



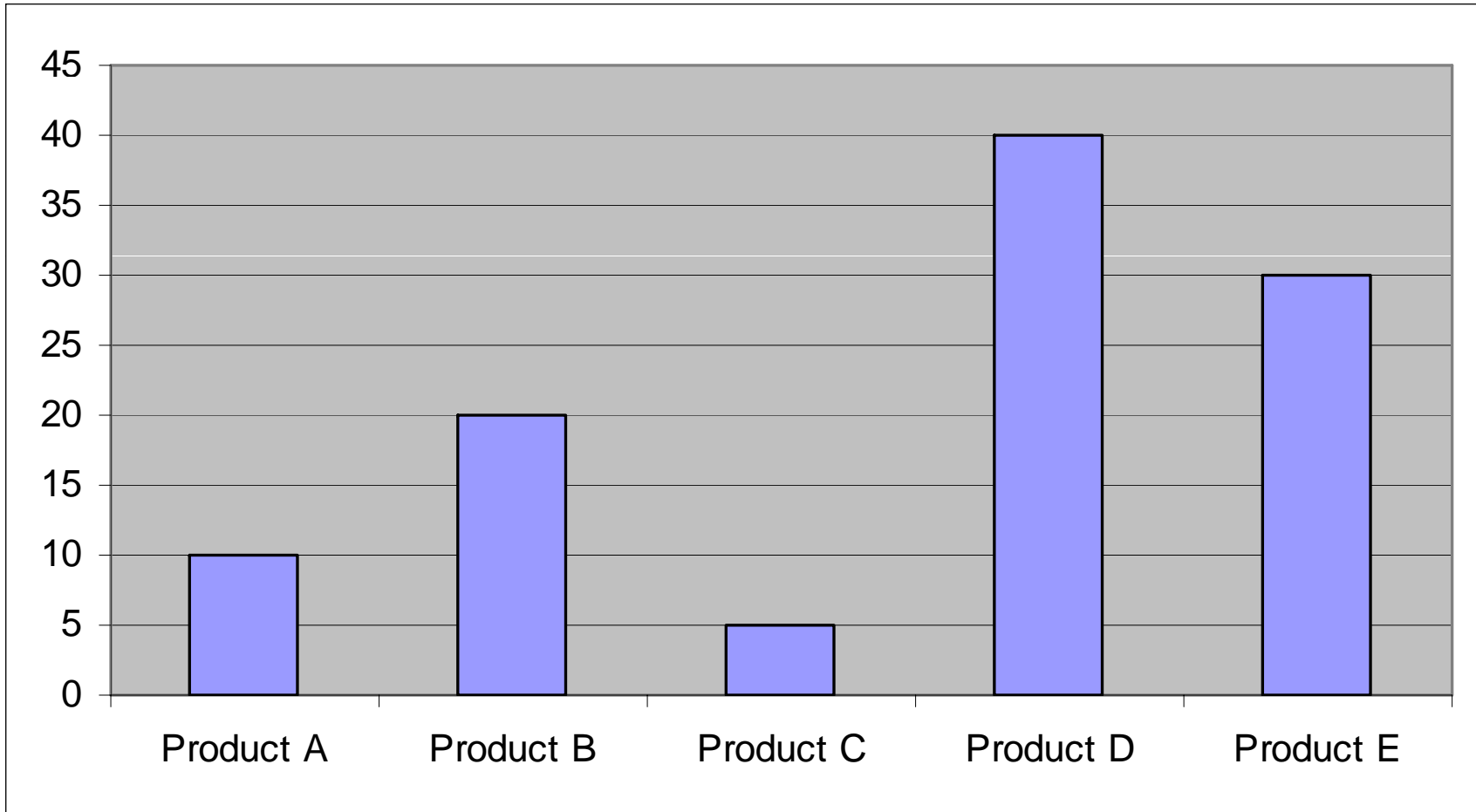
Collaborating to Measure Market Volumes
MMV Stakeholders Meeting 2011

Defeating Malaria Together

Renia Coghlan, MMV
Dar es Salaam, 3rd June 2011

MMV 
Medicines for Malaria Venture

What do we know about markets in Africa?



