









# Scaling Post-Pregnancy Contraception solutions through a supportive market system in Pakistan

Market Systems Development Plan (MSDP) Overview

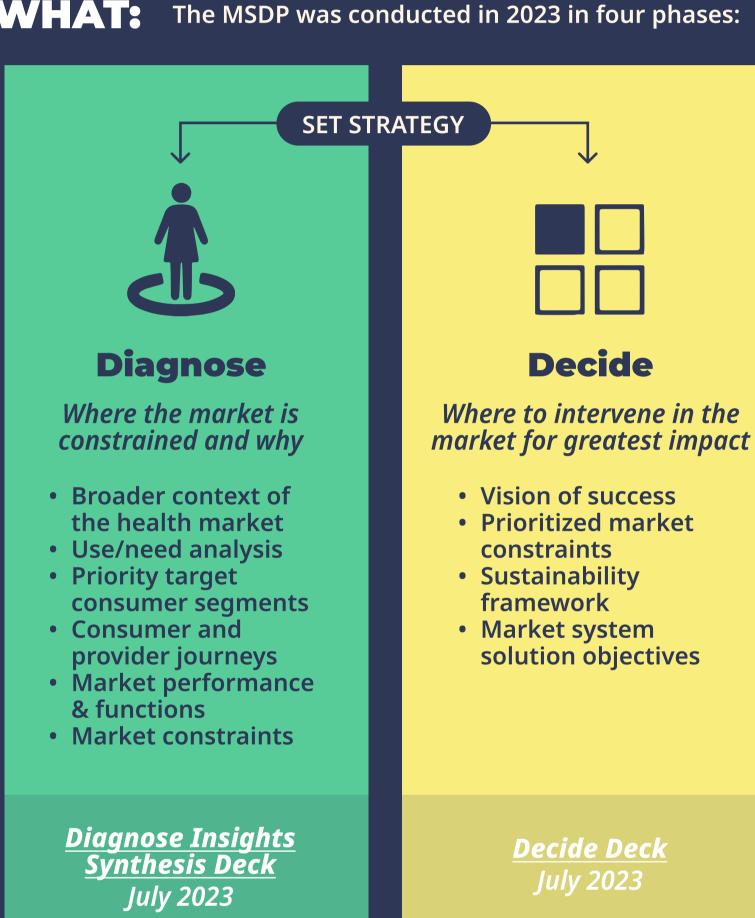
FEBRUARY 2024

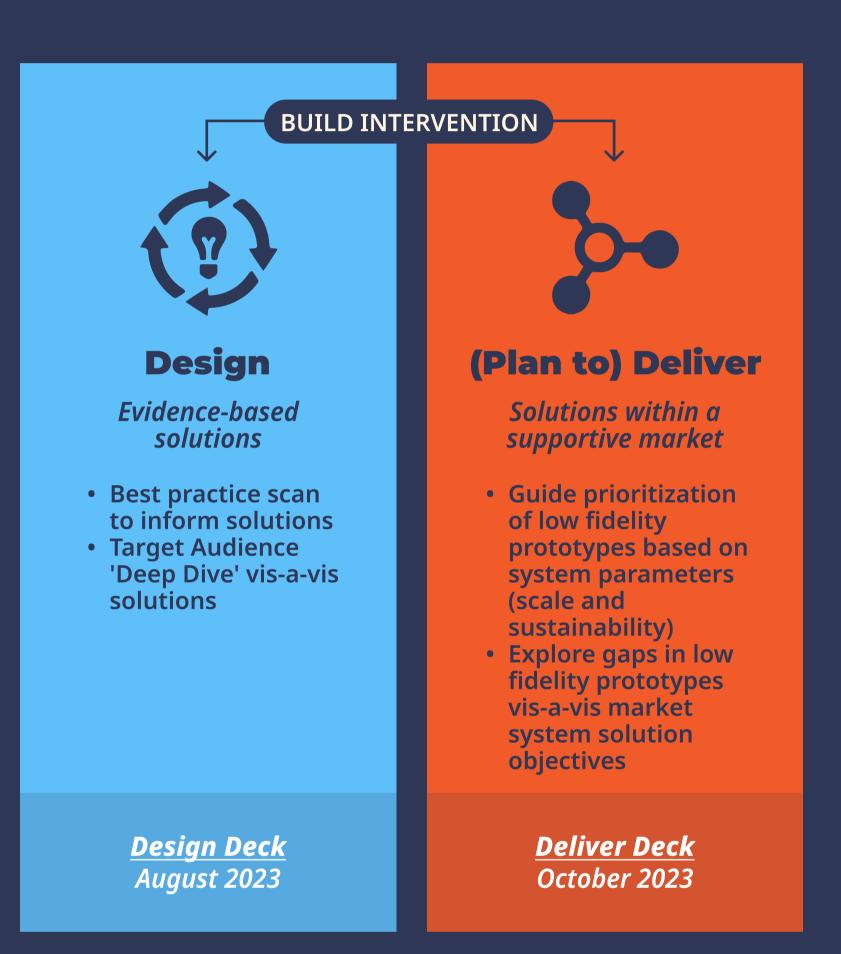
### WHY:

Nearly a quarter of pregnancies in Pakistan end in induced abortion. Sustainable solutions are urgently needed to increase women's access to contraceptive options post MA outside of health facilities where women increasingly seek care. This will equip women with options to avert future unintended pregnancies and the associated morbidity and mortality.

