



Shaping Equitable Market Access for Reproductive Health

MISSION AND VISION

Sexual and reproductive health (SRH) products are critical to saving lives and advancing gender equality.

Launched in 2021, Shaping Equitable Market Access for Reproductive Health, or **SEMA Reproductive Health**, is a collaborative platform and financing vehicle that seeks to work with, and through, partners across the entire SRH ecosystem to better coordinate donor investments, leverage existing expertise, build additional capacity and optimize limited resources in pursuit of healthier markets.

SEMA's **vision** is a world with healthy, equitable and resilient markets for SRH products in low- and middle-income countries that allow people, especially women and adolescent girls, to control their health and future.

SEMA's **mission** is to support country and global partners to design and drive coordinated data-based strategies that shape healthy, equitable and resilient SRH markets capable of meeting communities' diverse needs.

SEMA'S APPROACH TO MARKET SHAPING

The way SRH products are bought, sold, supplied and financed in markets is critical to access. Both product and national markets must be responsive to consumer needs. That means providing access to products that are affordable, quality-assured and in line with consumer preferences and lifestyles. Healthy public and private markets should be able to effectively introduce new products and be resilient to shocks.

This cannot be achieved without a range of market enablers that support and guide the effective flow of financing, products and information including consumer insights. However, these are rarely in place (see box on page 2).

The global health community has a long track record of success in deploying tools and strategies to improve market health. SEMA harnesses this experience to:

- **Understand SRH markets and identify shortcomings** by working with partners to leverage SEMA's innovative Healthy Markets Framework, a tool that assesses market conditions and ecosystem capabilities
- **Co-design and coordinate solutions to priority market problems** by engaging in country-led processes and/or supporting collaborative fora, while tapping into the unique strengths of existing partners and networks
- **Finance and drive coordinated implementation of market interventions**, to address national, product and cross-cutting market challenges related to affordability, resilience, supply, demand, innovation and/or other market dimensions through partnership with countries and global partners
- **Track progress** to make course corrections, learn, adapt, promote continuous quality improvement and assess impact over time

SEMA's design embraces country stakeholders' stewardship of their markets and recognizes that each country's market context is different. SEMA's structure comprises a country-based organizational model, capturing local stakeholders' expertise and insights on local markets to inform its broader agenda. Market problems can extend beyond what one country can address, such as filling a global supply gap, driving regional or global regulatory or policy reform, incentivizing the introduction of a new product design, and more. SEMA seeks to provide a platform for country and global partners to convene, co-design and coordinate solutions that may benefit multiple countries.

WE NEED A MORE PROACTIVE AND COORDINATED APPROACH TO IMPROVE SRH PRODUCT AVAILABILITY AND ACCESS.

SRH products are too often **unaffordable**, **unavailable** or simply **don't match individual preferences** or lifestyles. Market inefficiencies or gaps include:

- Insufficient, unpredictable or fragmented financing
- Little insight into user preferences
- Fragile procurement systems
- Over-reliance on donor funding & limited country ownership of market strategies
- Slow and protracted launch of new SRH product choices
- Inadequate information flow between countries, donors and global health organizations

STRATEGIC VISION AND PLAN 2022-2027

In 2021, initial funding enabled SEMA to hire its leadership, establish its governance and oversight structures, develop a strategic vision and market assessment framework and scope early investment opportunities.

For the next five years, SEMA will focus on three main objectives:

- **Establish its organizational structure and approach**, including recruiting roughly 25 staff and creating internal systems, processes and partnership models. After an initial incubation period of two to three years at Amref Health Africa, SEMA aims to spin off as an independent organization.

We are beginning our country work in Burkina Faso, Senegal, and Nigeria with the hopes to learn about their diverse needs and explore how to adapt our model in these different contexts. In parallel, we are exploring market solutions and organizational models that can engage and respond to priority needs of a broader set of countries and regional partners.

- **Drive improvements in country and product markets, as well as market enablers**. In our first year, we are testing the SEMA Healthy Markets Framework in three countries, focusing on several SRH product categories (hormonal IUD, injectables, safe abortion supplies) to identify initial investment opportunities. Through these and prior consultation efforts, we have identified cross-cutting market problems related to market information, financing and product management activities that we are exploring. For instance, we are working with partners to test efficient approaches to gather private market data and improve the generation and use of consumer insights. Recognizing that governments and private enterprises are purchasing products on their own, we are exploring strategies to ensure these buyers can still access affordable, quality products.

In addition, to respond to requests from country and global stakeholders to move from single product to portfolio approaches, we are consulting with partners to identify how to create more cross-product structures and approaches to product market management. By 2027, we hope to be conducting more than 12 market assessments and at least 10 market interventions per year.

- **Crowd in partners to join forces and learn from each other**. Markets are vast ecosystems and influencing them requires diverse partners to coordinate and align efforts and learn from each other. Therefore, SEMA aims to develop a trusted and valuable platform for country, regional and global partners to learn, share and collaborate. SEMA also aims to encourage additional SRH investors (donors, countries, others) to provide and/or align funding to finance market interventions and support SEMA engagement in additional geographies and SRH areas including maternal, newborn and child health.

With the world renewing its commitment to gender equality and recognizing the need to shift global power dynamics, we have a unique opportunity to design new models to create sustainable change.

SEMA's objectives for the coming years represent the promise of this opportunity, and we look forward to working with partners in countries and around the world to realize these goals.

For more information about SEMA, including our Strategic Vision and Plan for 2022-2027, Healthy Markets Framework and email distribution list, please visit www.semareprohealth.org.