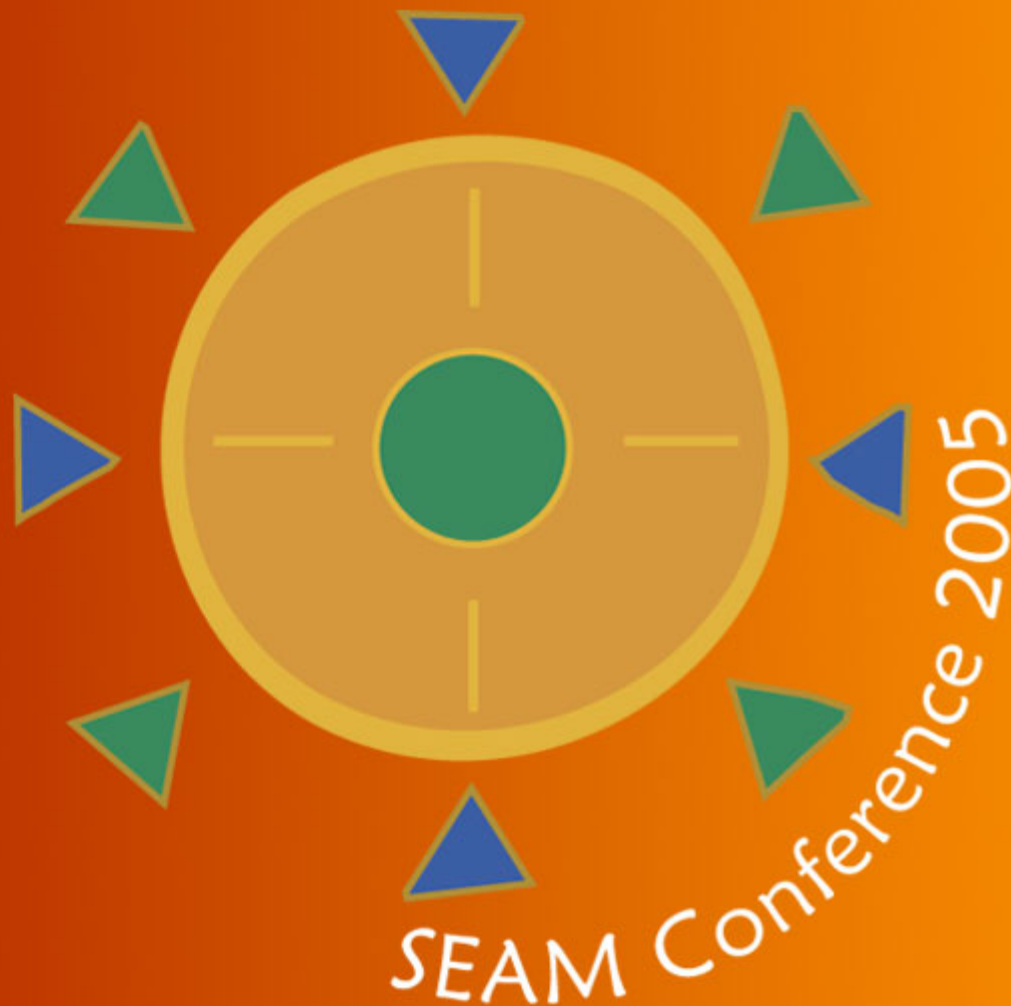


Accra, Ghana • June 20–22

Targeting Improved Access



MANAGEMENT SCIENCES for **HEALTH**

SEAM | Strategies for Enhancing Access to Medicines

Funding for the SEAM Program is provided by the Bill & Melinda Gates Foundation.

Targeting
Improved
Access

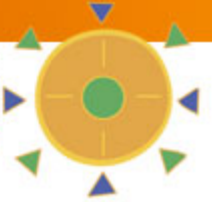


Accra, Ghana • June 20–22

Economic and other Incentives

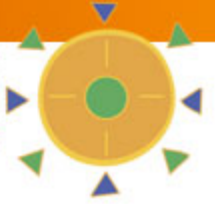


Funding for the SEAM Program is provided by the Bill & Melinda Gates Foundation.



Introduction:

- ❖ Why Incentives?
- ❖ Experience from Tanzania National Voucher Scheme (TNVS)
- ❖ Best Practices in business development and value chain programming – applied to delivery of healthcare



Why Incentives?

- ❖ To motivate or induce a desired outcome or action.
- ❖ In our case it is usually an inducement to business to do something they otherwise would not do.

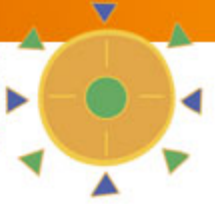




Tanzania National Voucher Scheme (TNVS)

- ❖ Goal – 60% of pregnant women and children under 5 sleeping under an ITN.
- ❖ Targeting by public sector (pre-natal clinics)
- ❖ Distribution by businesses.





TNVS - Desired Outcome?

- ❖ 1.5 million vouchers distributed in 24 months. (90% of all pregnant women)
- ❖ Pre Natal clinics and staff.
- ❖ Incentive? Not required.

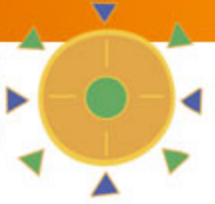




TNVS - Desired Outcome?

