

Opportunities to Standardize SRH Product Introduction and Scale-up

Megan Christofield, Andrée Sosler, Zainab Saidu, and George Barigye

Quick Live Poll!



Q1: Have you ever been engaged in the introduction or scale-up of an SRH product

- Yes: **Green**
- No: **Red**

Q2: For those who said yes, was the process highly coordinated, clear, and simple?

- Yes: **Green**
- No: **Red**

Introduction to Panelists



Megan Christofield
Jhpiego

Manages aspects of global implant market and supports national DMPA-SC introduction



Andrée Sosler
FHI360

Leads a multi-country hormonal IUD introduction and scale project



Zainab Saidu
CHAI

Builds and strengthens national systems to introduce FP, MNCH, malaria, and cervical cancer products



George Barigye
Path

Global expert in DMPA-SC introduction and scale supporting many countries

How We'll Use our Time

What challenge are we trying to address?

What practice do we propose?

If and how do we think this practice could add value to SRH product management?



What challenge are we trying to address?

Yet, the process of method introduction & scale-up is intensive and inefficient

What's Required? (non-exhaustive illustrative list)

- develop a costed introduction plan
- establish a national working group
- get the product registered...or explore waivers
- input product into pharmacovigilance system
- set pricing caps for private sector
- include product in national guidelines
- include product in national FP strategy and/or commitment
- establish and use indicators to track introduction and scale
- conduct studies on product acceptability
- behavior change interventions for providers
- conduct studies on product delivery modalities
- conduct studies to refine implementation
- get product onto EML
- develop job aids for providers
- update in-service and pre-service curricula
- tap task-sharing opportunities
- strategize on facility type and sector for rollout
- strategize a regional rollout plan
- conduct initial TOTs
- roll out provider training
- secure funds for everything...again and again
- update quality assurance tools and supportive supervision tools to include product
- update counseling materials
- develop campaign to inform public about new method
- develop value proposition
- develop or update IEC materials about method
- roll out demand generation and awareness activities
- forecast potential demand...again and again
- secure adequate volume of commodity
- secure related commodities for its administration (e.g. gloves)
- integrate product into supply chain
- liaise with suppliers on pricing
- monitor consumption to ensure adequate introduction supply
- monitor stock levels
- monitor use...and readjust strategy if needed
- integrate method into LMIS
- integrate method into HMIS (and test a stop-gap solution in the meantime)
- integrate method into FP registers
- institutionalize product oversight functions into MOH
- establish partnerships for scale-up
- integrate method scale-up needs into FP CIP
- disseminate product-related materials nationally
- share learnings about product introduction with TWG
- share learnings about product introduction with others
- estimate size of potential expansion channels
- strategize expansion into other channels
- advocate for policy changes
- monitor and respond to product-related concerns and misinformation
- conduct studies to segment consumers
- conduct willingness-to-pay studies
- develop pricing strategy
- conduct bottleneck analysis to understand barriers to scale
- develop scale-up plan
- engage sub-national leaders
- develop sub-national rollout plans
- implement label updates
-

What Gets Missed?

- Combining steps for multiple products at once
- Organizing learning and knowledge sharing from these processes to inform new/next products
- Standardizing processes and resources
- Fostering locally-led market management (especially from government)
- Attracting private sector actors early
- Setting up long-term product security/market resilience
- Anticipating and strategizing for future

Leading us to wonder....

How might we take this on

What's Required (the illustrative list)

- develop a costed introduction strategy
- establish a national working group
- get the product registered and secure waivers
- input product into pharmaceuticals surveillance system
- set pricing caps for private sector
- include product in national guidelines
- include product in national FP strategy and/or commitment
- establish and use indicators to track introduction and scale-up
- conduct studies on product acceptability
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While optimizing introduction and scale that...

What Gets Missed?

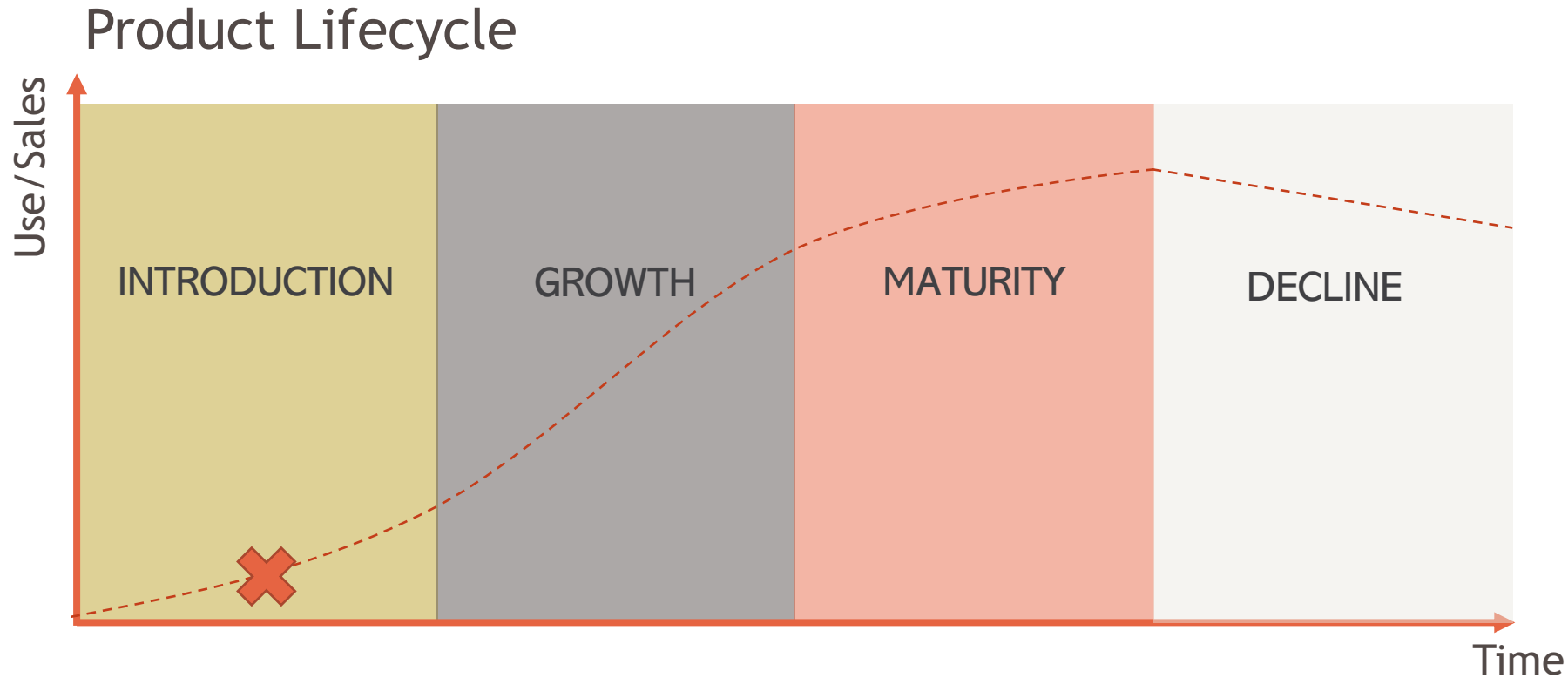
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What practice do we propose?



