

Breaking Down Market Barriers by Capturing Market Intelligence and Building Procurement Capacity



14TH GENERAL MEMBERSHIP MEETING OF THE REPRODUCTIVE HEALTH SUPPLIES COALITION

Presented by
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DEAN AND DIRECTOR

Technical Support from
Pharmexcil, Pharmaceutical Export Council of India



NEW DELHI
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Methodology

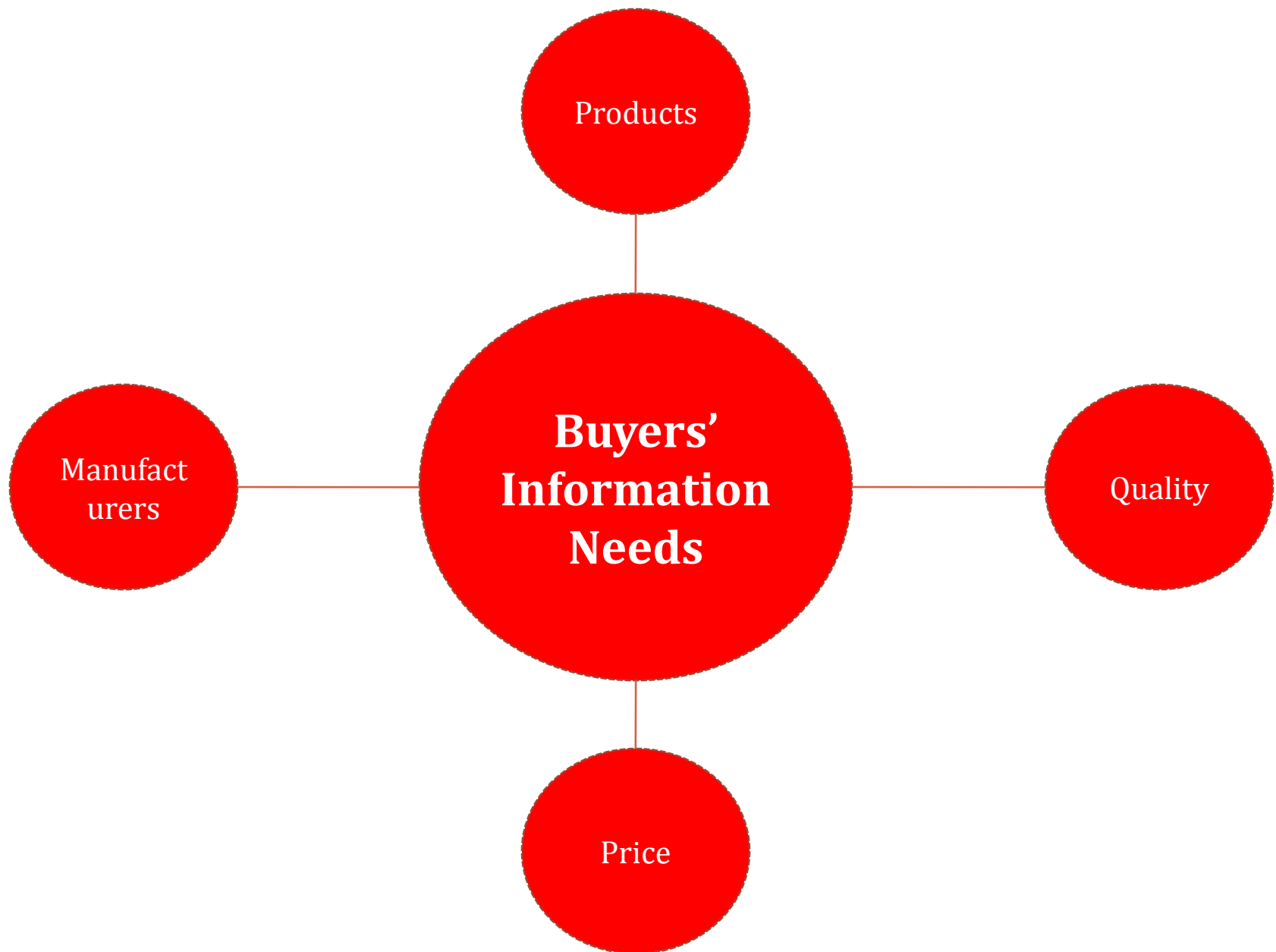
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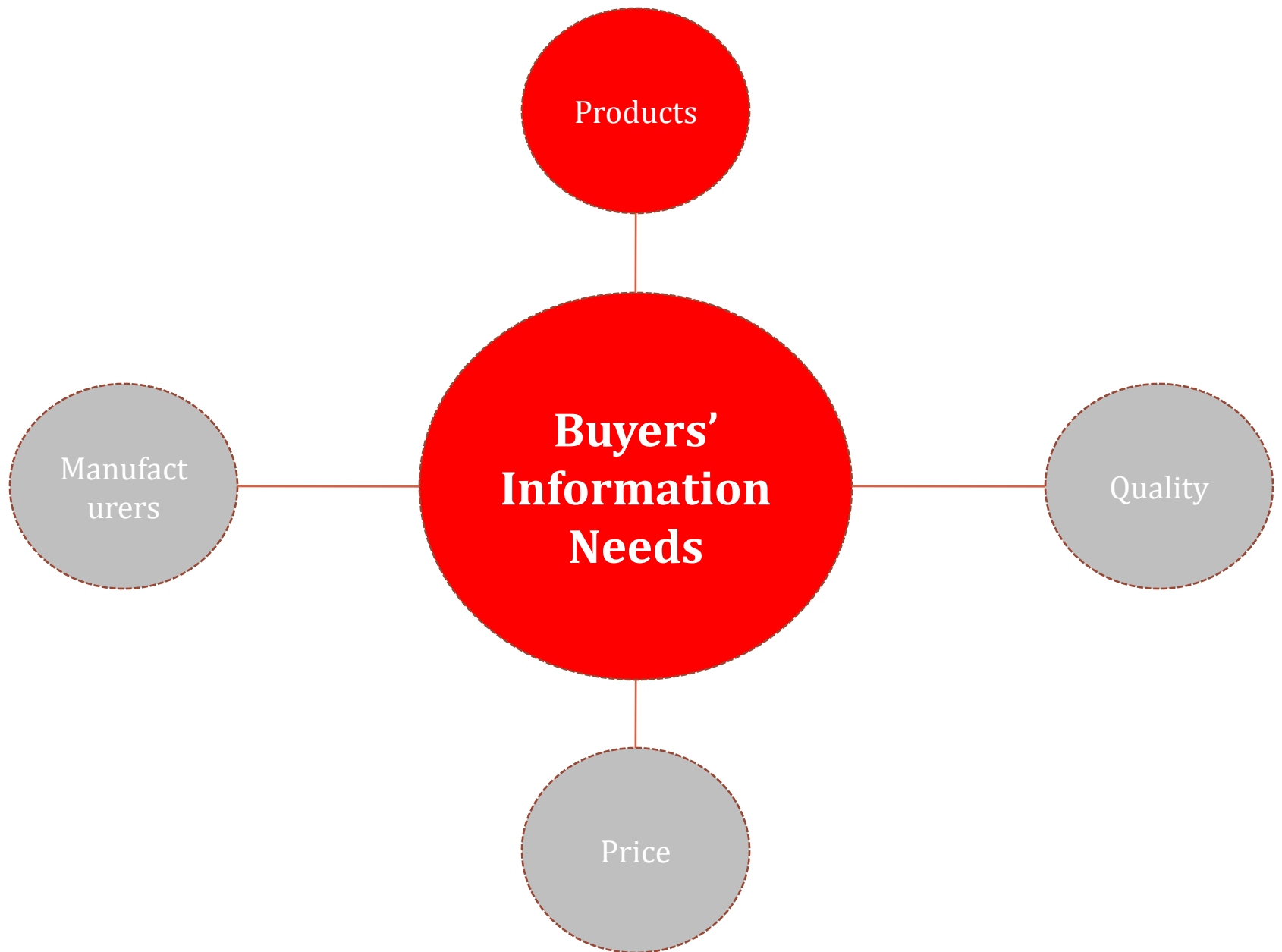
Empower team met / interviewed 86 people from the following organizations:

- Ministry of Health (n=35)
- UN agencies (n=5)
- International NGOs (n=8)
- Donors (n=6)
- National Drug Regulatory Authorities (n=12)
- Manufacturers (n=10)
- Private and public sector importers / exporters (n=10)

Market Situation: Barriers in Procurement of Public Health Commodities

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Product Information

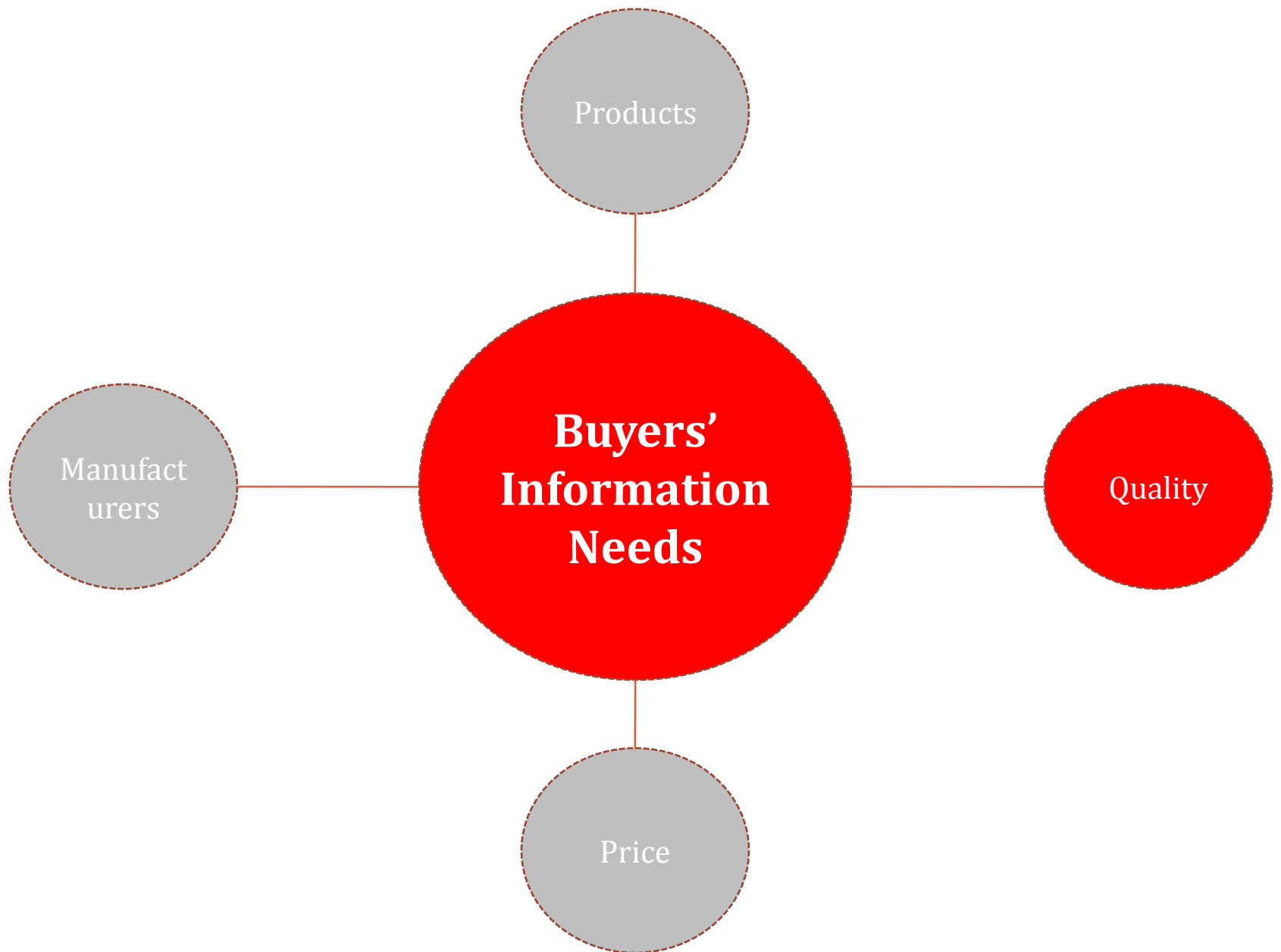
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Needs

- Product registration information
- Product specifications
- Product recalls
- Others

Challenges

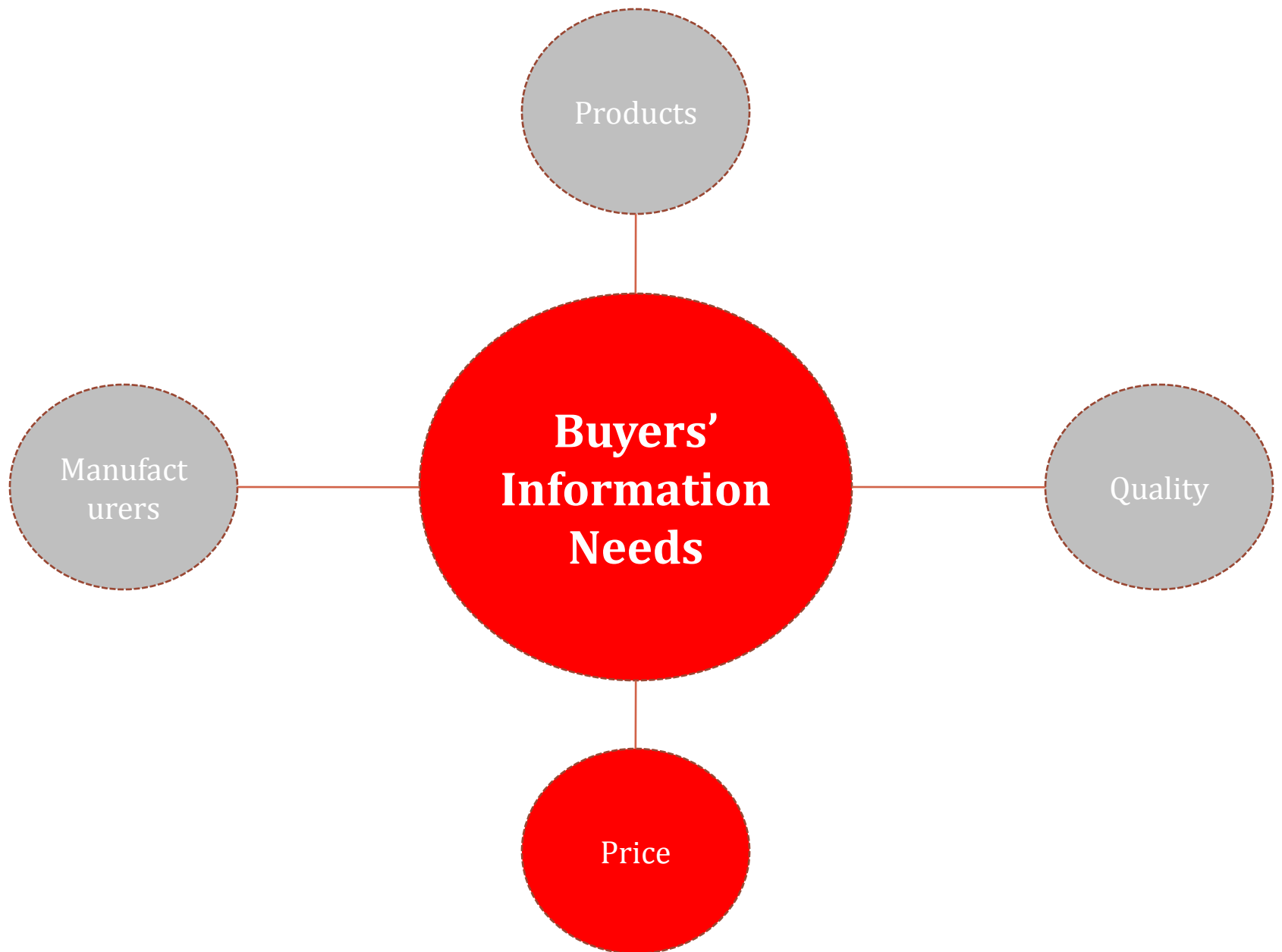
- Public health programs need drugs, diagnostics, supplies, devices, reagents and many other products
- Estimated total SKUs – 3,000 – 5,000



