



Global Family Planning Market Dashboard

Market Dynamics Working Group (MD WG)

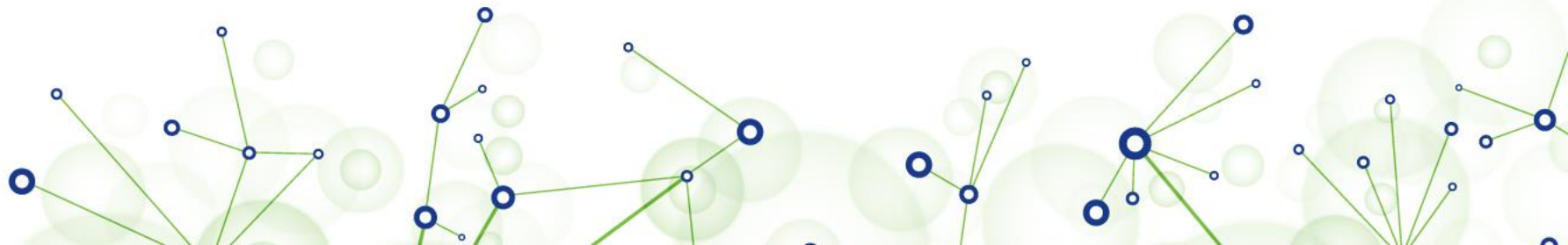


CENTER FOR ACCELERATING
INNOVATION AND **IMPACT**
USAID | GLOBAL HEALTH

FP2020 MD WG | Background



- FP2020 works to enable 120 million more women and girls in the world's 69 poorest countries to use contraceptives by 2020.
- The MD WG aims to sustainably ensure choice and equitable access to a broad range of high quality, affordable contraceptive methods in FP2020 countries.
- The MD WG has three work streams:
 - **Work Stream 1:** Knowledge Management & Data Transparency
 - **Work Stream 2:** Vision of a Well-Functioning Market
 - **Work Stream 3:** Procurement & Regulatory Improvements

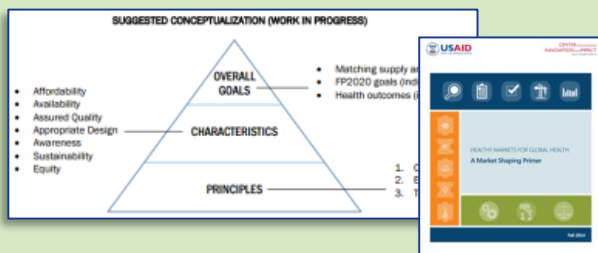


- **Work Stream 2** focuses on the development of the Global Family Planning Market Dashboard, which helps identify key market barriers to reaching FP2020's goals.
- **Primary Purpose:** To provide a diagnostic tool on the state of the family planning market, which highlights potential market shortcomings impeding choice and access
- **Scope:** To examine global market issues informed by data on procurement, consumption, quality assurance, and suppliers

Dashboard Development Process

CONCEPTUALIZATION

JANUARY – JUNE 2014

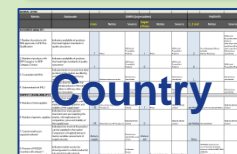


BRAINSTORMING & REFINING METRICS

(JULY – NOVEMBER 2014)



Global



Country



Innovations

VALIDATING & REFINING METRICS

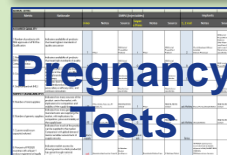
(DECEMBER 2014 – OCT 2015)



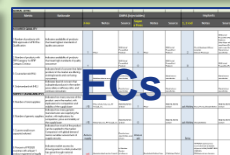
DMPA



Implants



Pregnancy Tests



ECs




DASHBOARD BUILD-OUT

(OCTOBER 2015 – TBD)



Diverse Products Used to Validate Dashboard

	Injectables 	Pregnancy Tests 	Implants 	EC 
Data Availability	High	Low	High	Low
# of Manufacturers	Many	Many	Few	Many
Procurers	Mostly Donors (USAID & UNFPA)	Mostly Non-donors (MOH & NGOs)	Mostly Donors (USAID & UNFPA)	Mostly Non-Donors & Private Sector
Product Type (Drug vs Diagnostic)	Drug	Diagnostic	Drug	Drug

Lessons Learned | Challenges



- Complexity of defining metrics
- Some important variables are excluded because data is unavailable or difficult to collect
 - Lack of visibility into the for-profit, private sector
 - Lack of local visibility and country-level data (e.g., national procurement of products and actual demand)
- Global focus does not capture variability between countries
- Metrics emphasize supply over demand due to both limited capacity of global WG to address demand and limited demand information
- Service delivery data not included due to lack of data on corresponding services and human resource capacity for delivering a single FP product
- Some metrics may need to be adapted for different products (e.g., pregnancy tests have a different approval and procurement process)

Dashboard | Market Pillars and Rationale

Assured Quality

(4)

Indicates availability of products that meet quality assurance standards

Indicates level of concern that false or suboptimal products in the market are confusing customers, diluting existing brands, and/or posing safety/efficacy risks

Supply (Availability)

(4)

Indicates how many sources of the product are on the market

Indicates how much of the product can be supplied to the market

Affordable, Sustainable Pricing

(2)

Indicates upfront purchase cost and highlights disparities in pricing

Enables cross-product comparison of affordability and value for money

Global Demand

(6)

Indicates size and composition of public sector market

Indicates concentration of public sector procurement and risk of overdependence for suppliers

Indicates total market potential for suppliers

Dashboard | Metrics

Assured Quality

(4)

of products with SRA approval or WHO Pre-Qualification

of products with ERP Category 1 or ERP Category 2 status

Counterfeit risk (H/L)

Substandard risk (H/L)

Supply (Availability)

(4)

of total suppliers

of generic suppliers

Current total known quality-assured capacity (volume)

% of FP2020 countries with at least 1 product registered or legally imported

Affordable, Sustainable Pricing

(2)

Range of public sector unit costs (USAID, UNFPA, SMOs - excludes local procurement)

Average public sector unit cost (USAID, UNFPA, SMOs - excludes local procurement)/CYP

Global Demand

(5)

Total public sector volume, including social-marketing sector

of institutional buyers in market: donor, INGO and social marketing procurers

% of public sector volume purchased by USAID & UNFPA

Est. demand based on blended forecast scenario

Average of public sector shipments for 3 years (most recent data)