Can We Measure Market Responses to Public Health Interventions?

NEW TREATMENT POLICY

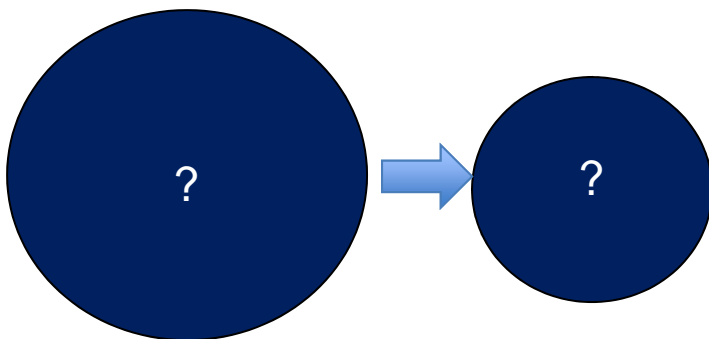
« Test before Treat »

'Incidence' X Year 1

New Policy Introduced

Incidence Y Year 2 w/ confirmation

Has the market responded?



NEW PUBLIC HEALTH INTERVENTION

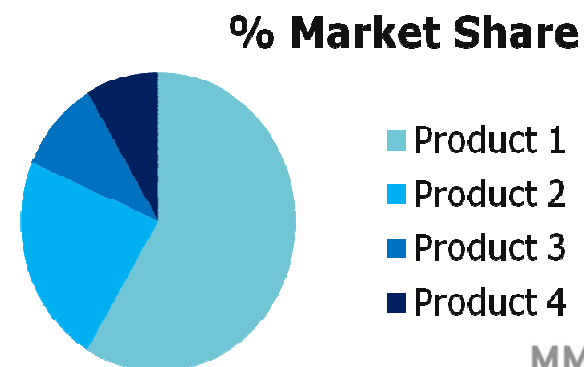
« Improve Access to Quality Meds »

Market Structure Year 1

New Intervention Introduced

*Market Structure Year 2:
New Segmentation?*

Has the market responded?



Our Questions...

- **Total market size, volume and value, for the whole pharmaceuticals market (public and private)**
- **Volumes by sector (public, private, mission)**
- **Mkt Segment by class of medicine and by molecule**
- **Mkt Segment by manufacturer**
 - Importance of brand/generic
 - Price differences
- **Volume by importer**
- **Imports by formulation: meds for kids? Stability?**
- **Security of supply: imports by time, by manufacturer**



