Considering a Total Market Approach in Health Services

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May 19, 2014
LA/PM Community of Practice Technical Consultation
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
Visual Representation of TMA

Jeff Barnes of Abt Associates et al., 2009
Barbara O’Hanlon, Ohealth Consulting
Private sector expenditure on health is relevant.

Proportion of Health Expenditure by Country

Private sector has significant FP market share

Percentage of Family Planning Sought in Private Sector, PRH Countries

Source: most recent Demographic Health Surveys
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?
THANK YOU!
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