The PMAC Project adapted Population Services International's (PSI) Keystone Design Framework to undertake an MSDP. This entailed designing human-centered solutions within a market systems strategy development process with the eye to develop user-driven solutions that can be sustained within a supporting system.

WHAT:





### SO WHAT:

Priority market functions were identified and informed the prototype development process: (1) Product: value chain diversity; (2) Price: margins and willingness to pay; (3) Place: provider bias and motivation; and (4) Promotion: couple miscommunication, myths and misconceptions.

APPLICATION IN PMAC PROJECT

**PROCESS** 

OUTPUTS

Insights on the user and the system used as an input for the low fidelity prototype development process

Market system solution objectives identified to guide prototype development process and partnerships

**Best practice scans** and target audience deep dives used to further refine low fidelity prototype development process

**System parameters** used to prioritize low fidelity prototypes; and exploration of partners for supply side solutions initiated

**LEARN & SHARE** 

NOW WHAT:

PMAC partners are on a journey to transition low fidelity prototypes to medium fidelity and high fidelity based on pilot experience and ongoing alignment with the market system objectives. PMAC aims to host an MSDP Dissemination event in April 2024 to continue to align key stakeholders around a shared agenda to sustainably increase access to post MA FP in Pakistan in support of collective action and sustainable change.











# Scaling Post-Pregnancy Contraception (PMAC) solutions through a supportive market system in Pakistan

Market Systems Development Plan (MSDP) Overview

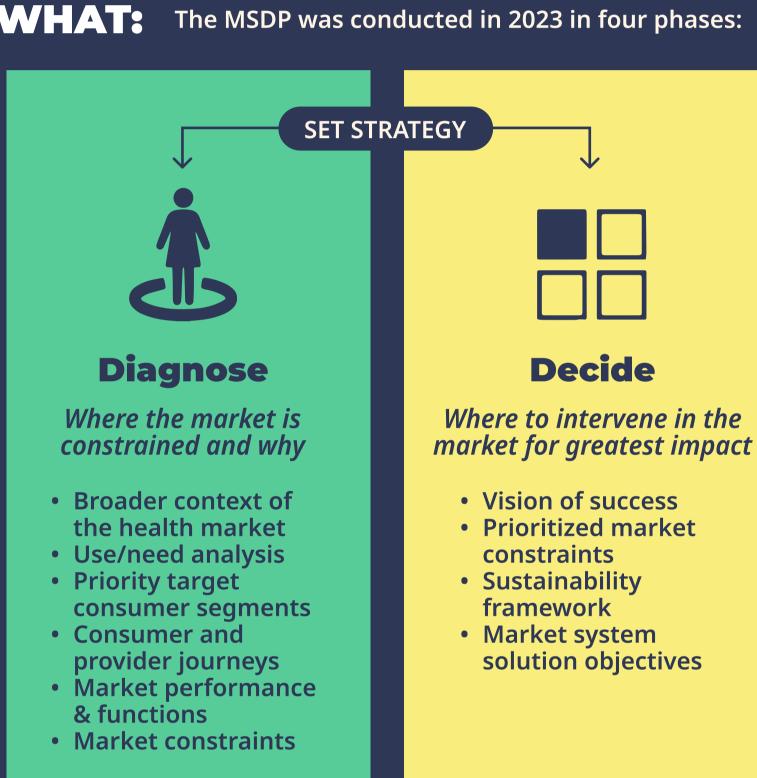
FEBRUARY 2024

### WHY:

Nearly a quarter of pregnancies in Pakistan end in induced abortion. Sustainable solutions are urgently needed to increase women's access to contraceptive options post MA outside of health facilities where women increasingly seek care. This will equip women with options to avert future unintended pregnancies and the associated morbidity and mortality.

The PMAC Project adapted Population Services International's (PSI) Keystone Design Framework to undertake an MSDP. This entailed designing human-centered solutions within a market systems strategy development process with the eye to develop user-driven solutions that can be sustained within a supporting system.

WHAT:



**BUILD INTERVENTION** Design (Plan to) Deliver **Evidence-based** Solutions within a supportive market solutions Guide prioritization Best practice scan to inform solutions of low fidelity Target Audience prototypes based on 'Deep Dive' vis-a-vis system parameters solutions (scale and sustainability) Explore gaps in low fidelity prototypes vis-a-vis market system solution objectives **Design Deck Deliver Deck** August 2023 October 2023

## SO **WHAT:**

Priority market functions were identified and informed the prototype development process: (1) Product: value chain diversity; (2) Price: margins and willingness to pay; (3) Place: provider bias and motivation; and (4) Promotion: couple miscommunication, myths and misconceptions.

APPLICATION IN PMAC PROJECT

**PROCESS** 

OUTPUTS

Insights on the user and the system used as an input for the low fidelity prototype development process

**Diagnose Insights** 

Synthesis Deck

July 2023

Market system solution objectives identified to guide prototype development process and partnerships

**Decide Deck** 

July 2023

**Best practice scans** and target audience deep dives used to further refine low fidelity prototype development process

**System parameters** used to prioritize low fidelity prototypes; and exploration of partners for supply side solutions initiated

**LEARN & SHARE** 

NOW WHAT:

PMAC partners are on a journey to transition low fidelity prototypes to medium fidelity and high fidelity based on pilot experience and ongoing alignment with the market system objectives. PMAC aims to host an MSDP Dissemination event in April 2024 to continue to align key stakeholders around a shared agenda to sustainably increase access to post MA FP in Pakistan in support of collective action and sustainable change.