

MEASURING THE IMPACT OF MEDICAL PRODUCT DONATIONS



Donated medical products strengthen quality of care for patients by equipping health workers, strengthening facilities, and improving health outcomes in communities. Yet translating this impact into practical, program-level metrics is far from simple.

PQMD's **Aligned Metrics Initiative (AMI)** critically shifts how donation programs measure success. Moving beyond traditional output metrics, AMI highlights a more meaningful understanding of where donated medical products fill gaps, how they support care delivery, and how they contribute to stronger health systems over time.

Bringing together corporate, NGO, and implementing partners, AMI draws on cross-sector insight to establish a shared framework for impact. It identifies where donated medical products make the greatest difference and defines 11 aligned indicators that capture real-world outcomes. The AMI Toolkit aims to help organizations confidently and consistently measure and communicate their unique impact story.

Where Donated Medical Products Make a Difference

Across programs and organizations, four areas consistently emerge where donated medical products* contribute to care delivery and stronger health systems.

Increase Availability of Essential Products

Donated medicines and supplies increase the availability and usability of essential products for care, helping ensure providers have the resources needed to treat patients and reducing gaps in supply.

Sustain Partnerships that Enable Care

Coordinated, long-term partnerships connect donated products with communities and sustain donation programs that address evolving health needs.

Expand Capacity to Deliver Care

Products support facilities and health workers by enabling services, strengthening facility readiness, and increasing the ability to deliver care.

Improve Quality of Care

Access to appropriate products supports better treatment, contributing to improved patient outcomes, improve patient and provider experiences, and contribute to population health.

Indicators That Help Capture Impact

AMI recommends 11 indicators that help organizations measure how product donations make a difference. Together with traditional output measures, these indicators help organizations move beyond delivering outputs of their activities to communicating how donations support care delivery and health systems over time.

Increase Availability of Essential Products

- Alignment between supply and demand
- Reductions in stockouts of essential products
- Reductions in product destruction or expiration

Sustain Partnerships that Enable Care

- Expanded scale and scope of programs
- Evolution of health needs addressed through partnerships
- Reductions in unmet need for products and services

Expand Capacity to Deliver Care

- Expanded service reach
- Improved facility capacity to deliver care

Improve Quality of Care

- Improvements in patient health status
- Improvements in quality of care
- Improvements in population health



Photo courtesy of Anera.

› Telling Your Story. Applying the Metrics. Using the Toolkit.

AMI is more than a set of indicators. It provides practical guidance that helps organizations translate operational data into meaningful impact insights.

The toolkit helps organizations:

- › Identify indicators that align with their programs and reporting needs.
- › Connect product delivery with changes in services and outcomes.
- › Align measurement approaches across partners.
- › Track how programs evolve over time.
- › Translate operational data into stronger impact narratives.
- › Strengthen organizational capacity for impact measurement.

Using shared indicators allows partners to better understand how product donations meet immediate needs, support systems, strengthen care and improve health outcomes. The toolkit includes examples, guidance, and practical considerations drawn from real programs across the PQMD network.

Designed for the PQMD Community

AMI supports organizations across the medical product donation ecosystem, including:

- › Corporate donors** managing global product donation programs
- › NGOs implementing programs, distributing products and delivering services
- › Local health partners** providing care and managing facilities

Developed with the support of these PQMD members:



Questions or want to learn more?

Contact PQMD: info@pqmd.org

