

# USING DATA ANALYTICS TO IMPROVE ACCESS TO QUALITY MEDICAL PRODUCTS

The paucity of pharmaceutical market sector data and the underutilization of existing information contribute to health system inefficiencies in low- and middle-income countries. Governments, donors, and producers of essential medical products often have limited visibility into the complex, global pharmaceutical market which can impede effective decision making, negatively affect access to essential medical products, and hinder the attainment of national health objectives.

The Promoting the Quality of Medicines Plus (PQM+) program, a global program funded by the U.S. Agency for International Development and led by USP, works to increase access to quality-assured medical products by improving the use of data for decision-making and addressing other critical areas that help sustainably strengthen medical product quality assurance systems in low- and middle-income countries.



PQM+ focuses on harnessing pharmaceutical sector data to provide actionable insights that support regulators, manufacturers, and other stakeholders to make evidence-based decisions that can help improve access to quality-assured essential medical products.

## KEY PQM+ STRATEGIES

### Improve market intelligence and develop supply and demand insights for priority public health medical products

- + Develop and disseminate information of the existing sources of essential medicines, raw materials, active pharmaceutical ingredients, and overall manufacturing capacity for priority essential medical products.
- + Support pharmaceutical manufacturers in using available data sources to inform organizational and strategic planning, including market entry decisions.
- + Exchange information on manufacturing capacity with relevant World Health Organization teams, national public health programs, and other groups to proactively identify supply challenges, such as the impact of treatment guidelines changes on the supply of essential medicines.



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- + Share information with national disease programs and manufacturers on potential supply chain disruptions for critical public health products and related active pharmaceutical ingredients to support proactive mitigation of possible shortages.

**Improve the use of regulatory information and data to support increased and rapid access to quality medical products**

- + Promote the use of appropriate information systems to enhance transparency and information-sharing.
- + Leverage existing platforms to advance integrated regulatory information systems, and support the addition of complementary and interoperable functions such as submission of standardized electronic medical product application dossiers via the electronic common technical document.
- + Strengthen medical product quality control laboratory networks by supporting systems for sharing data on test results across laboratories, countries, and regions.

- + Conduct risk assessments to assess allocation of regulatory resources and support data-driven reallocation and reinvestment of resources using risk-based approaches.

- + Develop and apply a dynamic, predictive model to forecast evolving regulatory costs over time, based on country circumstances and changing risk environments in regional and country pharmaceutical markets.

**Use data and modeling tools to advocate for and improve the allocation and use of domestic resources**

- + Using analytic modeling tools, which take into consideration market tolerance and regulatory costs and configurations, support medicines regulatory authorities to evaluate potential revisions to fee schedules in support of efforts to enhance domestic resource mobilization.
- + Assist medicines regulatory authorities in tracking and using analytics on organizational performance targets (e.g., quality, quantity, and timeliness of product application reviews) to improve and streamline operations.

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