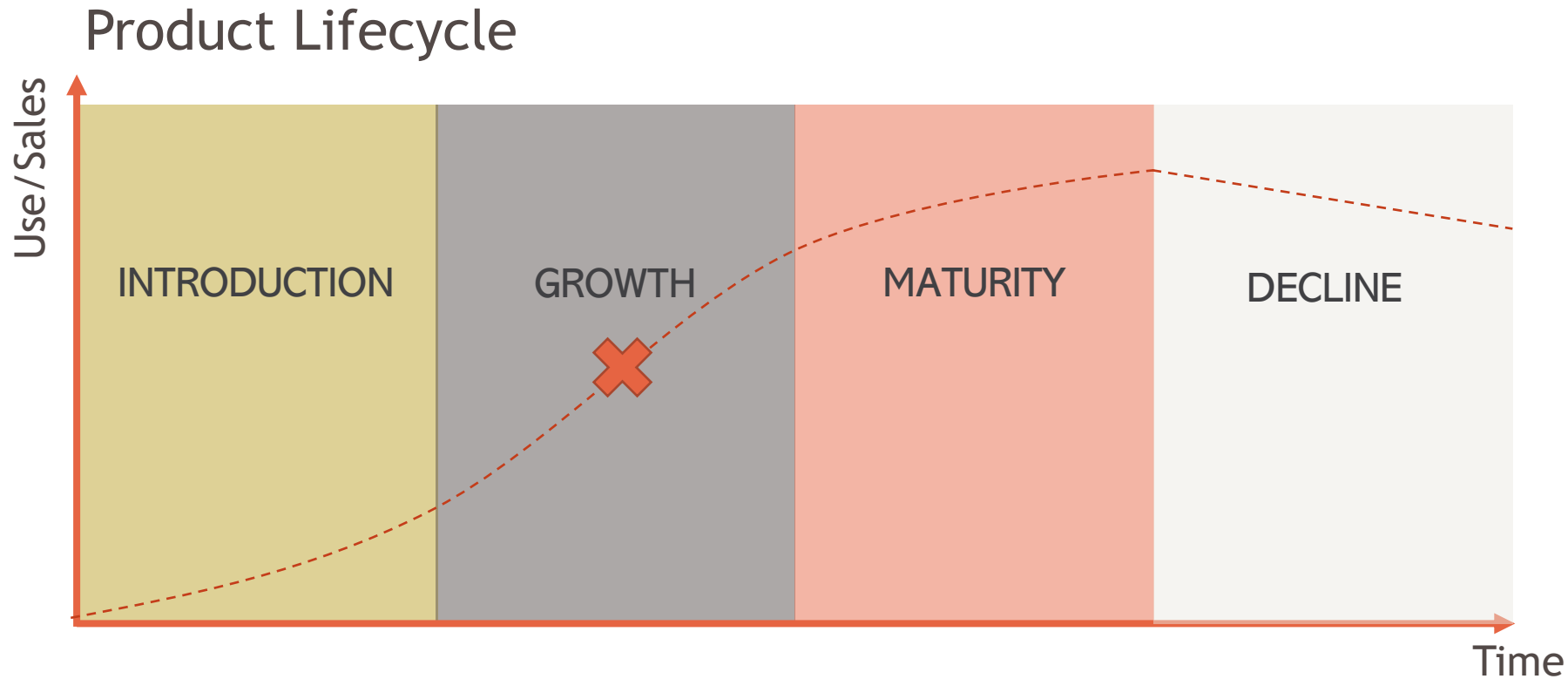
Borrowing a managerial instrument from the commercial sector



INTRODUCTION

- Product is new to market
- Demand is not yet proven
- Unclear how well it will work
- Sales are low and slow

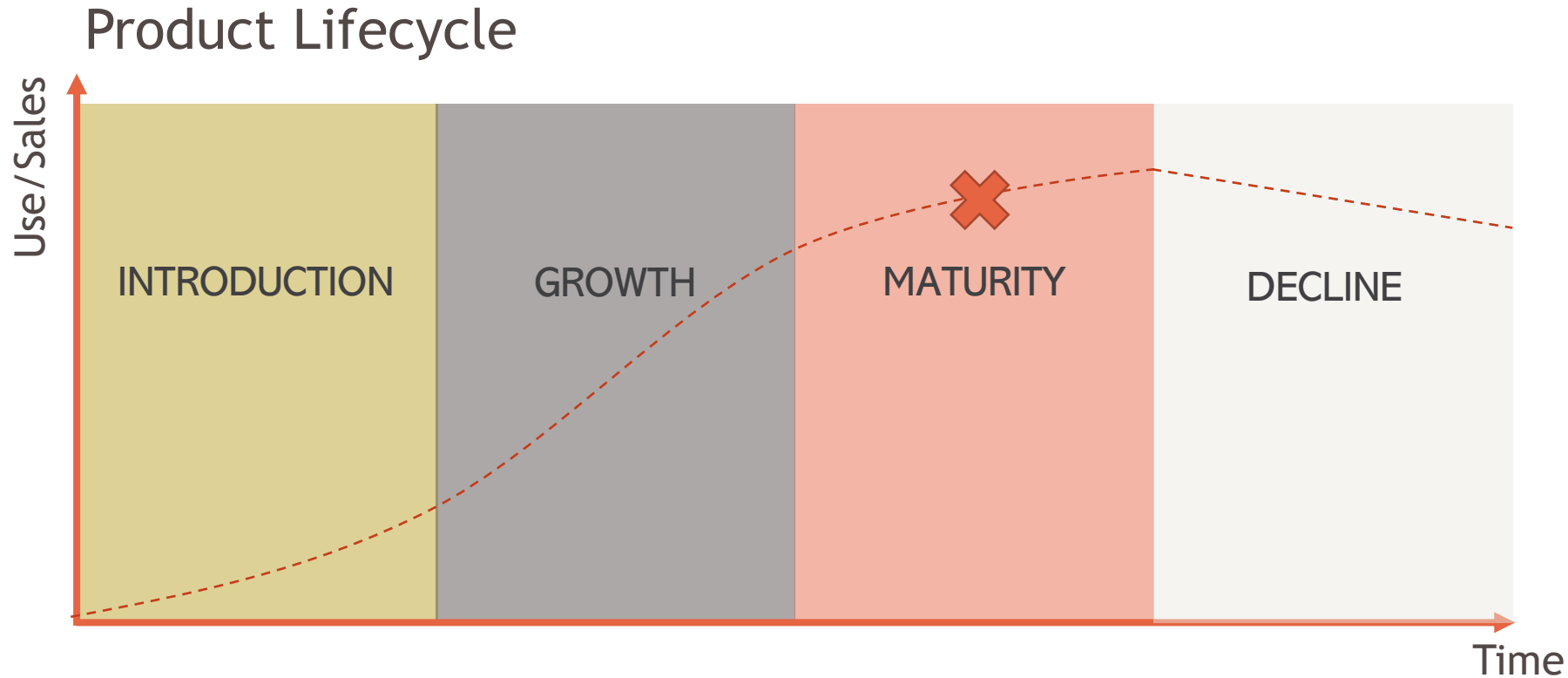
Borrowing a managerial instrument from the commercial sector



