

CASE STUDY



Our voice-of-the-customer assessment enabled access to more precise, reliable, and affordable diagnoses for cancer patients in Africa

Our client, a healthcare technology company, leveraged its expertise in clinical flow cytometry to launch Europe's first CE-marked reagent combination for leukaemia and lymphoma diagnosis. This easy-to-use flow cytometry diagnostic tool simplifies the workflow and can be placed in smaller laboratories with less advanced infrastructure. It also provides quick results for physicians, which leads to faster and more accurate treatment for the patients and positions it for use in low- and middle-income countries (LMICs).

The problem

Cancer is a rapidly growing cause of mortality in sub-Saharan Africa and will soon eclipse communicable diseases as one of the leading contributors to disease burden. According to the World Health Organization, cancer cases and deaths are projected to double every year, reaching 1.6 million cases and 1 million deaths annually by 2040. Hematologic malignancies (HM) account for between 10 and 50 % of the overall cancer burden in the region.

With increasing life expectancy, the expansion of an upper middle class, and substantial changes in diet and lifestyles, there is an increasing burden of cancers and HMs in Africa. Yet, they remain largely undiagnosed and undetected. Health systems and healthcare markets in Africa have been primarily focused on infectious diseases and many countries do not have the skills or equipment to scale cancer detection and confirmatory diagnosis.

Delays or lack of an accurate diagnosis limits the ability to select the optimum treatment regimen, leading to poor treatment outcomes and preventable loss of life.

The solution

We were commissioned to develop a voice-of-the-customer assessment, to surface the health system priorities and user experiences in African countries, and to better understand the diagnosis of HMs in both the public and private sectors.

We provided recommendations on a potential delivery and financing model to inform the client's strategy on how to introduce and enhance the adoption of their new technology in Africa, whilst enhancing access to a critical technology for improving the chance of cancer survival.

Our team of experts generated insights on the current role and demand for flow cytometry in the diagnosis of HMs in sub-Saharan Africa. This involved studying the state of cancer registries and the level of reporting, which showed a large unmet need for accessible cancer diagnostics across the public and private health sectors.

Our work also involved analyzing the policy and regulatory landscape with respect to cancer diagnostics, current diagnostic practices, and patient referral pathways within the health system. We also assessed health financing mechanisms with the potential to support cancer diagnosis.

The outcome

We delivered an analysis that will help to catalyze faster market expansion and increase access to more precise, reliable, and affordable diagnosis for cancer patients, improving their chances of survival. The evidence generated will support the company's ambitions and global health impact initiatives by allowing it to develop an informed approach to market entry and positioning, which will increase access to flow cytometry across other LMICs.

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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