Total Market Approaches in Health Programming

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What is a Total Market Approach?

A lens or process used to mobilize market actors in all sectors to increase and sustain the provision and use of priority health products.

TMAs analyze demand and supply data to develop strategies that help grow the market in an equitable and sustainable manner.

TMAs help direct public resources where they are most needed, and encourage private actors to invest in profitable market segments.
TMAs start with market analysis

**Key actors:**
- Suppliers of products and services
- Funders and policy makers
- Advocates
- Users

- Public facilities
- Private clinics
- Commercial suppliers
- SMOs/SEs
- FBOs
- Civil society organizations
- Financial institutions
- Donors
- Government
- Health institutions
Data analysis builds support for TMAs

Modeling of FP sourcing using Tanzania DHS data showed the impact of users switching to public facilities, and a growing burden on the public sector.

Users in 2017 and 2020 (based on new source mix)
Responding to demand through a TMA

Income or ability to pay are often used to suggest appropriate sources for different user segments.

Segmentation is often more complicated. For this reason, direct engagement of market actors is necessary.
SHOPS Plus TMA strategy for Tanzania

Building the stewardship capacity of the Tanzanian government in the development of TMAs

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<tr>
<th>Increase market knowledge</th>
<th>Build consensus around national priorities</th>
<th>Institutionalize TMAs through key agencies</th>
<th>Increase capacity at multiple levels</th>
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<tr>
<td>Analyzed existing market data with a TMA lens</td>
<td>Supported multi-sector TMA workshops</td>
<td>Mainstreamed TMAs in national condom and FP strategies</td>
<td>Produced a TMA manual for GoT staff at national, district and facility levels</td>
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<td>Conducted a condom retail audit and user focus groups</td>
<td>Supported the creation of private sector and donor coordination groups</td>
<td>Conducted a condom TMA training workshop for the GOT</td>
<td>Assisted the GoT in programming condoms for HIV</td>
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How to recognize a TMA

• TMAs can be called something else and look very different depending on desired goals but share these characteristics:
  - Aim to meet the total demand for products/services through all available supply sources
  - Use data to build consensus on national policies
  - Support regular engagement between market actors, donors and government
  - To be sustained over time, require building the stewardship capability of a local institution
Using a TMA to introduce a CH product

• In 2008, The USAID POUZRN project introduced a zinc product through a TMA in Nepal

• The project built the capacity of local manufacturers and grew demand for zinc through a mass media campaign

• SHOPS Plus is currently supporting the Nepal MOH, local manufacturers and an SMO to distribute zinc through both sectors, including a zinc/ORS co-pack through pharmacies
Thank you!