

# MOMENTUM Private Healthcare Delivery



## Increasing the Capacity of the Private Sector to Deliver Evidence-Based, Quality Health Information, Services and Products in MALI

### MOMENTUM PRIVATE HEALTHCARE DELIVERY (MPHD)

is part of a suite of innovative awards funded by USAID to holistically improve maternal, newborn, and child health services, voluntary family planning, and reproductive health care (MNCH/FP/RH) in partner countries around the world. In **Mali**, MPHD will work to enhance private sector engagement in the provision of quality information, products, and services across the domains of MNCH/FP/ RH, as well as nutrition, and water, sanitation, and hygiene (WASH).

**PROBLEM STATEMENT:** Although the private sector is an integral part of Mali's health system and serves large portions of the population, challenges persist in private sector stewardship and inclusion, presenting opportunities for improved coverage in quality provision of health products and services in Mali.

**PROJECT APPROACH:** To increase demand for and use of quality private sector information, services, and products in urban and peri-urban zones, MPHD will:

- Facilitate **private sector engagement** around key elements for a favorable regulatory and operating environment, in support of a **total market approach** for health products and services.
- Analyze and invest in **social marketing** efforts, focusing on products and approaches that generate demand and grow the overall market for health products.
- Support high-quality, client-centered **service delivery** among private providers, particularly through support to networks of healthcare facilities.



### **Project Cycle**

2021-2025

### **Intervention Zones**

Urban and peri-urban zones in Bamako, Kayes, Koulikou, Mopti, Segou, and Sikasso (anticipated)

### **Budget to Date**

\$3,285,000

### **Implementing Partner**

Population Services International/PSI (Prime) and MPHD Consortium Partners

### **Expected Results**

- Expanded and sustained access to products and services through the private sector.
- Improved use of appropriate health behaviors, information, services, and products.
- Improved market environment for private sector contributions to healthcare in Mali.

MOMENTUM Private Healthcare Delivery is funded by the U.S. Agency for International Development (USAID) as part of the MOMENTUM suite of awards and implemented by PSI with partners Jhpiego, FHI 360, Avenir Health, and ThinkWell, under USAID cooperative agreement #7200AA20CA00007. For more information about MOMENTUM, visit [usaidmomentum.org/](http://usaidmomentum.org/). The contents of this factsheet are the sole responsibility of the author and do not necessarily reflect the views of USAID or the United States Government.