Quality

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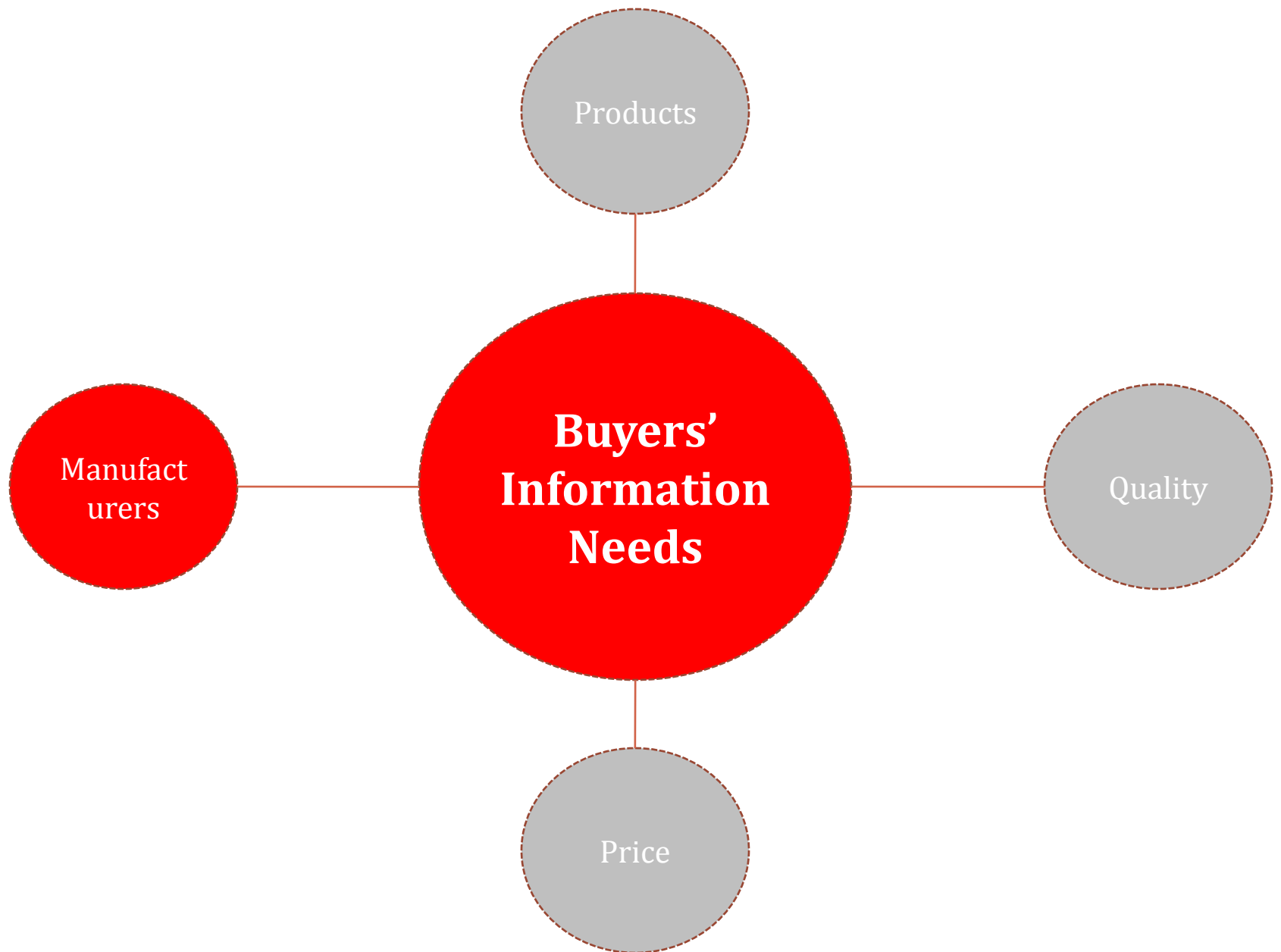
- National requirements [International Conference on Harmonization (ICH), Pharmaceutical Inspection Co-operation Scheme (PIC/S), European Free Trade Association (EFTA), Rest of the World (ROW)]
- Technical Organization (WHO, UNFPA, UNICEF, CDC etc.)
- Donor quality requirements
- Buyer quality requirements
 - Procurement agents
 - Public health organizations (PSI, MSI, etc.)
- Many of the non ICH and PICS NDRAs have limited capacity to control quality of [imported] drugs (WHO, PAHO, HERA)



Price – Value for Money

10

- Large variation in purchase price for same product (e.g. MSH's IDPIG quotes a price differential of 15x among RH products)
- 10-20 different sites / publications
- Complex (with various INCOTERMS like EXW, FOB, CIF etc.)
- Varies by volume (Lesotho vs. Nigeria), packaging, bidding terms etc.
- Needs to be “peeled”, extrapolated and analyzed to be understood and used properly



