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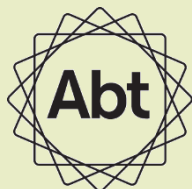


Strengthening Health Outcomes
through the Private Sector

Private Sector Partnerships in the Scale Up of Diarrhea Management

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September 14, 2012



SHOPS is funded by the U.S. Agency for International Development.

Abt Associates leads the project in collaboration with

Banyan Global

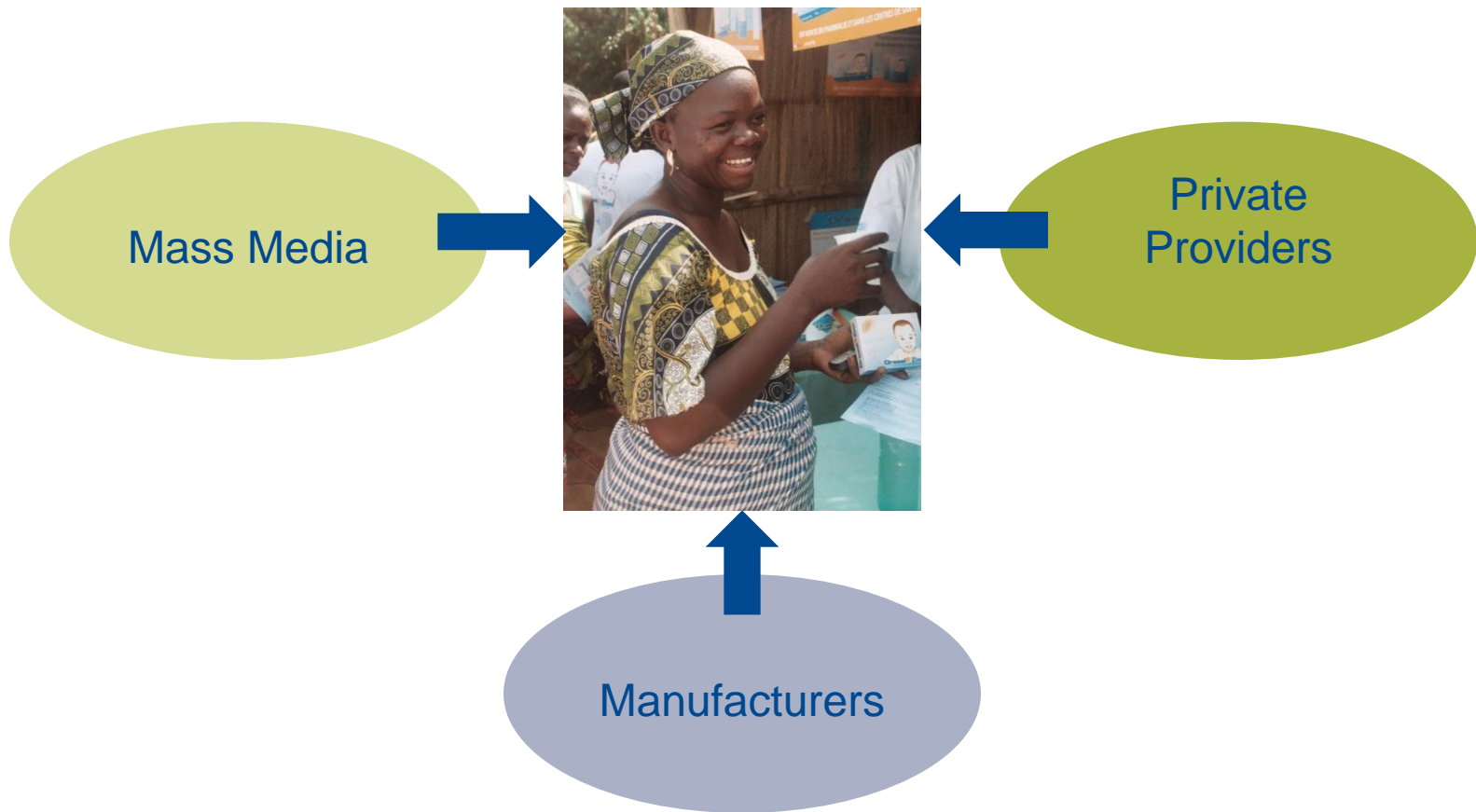
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Partnership Model



Partnerships with Pharmaceutical Manufacturers

Nepal (DJPL, NPL, CTL,)

Pakistan (ATCO, Zafa, Macter, Genix)

Ghana (M&G, LaGrey)

Indonesia (7 firms)

Tanzania (Shelys, Zenufa)

Multiple firms in India



Partnerships with Pharmaceutical Companies

- Assistance in quality assurance
- Coordination and collaboration on marketing plans
- Partnering in provider education sessions
- Promoting distribution of commercial brands into underserved areas
- Generic mass media communication campaigns to increase consumer demand



Partnerships with Professional Associations

- Pakistan Pediatric Association
- Pakistan Medical Association
- Pharmacy Council of Ghana
- Indian Academy of Pediatrics
- Indonesian Midwives Association
- Indonesia Pediatric Association



Partnership with Professional Associations

- Joint development of training materials
- Collaboration on training of various health providers cadres
- Integration of training into on-going continuing medical education or professional development
- Joint sponsorship of professional meetings
- Integration of pharmaceutical partners at sensitization/training/professional development events



Lessons Learned Partnerships with Professional Medical Associations

- Professional Associations reach key opinion leaders in both public and private sectors that are potential zinc champions
- They also build support among critical influencers of caregiver behavior (midwives in Indonesia, licensed drug sellers in Ghana, doctors in Pakistan)
- It is critical to involve associations from the beginning in developing training materials and work within their own plans and schedules—annual meetings, annual CME/CPD programs.

Lessons Learned Partnerships with Pharmaceutical Companies

- Companies are willing to independently produce high quality, affordable products when they can see market potential supported by demand creation and government commitment.
- Partnerships work best when there is close collaboration on the marketing plan and when both parties can see mutual benefit.
- Partner firms realized increases in sales as a result of demand creation efforts and were in turn able to increase their own marketing of the zinc
- Companies need either high margins or high sales volumes to keep a product on the market. Given that zinc is a fairly low volume sales item overall, these firms need the potential for institutional (government) sales to stay in the market.
- Establishment of a marketplace of several producers can lead to diversity in product, prices and distribution



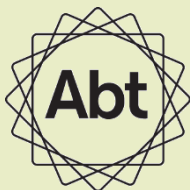
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