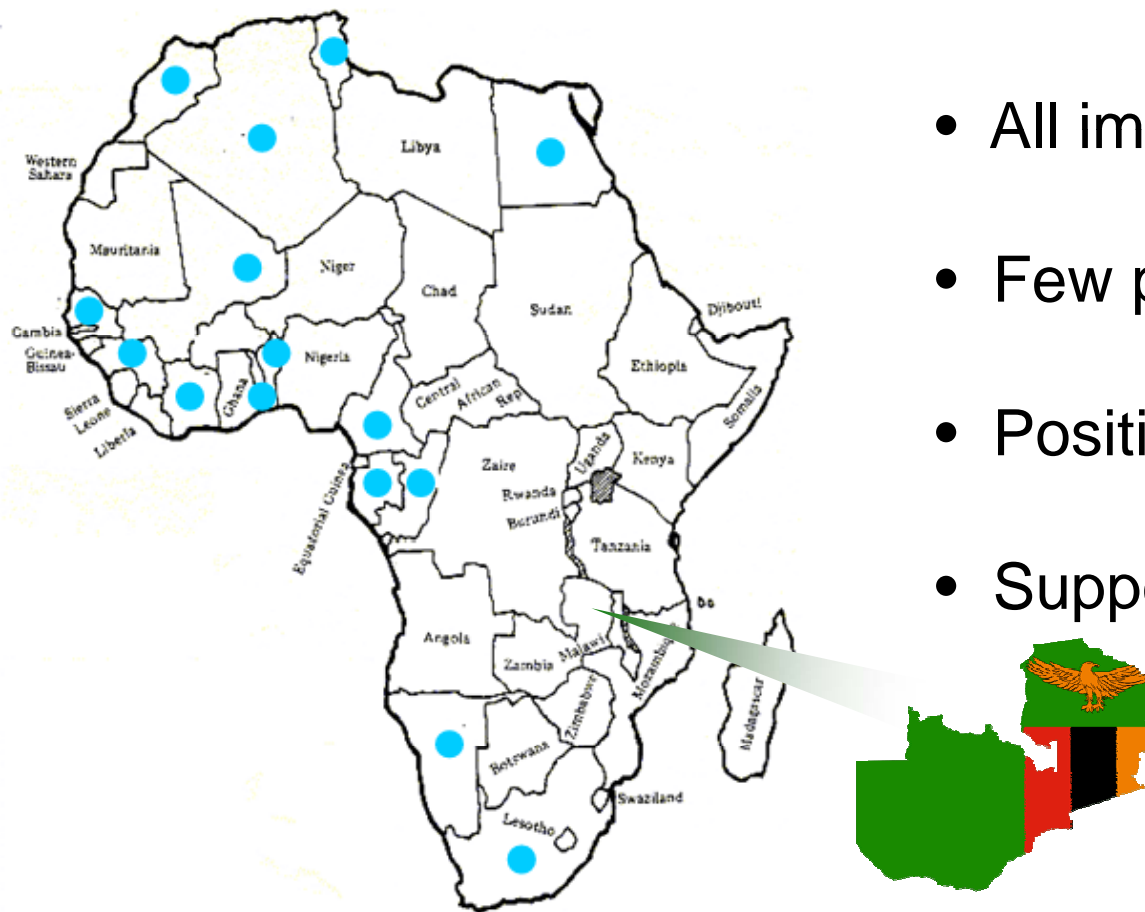
Looking for an Answer...