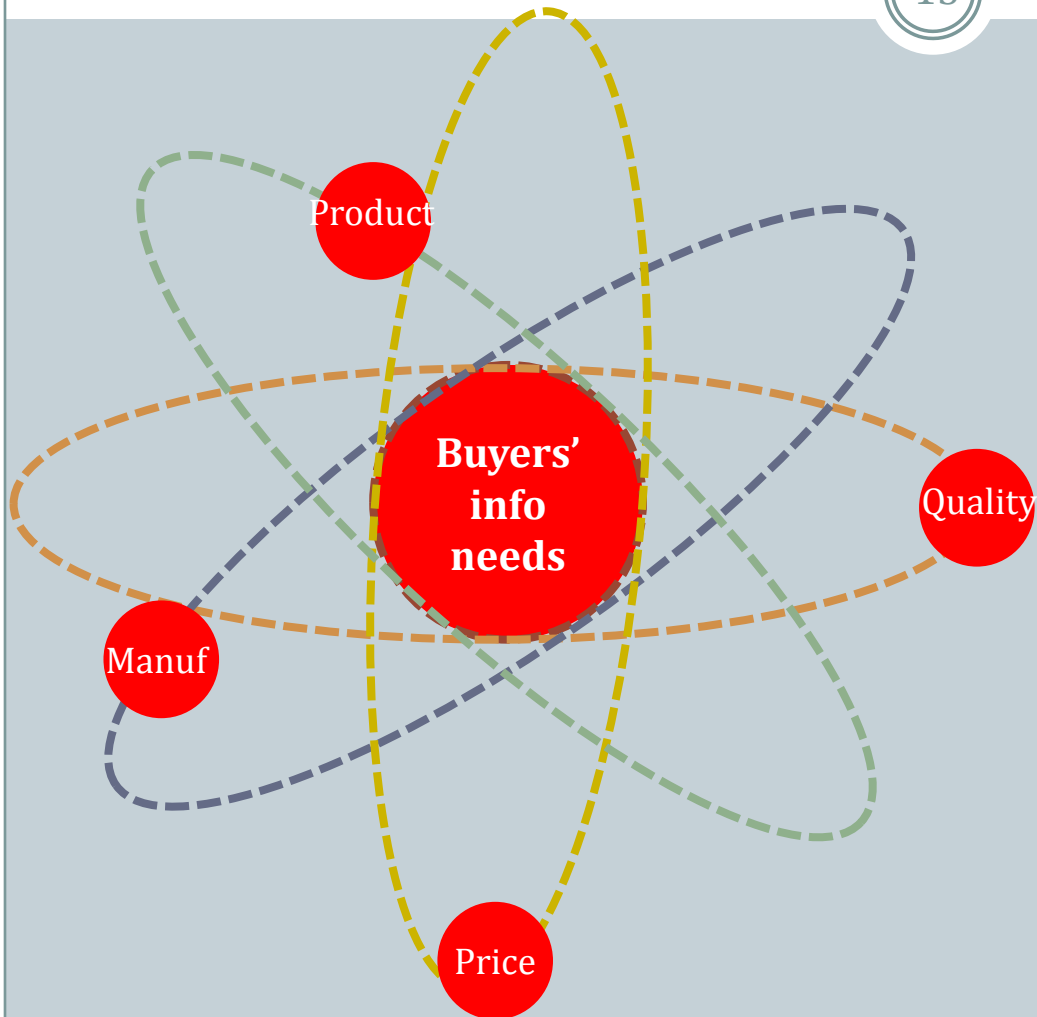
Manufacturers

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- More than 50,000 manufacturing sites in major pharmaceutical producing nations (India has around 10,000)
- Self manufacturing, contract manufacturing, loan licensed manufacturing (1/3rd of Indian manufacturing plants are loan licensed)
- Registered, unregistered or unknown
- Supplier base of global health products shifting from ICH countries to non-ICH markets
 - 70-90% of global health products are supplied by India and China
- There is a massive fragmentation in Indian pharmaceutical market where there are more than 4000 manufacturers but the market is dominated by not more than 350 manufacturers (~95% market). The export market is also skewed and top 50 companies control the 75% of the total export market. (Source: CMIE data, 2009-10).

Buyers' information needs

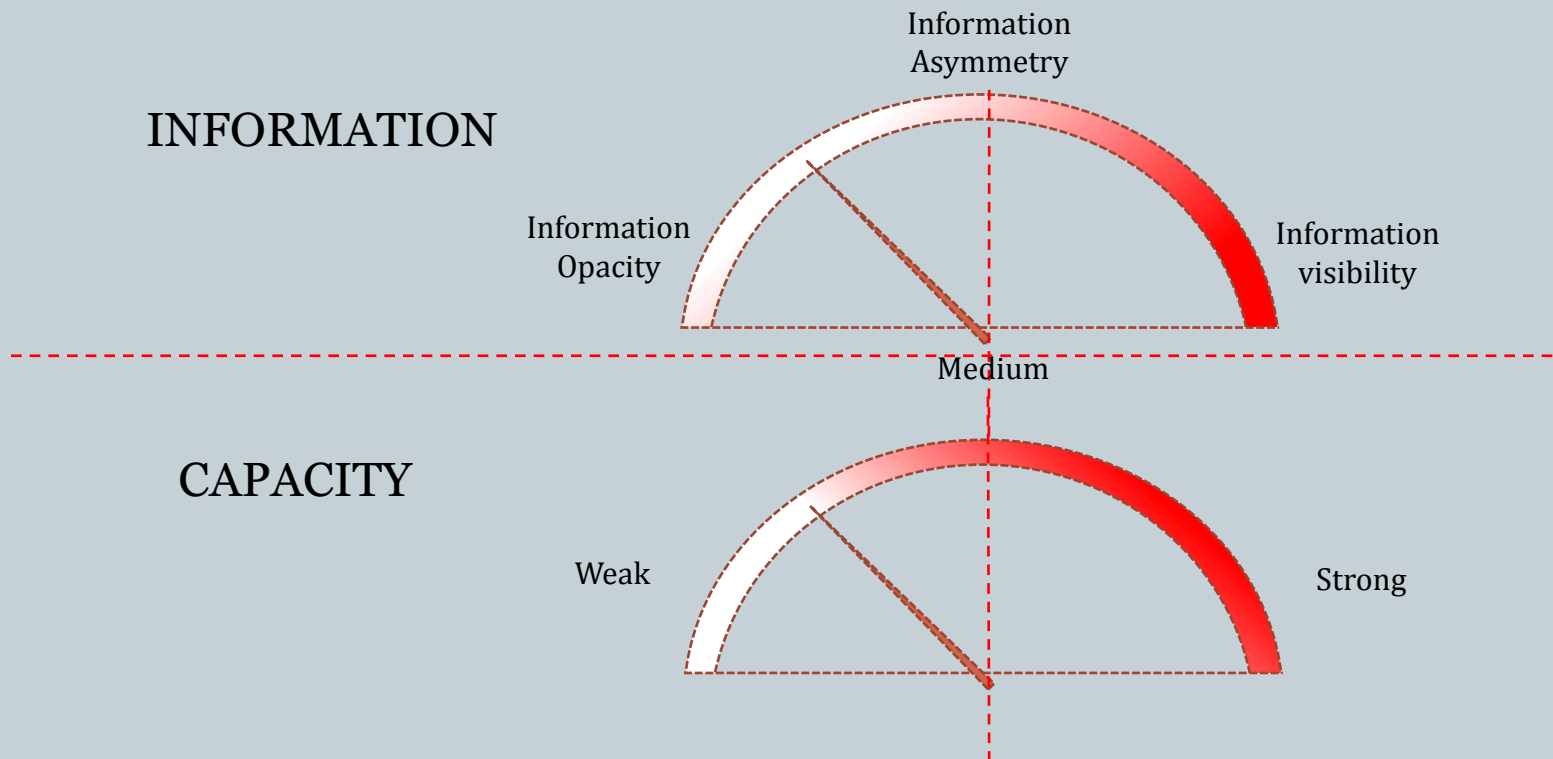
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...and it is constantly changing!

