

INTRA UTERINE DEVICES (IUD)

Expanding reach through newer models

Mukul Taparia

Pregna International Ltd.

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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.

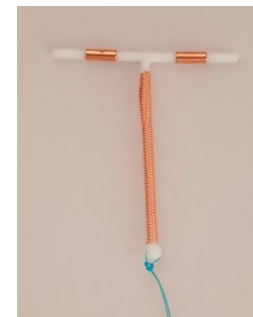
Procurement Preferences

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

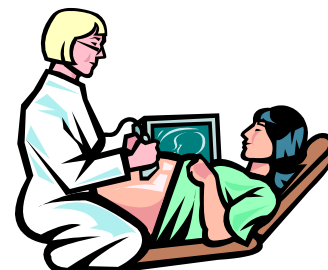
Market Segmentation - Women

- 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

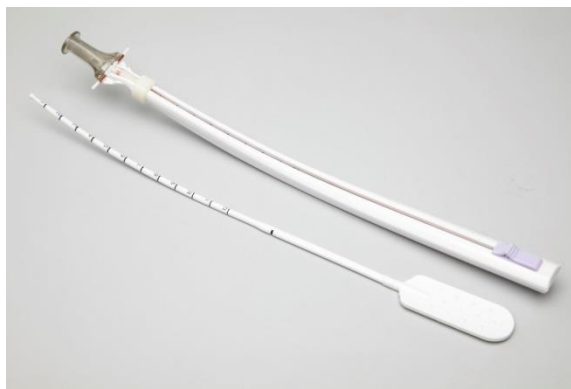
- Based on which Socio-economic group of clients being served
 - Working in Govt. service
 - Slums and poor clients
 - Middle Income clients
 - Upper income and Rich Clients
- Experience and training with IUDs
 - Less Experience or Just starting with IUDs
 - High and Medium users of IUDs
- Perception about IUDs and economic benefits
 - IUDs require a lot of time and efforts
 - IUDs have to be economically remunerative



Models of IUDs



Safeload TCu 380A



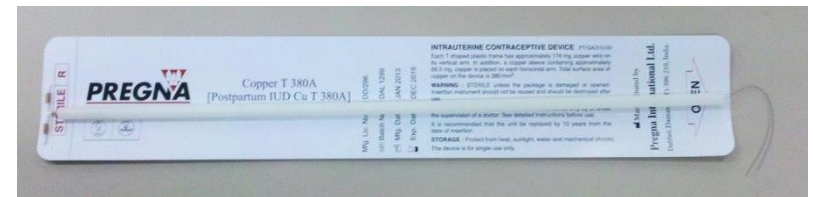
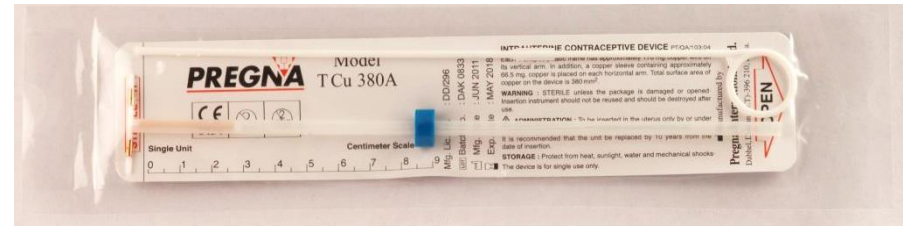
Etherena TCu 380A



Eloira (Lng IUS)

