

# SEMA

## REPRODUCTIVE HEALTH

### The SEMA Healthy Markets Framework

#### OVERVIEW

SEMA Reproductive Health envisions a world where sexual and reproductive health (SRH) markets in low- and middle-income countries (LMICs) are healthy, equitable and resilient. Only then can all people, especially women and adolescent girls who face unique barriers, access the products they need to control their health and future. SEMA's mission is therefore to work with country and global partners to better understand these markets and design and deliver strategies to strengthen them.

#### SEMA'S VIEW OF MARKETS

The SRH market space is made up of many different actors performing functions such as funding, manufacturing, purchasing and supplying. SEMA unpacks this space into three distinct, yet interconnected, market levels in order to promote dialogue around solutions and build support for specific interventions that can improve access to SRH products.

##### Country

Country markets comprise interactions between buyers and sellers of products, both public and private, as well as the wider flow of products, within countries. The organization of country markets is critical for product availability since they deliver to the last mile – ensuring that the right mix of products is available when and where users need them.

##### Product

Product markets are made up of the interactions between buyers and sellers of individual products/product categories across multiple countries. Product markets connect to country markets. Quality, affordability, and supply of products depends on functions delivered by the ecosystem.

##### Ecosystem

For markets to work effectively, support is also needed from cross-cutting, multi-country market enablers. This includes global funding and procurement mechanisms, as well as critical global support functions, such as quality assurance, market monitoring and shaping, and product introduction support.

## THE SEMA HEALTHY MARKETS FRAMEWORK

SEMA aims to promote healthy markets at all three levels (country, product, ecosystem) that are efficient and effective at equitably promoting public health and meeting communities' diverse needs. The framework recognizes that key factors, common to all levels, are needed for markets to perform well:

- **Functioning market foundations** – quality market data, market analytics, market management capacity, and well-functioning market institutions (such as procurement and regulatory mechanisms) are all required for markets to function well
- **Financing** – financing is adequate and predictable enough to ensure that the demand for products from country systems is met
- **Supply** – supply is sufficient, reliable, and robust enough to meet financial demand over the short- and medium-term
- **Consumer demand** – the system is meeting consumer demand and preferences across the product mix
- **Price** – pricing throughout the value chain supports consumer needs and access and market sustainability
- **Quality** – products supplied to the market meet appropriate quality standards
- **Product adoption** – global and country systems support routine, timely, and equitable adoption, and there is a healthy pipeline of research and development for new products to better meet consumer needs

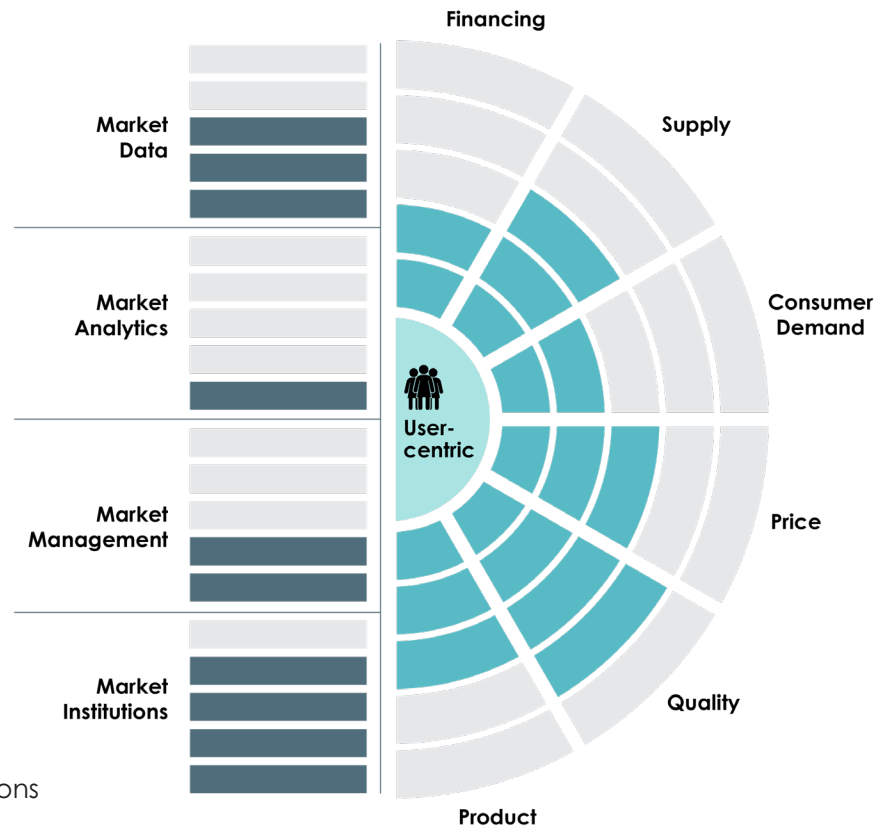
SEMA's Healthy Markets Framework (HMF) is a tool to understand and assess market health against the criteria described above using qualitative and quantitative indicators, and ultimately aid in the design of appropriate interventions.

Markets for SRH products are complex and fragile. For example, low and uncertain demand, together with long and costly product registration processes, can deter manufacturers from investing in R&D, scaling up production, and entering markets. Challenges like these complicate access to quality, affordable SRH products for millions of people.

The good news is that we know that we can strengthen markets to deliver better outcomes. Tried and tested interventions include technical support to help new manufacturers come to market, helping national governments to build their capacity to plan purchase and provision, negotiating pricing and licensing deals, or coordinating the rollout of new, game-changing products.

The HMF breaks down the different dimensions of market health, including market foundations such as available data and well-functioning institutions, as well as the characteristics of good performance, such as financing, price, and supply. Markets are scored along each dimension from 1 to 5, with 1 representing “poorly-performing” and 5 “highly-performing”. A perfectly performing market would score 5 on all dimensions and all solid blocks would be filled.

Market conditions
  Market foundations



The HMF is tailored to reflect differences in structure between the different levels (country, product, ecosystem) so that it can be applied to all markets. SEMA commissions technical partners to conduct assessments of priority markets in a consultative manner. Assessments are participatory, serving as a platform for dialogue on priorities for action and investment, and will occur on a regular basis, with results reported on dashboards to allow for progress to be monitored.

In 2022, SEMA piloted the framework in different market contexts and incorporated lessons and feedback in its design. The dimensions and structure set out in this note reflect the revisions adopted as a result of that learning process.

## NEXT STEPS: DESIGN, TRACK, AND IMPROVE

Using the HMF to understand markets and their shortcomings is the first step in SEMA’s operational model. The second step is to work with partners and relevant stakeholders to design tailored solutions. SEMA then supports solving identified problems and serves as a vehicle to fund and co-execute those market solutions. Finally, SEMA tracks progress and draws lessons learned for continuous quality improvement. Regular assessments using the HMF are a key component of SEMA’s monitoring, evaluation, and learning agenda.

Through these steps and with the needs of consumers and country stakeholders driving our work, SEMA aims to make a catalytic contribution to improving access and uptake for SRH products in LMICs. Doing so is critical to saving lives, advancing gender equality, and improving the health and wellbeing of millions of people around the world.