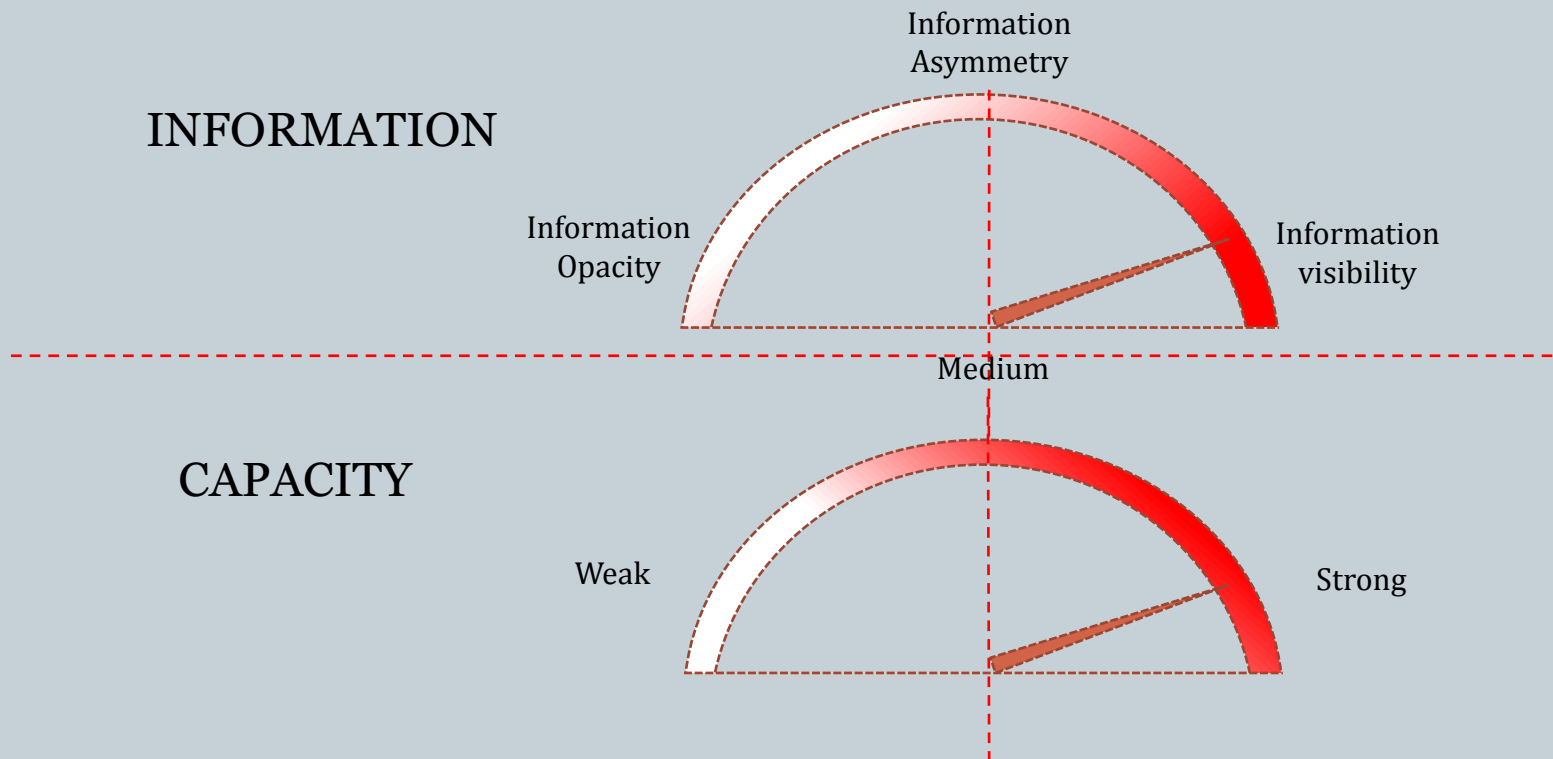
Current market situation

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Intervention and Innovation

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Proposed 'Market fixing' Intervention

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Proposed Intervention

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International
Buyer's Guide

Building
Procurement
Capacity

Proposed Intervention

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International
Buyer's Guide

Search Product



List of Products



List of Manufacturers



Therapeutic Categories



Quality Standard



Registration by
country



Price

Search Product



List of Products



List of Manufacturers



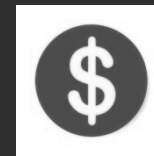
Therapeutic Categories



Quality Standard



Registration by
country



Price

×

Paracet

Paracitol

Paralen

Paramed

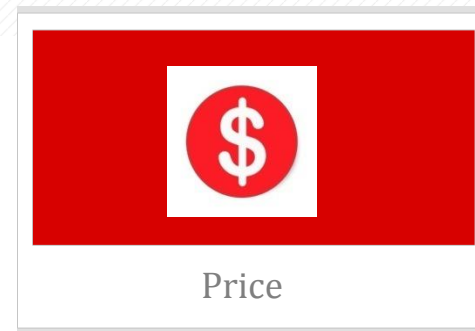
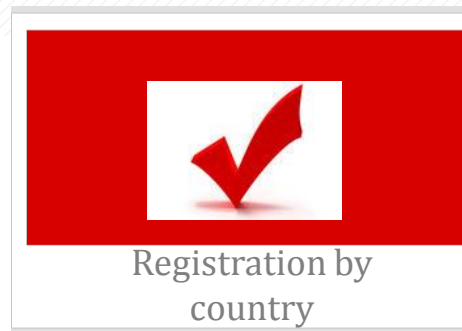
Paramol

Paracetamol

List of Products

List of Manufacturers

Therapeutic Categories





Paracetamol

S.no.	Product Name	Strength	Company	Manufacturing Country	Manufacturing City	Site Accreditations	Registered in
1	Paracetamol	1000mg	Cipla	India	Goa	US-FDA MHRA TGA NAFDAC	Nigeria
2	Paracetamol	1000mg	Ranbaxy	India	Verna	US-FDA MHRA	Ethiopia
3	Paracetamol	1000mg	Hetero	India	Hyderabad	MHRA TGA NAFDAC	Kenya
4	Paracetamol	1000mg	Aurobindo	India	Hyderabad	US-FDA TGA NAFDAC	Benin
5	Paracetamol	1000mg	IPCA	India	Daman	MHRA TGA NAFDAC	Ghana
6	Paracetamol	1000mg	Ajanta	India	Aurangabad	CDSCO MHRA TGA NAFDAC	Afghanistan
7	Paracetamol	1000mg	Strides Acrolab	India	Bangalore	US-FDA MHRA TGA NAFDAC	Indonesia
8	Paracetamol	1000mg	Lupin	India	Pithampur	US-FDA MHRA Health	Russia