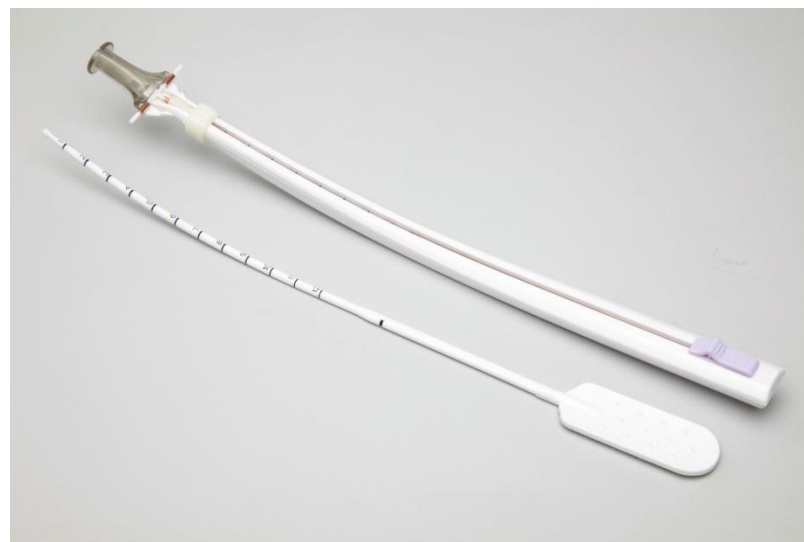
Key Features (Copper-T 380A)

- 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



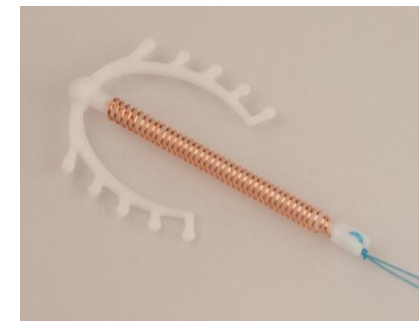
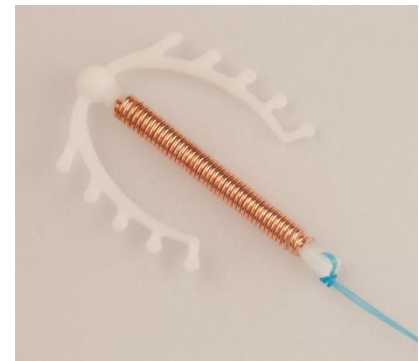
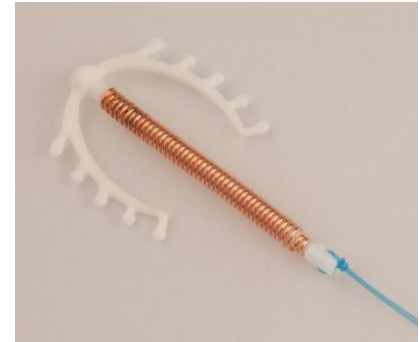
Key Features (Copper-T 380A)

- Safeload:
 - Device to fold the arms aseptically.
- Etherena:
 - Advanced loading and insertion device requiring minimal training, ensuring aseptic and correct insertion techniques.



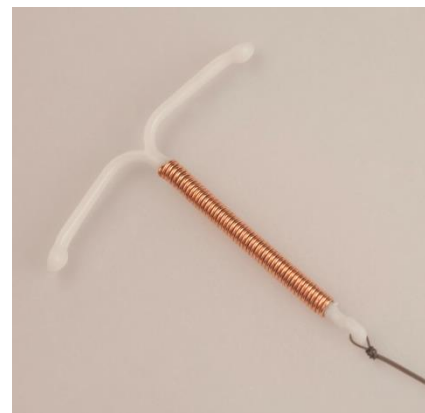
Key Features Inara Family

- 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)



