

Using a Market Development Approach for Family Planning:

Applications in India

Frontier Health Markets (FHM) Engage

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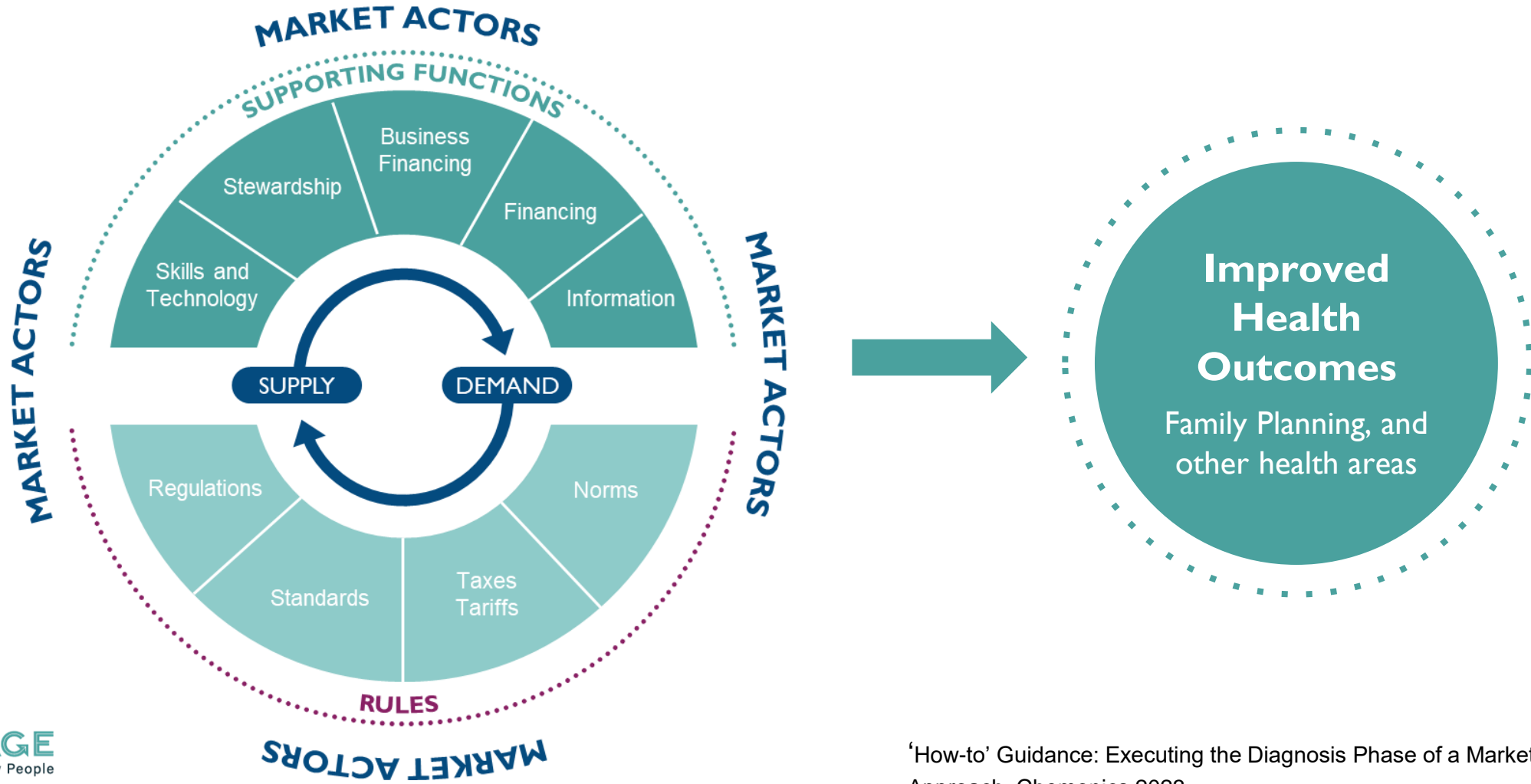
OBJECTIVES

- ➔ Describe a market development approach for family planning
- ➔ Highlight FHM Engage's application in India
- ➔ Discuss key findings and program design solutions

Market Development Approach (MDA)

STRENGTHENING LOCAL HEALTH MARKET SYSTEMS

FHM Engage works to address the **root causes** of local **market underperformance** related to core market functions of **supply & demand** and their **enabling environment**.



