

Consumers

Health Consumers



Introduction

Demand for products and services is an important element of a private sector assessment. One way to elicit information on demand is through household surveys or focus groups with health consumers. However, in countries for which population-based survey data (such as DHS or AIS) are available, it is simpler and more cost-effective to infer demand for health services and products from the private health sector through secondary analysis. Consider who the survey interviews and how their gender and status frame the information they may give or withhold. Where DHS or AIS data are not available, there may be other population-based health data available, such as poverty assessment surveys. The following questions – focusing on utilization and financing of health services – capture the types of information that help inform an assessment, from the perspective of the consumer. Be sure to document the sex of each focus group or survey participant.

Questions

- Where do you typically go for health services? [If necessary, can probe: "Is this a public or private facility?"]
- Why do you seek health care from that facility?
- Do you go to different health facilities for different health needs – for example, child health, family planning, antenatal care, HIV testing?
- Do you feel that quality of care is generally better in public or private facilities? Why?
- Where did you last seek health care? [Can also ask about specific type of visit, such as HIV test]
- For what health need?
- What did you pay?
- How would you describe the quality of care at that facility?
- What would you change about the experience?
- Does cost determine where you seek care?
- Where do you typically obtain health products and drugs?
- Is cost a factor in selecting that source of care?