GROWTH

- Demand accelerates
- Product is more popular and recognizable
- Competition increases

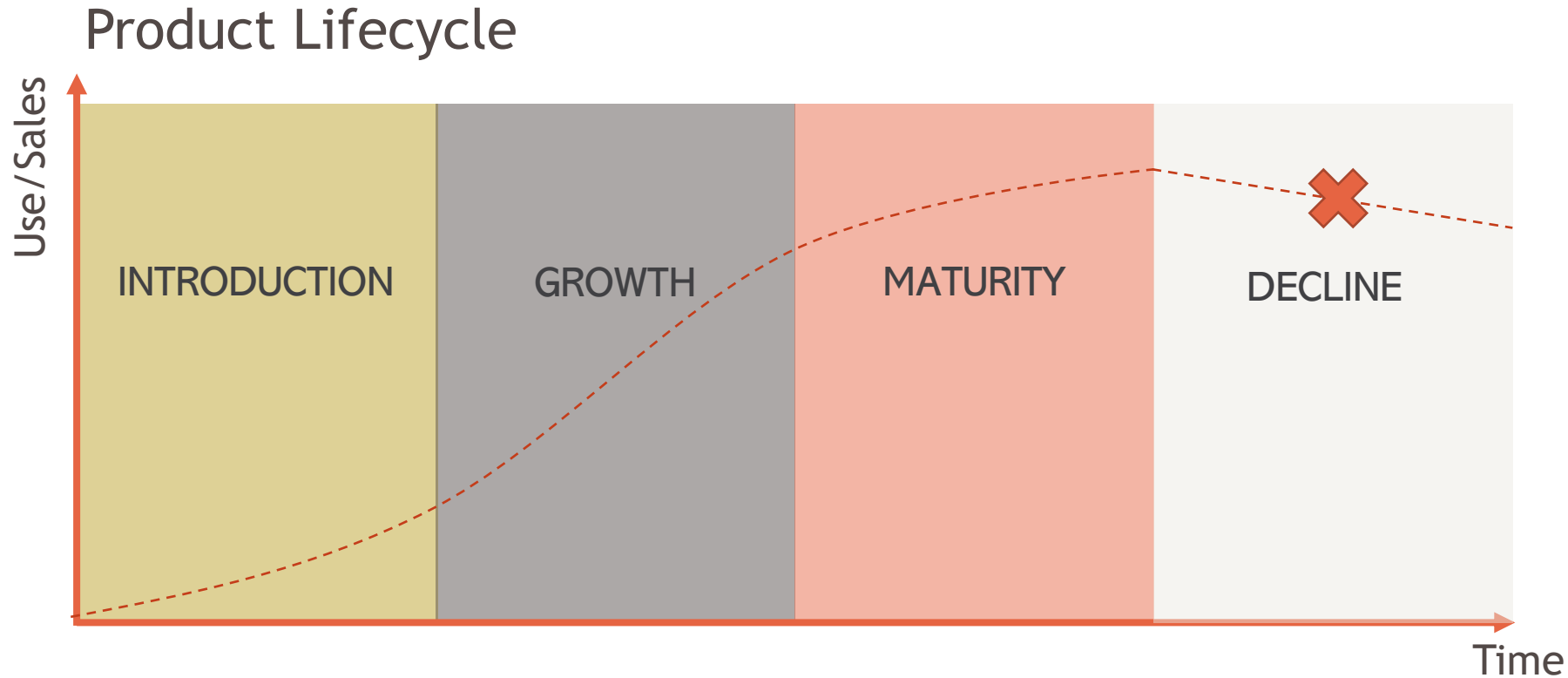
Borrowing a managerial instrument from the commercial sector



MATURITY

- Demand levels off
- Competition is high
- Profit is high
- Focus is on differentiation and innovation

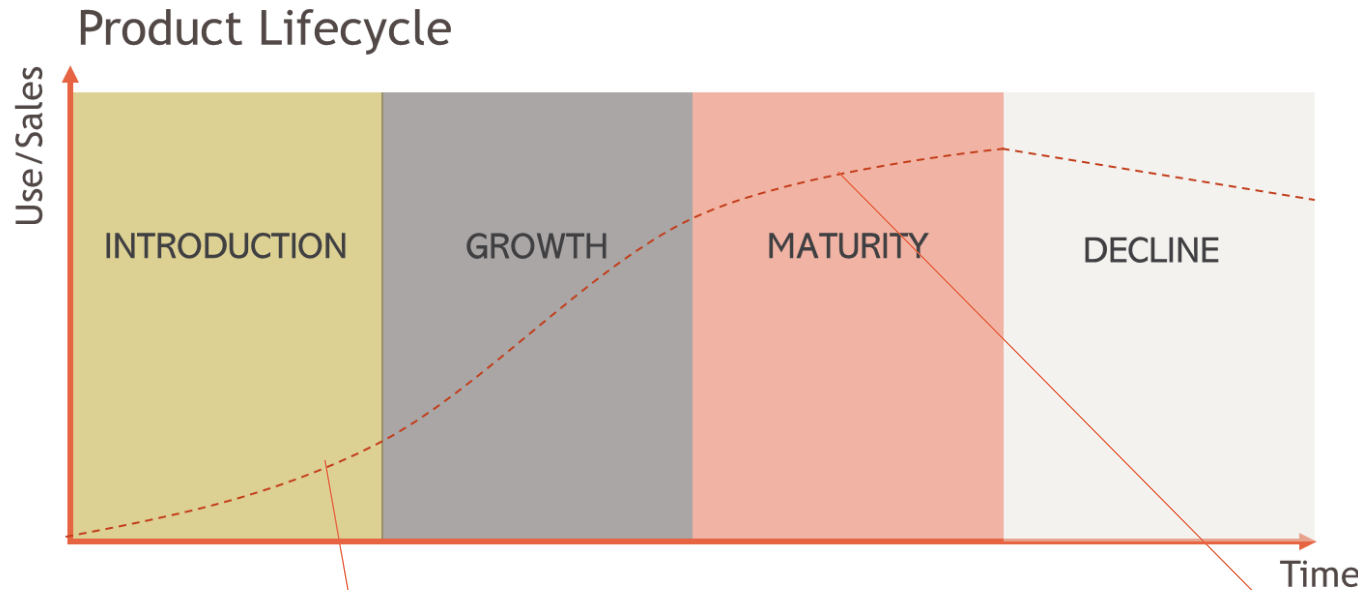
Borrowing a managerial instrument from the commercial sector



DECLINE

- Product loses consumer appeal
- Use declines
- Next-generation replacements appear

How does recognizing the product's lifecycle improve *its management*?

