



Considering a Total Market Approach in Health Services

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LA/PM Community of Practice Technical Consultation



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What is a Total Market Approach?

- A system in which all sectors – public, socially marketed, and commercial (private) work together to deliver health choices for all population segments.¹
- DFID defines TMA as a process to “assess the characteristics of existing and likely future markets, and to define the comparative advantage of commercial, social marketing, non-governmental organization and public sector actors in terms of competence and value for money in delivering a range of products or services to different market segments, including the poorest. It can enable closer and more structured linkages with commercial, public and non-governmental organizational sectors and aid the gradual shifting of consumers with sufficient purchasing power out of the public sector.”²

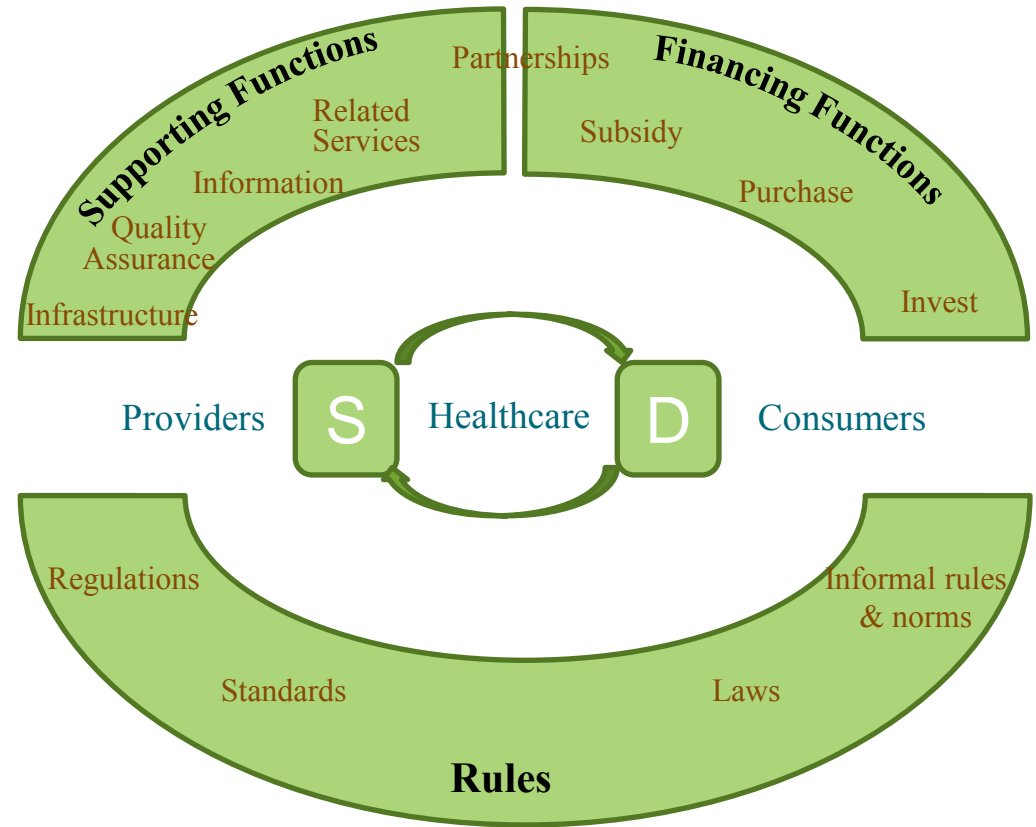
1. <http://www.psi.org/total-market-approach>
2. <http://www.heart-resources.org/wp-content/uploads/2012/10/Making-Markets-for-Health-Services-work-better.pdf>



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Visual Representation of TMA



Source: <http://www.nextbillion.net/blogpost.aspx?blogid=3667>
 Jeff Barnes of Abt Associates et al., 2009
 Barbara O'Hanlon, Ohealth Consulting



