

# MDAWG Session

October 18, 2023



# TODAY'S FACILITATORS

Andrea Bare, USAID

Ashley Jackson,  
PATH

Ebony Fontenot, JSI

Farhan Yusuf, R4D

Ntindah Luembe, RHSC

Tanvi Pandit-Rajani, Zenysis

Alexis Heaton, SEMA  
(absent)

## OBJECTIVES & AGENDA

- Share experiences and generate new learning on FP/RH product markets
- Cultivate relationships among participants

9:00 - 9:45am	MDA Morning Talk Show
9:45 - 10:30am	Innovator Marketplace: Part 1 What's new in data technology & innovation?
10:30 - 10:50am	Tea Break
10:50 - 11:30am	Innovator Marketplace: Part 2 What's new in data technology & innovation?
11:30 - 12:15pm	Market Stewardship - What have we learned, what more can we do?
12:15 - 12:45pm	Reflections & Fostering Collaboration
12:45 - 1:00pm	RHSC's Strategy Redesign

# SESSION 1

## MDA Morning Talk Show

## Talk Show Panelists

**Gladys Tetteh-Yeboah, USAID/Ghana**

**Laura Nabwire, InSupply Health/Kenya**

**Andrea Bare, USAID/Washington**

**Douglas Call, The Gates Foundation**

# SESSION 2

## Technology Innovator Marketplace

# TODAY'S INNOVATORS



## **USAID GLOBAL HEALTH SUPPLY CHAIN PROGRAM**

Procurement and Supply Management



# SESSION 3: Market Stewardship

Why is it important for FP/RH markets?

What makes it effective?

How could we do it better?

