INTRA UTERINE DEVICES (IUD)

Expanding reach through newer models

Mukul Taparia
Pregna International Ltd.
October 10, 2013
Key Features of the IUDs

• Highly effective – success rate of more than 99%
• Long term reversible method. (3-10 years)
• High Continuation rates > 80% during first year of use.
• One of the most cost effective methods.
• Requires a provider intervention
• Couple Year Protection (CYP) of 4 per IUD.
Procurement Preferences

Any customer can have a car painted any colour that he wants so long as it is black.

- Henry Ford (1909)

“Any customer can have any IUD as long as it is Copper-T 380A.”
Market Segmentation

- Three important customers in the supply chain:
  - Women
    - Socio – Economic Status
    - Position in the Reproductive Health Cycle
    - Perceptions and Biases
  - Providers
    - Based on Socio-economic group of clients being served
    - Experience and training with IUDs
    - Perception about IUDs and economic benefits
  - Program Managers (Country programs)
    - Training needs for scaling the program
    - Cost of commodity & recovery model
    - Postpartum insertions
Market Segmentation - Women

• Socio-Economic Status
  • Poor
  • Middle Class
  • Upper Middle Class & Rich

• Position in Reproductive Health Cycle:
  • Nulliparous (Un Married or Just Married)
  • Spacing need after first child and before second
  • Completion of Family
  • Having Reproductive Health issues

• Perceptions and Biases:
  • IUD too big for my uterus
  • Causes a lot of bleeding
  • Causes lot of pain during insertion
Market Segmentation - Providers

• Based on which Socio-economic group of clients being served
  • Working in Govt. service
  • Slums and poor clients
  • Middle Income clients
  • Upper income and Rich Clients

• Experience and training with IUDs
  • Less Experience or Just starting with IUDs
  • High and Medium users of IUDs

• Perception about IUDs and economic benefits
  • IUDs require a lot of time and efforts
  • IUDs have to be economically remunerative
Models of IUDs

- Copper T 200B
- Copper T 380A
- Pregna+ TCu 380A
- Silverline 200Ag
- Silverline 380Ag
- Cu 250
- Cu 375
- Cu 375 Sleek

- Safeload TCu 380A
- Etherena TCu 380A
- Eloira (Lng IUS)
Key Features (Copper-T 380A)

- **Basic Model:**
  - Effective for 10 years

- **Pregna+**:
  - Value addition of marked Tube, Loaded Solid Rod

- **Post Partum IUD:**
  - Modified insertion Device suitable for insertion post partum without use of Forceps
Key Features (Copper-T 380A)

- **Safeload:**
  - Device to fold the arms aseptically.

- **Etherena:**
  - Advanced loading and insertion device requiring minimal training, ensuring aseptic and correct insertion techniques.
Key Features Inara Family

- Cu 375: Easy to insert, (Effective for 5 years)
- Cu 375 Sleek: Shorter vertical arm (Effective for 5 years)
- Cu 250: Lesser Copper Content (Effective for 3 years)
Key Features: Silverline

- Silverline 380Ag:
  - Copper wire with Silver Core - avoids fragmentation of wire
  - Requires 1/3rd dilation of Cervix as compared to Copper-T.
  - Effective for 5 years
  - Premium Range

- Silverline 200Ag
  - Lesser Copper Load.
  - Effective for 3 years

- Copper Y Cu 380:
  - Effective for 5 year
  - Only Copper Wire without silver
Key Features: Eloira (Lng IUS)

- Effective for 5 years
- Contraceptive Efficacy of 99.8%
- Reduces menstrual bleeding and hence also used for treating Dysfunctional Uterine Bleeding (DUB)
### Women (Mapping Needs vs Solution)

**Socio Economic Status**

<table>
<thead>
<tr>
<th>Status</th>
<th>Need &amp; Service Provider</th>
<th>IUD Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>Economic / Free services through Government Clinics/ Subsidized Centres</td>
<td>Copper-T 380A (Basic)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cu 375</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PP IUDs</td>
</tr>
<tr>
<td>Middle Income</td>
<td>Quality Services with counseling and decision making possibility. Private Sector + Quality Government Hospitals</td>
<td>Pregna+ (380A) / Safeload/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cu 375 (Packs) / Sleek/ 250/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Copper Y / Eloira</td>
</tr>
<tr>
<td>Upper Middle &amp; High Income</td>
<td>Quality Services Premium Products Fashion Statements</td>
<td>Safeload / Etherena/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cu 375 (Packs) / Sleek/ 250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silverline Eloira</td>
</tr>
</tbody>
</table>
# Women (Mapping Needs vs Solution)