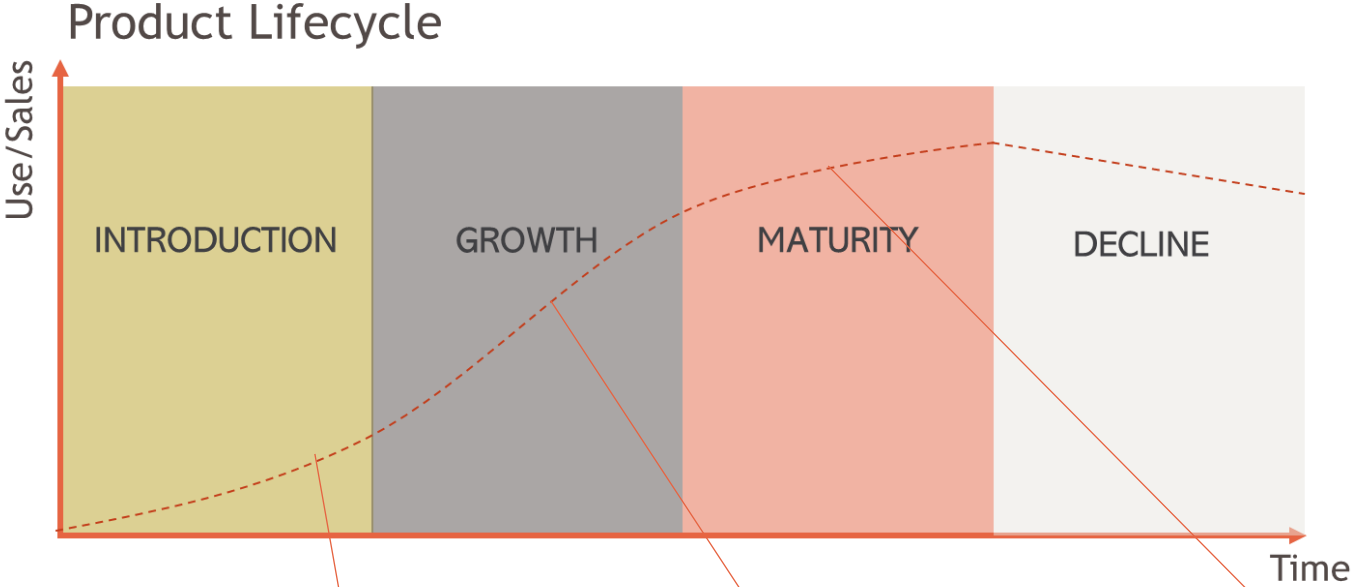


Product Marketing

“Here’s what this is and what it can do for you!”

“Here’s what makes ours special and better!”

How does recognizing the product's lifecycle improve *its management*?



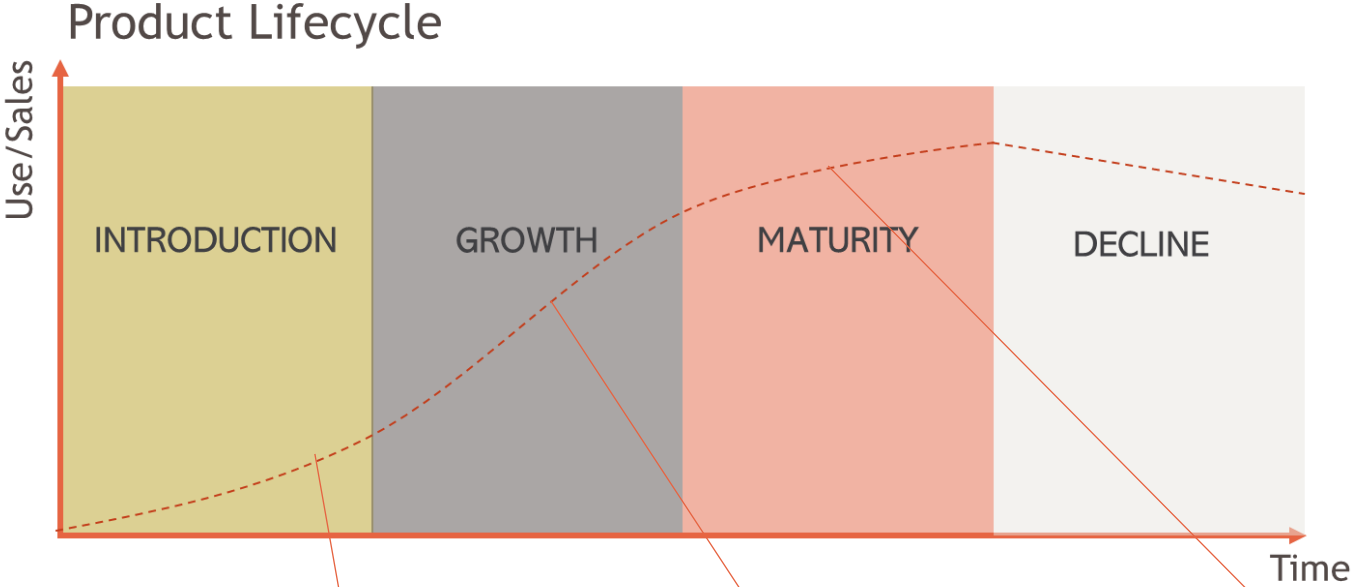
Research Focus

Acceptability, feasibility, use

Consumer segmentation, implementation research for new channels, pricing

Product and delivery innovations, how to reach untapped markets

How does recognizing the product's lifecycle improve *its management*?



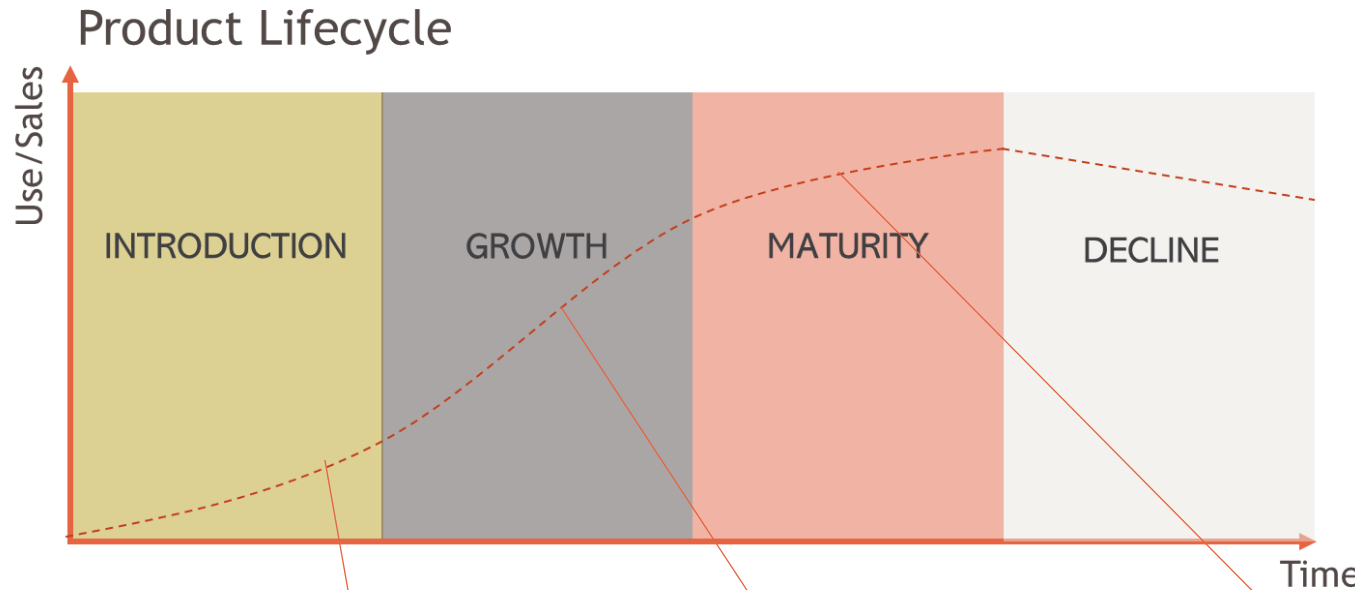
Allocating Resources

More resources invested than earned

Heavy investment but high returns

Most profitable stage

How does recognizing the product's lifecycle improve *its management*?



