Piloting interventions

Programmes adopting a market systems approach will use pilots as a method for initially testing and refining their intervention strategy. Piloting in market systems programmes involves working with an initial partner, and seeing if a new innovation works, before committing to ‘scaling up’ with other partners. This is always preferable to building a full intervention plan based on an untested understanding of how a particular market system or partner operates.

When the pilot partner is a business, it is important to cast a wide net. Search options include databases and directories, desk analysis and published reports, forums and roundtables, new ideas from existing partners, referrals (networking), trade associations and business organisations, trade fairs, and traditional media.

Once a partner is identified, this type of approach differs from traditional partnerships.
Escaping capability traps through Problem Driven Iterative Adaptation (PDIA)

The PDIA approach to enhancing state capability in developing countries

Engaging the private sector in health market systems development

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