

## ASTHM 2009 Symposium

### Understanding more about the antimalarials market in Africa: Progress in a new field of Research

Friday 20<sup>th</sup> November, 15:45 – 17:30 h  
Washington I Room, Marriott Wardman Park Hotel, Washington DC

#### Symposium Description

The objective of this symposium is to highlight the need for additional understanding of market dynamics in Africa, and how recent investments may contribute to better linking market understanding with the achievement of public health goals.

The symposium has been structured around the concrete example the changing malaria environment in Africa. Starting from recognition of the immense opportunity to move forward with malaria control through new investments, the discussion highlights the public health importance of obtaining good market data. The symposium asks what additional information is needed, and how we might go about filling some remaining data gaps. The information gathered through this work is complementary to the research of ACTWatch, hosted by PSI.

	<b>Name</b>	<b>Presentation Title</b>	<b>Affiliation</b>
Speaker 1	<b>Olusoji Adeyi</b>	AMFm: what do we need to know about the market, and why?	GFATM, AMFm Secretariat
Speaker 2	<b>Brenda Waning</b>	Mining databases: what do we know about procurement data?	Boston Medical School / Boston University
Speaker 3	<b>Peter Stephens</b>	Gathering market data from the top: IMS Health-MMV collaboration on measuring market size	IMS Health
Speaker 4	<b>Leah Barrett</b>	Understanding the Last Mile: How can we improve data gathering at the end of the distribution chain?	VillageReach

#### Abstract

In 2008, ASTMH examined for the first time, the link between understanding the antimalarials market and implications of such information to guide public health initiatives focused on the uptake of ACTs. Participants learnt of early attempts to measure the antimalarials market in several African countries, and the way in which policy makers could use such data.

Since then, the field of market intelligence has expanded, with the early initiatives of 2008 now bearing fruit. The need for market data to guide public health initiatives is more pressing than ever. The Affordable Medicines Facility, malaria (AMFm) has been approved for a pilot in 11 countries. GFATM funding to scale up access to ACTs has reached new highs. And yet, we still have little information about the size and structure of the market. Who still turns to the private sector to purchase an antimalarial medicine, what do they receive, at what cost?

This symposium will present the results of 12 months of research, leading to a significant improvement in our understanding of the market size, structure and the ways in which such information can guide ACT access and public health investments.

This symposium will describe new data on the process and delays in public sector procurement of ACTs; groundbreaking ways to measure the size and change in the market structure; and country-specific work concerning the affordability and availability of antimalarial medicines.

This range of initiatives starts to build a picture of the market which can improve demand forecasting for needs, to target additional ACT distribution opportunities in the public and private sectors, to measure the change in the market structure as the AMFm replaces older classes of drugs with ACTs.

Such information is relevant to policy makers at the global level, as well as those working at national and sub-national level, making sure each care-giver has access to the most effective possible treatment available, at all points of delivery.

### **Learning Objectives**

- Participants will learn about progress made in the past 12 months in measuring and understanding the antimalarials market in Africa
- Participants will understand the implications for good market intelligence in guiding international interventions to scale up access to ACTs.
- Participants will identify where the opportunities and gaps currently lie in mapping the antimalarials market in Africa, and how these can be addressed.

### **Further Information**

For further information on this symposium, please contact

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