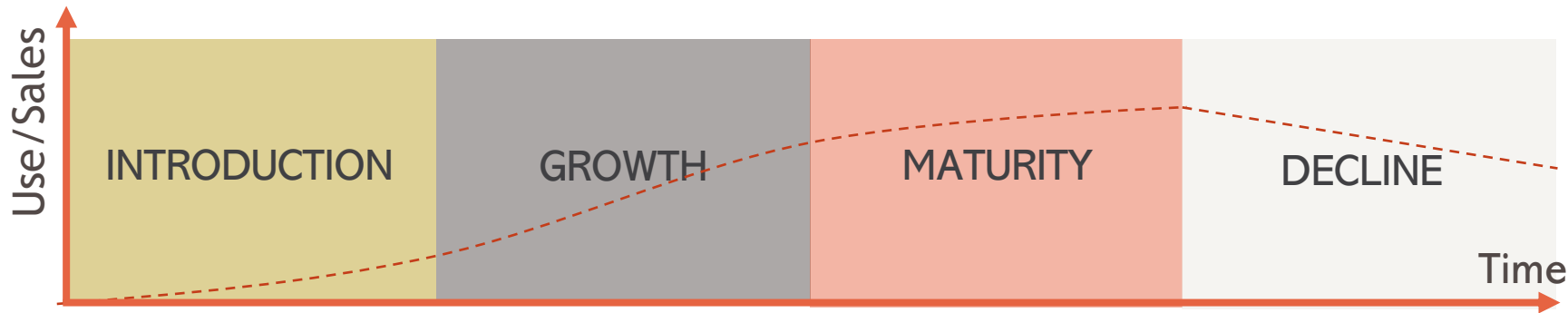
Product Monitoring

Intensive surveillance to catch issues, interests, performance

Monitoring performance by segment and channel to isolate opportunities

Watching for deviations from trend

Does a Product Lifecycle *fit* for SRH Products?



Characteristics of each Stage

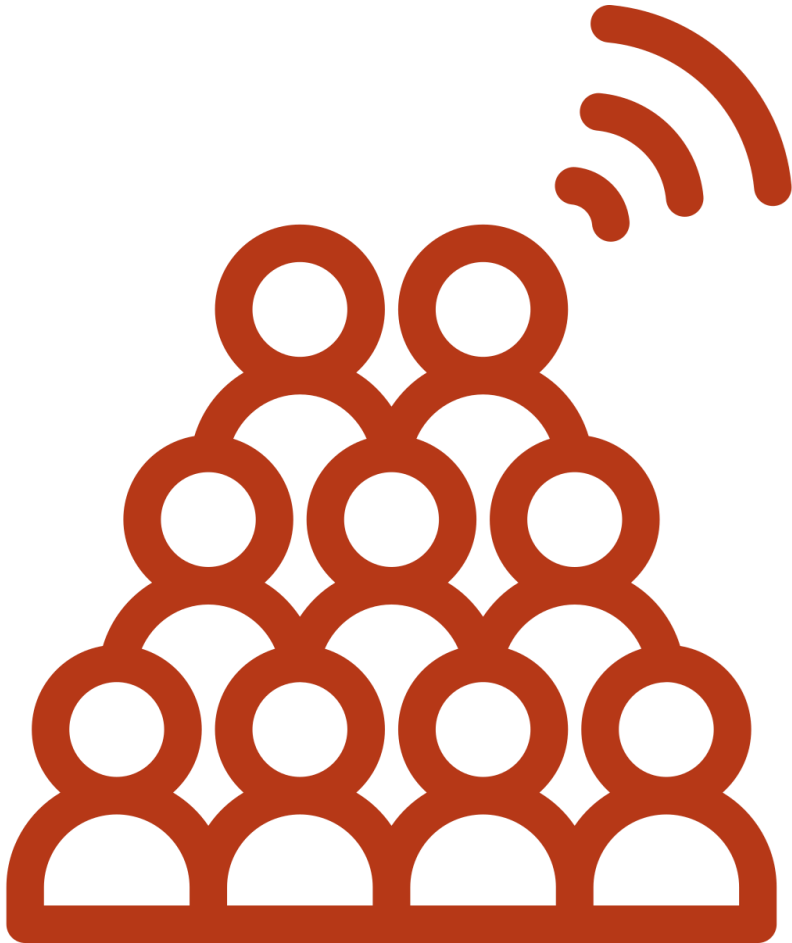
- Not yet or not widely available
- Typically single supplier
- Limited or no community awareness
- Small workforce

- Product is registered
- Policies are in place
- Health workforce development underway
- Product in HMIS and LMIS
- Multiple suppliers
- Scale-up learnings are collected and shared
- MOH in control
- Community awareness growing

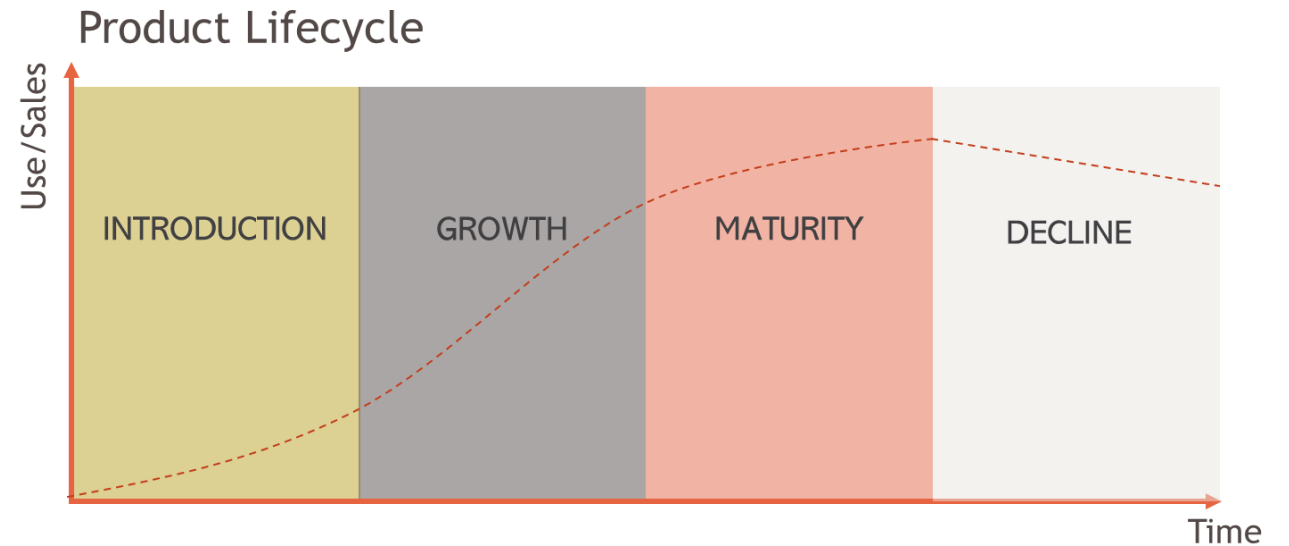
- Routine data available from public and priv.
- Resilient product financing
- Managed in cross-product way
- Widespread awareness
- Available at scale in public and private sectors
- Strong understanding of global demand
- Mechanisms available for supplier engagement
- Stable, quality supply from multiple suppliers