What is a Market Development Approach?

Four step process to develop markets for products and services



DIAGNOSE



DESIGN

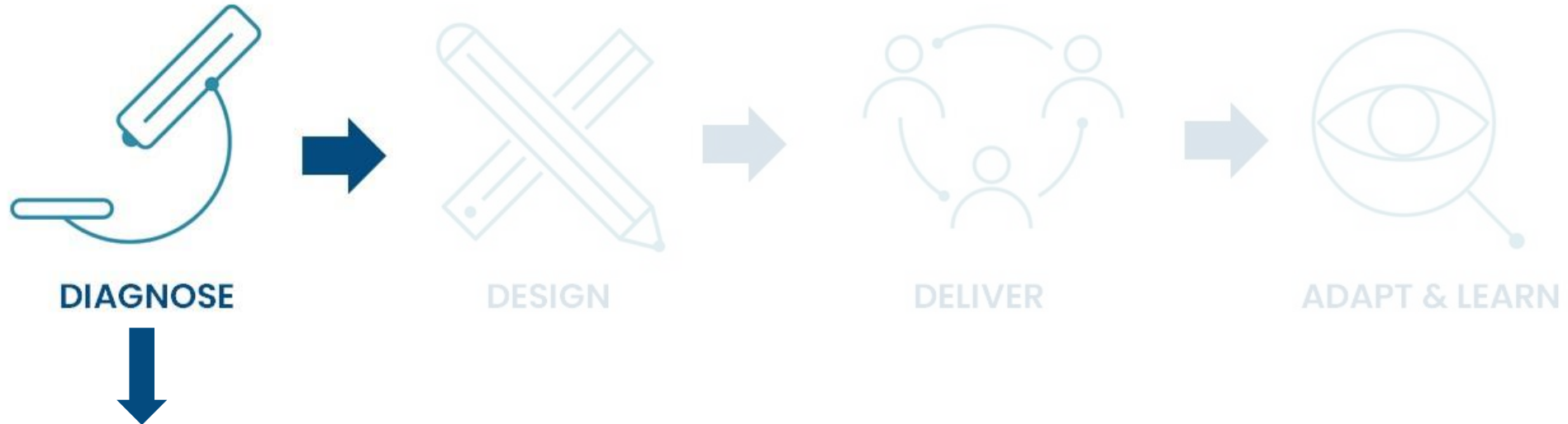


DELIVER



ADAPT & LEARN

Health Market Diagnosis



A Market Diagnosis is a foundation for:

1. Engaging with and facilitating local market actors to **Design** market system solutions
2. **Delivering** on a strategy for interventions that result in improved market performance and, ultimately, health outcomes
3. **Adapting and learning** by detecting changes in the market over time and make mid-course corrections as needed.

Health Market Diagnosis

STEPS

1

Identify public health problems and related markets

2

Assess and describe the core market structure (supply and demand)

3

Diagnose 'root causes' of market underperformance

4

Prioritize potential interventions

STRATEGIC QUESTIONS

- ✓ What are the priority FP/health problems to address?
- ✓ Who is affected by the health problems?
- ✓ What health services and products do the affected population groups need?

- ✓ Who is the selected health market serving? Not serving?
- ✓ What health services and products are available?
- ✓ By whom? Where? At what price?
- ✓ Who are the key health market actors in the selected market?

- ✓ What supporting functions and rules/regs directly impact/influence the select health market's performance?
- ✓ Who performs the supporting functions? rules/regs?
- ✓ How well do they perform them?

- ✓ What are the critical changes needed to address the 'root causes' of underperformance in the select FP/health market?
- ✓ Are the changes necessary? Feasible?
- ✓ Are there market actors to implement these changes?

