

Willingness to Pay for Family Planning

Country Applications

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**Willingness to Pay:
From Research to Practice**

May 17, 2005

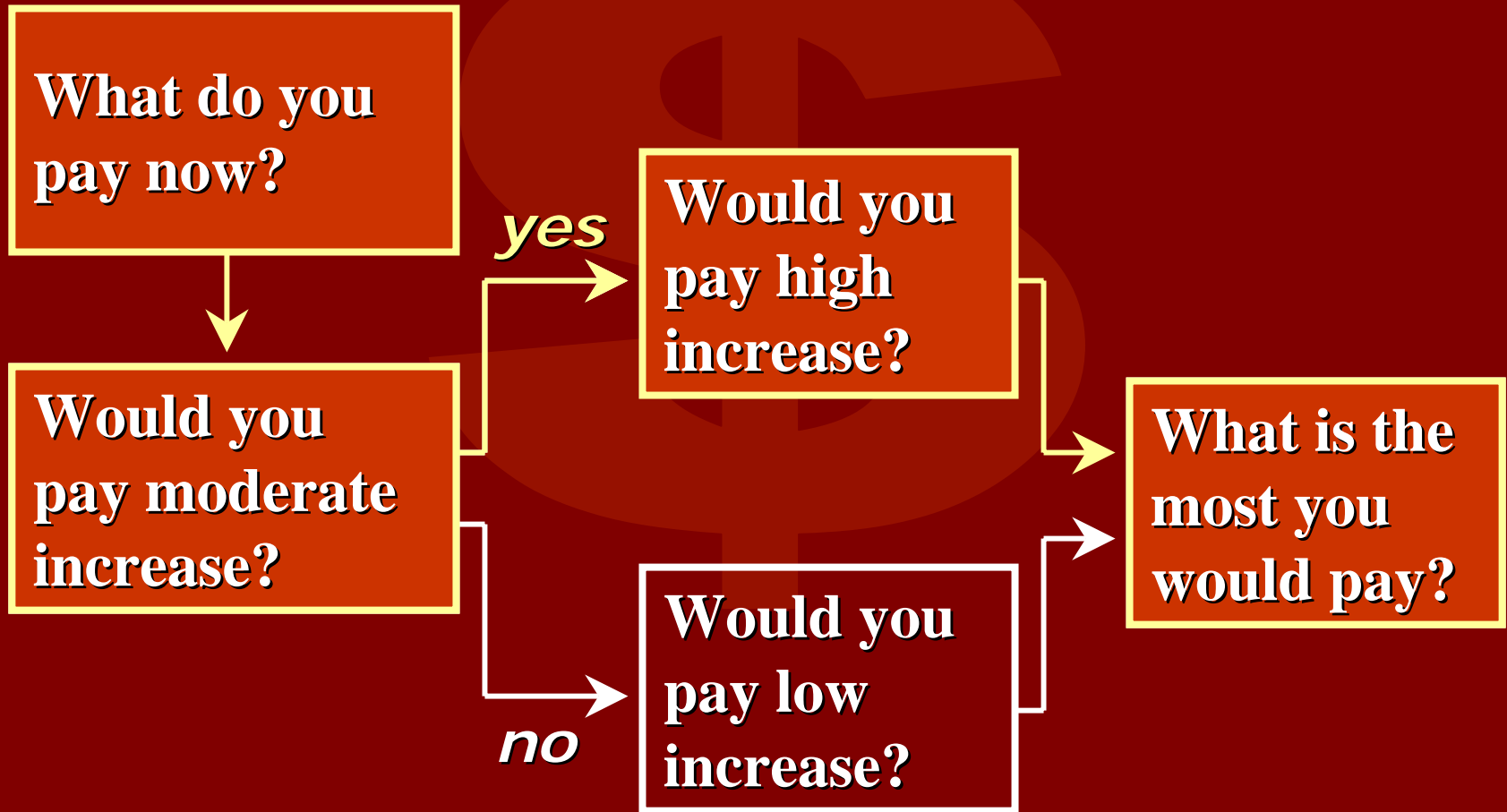
Countries

- Ecuador (NGO clinic)
- Pakistan (Social Marketing)
- Mali (Social Marketing)
- Madagascar (Public sector clinics)

