



A private seller of malaria drugs in Ogun State, Nigeria

PROJECT BRIEF

Creating a private sector market for quality-assured RDTs in malaria endemic countries

The project aims to create a private sector market for quality assured rapid diagnostic tests in Uganda and Nigeria

Project outline

Diagnosis is one of many crucial components in the fight against malaria. Misdiagnosis or a lack of proper diagnosis can often lead to worsening symptoms and even death in patients and can unnecessarily drain antimalarial supplies in low-resource areas. Rapid diagnostic tests (RDTs) are the best means of diagnosis in resource-constrained settings, as they provide fast, low-cost, accurate and easily-interpretable results.

This UNITAID-funded project is a three-year programme promoting the importance of parasite-based diagnosis among private providers and consumers as well as supporting the availability of RDTs at more affordable prices for consumers using service delivery points in the private sector in Nigeria, Uganda and other countries of implementation. The project will involve support for RDT manufacturers as well as the provision of incentives along the supply chain in order to stimulate the market.

The project consists of two phases: 'pilot' and 'scale-up'. In Nigeria, market priming activities will be targeted at private health providers and retailers (private medical labs, retail pharmacies and private clinics) in three local government authorities (LGAs) in Anambra, Cross River and Ogun states. These activities will then be scaled up to cover all 59 LGAs in the three states. In Uganda, the project will target a total of 1,500 registered private providers in six districts. Over 1.9 million RDTs will be procured and sold through the private sector in an attempt to complement the public sector. Incentives will

Country

Nigeria, Uganda

Donor

UNITAID

Length of project

April 2013–April 2016, three years

Partners

Population Services International

World Health Organization

Foundation for Innovative New Diagnostics

National Drug Authority

National Malaria Control Programme



A child gets tested for malaria at a health facility in Uganda

be pursued to encourage healthcare provider adherence to the test results while providing options for managing RDT-negative results. The project will also work to assure the quality of the RDTs used.

In Nigeria, operational research will inform specific marketing plans and pricing strategies that address provider incentives and consumers' willingness to pay and will inform the right approach for awareness promotion. The project will develop treatment algorithms for appropriate case management of malaria, publish private provider standard operating procedure (SOP), train private providers and ensure adherence to the SOP by involving professional associations in supervision and monitoring. Routine monitoring and evaluation will capture output level indicators; in-project research will capture project outcome and impact.

In Uganda, Malaria Consortium and its partners will implement an evidence-based marketing approach that incorporates consumer and healthcare provider insights as well as an understanding of market dynamics to overcome barriers to RDT use. Continuous monitoring and evaluation of these interventions will allow all partners involved in the project to understand what works and what does not and to make adjustments accordingly. This flexible approach to learning will be combined with phased implementation.

The evidence provided by the project will be used by the World Health Organization to engage the public and private sectors and to guide policy and create a regulatory framework for malaria case management in both sectors in Nigeria, Uganda and the other countries of implementation.

Project objectives

The project focuses on four outputs:

- » Increasing access to quality-assured RDTs in private sector markets
- » Increasing informed demand for RDTs in private sector markets
- » Improving quality of malaria case management by private providers
- » Developing and implementing a 'road map' for public-private engagement in malaria case management that will guide policy and regulatory frameworks

This project supports efforts to deliver:

- ✓ *Malaria control*
- ✓ *Behaviour change communication*
- ✓ *Operational research*
- ✓ *Monitoring and evaluation*
- ✓ *Expansion of market*
- ✓ *Public-private collaboration*
- ✓ *Pioneering innovation*

Malaria Consortium

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disease control, better health