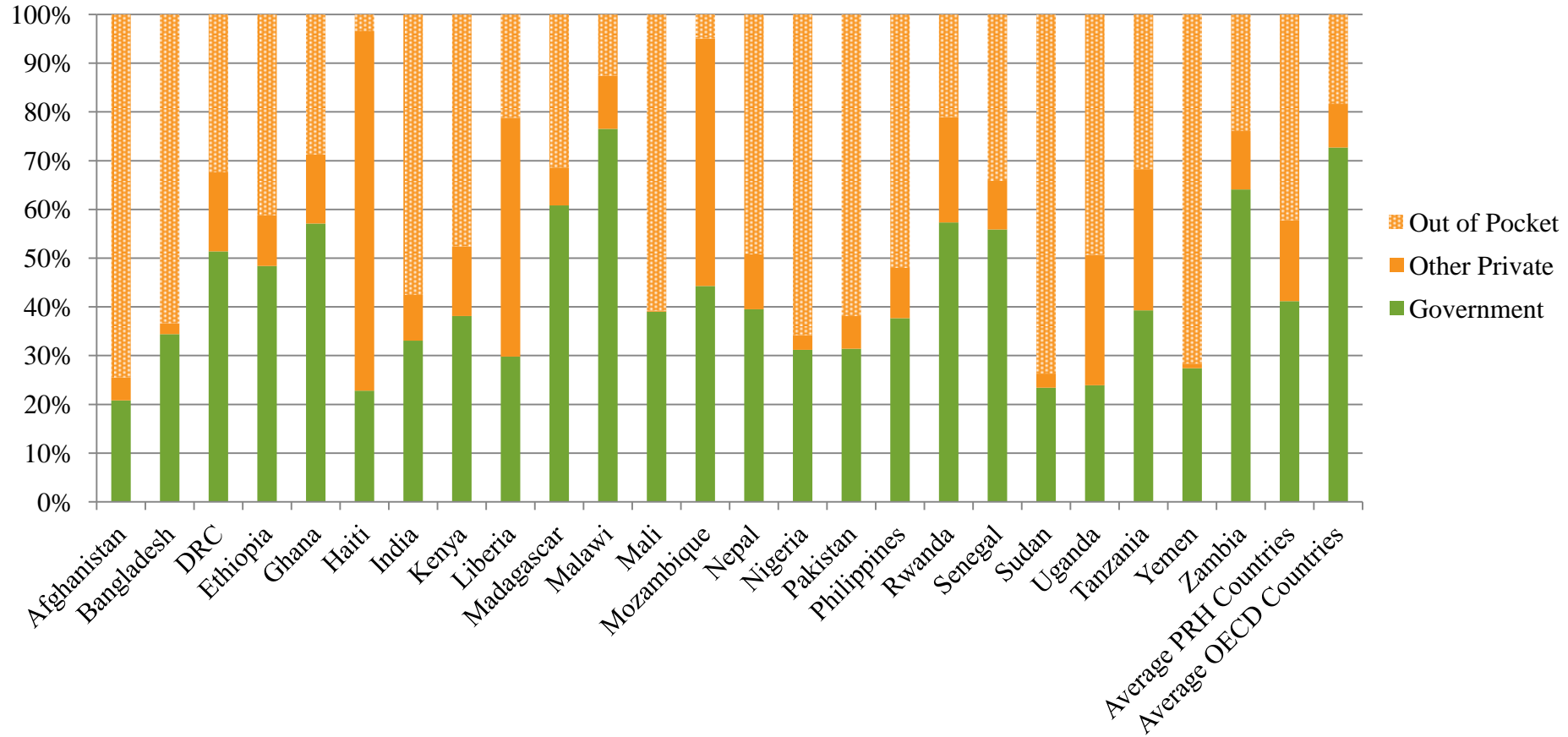
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Private sector expenditure on health is relevant

