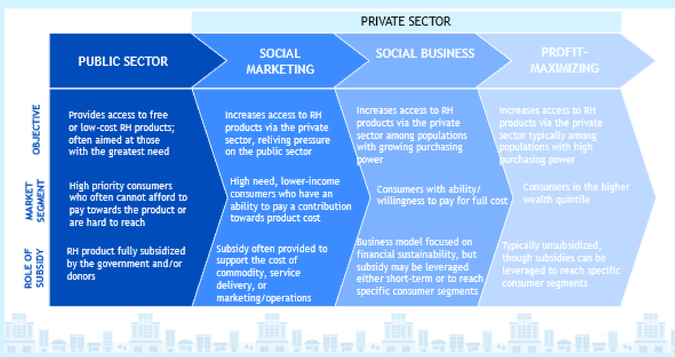
THE TIME IS NOW — VIRTUAL GENERAL MEMBERSHIP MEETING

PRIVATE SECTOR BREAKOUT ROOM

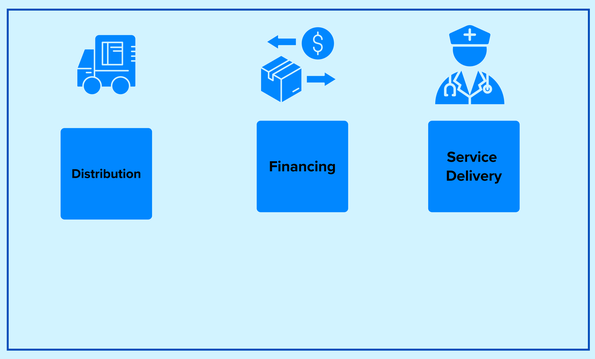
THE TIME IS NOW VIRTUAL GENERAL MEMBERSHIP MEETING

Setting the Scene

Defining the private sector



Priority Areas



ACTIVITY INSTRUCTIONS

1 STEP 1 | Review the 'North Star' Vision Statement

Provide any feedback or reflections on the drafted statement via the sticky notes provided.

To type, double click on a sticky note & then begin typing.

THE TIME IS NOW VIRTUAL GENERAL MEMBERSHIP MEETING

Imagine that we, as a Coalition, are extremely successful in addressing this priority area, what key changes did we bring about? What have our members achieved?

'North Star' Vision Statement

We envision a resilient, sustainable health system where the private sector is meaningfully integrated, invests, and works alongside the public sector to ensure RH commodity security, especially in low-resource settings. In this system, the private sector plays a more prominent and strategic role, extending beyond manufacturing and innovation to more actively invest in downstream functions of the value chain.

Governments play a pivotal role by establishing public-private frameworks and enabling policy environments that integrate the private sector into national health systems.

Enabled by streamlined policy and regulation, improved data visibility, coordinated planning, and innovative financing models, private sector actors are better positioned to invest and scale their contributions across the RH value chains. As a result, RH ecosystems evolve to be more responsive, thereby ensuring expanded access to a range of safe, quality, and affordable RH supplies for all people who need them.

More around affordability or financial protection

Important to know what component is helpful to help the coalition to expand activities , for profit , not for profit.

As we refine this vision, I recommend explicitly integrating the role of youth in shaping and sustaining resilient health systems. Young people are not only key beneficiaries of RH services—they are also powerful agents of change, innovation, and accountability. Investing in their voices and leadership in public-private frameworks, policy co-creation, and value chain planning will strengthen long-term impact and ensure that RH ecosystems remain responsive to future generations.

Do we need to talk about Total Market Approaches?

Including financial protection/ affordability

consider editing what is meant by health systems, and perhaps incorporate more of a market orientation

public-private partnership is very vital in ensuring commodity security in the countries

Need to address the absence of PS in these global discussino (in country PS).

Maybe not in the North Star vision statement, but somewhere we need to define who the private sector is

We need data for decision making

Important to talk about the youth as the center of the conversation, as they need information about their body and how to make decisions.

We have to explore opportunities for incentivizing the private sector players.

we serve the same women and girls therefore commodity security is key in service delivery

Field intelligence people need a regular sit at the table of the RH community. Create mutually beneficial relationships

consider adding an element of data visibility of private sector at global level (in terms of reach or procurement)

Consider including standards that can be supported by private sector which benefits everyone

probably not too try and reflect in this north star statement, but the reality is that private sectors are at very different stages of maturity in different countries

Any specific need to highlight Low-resource settings?

