3-D Logistics: the e-Coupon in Tanzania and Ghana
What the Malaria Community Seeks:

Policy Makers and Donors: Transparency on where and when LLIN subsidies are utilized; measure effective demand for new LLINs; a sustainable LLIN delivery system as the pathway to an eventual reduction of public sector resources; a contribution to national Keep-Up strategies

Researchers: data access and mapping capabilities

LLIN Suppliers: where the demand is; where stock-outs threaten; and support in developing a private sector sustainable branded distribution network
3-D Logistics for the e-Coupon:

**Delivery**: mapping where nets are being sold to determine where/when retailer replenishment must occur

**Discount**: providing individual consumers a tailored, flexible transparent subsidy

**Demand**: creating demand through price subsidy and BCC; providing info by location so branded distribution can thrive
e-Coupon Generation:

By SMS, using short code:

Tanzania National Voucher Scheme
1928 clinics (ANC/EPI) to date

Ghana Pilot:
Private clinics etc.

Schools (admin)

Employers (HR)

Self-issuance (individual)
e-Coupon Redemption:

By SMS, using short code, using Retailer’s cellphone:

Tanzania National Voucher Scheme
1929 retailers near clinics; 60% of all redemptions

Ghana Pilot:
Retailers located near:
Schools
Employers
Self-issuance
Choice and Competition—empowering consumers

MEDA
Where are we now in eVoucher Tanzania?

**Oct-Dec 2011**
- eVoucher Pilot begins in Dar es Salaam.
- Redeemed eVouchers by Dec 2011 were 1152

**By Dec 2012**
- eVoucher goes live with toll-free short code in Feb 2012, expands to other 11 regions.
- eVouchers redeemed by Dec 2012 were 344,341

**By Dec 2013**
- eVoucher is now operational in 1928 clinics, 1989 retailers in all the 25 regions in Tanzania.
- eVouchers redeemed by Dec 2013 were 1,191,041
E-Voucher redemptions in Tanzania (Sales)

07/03/2014
Status of Ghana e-Coupon pilot

Sept 2013
Donkomi! e-Coupon campaign launched in Koforidua by NetWorks/MC/MEDA. Resident component starts with 11 issuers and 19 retailers within New Juabeng.

By Nov 2013
Primary school e-Coupon goes live with 528 coupons issued to grade 4 pupils in 10 select basic schools. Redemption rate of 50% achieved.

By Jan 2014
Employer e-Coupon begins - 2 firms sign up. By Jan 2014, 3,886 e-Coupons issued with 2,032 redemptions (52.3%).
The Map Report Tool
Key Advantages of the tool

- Shows key performance indicators
  - Country and District Population
  - Voucher Issuance
  - Redemptions
  - Redemption rate
  - Quickly redeemed vouchers

- Helps MEDA make decisions on areas that need attention

- Helps other stakeholders see performance and advise /comment on time.