Full Market Impact™ (FMI) addresses the four P’s of marketing, (product/supply, price/affordability, place/distribution, and promotion/demand and appropriate use) and has three expected outcomes—equity, commercial viability, and sustainable public health impact. The following summarizes the strategies for addressing FMI components and outcomes:

**Product/Supply**
- Increase supply of health commodities and services by supporting partners in the private, public, and nongovernmental (NGO) sectors to expand marketing of existing products and services or to introduce new or expand existing products, brands, and services that meet the needs and desires of target groups.
- Encourage the commercial health sector in developing countries to go beyond its traditional higher-income, higher-margin, and more profitable markets, and reach down to the "base of the pyramid."

**Price/Affordability**
- Facilitate market segmentation where the commercial sector, public sector, and NGOs all play critical roles in serving the total market, taking advantage of each sector’s comparative strength.
- Increase use of public health products and services among at-risk and vulnerable groups by ensuring access to subsidized products and services while promoting affordable full-priced products to the greatest extent possible to reduce dependence on donated products, increase commercial participation in public health programs, and enhance prospects for sustainability.
- Stimulate competition and promote the need for a level playing field to encourage commercial investments and build sustainability within the private sector.

**Place/Distribution**
- Encourage investment from the commercial sector to expand the reach of health products and services, coupled with building distribution capacity.
- Engage NGO partners and community-based groups to help reach key target groups not easily reached through the commercial sector.

**Promotion/Demand and appropriate use**
- Increase the use of health products and services by generating demand through coordinated, research-based communications campaigns that aim to promote growth of the whole product category (e.g., condoms, diarrhea treatment products, or artemisinin combination therapy for malaria) rather...
The mission of the AED Center for Private Sector Health Initiatives (CPSHI) is to improve the health and well-being of people in developing countries—particularly those at the “base of the pyramid”—by facilitating beneficial partnerships between the public and private sectors to provide information, services, and products that are affordable, accessible, and high quality.

CPSHI is part of AED, a nonprofit organization working globally to improve education, health, civil society, and the environment—the foundation of thriving societies. Focusing on the underserved, AED’s worldwide staff of 2,000 implements more than 300 programs serving people in all 50 United States and more than 150 countries. In collaboration with local and national partners, AED fosters sustainable results through practical, comprehensive approaches to social and economic challenges.