- Product use declines
- Product experiences increased competition from substitutes
- Supplier(s) exit market(s)

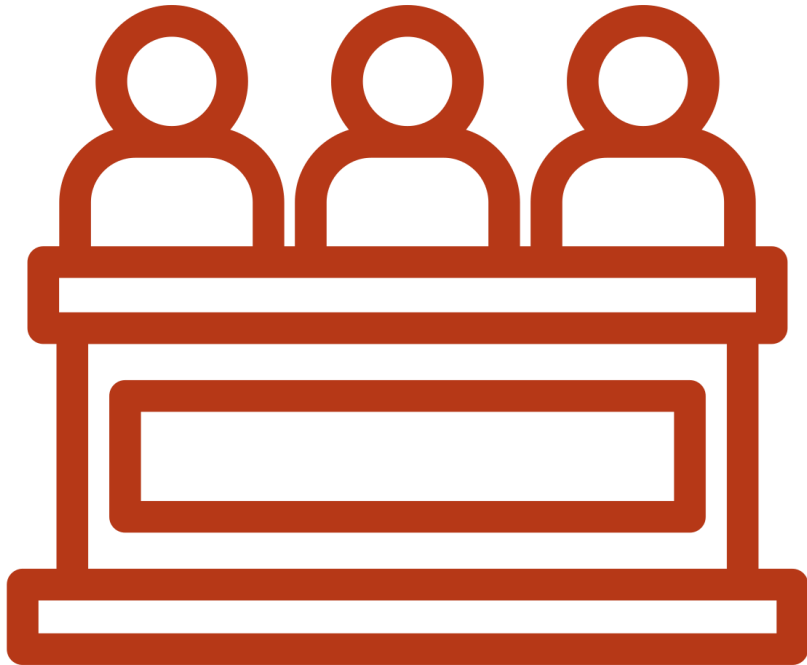
Audience Perspective Break



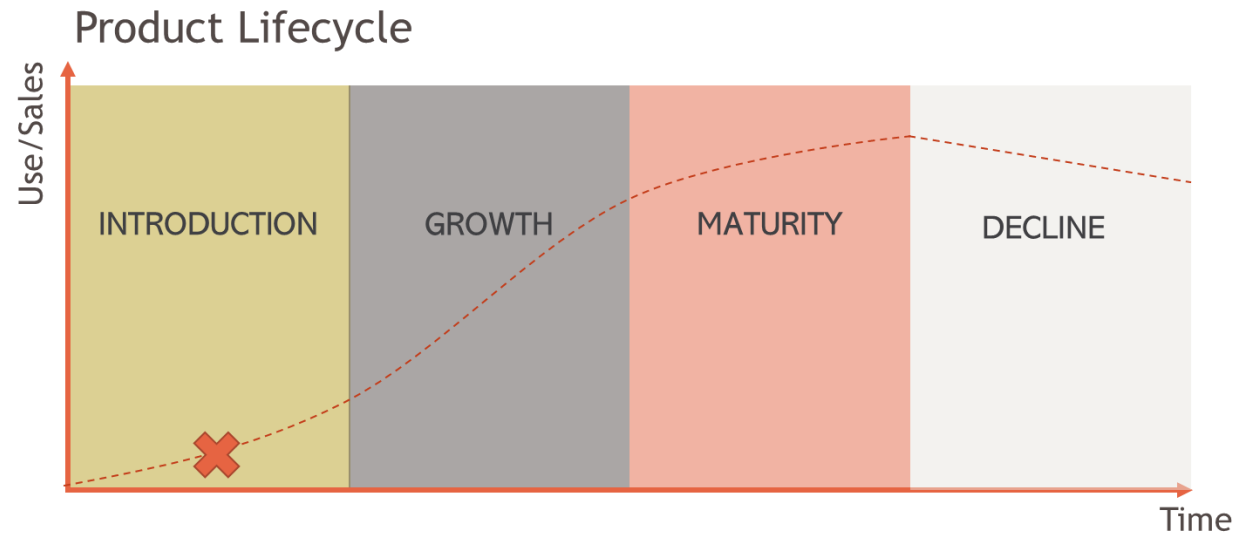
Q1: Name a product you work with - where does it fall on the product lifecycle, and what makes you think that?