Data Sources and Methodologies

Data Sources



Demographic and Health Surveys



Country Census



Sales/distribution data



Key informant interviews



Policy review



Supply chain review



Financing review

Methodologies

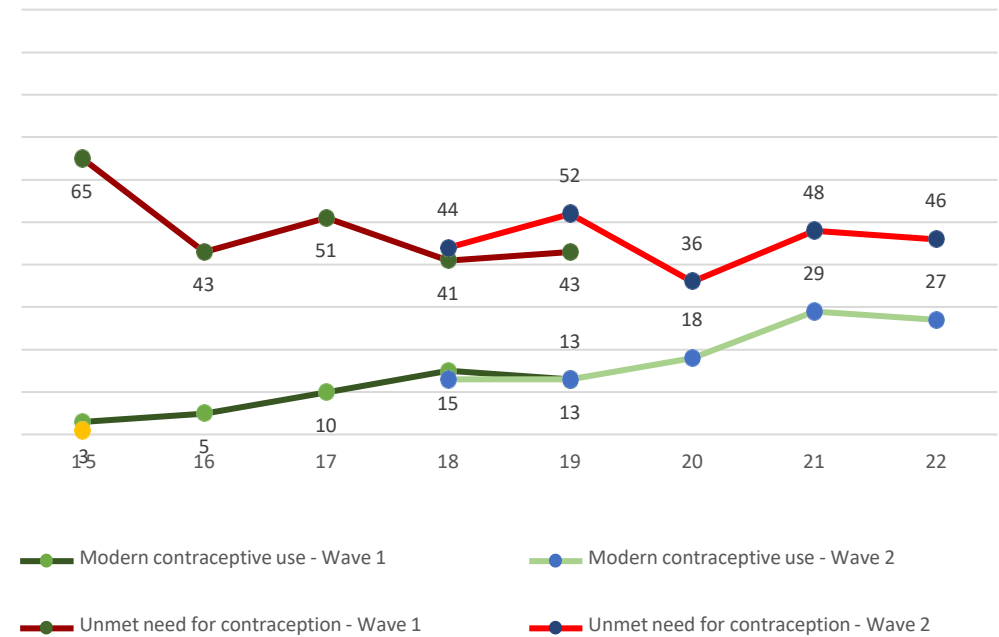
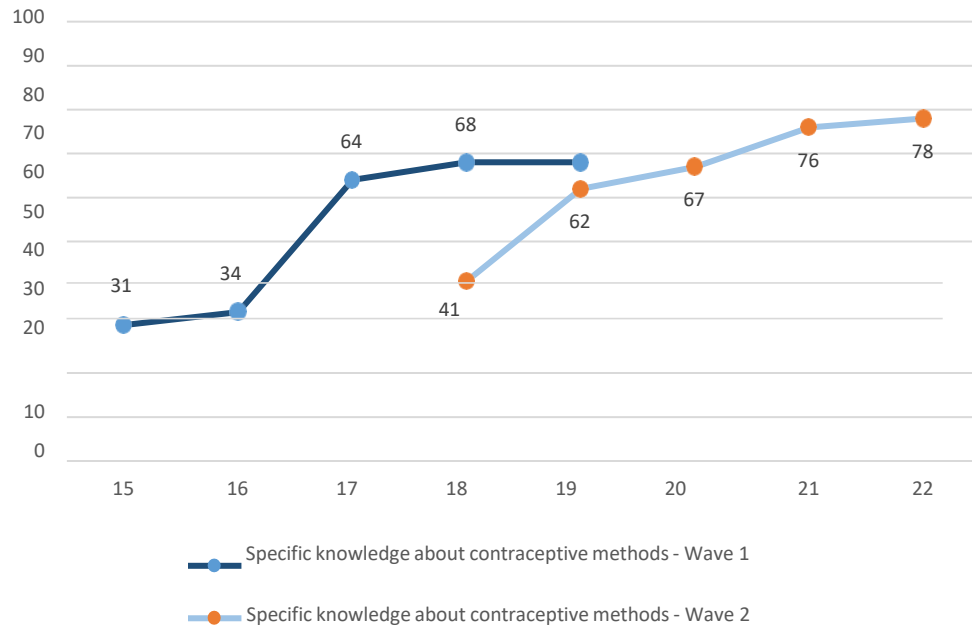
- 1 Primary data collection
- 2 Secondary data collection
- 3 Use of existing tools (e.g., FP Analyzer)
- 4 Competitive landscape
- 5 Market sizing

Application of FP MDA in India

In India, Young People's FP Needs are Unmet

Low contraceptive knowledge, low use of contraception in early years of marriage is linked to high levels of unmet need for contraception. When the young people use contraception, they go for reversible contraceptive methods and most get those from private sector.

