

CASE STUDY



Our product landscape and diagnostic resulted in a market-shaping strategy for reproductive, maternal, and newborn health in Africa

Our client, a global health organization, has a track record of providing reproductive, maternal, newborn, and child health (RMNCH) services in Africa and has been developing a new strategy for the next 5 years.

While previous strategies focused on interventions to improve quality of care and national-level planning, they lacked specific actions to increase access to essential health products, especially those targeting the leading complications in mothers and newborns. As a result, the organization was falling short of its target of dramatically reducing maternal and newborn deaths in the countries where it works.

The problem

Africa's maternal and newborn mortality trends highlight the region's lingering inequalities. In lower-resource settings across the continent, newborns and their mothers die at an alarming rate from preventable complications of labor and delivery. These deaths are especially disheartening given that antenatal care coverage rates have improved markedly, and an increasing number of births are occurring in medical facilities.

The majority of deaths in women and children can be prevented with effective and affordable interventions that prevent or treat the most common causes of illness. These integrated approaches focus on providing essential maternal and newborn care during the final stage of labor and immediately after birth, both crucial stages at which effective interventions can prevent maternal and newborn deaths.

A wide range of currently available innovations have an enormous potential to save lives, but they need to be implemented and scaled successfully. In many settings, these interventions are still not reaching women and children, and key social determinants of health remain unaddressed.

The solution

Market Access Africa was commissioned to perform an assessment of the product landscape for RMNCH and evaluate the organization's draft strategy. Following this, we conducted a three-month diagnostic that identified opportunities to prioritize key products, while dramatically improving patient experience.

This included the collection of primary and secondary data and a comprehensive assessment of the supply environment and the uptake dynamics. In addition, we led a market SWOT analysis to identify shortcomings and opportunities for each product category and provided recommendations for a rollout plan.

The outcome

Our analysis shed light on the interventions and approaches that can enable rapid identification of conditions that lead to poor outcomes during pregnancy, birth, and the first months of life. The report analysis helped the global health organization redesign an effective implementation strategy in key African countries.

About us

Market Access Africa is a mission-driven healthcare organization that works with the public, private, and third sectors to design and deliver transformational healthcare solutions for Africa.

We envision an Africa where world-class healthcare is the standard, and where deep-rooted inequities are a thing of the past. To solve complex problems on the ground, we curate and advance bold ideas that accelerate access to the best innovations and appropriate solutions for Africa's health systems.

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