



Maximizing Health Outcomes through a Total Market Approach

Development Practitioner at Work – Françoise Armand

Video Transcript

When we work within a given market, under the SHOPS project, we typically use a total market approach. So, we're looking not just at the private sector, but also the public sector. We're looking at all those sectors to understand the supply of products and services, but we also look at the demand. A total market approach normally should include both a very good understanding of the demand, who are the consumers or the patients, are there different subgroups, what are their needs, how should we best respond to their needs? On the supply side, we look at all the potential suppliers and providers of services and products, and we then intervene in a way that will maximize the offer for the maximum number of patients or consumers.

What we think is important in the SHOPS project is to make sure that private stakeholders, a wide range of stakeholders, are involved in the analysis, and if there are partnerships, that they also involve the local private sector, because local private companies and health providers are the ones who will be able to sustain that offer that is the supply side of markets.

When it comes to analyzing markets, I think the most interesting part for me is to understand the history, the evolution of that market, going back as far back as possible, typically 10 years, and try to understand how the commercial sector has evolved, how the public sector also has increased its role, and predicting. The whole challenge is to predict how the market will evolve, and particularly when donor funded programs are phased out, or subsidies are phased out. What is likely to happen in the market? If we can correctly diagnose this evolution, we can better advise a mission or an organization or program on where to invest in a market to maximize the health outcomes.