The Process

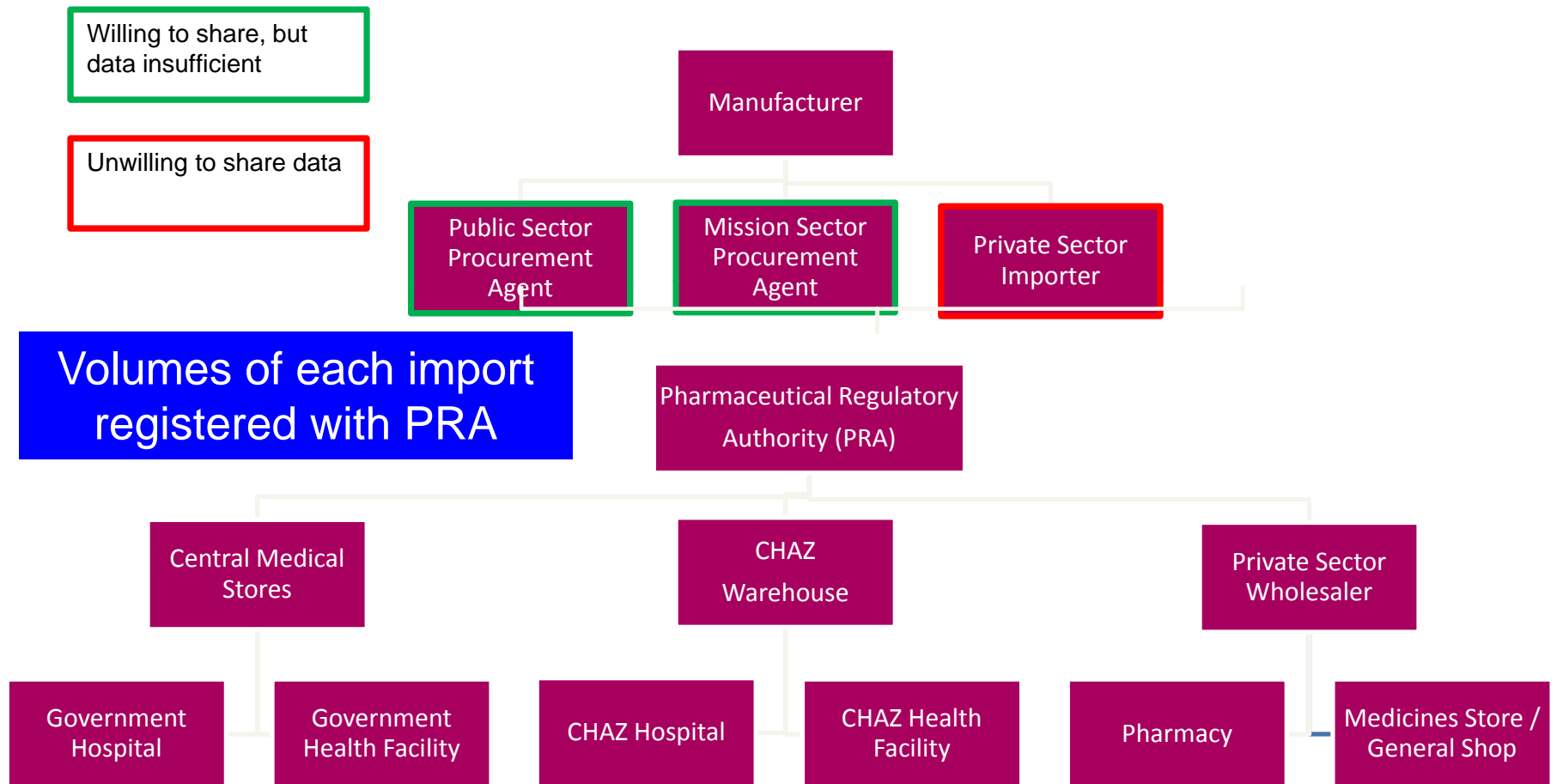
Proof of Concept: Zambia

« Can we measure the size & structure of the pharmaceuticals market for a country in Africa? »

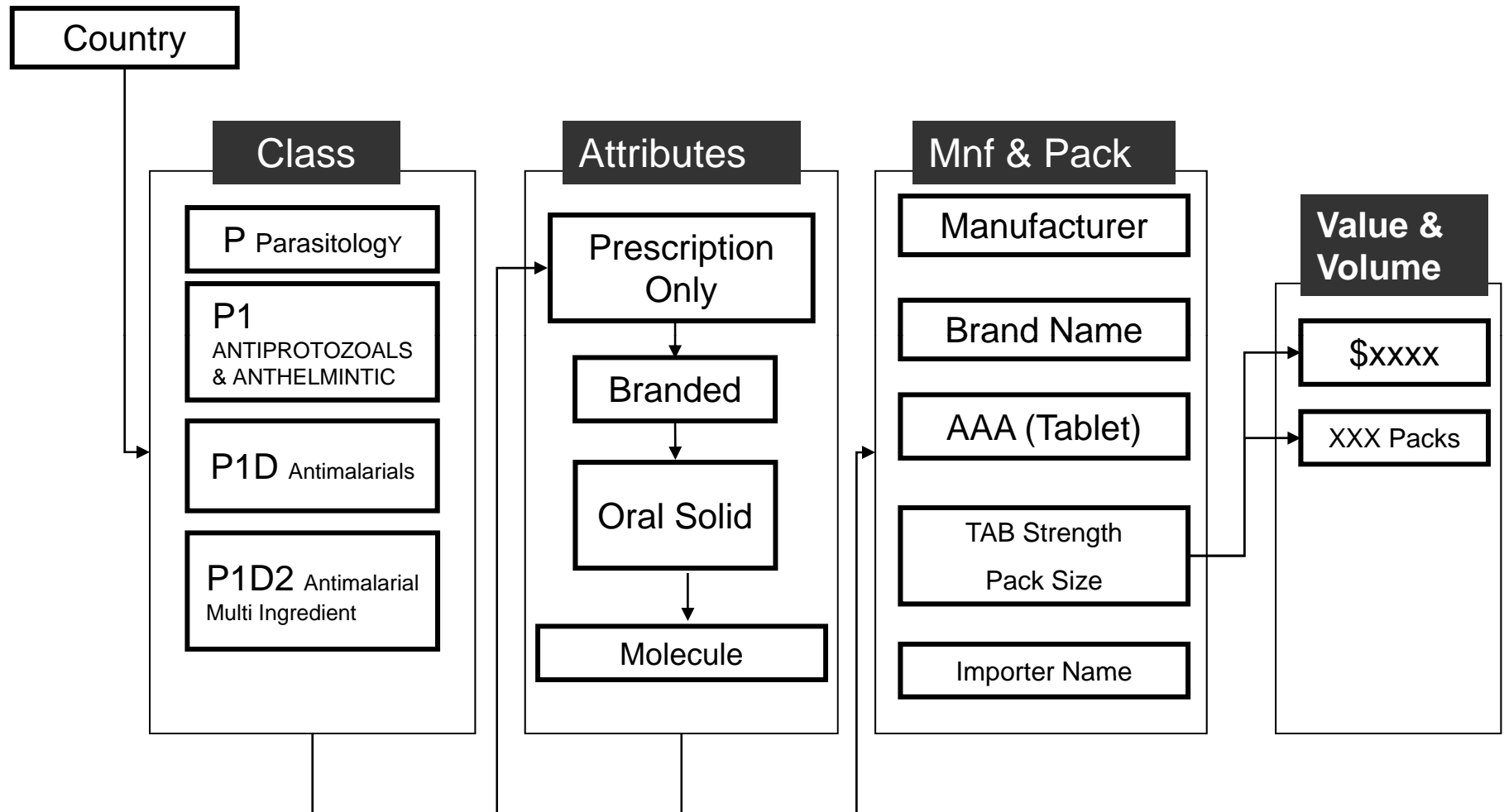
- Relatively small market
- All imported products
- Few parties involved
- Positive environment
- Support for capacity building



