

Responses to questions and issues raised at the SEMA 13th July webinar on products market assessment

SEMA appreciates the enthusiastic participation and active engagement shown during the July 13th Webinar. While several of the questions raised were answered by the presenters, it was impossible to cover all of them within the allotted time. In this document, we have compiled the questions into thematic groups providing further information to the questions that were discussed during the webinar and those that were not addressed.

1. HMF methodology and data requirements: A variety of questions were raised regarding the methodology and scope in relation to the Healthy Markets Framework (HMF).

[This link here](#) provides a short summary of the HMF structure and approach. We have made a number of adjustments to the framework in light of the experiences of the assessments already undertaken and feedback received from implementers and stakeholders. We have also now posted the draft guidance for undertaking both product market assessments and country market assessments which both include significant detail on data requirements. The [country markets](#) and [products market](#) assessment guidance notes have also been revised in light of feedback and experience but additional comments are welcome.

2. Data platform: Additionally, several questions were submitted regarding the proposed data platform which was presented as a cross product recommendation to support all product markets.

SEMA's long term vision of the market monitoring and data platform is of a global good used by procurers, suppliers, country governments, donors, implementing partners, distributors and other stakeholders to understand markets, identify problems, align around strategies, and adjust approaches. The projected result is a multi-user platform providing different levels of visibility to countries, manufacturers, donors, implementers, procurers and distributors to promote better decision-making and healthier markets.

SEMA believes that this vision can be achieved through:

- Collating and synthesizing data - working with partners to bring disparate data sets together to create new insights.
- Creating a comprehensive platform - establishing a one-stop shop for market monitoring data and analytics.
- Filling critical data gaps - identifying new sources and ways to generate private sector market data as short-term focus and consumer data and insights for future years' work.
- Enhancing market analytics - using aggregated data to create new market insights, develop multi-product strategic demand forecasts, and support financial scenario modelling.

While existing data sets provide critical visibility and each plays an important role in understanding access to family planning and SRH markets, the data continues to be

siloes and/or focused on specific products and sectors. We believe there is an opportunity to provide a more comprehensive overview of market data, working closely with relevant partners to avoid duplication and maximise the utility of outputs. We are looking to amplify the work of partners already working on data aggregation and generation (e.g., FP2030, VAN, UNFPA, RHSC market reports) and show how this data, when combined with other types of data, can yield new market insights.

The market monitoring and analytics platform will take time to build and establish as a robust, multi-user platform. Therefore, we will take a phased approach, to design, build, learn, and adapt, to ensure the end product is able to meet multiple user needs. Each phase will include frequent consultation with stakeholders and users (current and potential) to seek input and feedback and ensure the market monitoring platform, functions, and analyses are on track to meet user needs and inform decision making.

3. Specific product market questions: Questions on the different products covered in the assessments (injectables, hormonal IUD and medical abortion).

The summaries were published shortly in advance of the webinar and participants may not have had an opportunity to review them in full before the discussion. [The summaries are available here](#) and the additional detail in the documents addresses many of the questions raised. A number of technical questions that were outside of the scope of the market assessments were also raised. One example is the management of consumable waste associated with self-injection of DMPA-SC. A wide range of resources on such technical questions has been developed by other partners and is available online. For example, household [waste management guidance for DMPA-SC](#) is available at this link.