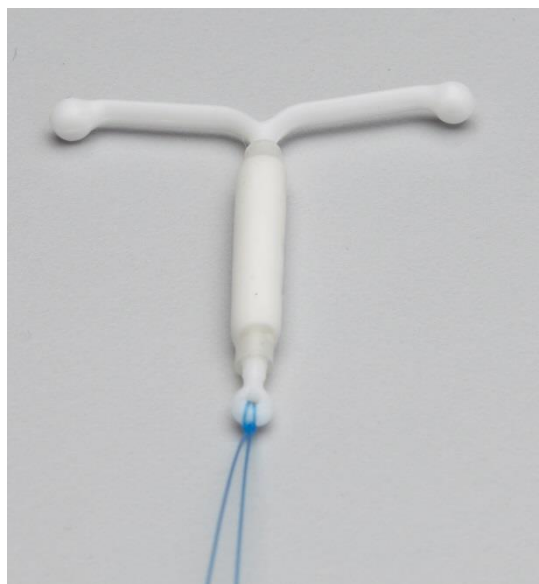
Key Features: Silverline

- 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

Status	Need & Service Provider	IUD Models
Poor	Economic / Free services through Government Clinics/ Subsidized Centres	Copper-T 380A (Basic) Cu 375 PP IUDs
Middle Income	Quality Services with counseling and decision making possibility. Private Sector + Quality Government Hospitals	Pregna+ (380A) / Safeload/ Cu 375 (Packs) / Sleek/ 250/ Copper Y / Eloira
Upper Middle & High Income	Quality Services Premium Products Fashion Statements	Safeload / Etherena/ Cu 375 (Packs) / Sleek/ 250 Silverline Eloira

Women (Mapping Needs vs Solution)

- Position in Reproductive Health Cycle

Status	Need	IUD Models
Nulliparous / Just Married	Smaller IUD, short term solution	Cu 375 Sleek
Spacing needs	Short term solution for 2-3 years	Cu 250 / Silverline 200Ag / PP IUDs
Family Completion	Long term Effective Contraceptive Solution	Copper-T 380A and variants Cu 375, Silverline 380Ag, Eloira
Health Issues	Treating Menorrhagia, DUB Anemia	Eloira, Eloira, Cu 250, Silverline 200Ag

Women (Mapping Needs vs Solution)

- Perceptions and Biases

Status	Need	IUD Models
IUD too Big	Smaller IUD	Cu 375 Sleek
Causes Bleeding	Lower Copper Content IUDs	Cu 250 / Silverline 200Ag
Painful during Insertion	IUD needing lesser dilation of cervix	Silverline 200Ag / Silverline 380A / Copper Y

Providers (Mapping Needs vs Solution)

- Socio Economic Status of Clients being served

Status	Need	IUD Models
Public Sector	IUDs that can be loaded and inserted fast Can be managed in meager & limited resources Post partum serving	Safeload / Etherena / Inara Safeload / Etherena PP IUD
Slums and Poor Clients	Low cost IUDs	Copper-T 380A / Inara family
Middle Income	Quality product perception	Copper Y / Pregna+ / Safeload / Inara
Upper Middle and High	Premium products with High quality	Eloira, Silverline, Etherena

Providers (Mapping Needs vs Solution)

- Experience of provider

Status	Need	IUD Models
Less Experience / Limited use	IUDs that need less training and easy to use and insert	Etherena / Inara
High Experienced Users	Comfortable with IUD as a method	All Copper IUDs, Eloira

Providers (Mapping Needs vs Solution)

