
12

Reporting

The purpose of this survey is to stimulate action to make medicines more available and affordable to the entire population. This effort requires rapid and accurate reporting, as well as effective dissemination and advocacy. The survey findings should be presented in the most meaningful way for the survey's target audiences and should be disseminated both generally and to specific audiences. A standard report template is included in the CD-ROM to help survey managers develop a national survey report in a short timeframe. The workbook, survey report and related documents should be e-mailed to HAI¹ as soon as possible after the survey is completed.

The ultimate objective of conducting the medicine price survey is to contribute to making medicines available and affordable so that the entire population can have access to them when it needs them. Conducting the survey, along with analysing and interpreting the data, is important, but the final use of the results will depend on the effectiveness of an additional three crucial steps:

- reporting;
- dissemination; and
- advocacy.

Without these steps, the survey would be an interesting but futile exercise. This chapter provides guidance on developing a survey report and disseminating the survey findings. Chapter 13 offers guidance on advocacy strategies and activities.

12.1 SURVEY REPORT

Different stakeholders can use the findings from the medicine prices and availability survey for different purposes. The way in which the survey results are reported depends on who is reporting to whom, as well as the survey's objectives. For example, a report prepared by a consumer organization that is advocating for affordable medicine prices will differ from that prepared by a medicine policy section of a ministry of health, which is reporting on the impact of pricing tariffs. Different analyses and tables are likely to be included in the survey report and, correspondingly, different recommended actions. However, information on many aspects of the survey needs to be included in all reports, irrespective of the reporter or objective. All reports should include the following information:

¹ info@haiweb.org

- An executive summary
- The name of the organization that undertook the survey
- The survey's objective(s)
- When the survey was conducted
- Information on the national medicines situation relevant to prices and availability (Chapter 2)
- An outline of the methodology used (Chapter 3), such as:
 - survey areas and sectors surveyed
 - sampling method
 - medicines surveyed
 - data collection, data entry and quality assurance procedures
- Ethical issues, including:
 - confidentiality
 - endorsements
 - potential conflicts of interest
- Results, with national and international comparisons (Chapters 8, 9 and 10)
- Discussion
- Recommendations (Chapter 11)
- Conclusion.



It is strongly recommended that the survey report be drafted, reviewed, finalized and disseminated as quickly as possible, preferably within one month of completing the survey. The survey findings could otherwise become outdated by policy or market changes, such as inflation, fluctuating currency exchange rates or price changes.

Tips for developing a survey report:

- Policy-makers and key stakeholders may not devote enough time to reading the full report and may only read the executive summary. More will read beyond the executive summary if you create interest at that stage.
- The report should be presented in a straightforward and precise fashion that is understandable to a moderately informed reader.
- Avoid presenting too many numbers, crowding tables or charts or presenting data too scientifically. This would make the report unintelligible to the casual reader; the detail can be provided in an annex, where necessary.
- Avoid overusing abbreviations in the report text.
- Tables and graphs should be employed to avoid long, complicated narrative descriptions of results.
- Results should be presented for the overall basket of survey medicines, as well as for some significant individual medicines (e.g. particularly low availability, high price or poor affordability; medicines of particular local significance).

- To enhance your survey report's local relevance, you may wish to present actual prices in the local currency, in addition to medicine price ratios when comparing originator brand with lowest-priced generic equivalents, for example.
- The findings must be presented to look interesting, with the conclusions and recommendations clearly presented and logically derived from these findings.
- Make logical inferences based on the results of the survey and take into account the limitations of the survey methodology. Where other data are available from other sources, refer to that information as well.
- Recommendations should reflect consultation with the survey advisory committee. They should be realistic, limited and focused on those areas where greatest impact can be achieved. They should identify the problem to be addressed and the proposed activity to deal with the problem.
- Conclusions and recommendations that do not emanate from the findings should not be included.
- Provide references, including to newspaper articles, if your report refers to such sources.

National reports from previously conducted surveys are available on the HAI web site.¹ These should be viewed as examples only. The actual data that will be presented in your report, and the conclusions and recommendations that will be drawn are all country-specific. They can only be determined after proper analysis of your data.

12.1.1 Standard Report template

A Standard Report template is included on the CD-ROM to assist survey managers in developing a national survey report in a short timeframe. It includes basic survey information and standard results that can be reported across as wide a range of surveys as possible. **The template should be considered as a starting point from which to add more information and data relevant to the survey objectives, country context and key findings.**

The Standard Report template is an inherent compromise, since report content and style should vary according to the purpose of the report and its target audiences. The report template was, therefore, created to be as multifunctional as possible, recognizing that one size does not fit all and that the report will not serve all purposes. To be useful to as many audiences as possible, the Standard Report is simple and concise, yet contains sufficient detail to be credible to experts. In cases where a report with a substantially different format or content is required (e.g. a ministerial briefing), the template can still serve as a useful reference document from which key elements can be taken.