Search Product



List of Products



List of Manufacturers



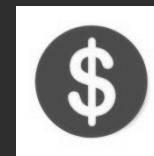
Therapeutic Categories



Quality Standard



Registration by
country



Price

Manufacturers

China

India ▶

search products



List of Products



Therapeutic Categories

Manufacturers

China

India ▶

C S C Pharmaceuticals

Cadila Healthcare Limited

Caplin Point Laboratories Ltd

Celestial Labs Ltd

Centenial Surgical Suture Ltd

Cipla Ltd

Colinz Laboratories Ltd

search pro



List of Products



therapeutic Categories



Cipla Ltd

Years of Operation

5 Years

Manufactures Location

Goa

Cochin

Delhi

Patna

Indore



Product Range

HIV

TB

Malaria

RCH

Typhoid



Certification and Accreditations

US-FDA Approved,

MHRA

WHO-GMP Approved,



Global Clientele

USA

UK

Nigeria



Registered Product

Tenofovir registered in United States

Artemether registered in Nigeria



Search Product



List of Products



List of Manufacturers



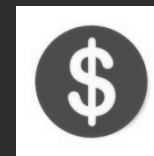
Therapeutic Categories



Quality Standard



Registration by
country



Price

Select Therapeutic Categories

Anti-malarial

Anti-retroviral

Anti-TB

Anti-cancer

Anti-diabetic

Anti-emetics

Analgesic



RCH drugs

Drugs for Opportunistic infections

Drugs for Viral hepatitis

Drugs for palliative care

search products



List of Products



Therapeutic Categories

Select Therapeutic Categories

Anti-malarial

Anti-retroviral

Anti-TB

Anti-cancer

Anti-diabetic

Anti-emetics

Analgesic ▶

RCH drugs

Drugs for Opportunistic infections

Drugs for Viral hepatitis

Drugs for palliative care

Medicine1

Medicine2

Medicine3

Medicine4

Medicine5

Medicine6

Medicine7

Paracetamol

Medicine9

Medicine10

search products



List of Products

Search Product



List of Products



List of Manufacturers



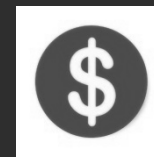
Therapeutic Categories



Quality Standard



Registration by
country



Price

Quality Assured

Quality Verified

Quality Inferred

Registered in

- ICH (International Conference on Harmonization) countries
- EFTA (European Free Trade Association) countries (Iceland, Liechtenstein, Norway, Switzerland)

or

- Prequalified by WHO

Reviewed, inspected and verified by various global health programs

- International procurement agents (Crown agents, IDA, IMRES, MEG, ACTION MEDEOR)
- Global health organizations (PSI, MSI, CHAI)

- The company has been registered or have supplied at least one product to the organizations / countries in the Quality Assured or Quality Verified category
- The product of the company is registered in a PIC/S country e.g. Brazil, Argentina, Australia etc.

Search Product



List of Products



List of Manufacturers



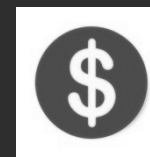
Therapeutic Categories



Quality Standard



Registration by
country



Price

Country Registered in

Liberia

Madagascar

Malawi

Mali

Mauritania

Mauritius

Burma

Morocco

Mozambique

Namibia

Niger

Nigeria

Rwanda

Sao Tome and Principe

Senegal



Medicine1

Medicine2

Medicine3

Medicine4

Medicine5

Medicine6

Medicine7

Paracetamol

Medicine9

Medicine10

search pro



List of Products

Search Product



List of Products



List of Manufacturers



Therapeutic Categories



Quality Standard



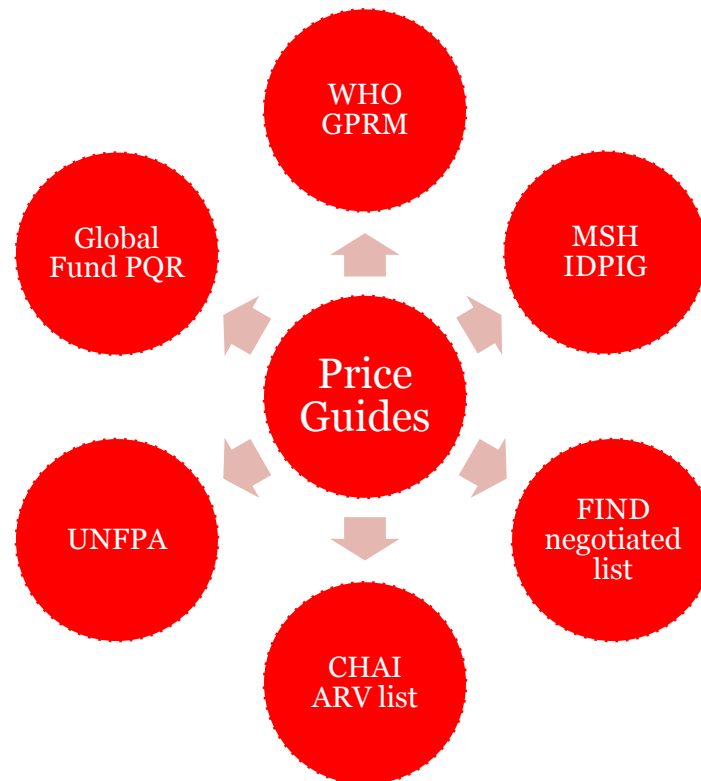
Registration by
country



Price

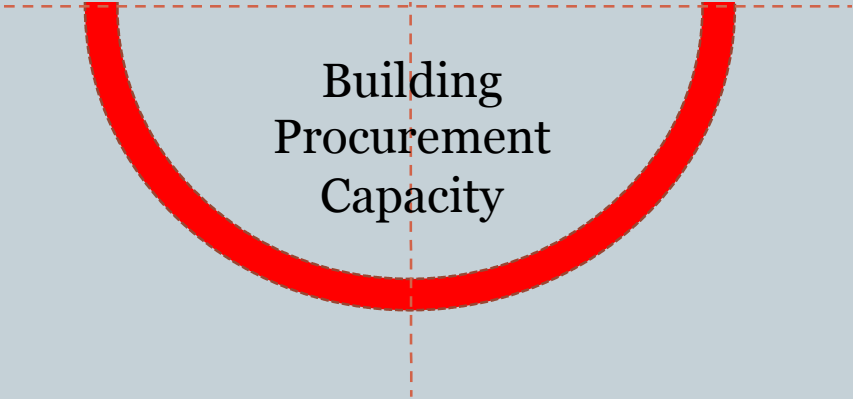
Price

- Very dynamic, multivariate and complex
- Lots of valuable information in lots of sites
- Some very user friendly, others less
- Some updated live and some not



Proposed Intervention

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Building
Procurement
Capacity

Building Procurement Capacity

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Building
Procurement
Capacity

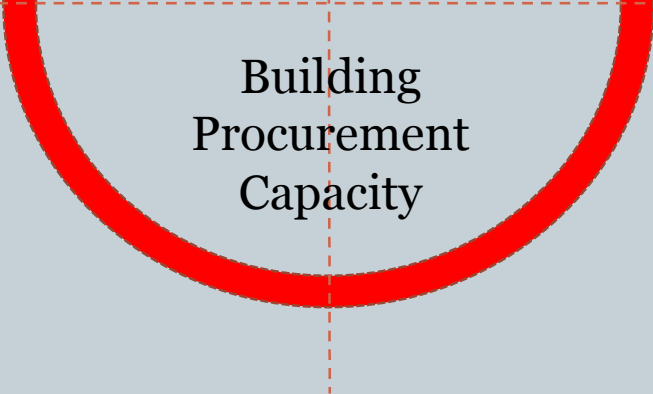
Country Focus

Targeted Training

“Hand Holding”
Technical Resource Center

Building Procurement Capacity

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Building
Procurement
Capacity

Country Focus

- High mortality and morbidity
- Largest procurement value
- Biggest bottlenecks

Building Procurement Capacity

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Building Procurement Capacity

Targeted Training

- Identify need / gaps
 - Organizational
 - Departmental
 - Individual
- Topic specific training
 - Procurement methods
 - Quality Assurance in PSM
 - Forecasting and LMIS
- Disease / condition / commodity
 - HIV, TB and Malaria
 - RCH
 - Vaccines



Building Procurement Capacity

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Building
Procurement
Capacity

“Hand Holding” Technical Resource Center

- 12 months online support after training
 - Discussion group
 - Skype
 - e-mail
 - Phone
- Dedicated “call center”