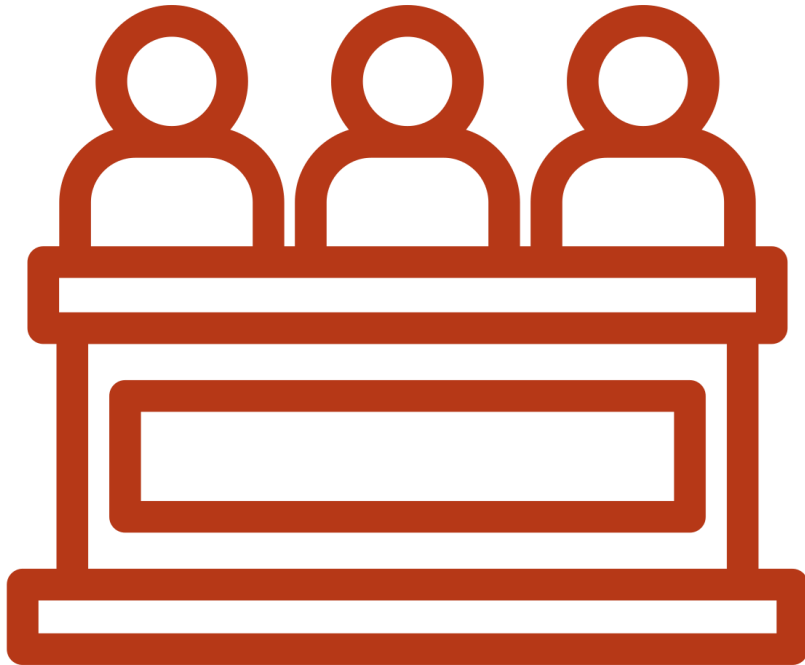
Panelist Examples



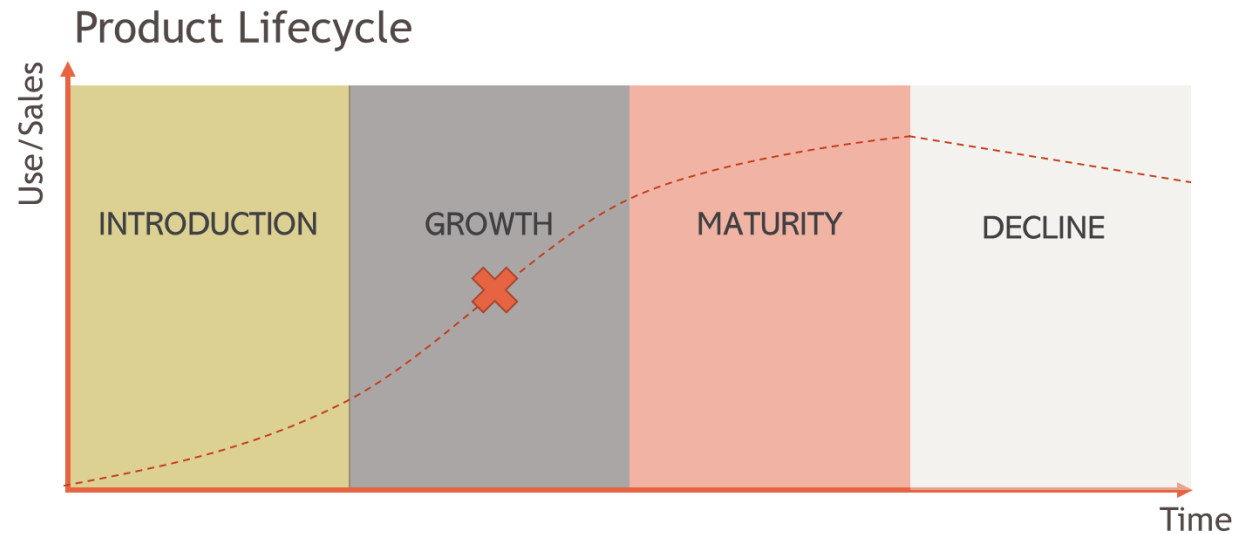
Q1: On what and how did you prioritize during the **introduction** phase?



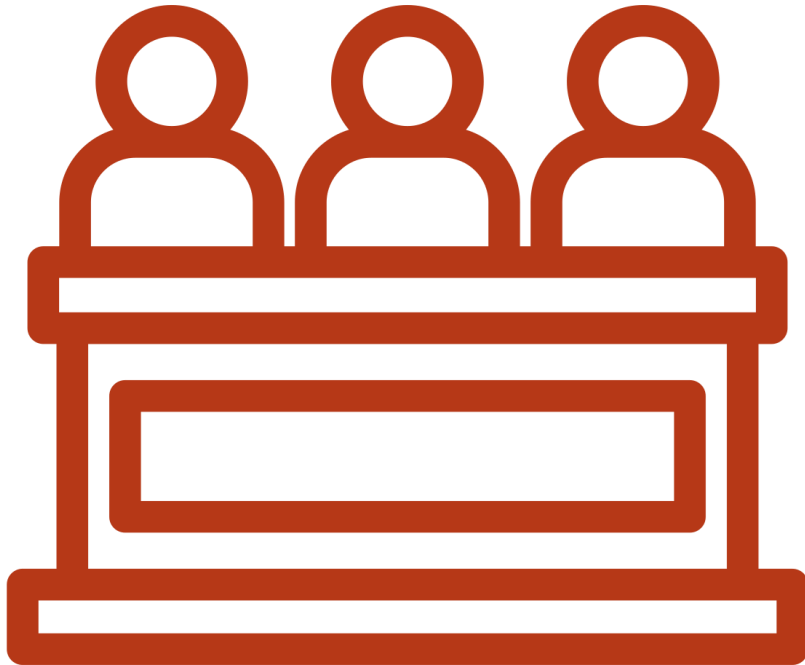
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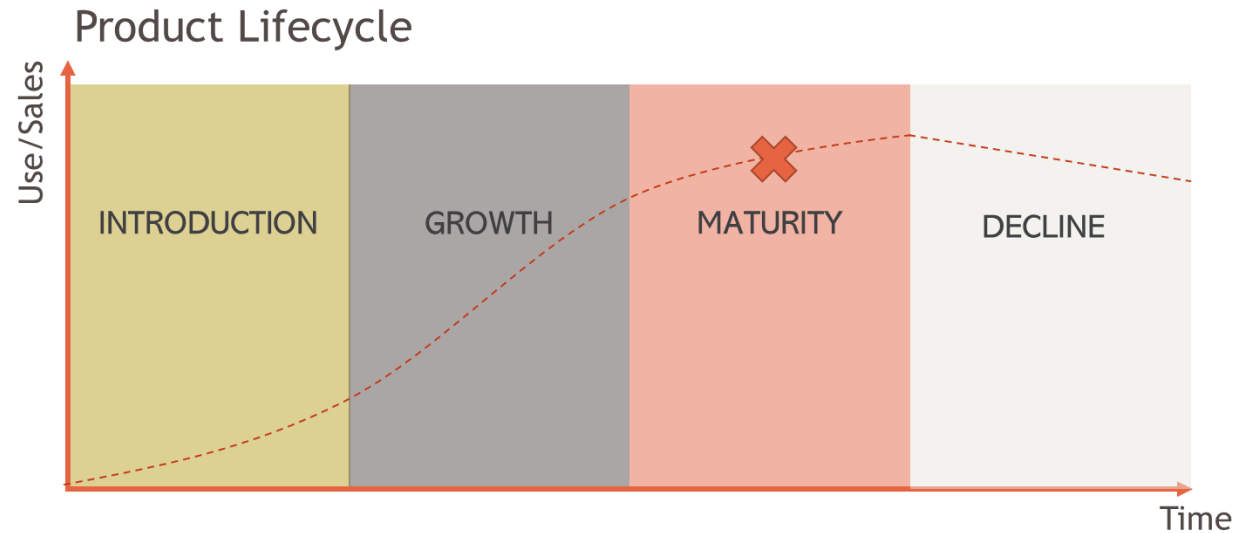
Q2: What types of things did you learn (intentional or accidental!) during the **growth** phase?