Explore opportunities for incentivizing the private sector players.

In some countries, such the democratic republic of Congo , the private sector is almost 8/10 , so the private sector engagement is basically important.

Involvement of public sector with policy and governance that allow the opportunity for private actors to be part of programs and to expand activities for all. In my country for exemple, the situation stay a challege

The private sector has evissing and functional warehousing, distribution and service delivery, processes that could be beneficial for partnerships.

Begin and effort to bring private sector actors to donor and global discussions. Perhaps a PS Working group.

2 STEP 2 | Consider What & Who is Needed

Answer the questions provided via the MURAL prompts:

1. **What key changes do we hope to bring about?**
2. **What key actors or groups will the RHSC – working with and through its members and partners - need to work with to affect these changes? Who can help or hinder our work? Who will we work with most directly?** Identify the partners/groups/organizations with whom we, as a Coalition, will interact with directly, and with whom we can anticipate direct influence. RHSC will work with them to affect change but does not control them.

As you consider these questions, add the changes into the first column. Then, consider who is needed -- and what role they might play -- adding stickies to the corresponding second column.

	What key changes do we hope to bring about?	What actors or groups will we need to work with most directly to effect these changes? Why are these organizations or groups needed?
SHORT-TERM	redirect demand from the public sector (now unfunded and likely unmet) to the private sector ensure that market actors understand the updated financing environment Develop a model/ pilot that would serve as a proof of concept Actively engage with RECs in LMICs as they play a significant role in market shaping and trade policies in the region and harmonization efforts Regional Economic Communities (RECs) Integration of global and country level private sector actors into productive relationship with global donor community. Unlock incentives to develop and scale markets for products and services targeted to youth—particularly in critical areas such as Menstrual Health (MH). By recognizing youth as both consumers and change agents, we aim to foster innovation, improve accessibility, and ensure sustained investment in youth-centered reproductive health solutions. This includes creating enabling environments for private sector engagement in developing affordable, quality MH products, education tools, and delivery models that meet the diverse needs of adolescents. Facilitate improved coordination between MOH and private outlets - recommendations for data sharing, recommendations for streamlined provider training, etc. Increased engagement with all levels of PS players in-country. Develop a clear understanding of pharmacy business models and the role of RH products + factors that influence the product offering behavior change among user segments who do have some ability to pay - to generate willingness to pay Develop an engagement framework that details how the involvement of teh PS players will be beneficial to the communities. shift from competion as partners to collaboration Provide resources to support new product entry to private sector - pre-approved marketing materials (where approval required by manufacturers) Faster Regulatory approvals for products A better environment to engage in Healthcare Economics to open minds on engaging with better innovation. Innovation usually costs more (not always) but support in building better engagement channels at senior MOH levels is needed. Innovating financing for return to help capacity and response of private sector Private sector has a great marketing capacity, how we use that to sell to governments, it would be like a nart investment IFIs like development banks should think about their role in the sector and connect local governments with the private sector under their guidance. The issue is complex and needs a strong integrated approach. Managing complexity for governments ?	Regional distributors governments at national and subnational levels will need to assist with message development and delivery to direct users to the private sector Insurance Companies Private sector actors at country and global level - e.g. Kasha Global, Maisha Meds, etc.. in addition to our Manufacturers and Distributors pharmaceutical societies PS Wahrehousing, distribution and service delivery stakeholders/ representatives. Trade groups and trusted aggregators of pharmacies Professional associations mistry of health Payers, information technology companies, and providers
LONG-TERM	Systems for public purchasing from the private sector, i.e. strategic purchasing Language is key and not speaking "development speak" to the private sector. Use of innovations and technology for better forecasting Incentivizing/ supporting private sector to work to benefit LMIC countries and marginalized groups Governments must recognize that SRH is not a cost center—it is a smart investment. Building inclusive, youth-centered markets requires coordinated action: aligning public procurement with youth demand, integrating SRH into universal health coverage, and leveraging public-private partnerships that support scale and sustainability.By leading market development, LMIC governments can shift from being passive recipients of donor programs to architects of long-term, resilient health ecosystems that meet the needs of the next generation—on their terms.	