- ❖ Women attend the clinic.
- ❖ Incentive – not needed – excellent attendance already.
- ❖ Unexpected benefit – increased and earlier attendance.

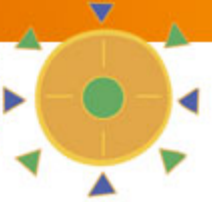




TNVS – Desired Outcome?

- ❖ Women that receive voucher buy an ITN through a nearby retail shop.
- ❖ Incentive? \$2.75 off the cost of a \$4.00 ITN.
- ❖ Result? Approximately 84% of women are redeeming voucher for an ITN.

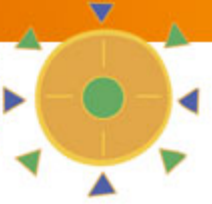




TNVS – Desired Outcome

- ❖ Local manufactures expand distribution network with their own resources.
- ❖ Incentive? Massively increased sales.
- ❖ Result? Three manufactures are selling ITNs in all project areas.

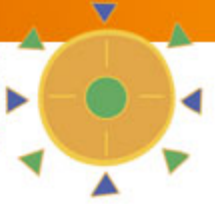




TNVS – Desired Outcome?

- ❖ Wholesalers increase inventory and add new retailers.
- ❖ Incentive? Increased sales.
- ❖ Result? Massively expanded retail networks.

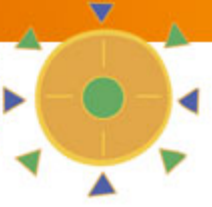




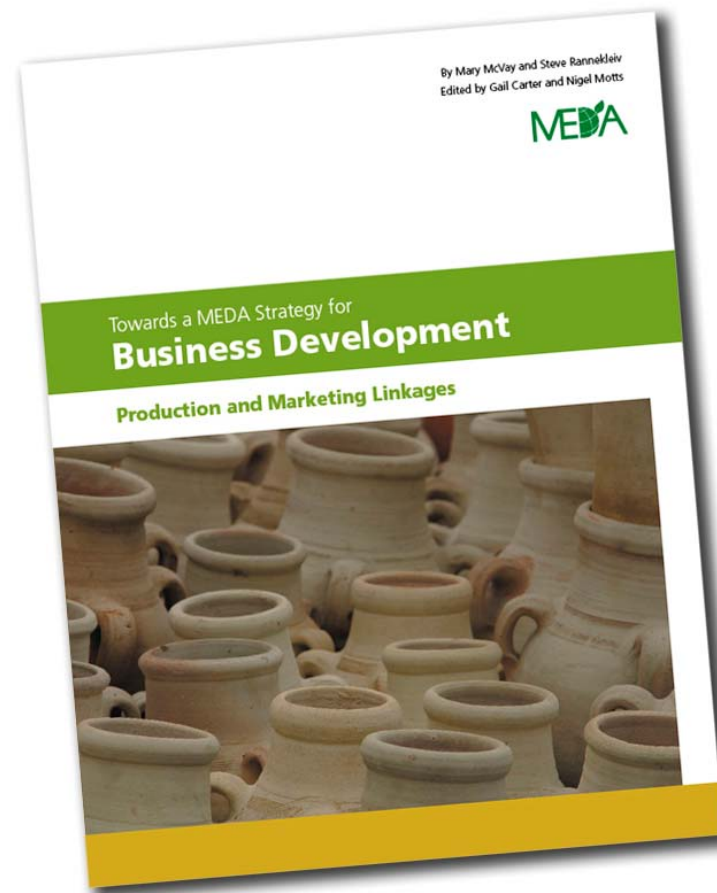
TNVS – Desired Outcome?

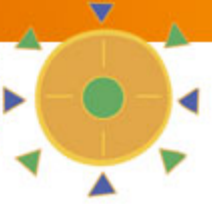
- ❖ Retailer within close proximity of clinic sells ITNs.
- ❖ Incentive? Greater sales and profits.
- ❖ Result? 1000 more retail shops – goal is 4000





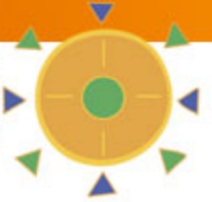
Best Practices in Business Development





Principles of Business Development

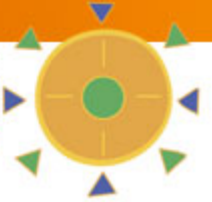
- ❖ **“The market system works.** There is no need to establish an alternative market system or way of trading. Rather, **MEDA’s role is to help the poor participate more fully in (and benefit more fairly from) local and global markets.”**



Principles of Business Development

1) Let Markets Drive Business Development

- ❖ Market linkage is NOT about donations and creating dependency but rather about allowing the poor to participate in the existing market.



Principles of Business Development

2) Support existing market systems

- ❖ If you think these systems do not exist – you are likely not looking hard enough
- ❖ Build links along the “value chain”
- ❖ Middlemen are not necessarily “exploitive”.

Targeting
Improved
Access



Accra, Ghana • June 20–22

Questions / Comments



Funding for the SEAM Program is provided by the Bill & Melinda Gates Foundation.



MANAGEMENT SCIENCES for **HEALTH**

SEAM | *Strategies for Enhancing Access to Medicines*