The graph illustrates the importance of various factors in managing malaria, measured on a scale of 1 (not important) to 5 (very important). The factors include:

- Costs
- Effectiveness against malaria
- Drug side effects
- Acceptance by medical professionals
- Acceptance by target population
- Service delivery
- Compliance with drug regimens
- Long-term financial sustainability
- Parasite resistance to antimalarial drugs

The importance scores range from 4.0 to 4.9, with the highest importance given to the effectiveness against malaria (4.9) and the lowest to costs (4.0).