Where Could We Collect Import Data From?



Main Data Points



How Are the Data Gathered?

Pharmaceutical Regulatory Authority
Checklist for Proforma Invoice Verification Applications
This form is to be used by the importer to track and monitor the status of their applications.

A. Reference Information	
1. Name of Applicant	2. Product Name
3. Name of Product to be Imported	4. Strength/Concentration

B. Product Registration Information	
1. Name of Product to be Imported	2. Strength/Concentration
3. Name of Manufacturer	4. Country of Origin
5. Name of Supplier	6. Name of Agent
7. Name of Importer	8. Name of Distributor

C. Inspector's Information	
1. Name of Inspector	2. Date of Inspection
3. Name of Applicant	4. Name of Product
5. Name of Supplier	6. Name of Agent
7. Name of Importer	8. Name of Distributor

PRA Tracking Sheet

- Tracking number
- Date of application
- Date of approval

PHARMACEUTICAL REGULATORY AUTHORITY
APPLICATION FOR VERIFICATION OF PROFORMA INVOICE FOR THE IMPORT / EXPORT / RE-EXPORT OF MEDICINES AND HERBAL MEDICINES

Name of the Applicant:
J. L. S. P. PHARMACEUTICALS LTD., P.O. BOX 12, MARSABIT

Name of the Supplier:
ARUCIUM TABLETS 100 mg/500 mg/1000 mg/2000 mg (ARUCIUM) & A.S.

Name of Product & Strength	Quantity	Unit	Manufacturer
ARUCIUM TABLETS 100 mg/500 mg/1000 mg/2000 mg (ARUCIUM) & A.S.	1000	TABLETS	ARUCIUM

