

Partnering with the Private Sector: Expanding Access to Reproductive Health in Peru



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Objectives:

- **Provide services and products increasing access to modern methods to a low-income population needs**
- **Strengthening the private sector to facilitate access**
- **Provide services to young people and adolescents increased access to reproductive health**

Objectives:

- **Supporting interests of pharmaceutical companies (Schering and Pharmacia) in 2001 understood and supported to provide access contraceptives in Peru.**
- **Developed a sustainable response, unsubsidized, facility access to geographical, social, and technological**

RPS and INPPARES: A Beneficial Partnership

- ❑ **Technical Assistance and training** , to develop competencies and skills in prescribing Contraceptives, infection prevention, promotion of SRH, distribution of products, techniques and development of quality services.
- ❑ **Creating and promote demand through awareness campaigns** and work in partnership and coordination with grassroots organizations in the community.
- ❑ **Supply of contraceptives** through the coordination work with pharmaceutical companies under the management INPPARES at a cost accessible to the low income population.
- ❑ **Monitoring and evaluation**, monitoring sales, services, impact on quality of life of people in SH - RH, performance of health professionals and customer satisfaction.

Private sector growth based on quality

	2000	2004	2006	2012
Ministry of Health	67.0	59.4	61.2	54.2
Social Security	10.7	7.8	7.3	9.1
Other public	1.5	0.8	1.1	1.0
PUBLIC SECTOR	79.2	68.0	69.6	64.3
Health Professional Private	16.7	28.5	27.1	33.6
NGO's	2.2	1.8	0.9	1.1
Other Sources	1.5	1.6	1.0	1.0
PRIVATE SECTOR	20.4	31.9	29.0	35.7

Peru. ENDES: Source of contraceptives supplies 2000 - 2004 - 2006 - 2012

RPS Achievements

- Started in 2002 as pilot program in 5 districts in Lima with 55 midwives and doctors

Midwives & Doctors	2007	2008	2012
LIMA	854	704	834
Regions	350	959	889
Total	1204	1663	1723



Challenges:

- We have faced business dynamics, changing pharmaceutical companies, merge, more products, more tensions, new management do not understand these actions and model
- Partnership with pharmaceutical sector - desire to distribute their products new markets.
- Companies and the government have little understanding of our work. Recruiting and training of health professionals, campaigns to position our brand in field , develop expertise and provide access have costs and a number of challenges

Challenges:

- **Segmenting markets including public sector, commercial sector and nonprofit sector**
- **Public sector regulations increase documentation requirements, infrastructure, legal issues, more taxes and licenses. This takes more time, costs and threatens our operation.**
- **To be inserted in the formal economy today is increasingly expensive.**



Gracias!
Thank you!

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