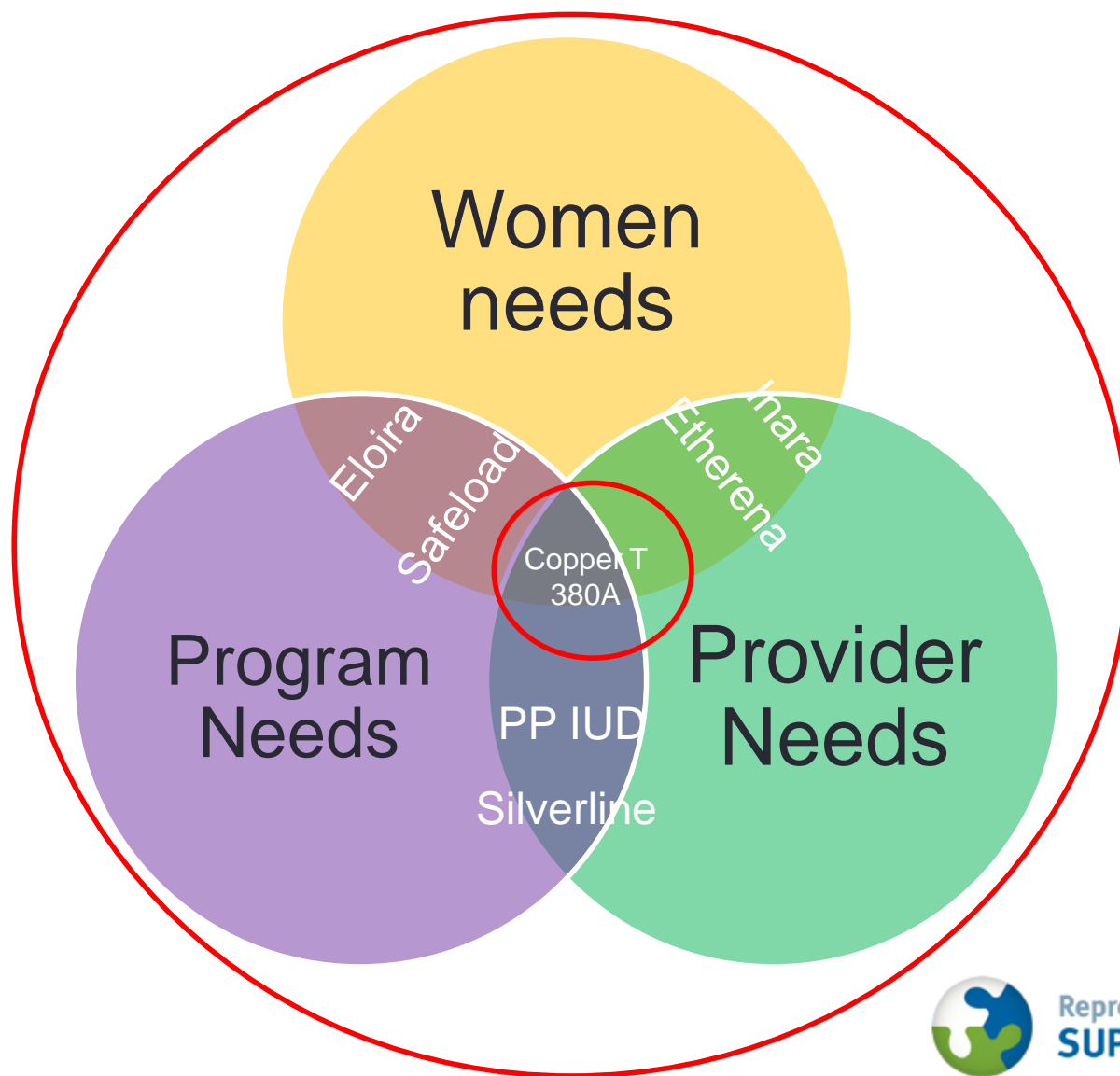
- Perception and Economic Benefits

Status	Need	IUD Models
IUDs require a lot of time and efforts	IUDs that need less training and easy to use and insert	Etherena / Inara
Has to be economically remunerative	To be able to offer higher priced product based on ability of customer to pay	To offer in following sequence: Inara Etherena Silverline Eloira