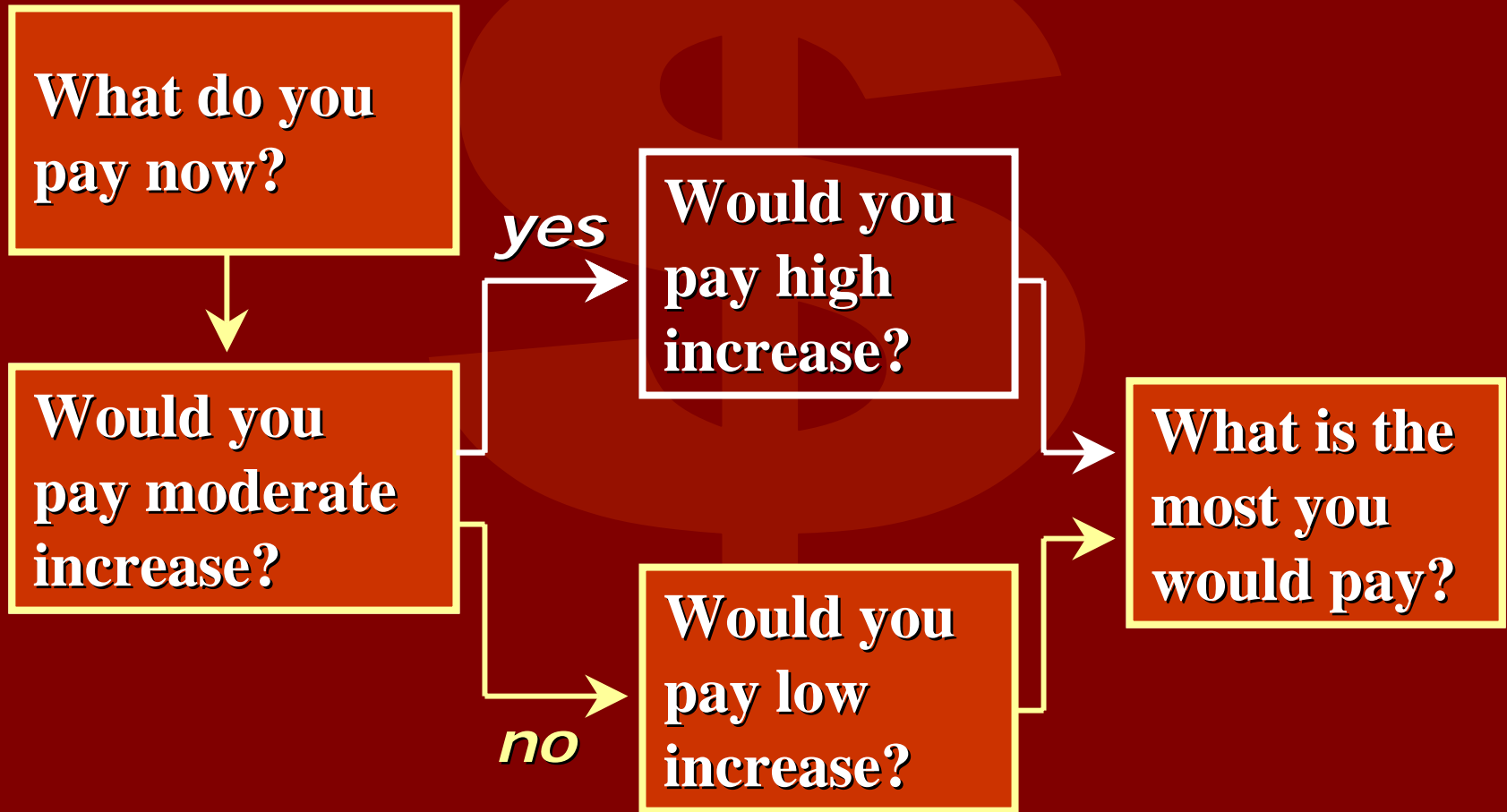
Settings

Country	Issue	Sample
Ecuador	Set prices for OR price elasticity study	Facility based, representative
Pakistan	Set prices for new Social Market OC	Population, urban and peri-urban
Mali	Sustainability, to adjust for inflation	Population
Madagascar	Contraceptive security	Facility based, purposive

Questionnaire design



Questionnaire design



Questions

- ? **What prices were tested and why were those selected**
- ? **What decisions were made after the survey was conducted**
- ? **What happened to sales**

Price Selection

Country	Criteria
Ecuador	Baseline 25% increase for inflation. Test against 50%, 100% increases
Pakistan	Retail price should be socially accessible, financially sustainable
Mali	Reduce but not eliminate subsidy to adjust for inflation
Madagascar	Reduce but not eliminate subsidy to improve contraceptive security

Findings

Country	Findings
Ecuador	Most clients WTP 100% or more for most clinic services
Pakistan	Most potential OC users WTP target retail price
Mali	Most current users WTP 75-100% price increase, depending on product
Madagascar	Most current users WTP 75-100% price increase, regardless of region

Decisions

Country	Decision
Ecuador	Proceed with OR study as planned (including 100% price increase)
Pakistan	Apply target price to new social marketing OCs
Mali	No price increase. Mission unwilling to lose even a few current users.
Madagascar	Under discussion

Outcomes

Country	Outcome
Ecuador	Demand curve predicted variation in reaction to price increase
Pakistan	Sales met or exceeded targets, despite higher price than other brands
Mali	
Madagascar	

Lessons Learned

- **Elaborate sample design not required for reliable, useful findings**
- **Use target price for first WTP probe**
- **Discuss programmatic implications of lower demand at higher prices *before* investing in research**