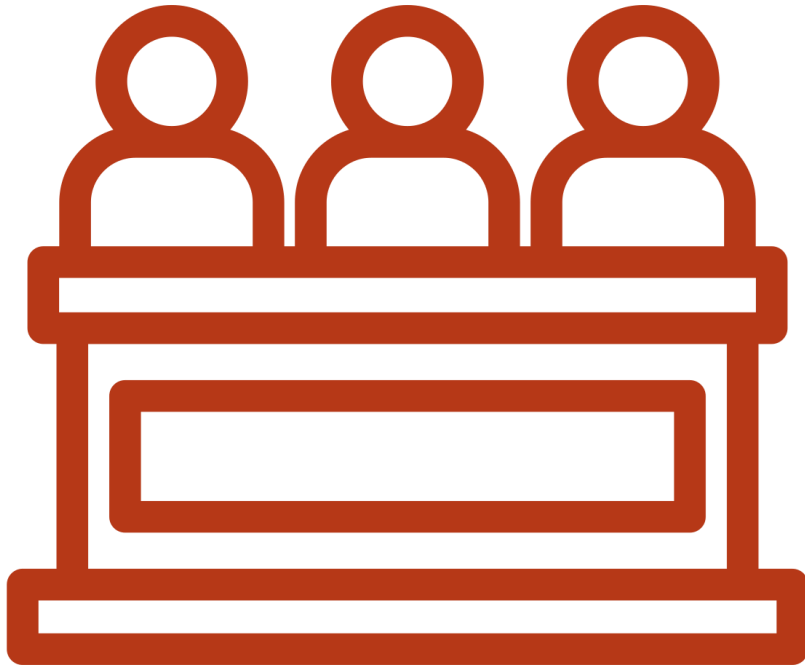
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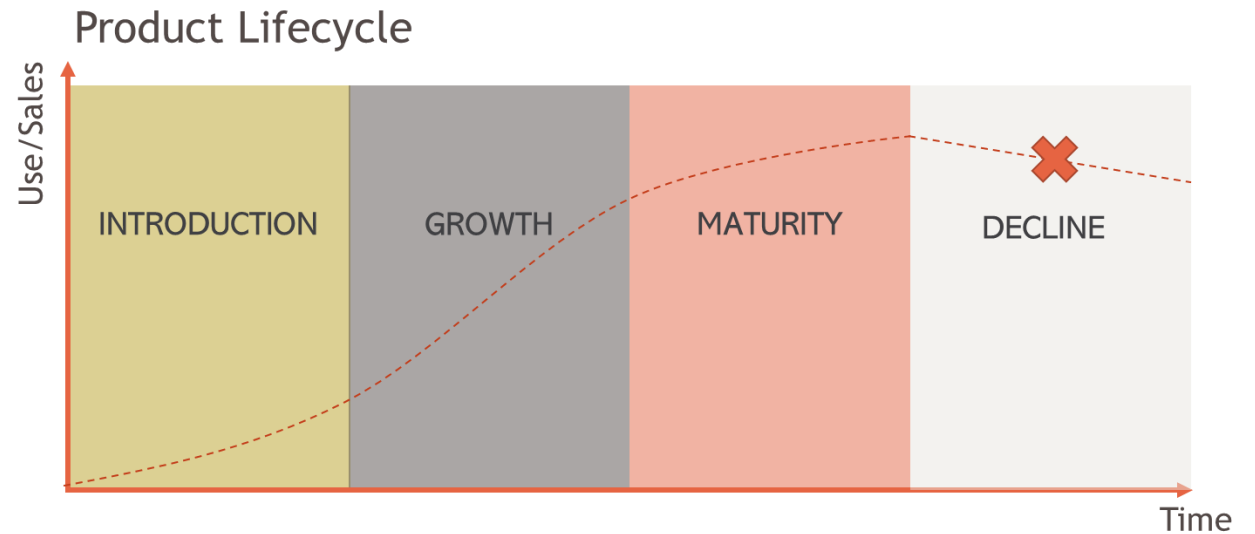
Q3: Have you seen products move into **maturity**? What have you observed at this stage?



Panelist Examples



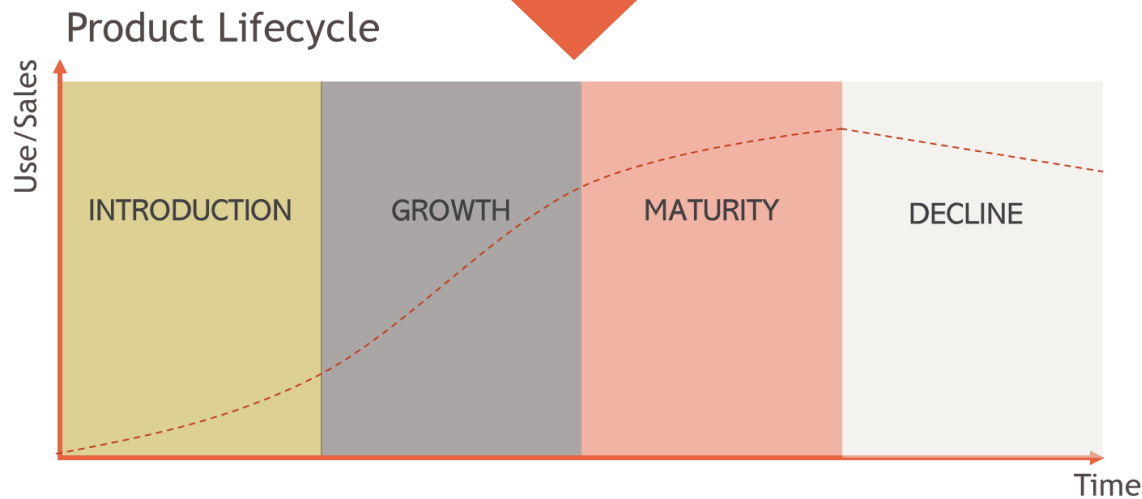
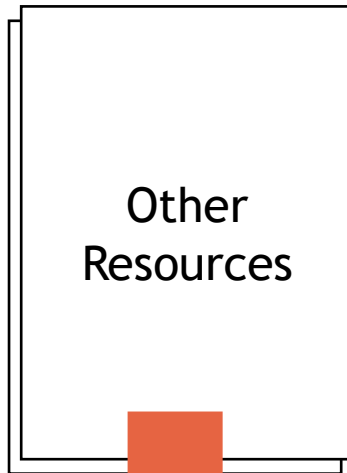
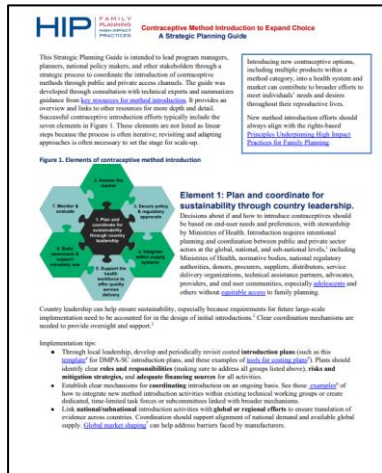
Q4: What contributed to **decline**, and how was it managed?





If and how could the product lifecycle approach add value to SRH product management?

By bringing established guidance and experience into formation...



...could it allow?

- Combining steps for multiple products at once
- Organizing learning and knowledge sharing from these processes to inform new/next products
- Standardizing processes and resources
- Fostering locally-led market management (especially from government)
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What do you think?

- Look at the draft resource
- Turn to your neighbor and discuss:
 1. Could this improve coordination, efficiency, and/or standardization of SRH product introduction & scale-up?
 2. Would *you* use it? Why or why not?
 3. How could it be made more helpful?

Product Introduction & Scale-up Resources

Join us on FP
Insight to see the
resources we use
for SRH Product
Introduction &
Scale-up!



Or Contact Us:

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Thank you!