Knowledge, use of contraceptive methods among older married adolescents, recruited in 2015-16 (%)



Private sector is important for equitable access

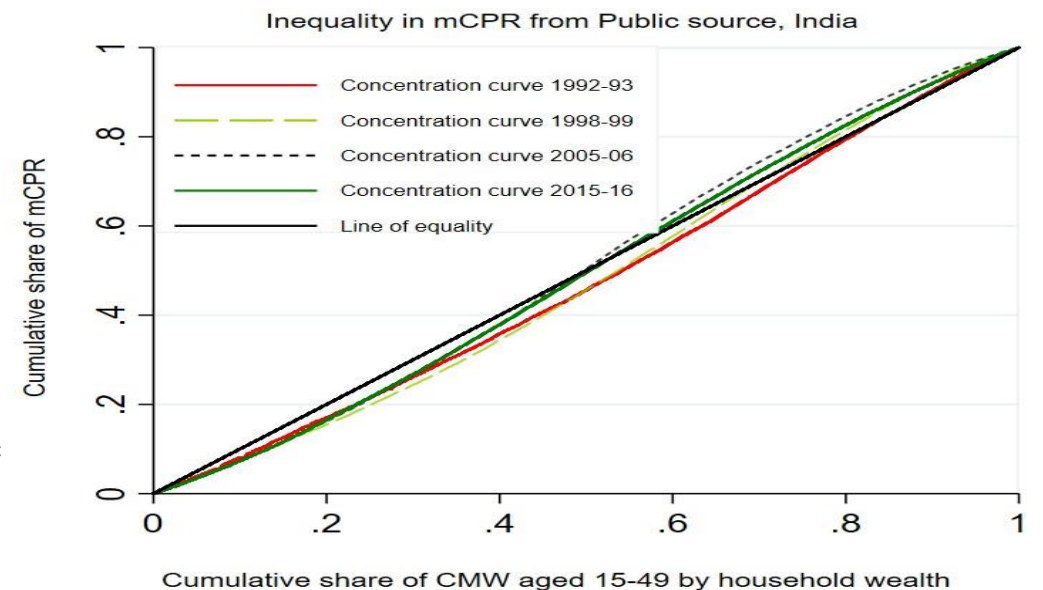
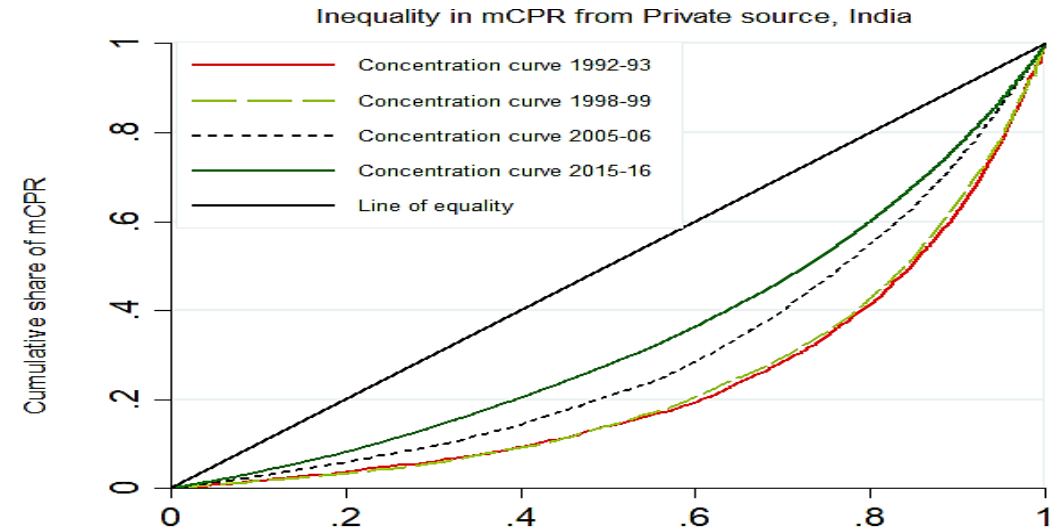