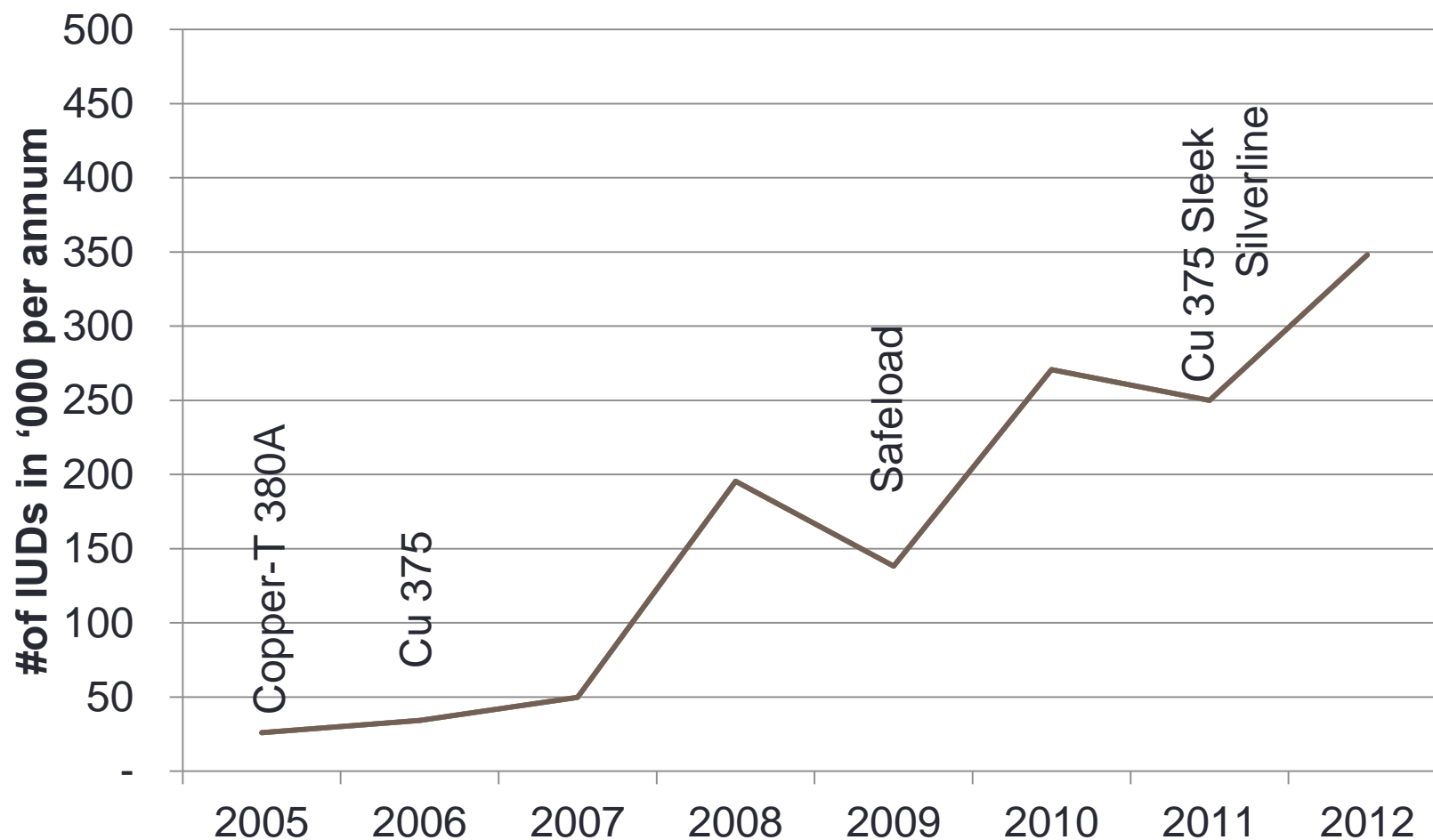
Program Managers

Issue	Point of consideration
Training Needs	<ul style="list-style-type: none">• How many models can be introduced simultaneously?• Sequencing & Prioritization based on skills of providers and need of women
Cost of commodity and Recovery model	<ul style="list-style-type: none">• Whether being provided Free or being charged?• Appropriate pricing• Some models may have a better cost recovery while others would support with volumes
Post Partum Needs	<ul style="list-style-type: none">• Introduction of Post partum IUDs as a part of product basket

So how does it all fit in?



Case Study (Egypt Social Marketing)



THANK YOU
