SESSION #8: MEASURING MARKET SUCCESS

MEASURE
How will system performance be monitored and evaluated? What criteria should be applied? How will this be used to inform real-term adaptation of the intervention?
Aiming for Sustainable Change

- Health Impact:
  - Market/System Change

- Timeline:
  - Inception Phase
  - Market Interventions Phase
  - End of Project

- Change in support markets (system changes)
…a reality check
Theory of Change

**Voucher**

- Ability to pay for the services of skilled SME providers is enhanced among recipients
- More consumers switch from ‘quacks’ to qualified SME providers
- Consumers become more aware of the value offered by qualified providers
- Loans issued to qualified providers, enabling investment in capacity
- Supply and utilisation of formal care is sustainably enhanced

**License**

- Lenders are able to create new loan products for SME providers
- Supply and utilisation of formal care is sustainably enhanced

**Guarantee**

- Loans issued to qualified providers, enabling investment in capacity
- Lenders are able to create new loan products for SME providers
- More consumers switch from ‘quacks’ to qualified SME providers
- Consumers become more aware of the value offered by qualified providers
- Supply and utilisation of formal care is sustainably enhanced
**Strategy for Evaluation**

**Voucher**
- Ability to pay for the services of skilled SME providers is enhanced among recipients
  - Incidence of out-of-pocket
- Consumers become more aware of the value offered by qualified providers
  - Consumer surveys
- Lenders are able to create new loan products for SME providers
  - Change in number of loan instruments

**License**
- More consumers switch from ‘quacks’ to qualified SME providers
  - Reduction in number of ‘quacks’
- Change in number of licensed facilities
  - Loans issued to qualified providers, enabling investment in capacity
  - Change in utilisation among poor / non-poor

**Guarantee**
- Supply and utilisation of formal care is sustainably enhanced
  - Loans issued to qualified providers, enabling investment in capacity
  - Change in number of licensed facilities
  - Change in utilisation among poor / non-poor