to strengthen local health market systems by offering a balanced set of activities to 1) improve the market environment for greater private sector participation in the delivery of health products and services and 2) improve equal access to and uptake of high-quality consumer driven health products, services, and information.

**Result 1**  
*Improved market environment for greater private sector participation in the delivery of health products and services.*

**Result 2**  
*Improved equal access to and uptake of high-quality consumer driven health products, services and information.*



## Strengthening local health market systems

As USAID’s flagship private sector health project, FHM Engage envisions a world in which health markets are responsive, equitable, resilient, and driven by consumer needs.

To meet this vision, FHM Engage—led by Chemonics and its core partners, co-technical lead Results for Development, Pathfinder, and Zenysis— catalyzes the adoption of fresh, contextually-relevant pathways in health market development by building on existing structures and offering strong behavioral, technical, and managerial approaches.

While supporting local market actors to build upon current government and donor investments, we also use systems thinking to understand the market system, identify root causes of market under performance (focusing on Stewardship; Financing; Rules, regulations, and Norms; and Market Information), and develop context-specific and locally informed strategies and solutions to systematically change market environments and health markets.

## Local partner ecosystem backed by core partners

Our robust partner network includes 16 local, regional, and specialized organizations: ACCESS Health International, Africa Christian Health Association Platform (ACHAP), Africa Health Federation, Amref Health Africa, Centre de Recherche en Reproduction Humaine et en Démographie (CERRHUD), Insight Health Advisors (IHA), Makerere University School of Public Health, Solina Group, Strategic Purchasing Africa Resource Center (SPARC), Strathmore University, Total Family Health Organization, Ubor Institute, Ariadne Labs, Metrics for Management (M4M), Scope Impact, and Stage Six. These network implementation partners are the primary mechanism through which we deliver technical assistance and support local market actors. They offer technical expertise, ingenuity, and local systems knowledge in critical market areas, including stewardship, information, regulation, financing, supply, and demand, in Asia and West, East, Central, and Southern Africa.

### NETWORK IMPLEMENTATION PARTNERS



### SPECIALIZED NETWORK IMPLEMENTATION PARTNERS



### CORE CONSORTIUM



FHM Engage is currently in its inception phase. This one-pager will be updated as the program takes shape. The contents are the responsibility of Chemonics International and do not necessarily reflect the views of USAID or the United States Government.

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