Inequity in mCPR is primarily attributed to user pattern of services in private sector



Expanding private sector may be helpful in reducing economic inequities

Kumar A, Jain AK, Aruldas K, Mozumdar A, Shukla A, Acharya A, Ram F, Saggurti N (2019). Is economic inequality in family planning in India associated with the private sector? *Journal of Biosocial Science*. doi:10.1017/S0021932019000415.



FP Market Stewardship: Current guidelines do not prioritise Private Sector Participation

Several key macro trends affect the FP market, from government policies and pharma market trends to factors affecting mainly the FP market or specific products

Trends in Govt. spending

- Government of India is devolving more financial powers to states: unclear how expenditure will evolve

Pharma market trends

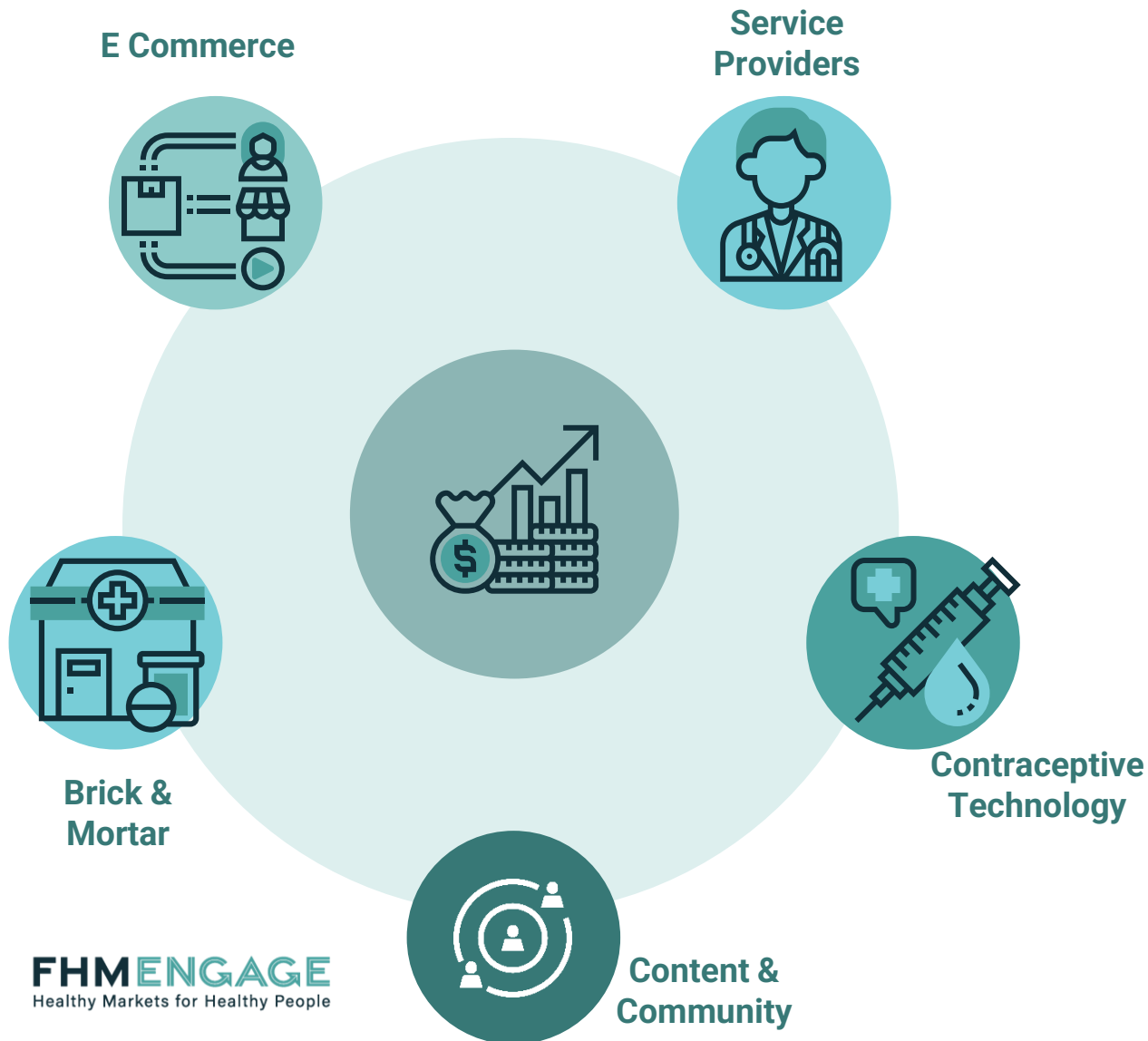
- Recent amendments to new drug approval process have made the process more stringent, and potentially slower