- **Position in Reproductive Health Cycle**

<table>
<thead>
<tr>
<th>Status</th>
<th>Need</th>
<th>IUD Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nulliparous / Just Married</td>
<td>Smaller IUD, short term solution</td>
<td>Cu 375 Sleek</td>
</tr>
<tr>
<td>Spacing needs</td>
<td>Short term solution for 2-3 years</td>
<td>Cu 250 / Silverline 200Ag / PP IUDs</td>
</tr>
<tr>
<td>Family Completion</td>
<td>Long term Effective Contraceptive Solution</td>
<td>Copper-T 380A and variants Cu 375, Silverline 380Ag, Eloira</td>
</tr>
<tr>
<td>Health Issues</td>
<td>Treating Menorrhagia, DUB Anemia</td>
<td>Eloira, Eloira, Cu 250, Silverline 200Ag</td>
</tr>
</tbody>
</table>
Women (Mapping Needs vs Solution)

- Perceptions and Biases

<table>
<thead>
<tr>
<th>Status</th>
<th>Need</th>
<th>IUD Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUD too Big</td>
<td>Smaller IUD</td>
<td>Cu 375 Sleek</td>
</tr>
<tr>
<td>Causes Bleeding</td>
<td>Lower Copper Content IUDs</td>
<td>Cu 250 / Silverline 200Ag</td>
</tr>
<tr>
<td>Painful during Insertion</td>
<td>IUD needing lesser dilation of cervix</td>
<td>Silverline 200Ag / Silverline 380A / Copper Y</td>
</tr>
</tbody>
</table>
Providers (Mapping Needs vs Solution)

- Socio Economic Status of Clients being served

<table>
<thead>
<tr>
<th>Status</th>
<th>Need</th>
<th>IUD Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sector</td>
<td>IUDs that can be loaded and inserted fast</td>
<td>Safeload / Etherena / Inara</td>
</tr>
<tr>
<td></td>
<td>Can be managed in meager &amp; limited resources</td>
<td>Safeload / Etherena</td>
</tr>
<tr>
<td></td>
<td>Post partum serving</td>
<td>PP IUD</td>
</tr>
<tr>
<td>Slums and Poor Clients</td>
<td>Low cost IUDs</td>
<td>Copper-T 380A / Inara family</td>
</tr>
<tr>
<td>Middle Income</td>
<td>Quality product perception</td>
<td>Copper Y / Pregna+ / Safeload / Inara</td>
</tr>
<tr>
<td>Upper Middle and High</td>
<td>Premium products with High quality</td>
<td>Eloira, Silverline, Etherena</td>
</tr>
</tbody>
</table>
Providers (Mapping Needs vs Solution)

- Experience of provider

<table>
<thead>
<tr>
<th>Status</th>
<th>Need</th>
<th>IUD Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Experience / Limited use</td>
<td>IUDs that need less training and easy to use and insert</td>
<td>Etherena / Inara</td>
</tr>
<tr>
<td>High Experienced Users</td>
<td>Comfortable with IUD as a method</td>
<td>All Copper IUDs, Eloira</td>
</tr>
</tbody>
</table>
Providers (Mapping Needs vs Solution)

- Perception and Economic Benefits

<table>
<thead>
<tr>
<th>Status</th>
<th>Need</th>
<th>IUD Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUDs require a lot of time and efforts</td>
<td>IUDs that need less training and easy to use and insert</td>
<td>Etherena / Inara</td>
</tr>
<tr>
<td>Has to be economically remunerative</td>
<td>To be able to offer higher priced product based on ability of customer to pay</td>
<td>To offer in following sequence: Inara Etherena Silverline Eloira</td>
</tr>
<tr>
<td>Issue</td>
<td>Point of consideration</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Training Needs</td>
<td>• How many models can be introduced simultaneously?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sequencing &amp; Prioritization based on skills of providers and need of women</td>
<td></td>
</tr>
<tr>
<td>Cost of commodity and Recovery model</td>
<td>• Whether being provided Free or being charged?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Appropriate pricing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Some models may have a better cost recovery while others would support with volumes</td>
<td></td>
</tr>
<tr>
<td>Post Partum Needs</td>
<td>• Introduction of Post partum IUDs as a part of product basket</td>
<td></td>
</tr>
</tbody>
</table>
So how does it all fit in?

Women needs

Program Needs
- Eloira
- Safeload
- Copper T 380A
- PP IUD
- Silverline

Provider Needs
- Inara
- Etherena
- PP IUD

Copper T 380A
Case Study (Egypt Social Marketing)

# of IUDs in '000 per annum

- Copper-T 380A
- Cu 375
- Safeload
- Cu 375 Sleek
- Silverline

2005 2006 2007 2008 2009 2010 2011 2012

2005 2006 2007 2008 2009 2010 2011 2012