

# Market Creation and Stimulation RDTs in the Private Sector Consultative Meeting, Entebbe

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PREVENTION



DIAGNOSIS



TREATMENT



RESEARCH

# 6 P's Marketing



Demand Creation both provider and client

## Product

- Single unit RDT - convenience
- Barcoded for quality and tracking
- Part of a service

## Price

- Determined through VCAs
- Margins maintained along the supply chain
- Price penetration/hooks
- RRP stipulated not enforced

## Place

- Branded outlets
- Multiple outlet types
- Inclusive to those registered & dispensing malaria treatment
- Standards met
- Selective distribution

## Promotion

- Providers:
  - Seed stock, lab coats, displays, provider meetings, intensive detailing
  - high volume sales promotions
- Consumers
  - Media - launch, radio, tv,
  - IPC - WoM, community influencers, road show
  - Sales promotion - IPC (provider to consumer),

## People

- MSRs – ToTs – case management & supervision/detailing,
- Mobile technology/Apps
- Providers
- IPC & Business skills
  - Case management Training

## Process

- Complaints – WhatsApp group, email list
- Provider meetings
- Detailing visits

# Effective/Not effective

Initial BCC activities focused on certain client groups

Initial BCC activities on Tb4T, knowledge high but practice low

BCC insufficient and limited geographical reach

Marketing assessments

Provider/Professional Association meetings – address confidence in RDT results, improved dynamics

Complaints/feedback mobile technology groups – forum

Training Providers – increased service – increased sales, reputation

# Challenges

Field Notice on single unit RDT buffer vials

Devaluation of currencies – loss of profitability along supply chain

Competing free/leaking/black market RDTs affecting pricing and demand for QARDTs

Timing of promotional activities

BCC activities investment dependent # outlets & geographical coverage

Time to do test (complete test & treat < 15 mins)

more important than cost or price

patient flow at peak times, only one person trained/outlet

Difference between a product (good) only and a product service

# Way Forward

Focus of new BCC campaign on saving money, time, and lives

Improved BCC campaign timing and scope

Drive consumers to outlets with promotions

Incentivize providers for increased sales and adherence



Questions?