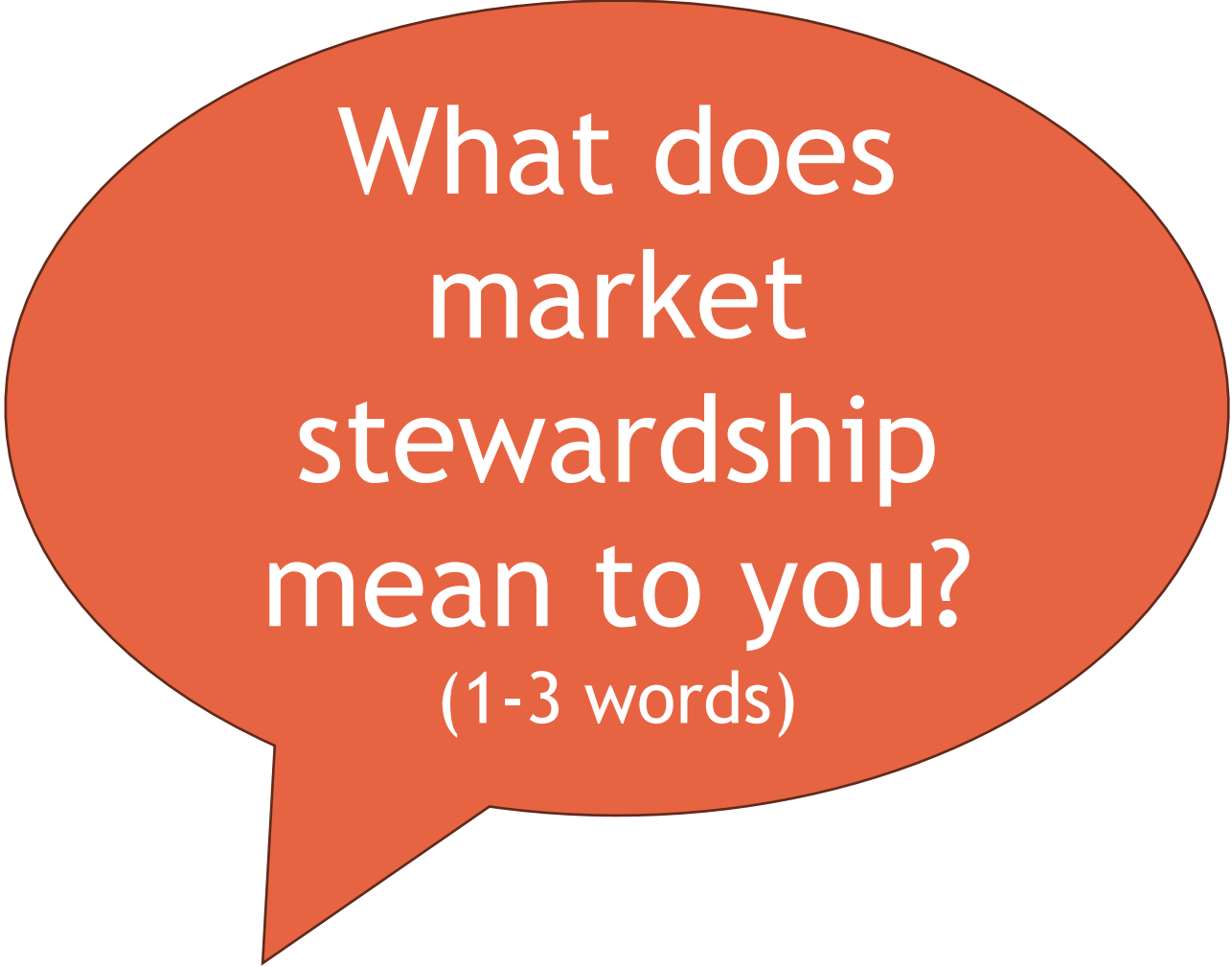


# Session objectives

- Broaden our understanding around drivers of effective market stewardship.
- Encourage discussion on the role of market stewardship in addressing key FPRH market challenges.

# What is market stewardship?

Mentimeter  
Reference  
**2234 2746**



What does  
market  
stewardship  
mean to you?  
(1-3 words)

# What is market stewardship?

SEMA has defined effective **market stewardship** as:

- **proactively monitoring** the total market
- **intervening** to strengthen markets and improve access outcomes

**Market stewardship requires:**

- **Market data & analytics** - availability and use of quality & comprehensive market data (i.e. public, private; supply, demand) among relevant country and global players
- **Market management & coordination** - partners align on:
  - Priority issues and market strategies
  - Finance and design interventions
  - Regulatory/policy approaches
  - Product introduction plans, etc.

# What is market stewardship?

From a market development perspective and as applied within **FHM Engage**, market stewardship:

- Focuses on operation & performance of the market (within the health system) as whole
- Is much broader than viewing country governments as the stewards
- Utilizes an overarching vision to underpin the stewardship effort
- Requires taking action to ensure that market actors' incentives, capacities, and accountability structures are aligned to achieve good/improved health outcomes

# Learning from others

# Case studies

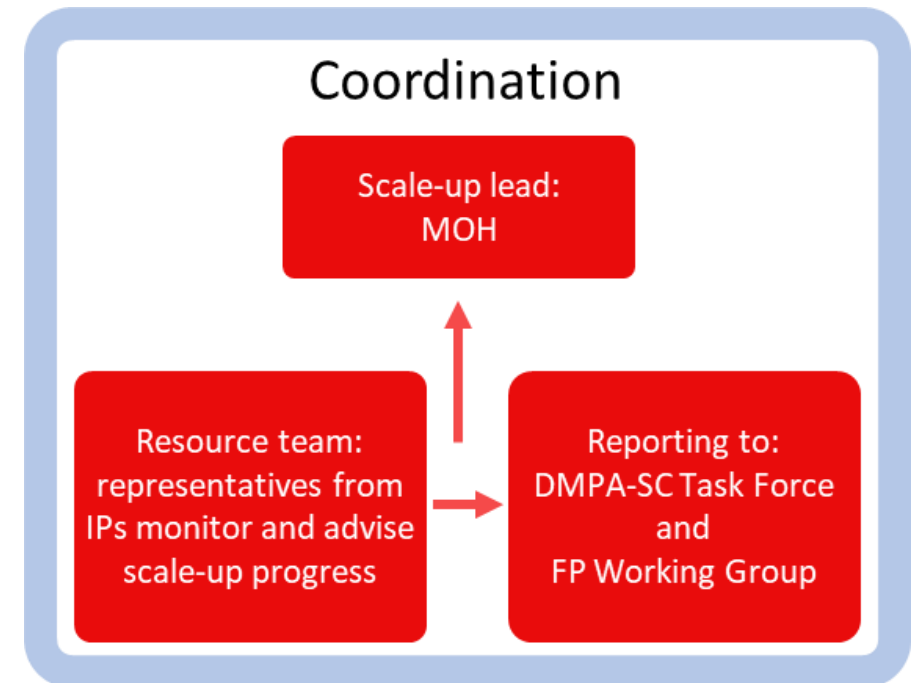
- What was the challenge that market stewardship was aiming to address?
- Who was the market steward and what did they do?
- What made these market stewardship efforts effective?
- What did you learn?

