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, Koulikouro, 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.