Proportion of Health Expenditure by Country



Source: World Health Organization, 2012



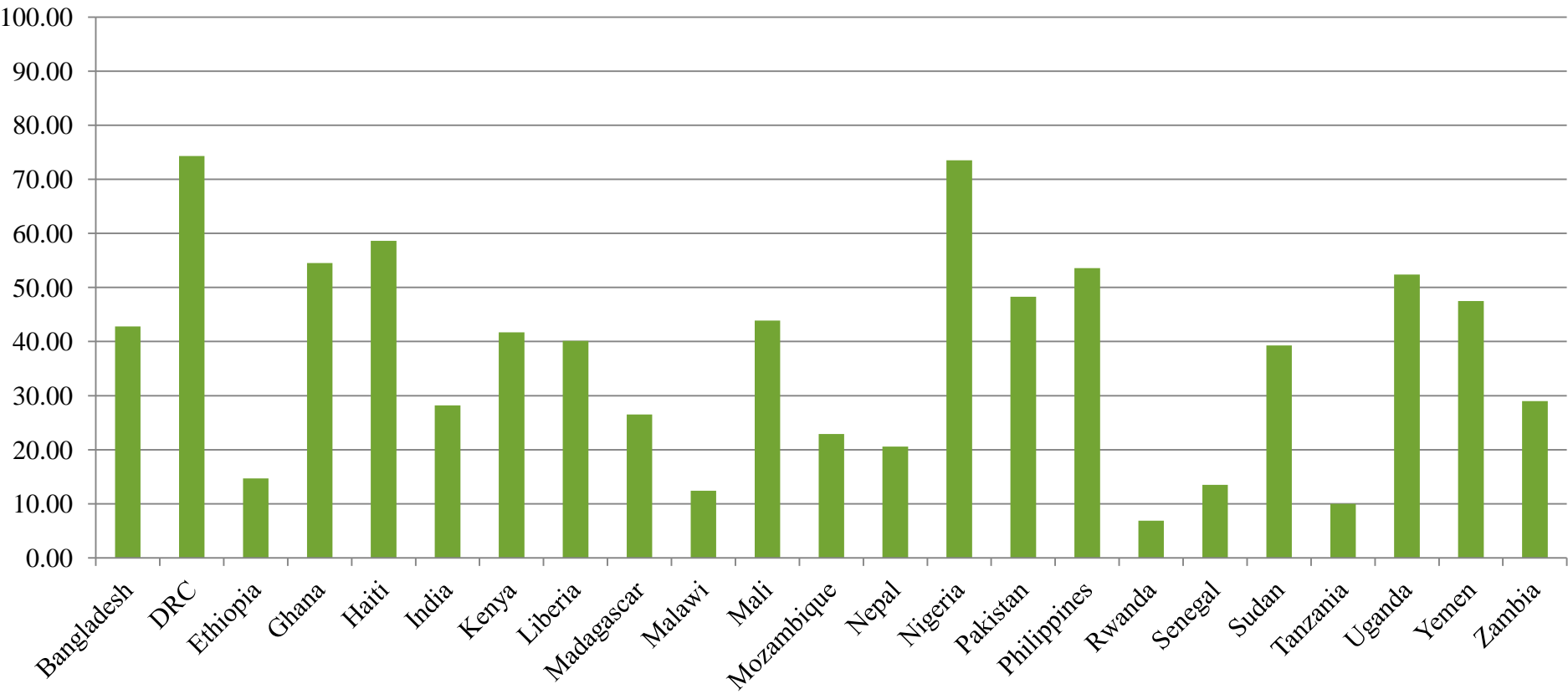
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Private sector has significant FP market share

Percentage of Family Planning Sought in Private Sector, PRH Countries



Source: most recent Demographic Health Surveys



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Considerations

- Should we prioritize countries in which scaling up quality assured LAPM in private sector will assist the public sector? Relieve unmet need?
- Would equivalent investments in LAPM by donors into public vs. private sector delivery yield differential results?
- How would we assess improvements in the market for LAPM services? Is that the market which we should consider, or should it be more broadly defined?



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THANK YOU!
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