FP 2030

Policy and governance (FP 2030 Commitment)

- **Wants to develop the country's roadmap/guidance for improved private sector engagement through establishing a national level platform.**

Analysis indicates a need for a catalyzing private sector to serve youth through a marketplace approach



FP Guidelines and Market Stewardship has not kept pace with user and market needs.



FP Market Intelligence for private sector investment case absent.



Lack of Incentives for domestic demonstration of India Pvt Sector innovation and range



Women's Health and Livelihood Alliance (WOHLA): An integrated marketplace that meets the aspirations & needs of youth



Proposed Cohort

Young women aged 19-29



Proposed Geography

Youth in urban and peri-urban regions across Maharashtra, Assam, Meghalaya, Karnataka, Delhi-NCR



Socio-economic status

Lower- and middle-income youth with a focus on women.

The Women's Health and Livelihoods Alliance (WOHLA) will meet the needs and aspirations of the Youth



01

Increase Uptake

of health services among young girls and women, with a priority for family planning information, products, and services



02

Increase Resources

for women's health and livelihood



03

Innovations

WOHLA Innovations & Enterprises platform



04

Leadership

Women's Leadership and Efficiency in Health Workforce



05

Advocacy

Strengthen Advocacy for WOHLA among stakeholders.

WOHLA's creation will be guided by the five core thematic areas mentioned above

Summary of Approach: Catalyzing FP Youth Market in India

Goal

Improved Health Impact through reduced maternal and infant Mortality

Outcomes

Increase in adoption of modern contraceptive methods among WRA 19-29 with specific focus on; Youth in Urban India (FHM Engage USAID focus geo in India)

Outputs & Activities

IR. 1: Improving Market stewardship to bring youth centered approaches for FP

IR. 1.1:
Investing in
Market
Intelligence

IR. 1.2
Strengthen Mkt
Development
Approaches to
sustainable FP

IR. 1.3
Improving
Coordination of
the Private
Sector

IR. 1.4
Improving the
Policy &
Regulatory
Environment

IR. 1.5
Investing in
Financing

IR 2: Expand access to a range of affordable, accessible FP contraceptives for youth

Support expansion of
contraceptive choice
through investments in
OCP and EC brands,
and strategic support for
LARC

Incubate, accelerate,
and sustain digital
innovations for
improving access to
contraceptives.

IR 3: Increase demand for SRH products and services

Strengthen youth voices for a call to action towards
FP 2030 with the private sector leading to market
system changes

Key Takeaways for Future Application

Key Takeaways

1. An **adaptable approach** with basic standard tools is essential for diagnosis and shared understanding of who will the market serve.
2. **Analysis by experts and Involvement of market actors** for discussion, interpretation, and implications are critical to agree key market constraints to address.
3. **Initial partnerships with commitments from market actors** across core supply, demand and supporting functions are important for solution design.

THANK YOU

FOR MORE INFORMATION, PLEASE CONTACT:

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