# Market stewardship for DMPA-SC and self-injection in Uganda



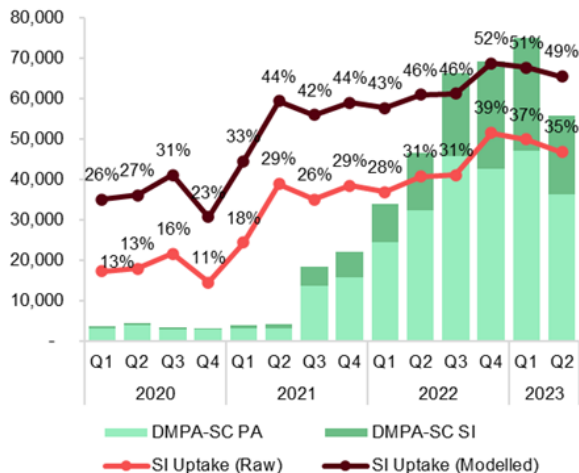
- **Challenge:** Coordinate actors involved in DMPA-SC and self-injection scale-up to increase access to this innovative method of contraception while ensuring quality, informed choice, equity, and an efficient use of resources
- **Market steward:** Ministry of Health, including Dr. Charles Olaro, Director of Curative Services
- **What did we do?**
  - An MOH-led DMPA-SC Task Force ensures credibility, decision-making leadership, and a forum to share learnings and coordinate partners (e.g., PATH, PSI Uganda/DISC, Pathfinder).
  - The DMPA-SC Task Force provides opportunities to share data\* and track progress, coordinate implementation, identify gaps, and maintain scale-up momentum.

\* *Market data reports produced by the Injectables Access Collaborative provide a quarterly snapshot of the policy environment, training by cadre, national stock levels, challenges, opportunities, and the state of DMPA-SC and self-injection use in Uganda and 12 other countries*

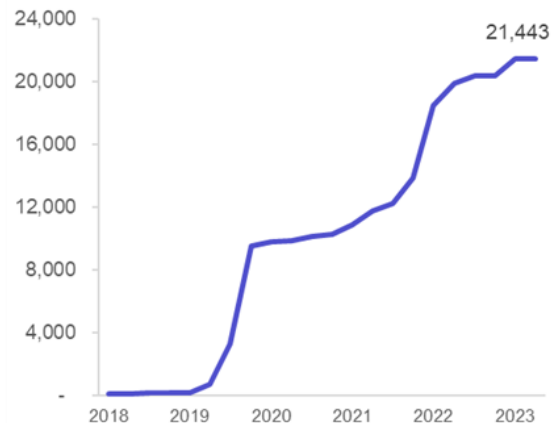


# Market stewardship for DMPA-SC and self-injection (SI) in Uganda

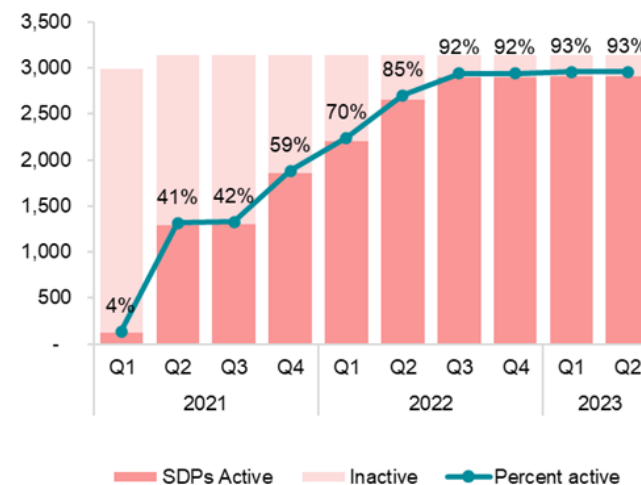
The % of visits for SI has decreased slightly after a large increase in Q4 2022



Collectively, over 21,000 service providers have been trained on SI, including over 15,000 CHWs



The number and percent of public-sector SDPs active in SI has grown to 93%



- What did you learn?
  - Supply chain challenges constrained market growth
  - A costed DMPA-SC scale-up implementation plan was critical for coordination
  - Engagement of national and subnational stakeholders was key
  - Going forward, increased private sector representation will be important



# Let's discuss!

What makes market stewardship effective?  
How could we do it better?

