

Strengthening markets to meet critical health needs

PATH offers a proven track record and unique qualifications for diagnosing and overcoming market challenges

For four decades, PATH has worked to strengthen markets for needed health products in low- and middle-income countries. We offer our funders and partners extensive expertise, unique qualifications, and flexible, data-driven approaches that pave the way for scaled-up use of lifesaving technologies and other products.

NEED FOR GREATER ACCESS TO PRODUCTS

Every day, thousands of deaths could be prevented with better access to existing, low-cost health products and services. For example, about 16,000 children under age five die each day, mostly from diseases and conditions that can be easily prevented or treated with access to simple, affordable products and services.¹ More than 800 women die daily from complications of pregnancy and childbirth that can be readily prevented or managed with inexpensive maternal health products.^{2,3}

Lack of access to health products is often a result of market failures—that is, limited or inconsistent product availability, products of poor or unverified quality, or products that are inappropriately designed or unaffordable. The term *market dynamics* refers to a set of skills and approaches used to evaluate access to products and then achieve consistent, sustainable access to affordable, quality-assured products by catalyzing interventions that reduce long-term demand and supply imbalances.

PATH'S CAPABILITIES IN MARKET DYNAMICS

PATH's work to strengthen markets helps to advance products across the value chain (see figure below). Some

of our projects have improved markets globally, and some have focused on specific countries. Our work addresses the five A's of an effectively functioning market for a health product: **affordability, availability, assured quality, appropriate design, and awareness.**

To build healthy markets, we apply our skills in primary and secondary market research, market sizing, demand forecasting, distribution channel analysis, engagement with manufacturers and national and international authorities, supply forecasting, impact modeling, and cost-of-goods assessment. These analytical approaches allow us to identify the root causes of market failures and develop strategies to overcome these issues, thereby strengthening markets and improving product access.

In 2015, PATH launched the Market Dynamics Program to focus expertise in this area and build upon previous work across the organization. The program is a strategic resource for donors, international agencies, ministries of health, and other programs and project teams within PATH.

Our market dynamics experts hold advanced academic degrees in public health, business, and economics and have extensive experience across a range of fields, including public health, biotechnology and pharmaceuticals, public policy and advocacy, international relations, and financial services. Collectively, the members of our team have specialized product knowledge spanning many health areas, including malaria, HIV, tuberculosis, pneumonia, cancer, cardiovascular disease, diarrheal disease, neglected tropical diseases, and maternal and child health.

PATH applies market dynamics expertise across the product value chain.



UNIQUE QUALIFICATIONS

Since the organization's inception in 1977, PATH has been widely recognized for developing and introducing technologies and other products to improve health in low-resource settings. These have included vaccines, drugs, diagnostics, and devices. Our experience with product development and introduction is unparalleled among our peers and adds value to our work in market dynamics.

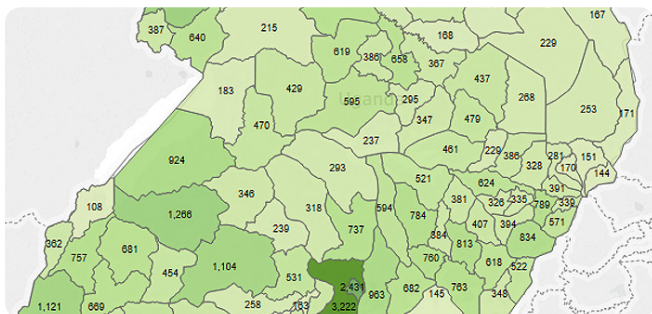
PATH also has a long history of successful collaboration with commercial firms, regulatory bodies, and procurement agencies. The lessons learned from these collaborations and our global networks, public health and advocacy expertise, and on-the-ground presence in more than 20 countries all contribute knowledge, perspective, and broad context to our work in market dynamics. PATH provides our funders value for money by leveraging our global footprint and capabilities across the organization for maximum efficiency and effectiveness.

EXAMPLES OF CURRENT PROJECTS

The major projects in our current portfolio fall in four health areas:

- *Expanding access to treatment for cervical precancer.* We are using geospatial modeling and other data-driven tools to improve country-level decision-making on use of cryotherapy and thermocoagulation devices.
- *Increasing access to oxygen therapy.* We are identifying barriers to wider use of oxygen delivery devices and pulse oximeters and developing approaches and tools to address those barriers.

To aid decision-making in Uganda, PATH has estimated the number of women to be treated for cervical precancer in each district under each of five scenarios for equipment use.



- *Expanding access to new malaria treatments.* Combining in-country research and advanced modeling techniques to forecast national and local needs, we are strengthening efforts to co-locate critical malaria commodities to improve treatment and reduce patient risk.
- *Increasing access to safe water.* We are evaluating the potential impact of using a novel, on-site chlorine generator in community, school, emergency response, refugee camp, and health care settings. We are developing a criteria-based decision matrix tool that uses primary and secondary data to facilitate decision-making and prioritize use cases for product development.

Across these projects, we are currently working in Brazil, Cambodia, Ethiopia, Ghana, India, Indonesia, Kenya, and Uganda.

TRACK RECORD OF IMPACT AT SCALE

PATH has a 40-year track record of achieving sustainable, large-scale impact through our work to strengthen markets. An important example is our work to increase international access to an affordable Japanese encephalitis vaccine manufactured in China, which has subsequently reached more than 260 million children across more than ten Asian countries. Through all our work in market dynamics, PATH helps to save lives and improve health by extending the benefits of innovation to those with the greatest needs.

FOR MORE INFORMATION

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www.path.org/our-work/market-dynamics.php

References

- 1 World Health Organization (WHO). *Children: Reducing Mortality* [fact sheet]. Geneva: WHO; 2016. Available at <http://www.who.int/mediacentre/factsheets/fs178/en/>.
- 2 World Health Organization. Global Health Observatory data on maternal mortality. Available at http://www.who.int/gho/maternal_health/mortality/maternal_mortality_text/en/.
- 3 UN Commission on Life-Saving Commodities for Women and Children. *Commissioners' Report*. New York: United Nations; 2012. Available at http://www.unfpa.org/sites/default/files/pub-pdf/Final%20UN%20Commission%20Report_14sept2012.pdf.



www.path.org

PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children. We accelerate innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations—that harness our entrepreneurial insight, scientific and public health expertise, and passion for health equity. By mobilizing partners around the world, we take innovation to scale, working alongside countries primarily in Africa and Asia to tackle their greatest health needs. Together, we deliver measurable results that disrupt the cycle of poor health. Learn more at www.path.org.

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