The Standard Report template provides a summary of the range of medicine price, availability, affordability and price components data that can be generated from the survey. It is the survey manager's responsibility to identify the survey's key findings and provide more in-depth information, as well as expanded analysis, where warranted. The survey manager is also responsible for the interpretation of findings, since this will depend largely on the country context. Some standard text and examples have been included in the report template, but the survey manager's input in determining what to include is paramount. Similarly, the survey manager, together with the advisory committee, will need to identify the most appropriate policy and programme recommendations emanating from the survey findings.

¹ <http://www.haiweb.org/medicineprices>.



The Standard Report template is only a starting point from which to add more information relevant to each individual survey.

There are many more ways to analyse and present the data than are offered in the report template. The actual data that will be presented in your report should only be determined after their full analysis and identification of the key results.

The survey's conclusions and recommendations are country-specific and should be developed in consultation with the survey advisory committee.

A national survey report's content will vary considerably, based on whether medicines are free or sold to patients in the public sector and on the number and nature of any 'other' sectors included in the survey. **The Standard Report template contained on the CD-ROM was designed for a national survey in which patients pay for medicines in the public sector, and in which no 'other' sectors have been surveyed.** Where these conditions do not apply, survey managers will need to adapt the report to suit their survey's characteristics. In future, additional templates will be developed to address other common survey formats.

12.2 DISSEMINATING THE FINDINGS

To achieve wide coverage, the survey's findings should be disseminated both generally and to targeted audiences.

Targeted dissemination of the survey report should include, where relevant:

- The ministry of health's medicine policy section
- The ministry of finance
- National bureau of statistics
- National public health and medical associations
- National medical research council
- National pharmacy association
- Consumer organizations (national and international)
- Health, human rights and consumer-related NGOs (national and international)
- Bilateral donors and multilateral organizations (e.g. World Bank)
- WHO (country offices, regional offices and headquarters)
- Associations of pharmaceutical companies (multinational and national)
- Individual pharmaceutical companies (multinational and national).

General dissemination of the survey findings should include:

- Ministry of health officials other than those directly related to medicine policy and procurement
- Ministries of trade and commerce
- Academic and research institutions, public health institutions
- Members of parliament (with a briefing paper)
- Media (along with a press release and article for publication in the press)
- Medical journals (along with a journal article).

The survey report and any other communications materials (e.g. press release, policy briefing paper) should be posted on the web site of the organization that undertook the survey. The press release and key findings should be e-mailed to listservs (electronic mailing lists) such as e-drug and ip-health. Note that these listservs do not accept attachments. Instead, you may include a hyperlink to the full survey report on your web site.

12.3 REPORTING TO HAI AND WHO

To enable international comparisons to be made, data from individual medicine prices and availability surveys are entered into a publicly accessible, searchable database of survey data housed on HAI's web site.¹ Data from over 40 surveys are currently available through the database, and data from additional surveys are being added on an ongoing basis. The database provides a powerful tool for conducting international comparisons of medicine prices, availability, affordability and price components. However, its usefulness is dependent on the ongoing inclusion of new data as medicine prices and availability surveys are conducted. For this reason, it is important that all survey results be sent to HAI.

HAI and/or WHO review(s) all survey results before they are posted in the database of medicine prices on HAI's web site (this provides you with an additional quality control check of your survey data). Information on individual facilities is not shown on the web site so that confidentiality is assured, with any requests for this information forwarded to the survey manager. In addition to the data contained in the database on medicine price ratios, availability, affordability and price components, the web site also contains the survey manager's name and contact details, as well as the survey report and any associated documents.

Please e-mail the following to HAI² for posting on the web site:

- The survey manager's name and contact details
- The computerized workbook of survey results (both Part I and Part II)
- Survey report
- Other related documents, such as policy briefing papers, advocacy material, journal articles and media articles.

HAI requires survey managers to complete a Conflict of Interest and Permission to Publish form prior to posting survey material on the web site. These forms are available on the CD-ROM or from HAI.³ Surveys funded by the pharmaceutical industry or industry associations will not be posted on HAI's web site. While the form does include permission to publish raw data (facility data), this is only made available to researchers in very specific circumstances. HAI and WHO have developed a strict protocol for use of this data and will only permit this after very careful consideration of the research's purpose and will monitor adherence to the protocol (including confidentiality of the facilities in each survey).

WHO and HAI welcome feedback on improving the manual, associated tools (e.g. workbook, standard report template) and database. E-mail your comments to HAI⁴ in the first instance. The project's Advisory Group will discuss your comments during the further development of the manual.

¹ <http://www.haiweb.org/medicineprices/>

² info@haiweb.org

³ Contact info@haiweb.org

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