

Meeting the Demand for Male Circumcision:
An assessment of what is needed

Demand Forecasting
Breakout Group

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Why is data forecasting important at all in MC?

- 1. Document demand for policy making**
- 2. Budgeting: staff, supplies, facilities, communications, etc.**
- 3. Establish baseline model that can be tracked and made more accurate over time**
- 4. Prepare the environment, e.g., identify bottlenecks to enable mobilization of resources**
- 5. Develop scenarios, e.g., to address pent up demand, and impact of “conditioning”**
- 6. Inject a note of realism into planning**

When is demand forecasting not valuable?

- 1. If aggregate demand is greater than supply, why bother?**
- 2. When forecasts are unreliable because of heavy dependence on how programs are executed, and outside factors**
- 3. When forecasting exercise interferes with delivery of valuable programs**
- 4. When there is not enough information to draw meaningful conclusions**

Main customers and uses

Main customers

- **Political leadership --to establish the call to action**
- **Donors, ministries, implementers --for budgeting**
- **Supply chain management and technical assistance groups --for planning**

Time frame for demand forecasts varies

- **Short-term ordering**
- **Annual budgeting**
- **Long-term capacity development**

Data to collect and next steps

Recapped information needs from presentations

- **Demographics (population, MC and HIV prevalence by age)**
- **Impact of social attitudes (opinion leaders, traditional circumcision, benefit perception)**

Recommended next steps

- **Develop a grid to classify data needs**
 - **Importance/model sensitivity**
 - **Ease of collection (or existence)**
- **Identify opportunities for data collection**
 - **In context of ongoing and new programs and trials**
- **Infuse/add/insert MC demand forecasting into existing Decision Makers and Situation Analysis Toolkits**

Goals of attendees

Learn from experience of other countries: for Uganda, and others

Document lessons learned from demand forecasting for other programs

Determine data to capture

Disaggregate discussion to useful level

Understand size and shape of pent up demand

Quantify the synergies and redundancies

Incorporate demand forecasting into broader prevention strategies

Select the best methods for demand forecasting

Perform risk analysis and demand analysis

Provide persuasive data for policy makers

Discuss methodologies to go from need to demand