Importer Application

- Importer
- Port of entry
- Product(s) name, strength, quantity

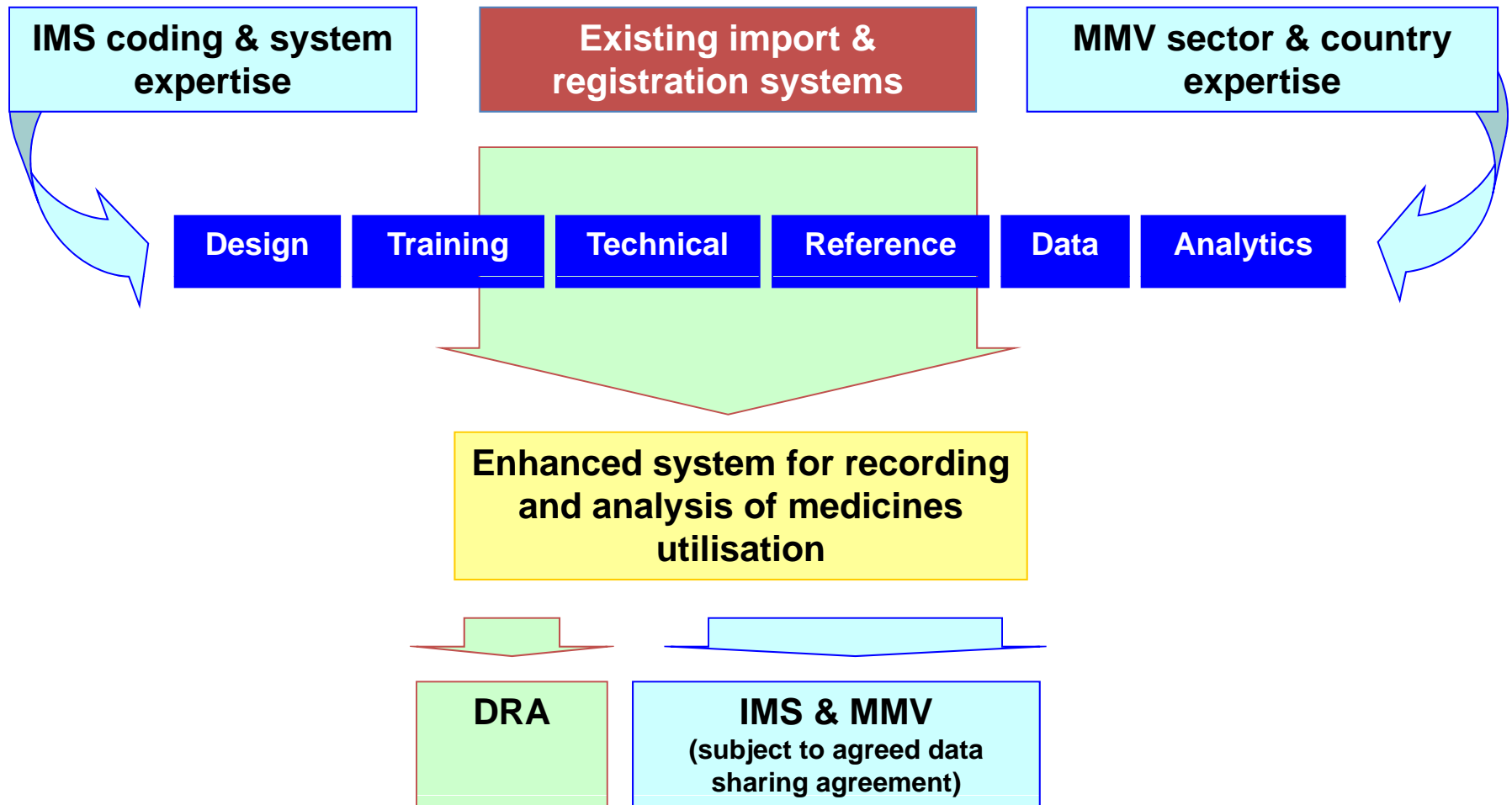
pharma limited
COMMERCIAL INVOICE

DESCRIPTION OF GOODS	QTY	UNIT	UNIT PRICE	VALUE
ARUCIUM TABLETS 100 mg/500 mg/1000 mg/2000 mg (ARUCIUM) & A.S.	1000	TABLETS	1.00	1000.00

Pro-forma Invoice

- Manufacturer/supplier
- Product description, quantity, value
- **IMS add/standardise molecule, drug class (ATC) & volume measure**

Using the PDP Model: Collaboration of Experts





THANK YOU

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