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

Elizabeth Streat
20-21 September, 2015
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/hooking
- RRP stipulated not enforced

Place

- Branded outlets
- Multiple outlet types
- Inclusive to those registered & dispensing malaria treatment
- Standards met
- Selective distribution
<table>
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<tr>
<th>Promotion</th>
<th>People</th>
<th>Process</th>
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<tbody>
<tr>
<td>• Providers:</td>
<td>• MSRs – ToTs – case management &amp; supervision/detailing, Mobile technology/Apps</td>
<td>• Complaints – WhatsApp group, email list</td>
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<td>• Seed stock, lab coats, displays, provider meetings, intensive detailing</td>
<td>• Providers</td>
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<td>• high volume sales promotions</td>
<td>• IPC &amp; Business skills</td>
<td>• Detailing visits</td>
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<td>• Consumers</td>
<td>• Case management Training</td>
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<td>• Media - launch, radio, tv,</td>
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<td>• IPC - WoM, community influencers, road show</td>
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<td>• Sales promotion - IPC (provider to consumer),</td>
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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?