Application of Buyer's Guide and Capacity Building

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HIV

TB

Malaria

Viral Hepatitis

Reproductive Health

Oncology

Neglected tropical
diseases

Cardiovascular
diseases

Diabetes

Application of Buyer's Guide and Capacity Building

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HIV

Reproductive Health

More than 60% of the respondents ranked HIV and Reproductive Health as the top priorities

[feedback of 18 respondents from India, Kenya, Ghana and Ethiopia]

Application of International Buyers' Guide

Case study: Oxytocin

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- One of the 13 affordable, effective, but underutilized commodities identified by the UN commission on life saving commodities for women and children
[source: <http://www.everywomaneverychild.org/resources/un-commission-on-life-saving-commodities/life-saving-commodities#sthash.QUjQaGKA.dpuf>]
- Key information about Oxytocin is available on the web, including therapeutic information, price information, available brands in different countries
 - A market landscape analysis was also conducted by USAID in 2011: Oxytocin in Uniject

Available information: Summary

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Product

- Oxytocin 10iu/ml, injectable (WHO EML)
- Oxytocin 5iu/ml, injectable

Manufacturers

- Produced by more than 100 manufacturers globally
- UNFPA sources from 2 procurement agents; 2012-13 procurement shows 3 companies
- MIMS database shows 230 results for Oxytocin from 10 countries

Therapeutic category

- Oxytocics and anti-oxytocics (as per WHO EML)

Quality

- Eligible for the WHO Prequalification of Medicines Program. To date, no manufacturers have qualified,
- Unregistered and unapproved medicines are often widely accessible, and weak national regulatory authorities are unable to restrict their availability

Registration

- Oxytocin is registered in most of the 30 USAID maternal health priority countries

Price

- US\$0.4487 for 10iu (buyer median price) from SADC medicine price database 2012-13
- US\$0.1755 for 10iu (buyer median price) from MSH 2012
- US\$0.3663 for 5iu (buyer median price) from MSH 2012

Source: Every Woman, Every Child; RH interchange; MSH; Oxytocin in Uniject (USAID, 2011); MIMS

Available information: RH Interchange

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ITEMID	PRODUCTNAME	LONG DESCRIPTION	CATEGORY ID	SUBCATEGORY ID	SUBCATEGORY	ACCESSORY PRICE	VENDOR	
MISOPROS TOL	Misoprostol 200mcg tablet. Package = 60 tabs. in a blister.	Misoprostol 200mcg tablet. Package = 60 tabs. in a blister. Delivery Lead Time = 3-4 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	29.00 BV	The medical export group
ERGOMEST RINE0.2MG	ergometrine maleate 0.2mg/ml, 1ml	Ergometrine maleate 0.2mg/ml, 1ml. Package = 100 amps. Delivery lead time = 14-16 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	11.00	Imres
ERGOMETR INE0.5MG	ergometrine maleate 0.5mg	Ergometrine maleate 0.5mg. Package = 1000 tabs. Delivery lead time = 4-6 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	13.00	Imres
FENOTERO LHBR0.05	fenoterol hydrobromide 0.05mg/ml, 10ml (partusisten)	Fenoterol hydrobromide 0.05mg/ml, 10ml (partusisten). Package = 25 amps. Delivery lead time = 4-6 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	70.00	Imres
METHYLER GOMETRIN E	methylergometrine maleate 0.2mg/ml, 1ml	Methylergometrine maleate 0.2mg/ml, 1ml. Package = 10 amps. Delivery lead time = 14-16 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	0.85	Imres
OXYTOCIN 10IU/ML	oxytocin 10 I.U./ml, 1ml	Oxytocin 10 I.U./ml, 1ml. Package = 100 amps. Delivery lead time = 14-16 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	20.00	Imres
OXYTOCIN 5IU/ML	oxytocin 5 I.U./ml, 1ml	Oxytocin 5 I.U./ml, 1ml. Package = 100 amps. Delivery lead time = 14-16 weeks.	350000	Pharmaceutical Products	00039	Oxytocics and Anti-oxytocics	10.00	Imres

Available information: MIMS

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COUNTRY OF PRODUCTION	NUMBER OF DRUGS (OXYTOCIN)
China	5
India	32
Indonesia	26
Hong Kong	24
Malaysia	28
Philipines	34
Singapore	24
Thailand	22
Vietnam	16
USA	19

Available information: South African Development Community

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Country▲	Price per Base Unit (USD)	Pack Price (USD)	Manufacturer	Country	MSH Ratio	Incoterms	Pack Size	Volume (Packs)	Procurement Period
Botswana	0.6735	0.6735	Novartis South Africa (Pty) Ltd	South Africa	3.8376	DDP	1 ml (ampoule)	45000	2012-02-07 to 2012-02-07
Botswana	0.6414	0.6414	Novartis South Africa (Pty) Ltd	South Africa	3.6547	DDP	1 ml (ampoule)	22000	2012-04-16 to 2012-04-16
Lesotho	2.024	2.024	Unknown	Unknown	11.5328	DDP	1 ml (ampoule)	2300	2013-03-01 to 2013-03-31
Lesotho	0.198	19.803	Unknown	Unknown	1.1282	DDP	100 ampoule (pack)	556	2012-03-01 to 2012-03-31
Malawi	0.2		Ningbo Tisun Medic 0.2 Biochemic Co. Ltd	China	1.1396	UNK	1 ml (vial)		1 2013-01-01 to 2013-12-31
Seychelles	1.3406	1.3406	Gland Pharma Limited	India	7.6387	FOB	1 ml (injection)	1000	2012-09-03 to 2012-09-03
Seychelles	0.1393	13.926	Gland Pharma 5 Limited	India	0.7937	FOB	100 ampoule (pack)	24	2013-02-26 to 2013-02-26
Zambia	0.0938	0.0938	Unknown	Unknown	0.5345	DDP	1 ml (ampoule)	400000	2013-01-08 to 2013-01-08
Zambia	0.0938	0.0938	Unknown	Unknown	0.5345	DDP	1 ml (ampoule)	400000	2013-01-10 to 2013-01-10

Additional information from the Buyer's guide

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Product

NA

Manufacturers

List of quality assured / verified / inferred manufacturers in India and China, and their:

- Product registrations in different countries
- Quality certifications
- Historical performance
- Organization information

Therapeutic category

NA

Quality

List of accreditations from international and national authorities:

- Quality verified
- Quality assured
- Quality inferred

Registration

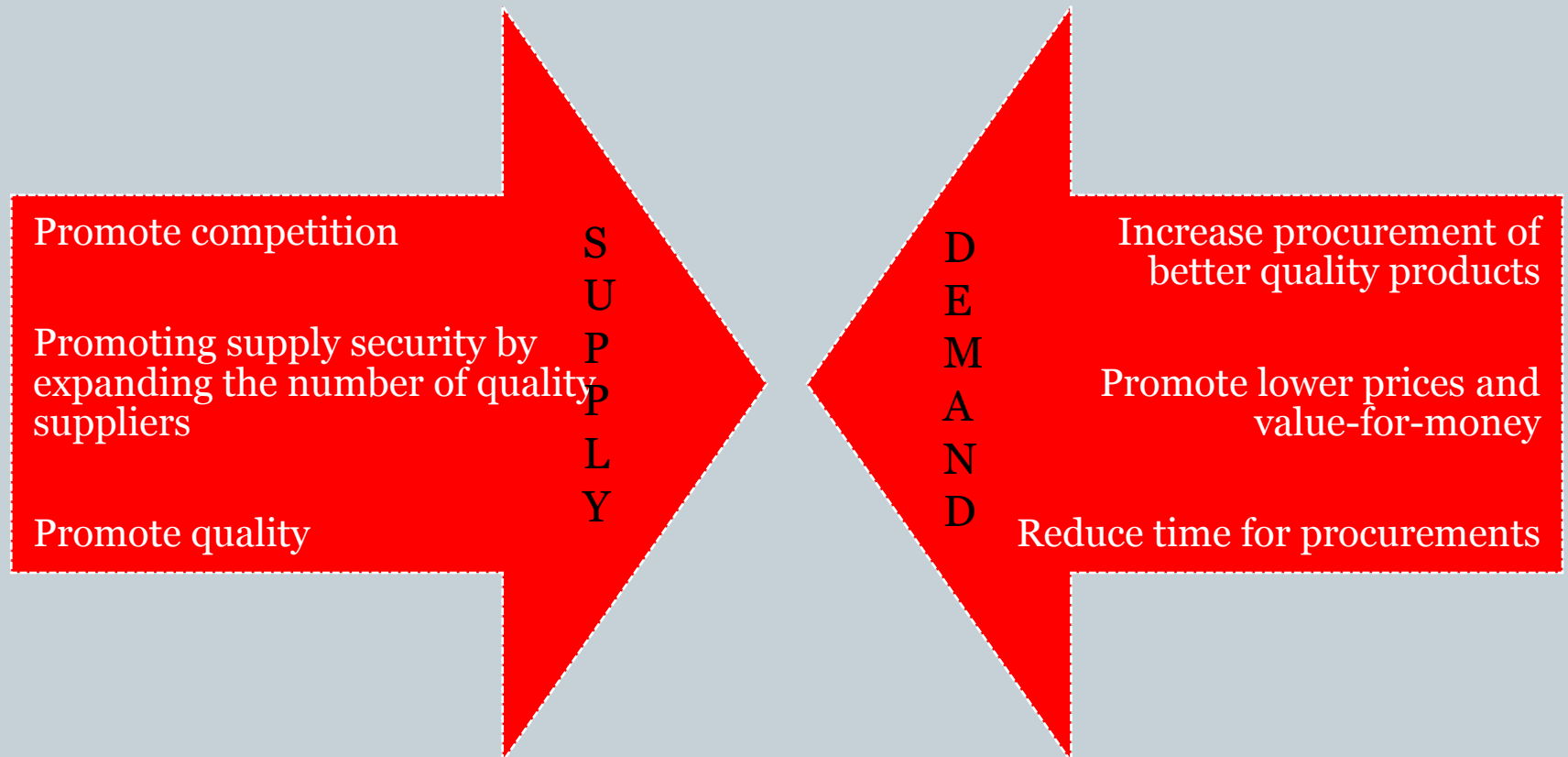
- List of countries where the product is registered by each manufacturer, and its validity

Price

- Information aggregated from various sources

Potential Impact

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Public and private sector



THE GLOBAL PHARMACY PRIVATE LIMITED, INDIA



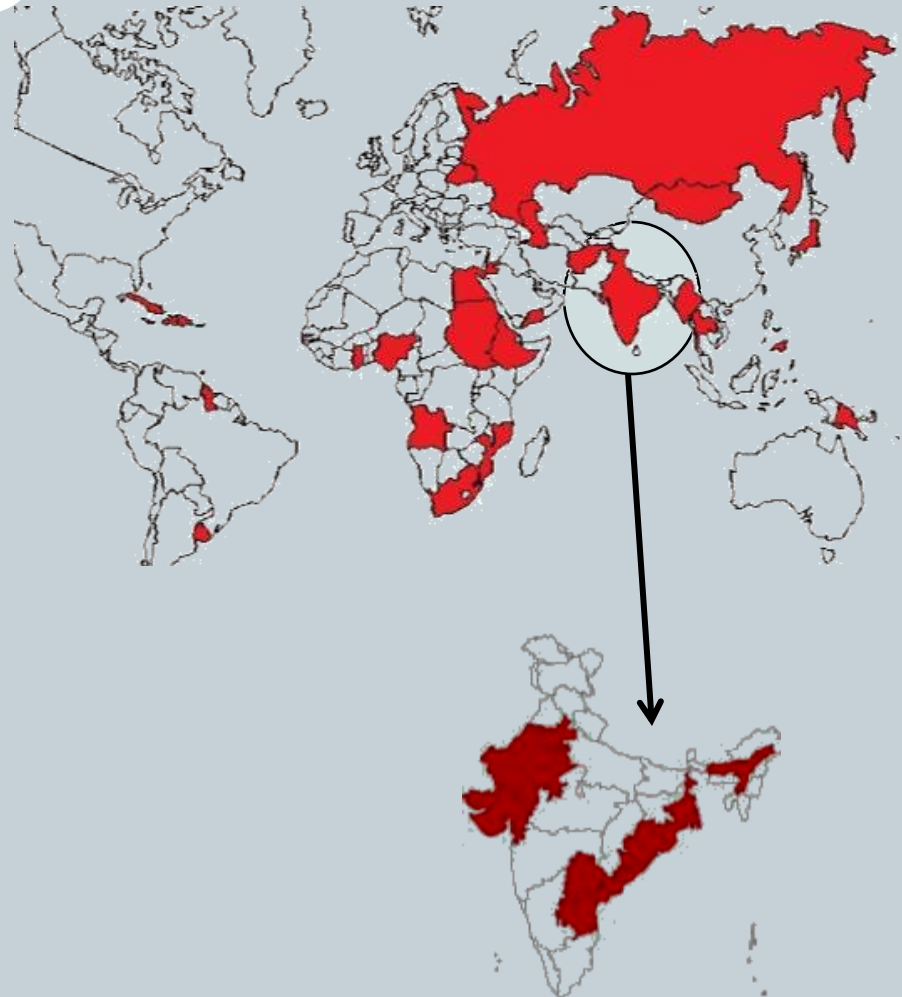
Acknowledgements

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- DfID India, Ethiopia, Kenya and Ghana
- USAID Ethiopia and Kenya
- DKT International Ethiopia
- Marie Stopes International, India
- MSF India
- Red Cross Kenya
- CHAI Ethiopia, Kenya
- World Bank, Kenya
- PSI, India, Kenya
- Ministry of Health – India, Ethiopia, Kenya and Ghana
- National Drug Regulatory Authority – India, Ethiopia, Kenya and Ghana
- Public Procurement Unit –PFSA – Ethiopia; Ghana Procurement unit
- Private sector manufacturers and importers (India, Kenya, Ethiopia and Ghana)
- Academics and policy specialists in India

About Empower

- Empower is composed of Empower School of Health and Empower Pragati, a joint partnership with the government of India's non-profit 25c corporation
- Empower School of Health was established by a group of professionals formerly from United Nations (WHO, Global Fund), and private corporate sector; all of whom have a rich and varied experience at senior management levels
- Empower is providing research, consulting and healthcare services across 30 countries in Africa, Asia and Eastern Europe
- We have 7 offices across India with more than 200 staff + 50 independent consultants globally





About Pharmexcil

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Pharmaceutical Export Promotion Council (Pharmexcil) is an organization under the Ministry of Commerce and Industry and is responsible for the promotion and oversight of export of quality assured pharmaceuticals from India.

Pharmexcil is only agency which can issue RCMC (Registration cum Membership Certificate) to the exporters, without which no manufacturer/exporter can export pharmaceuticals.