# 1. What makes market stewardship effective?

On your table:

- Share your examples of strong market stewardship.
- What made it effective?
- What were the key challenges and learnings?



Take notes on flipchart.

## 2. How might key FPRH market challenges benefit from increased market stewardship?

*For the market challenge on your table:*

- Who could or should steward the market for this challenge?
- What are best practices for how this should be implemented?



Take notes on flipchart.

# Wrap up

# Final thoughts

Mentimeter  
Reference  
**2234 2746**



Share one 'aha'  
from this discussion  
on market  
stewardship.

# Handouts

# Market Stewardship

Why is it important for FPRH markets?

What makes it effective?

How could we do it better?

During this session, we will ask for your perspectives and ideas. Go to [mentimeter.com](https://www.mentimeter.com) on your phone - at the top of the screen you will be asked to enter a code. Enter the code on the screen and you will be directed to the survey. Please wait until you are prompted by the presenters to respond to the questions.

There will be group discussions at your table - please assign someone to take notes on a laptop and email [sahsan@rhsupplies.org](mailto:sahsan@rhsupplies.org) at the end of the session. See below for the topic your table will focus on for the discussion topic #2.

## Discussion #2: Market challenge

# YOUTH PROGRAMMING

### Discussion prompts:

- Who could or should steward? Can there be co-stewards?
- How should youth be involved in market stewardship?
- Where is this happening well?
- Where are the gaps?

# Market Stewardship

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## *Discussion #2: Market challenge*

### INTEGRATING SELF-CARE INTO THE HEALTH SYSTEM

#### *Discussion prompts:*

- Who could or should steward? Can there be co-stewards?
- Is there a role for WHO?
- Are there specific barriers to self-care integration?
- What best practices are there?



# Market Stewardship

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What makes it effective?  
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## Discussion #2: Market challenge

# MARKET DATA & INTELLIGENCE

### Discussion prompts:

- Who could or should steward? Can there be co-stewards?
- What is the role of the MoH?
- Where does the private sector fit?
- How could stewardship improve data quality and data usage?

# Market Stewardship

Why is it important for FPRH markets?

What makes it effective?

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## Discussion #2: Market challenge

# PRIVATE SECTOR INTEGRATION

### Discussion prompts:

- Who could or should steward? Can there be co-stewards?
- How should private and public actors work together?
- Where is this happening well?
- Where are the gaps?

# Market Stewardship

Why is it important for FPRH markets?

What makes it effective?

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## Discussion #2: Market challenge

# PRODUCT INTRODUCTION

### Discussion prompts:

- Who could or should steward? Can there be co-stewards?
- How should private and public actors work together?
- Where is this happening well?
- Where are the gaps?

# SESSION 4: Reflections & Fostering Collaboration

# Collaboration Session

## Objectives:

- Reflect on insights and ideas from the morning
- Foster connections
- Identify how to collaborate with other MDAWG members

## Format:

- Small group discussion at your table
- Menti poll



# Discussion questions

1. Reflecting on the sessions from today, what do you see as a key market challenge?
1. What are **opportunities to collaborate** to address these challenges, whether through MDAWG or separately?

*Note: RHSC does not have funding to support members' activities but can serve as a platform for connection, discussion, learning exchange, and dissemination (e.g., monthly meetings, webinars, distribution list, Market Bookshelf)*



# Menti poll: Collaboration opportunities

Mentimeter  
Reference  
**2234 2746**

What collaboration  
formats do you  
recommend?  
(word or phrase)

# Menti poll: Collaboration opportunities

Mentimeter  
Reference  
**2234 2746**

What collaboration  
topics do you  
recommend?  
(word or phrase)



# Menti poll: Collaboration opportunities

Mentimeter  
Reference  
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What is one  
collaboration  
opportunity you will  
pursue after this  
meeting?  
(open-ended)

# SESSION 5: RHSC's Strategy Redesign