What do women want?

EMERGING TECHNOLOGIES IN REPRODUCTIVE HEALTH

PANEL DISCUSSION

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Population Council’s Progesterone Vaginal Ring
A contraceptive to meet the needs of breastfeeding women

Target Product Profile

• **Active Ingredient:** Progesterone identical to that naturally produced

• **Route of Administration:** Concealable vaginal use, average steady dose of 10 mg/day for 3 months

• **Mechanism of Action:** Prevents ovulation, enhances inhibitory effect of breastfeeding

• **Contraceptive Efficacy:** Typical use efficacy of 95%
Population Council’s Progesterone Vaginal Ring A contraceptive to meet the needs of breastfeeding women

Addressing Gaps in the Method Mix

• Appropriate for lactating women
• Mid-acting and reversible
• Not coitally dependent, no daily intake
• Woman-controlled
• Reduced dependency on health care provider
Population Council’s Progesterone Vaginal Ring  
A contraceptive to meet the needs of breastfeeding women

Product Status

• Registered and sold in 8 Central and Latin American countries
• Acceptability studies planned in Kenya, Nigeria and Senegal
• Ongoing Phase 3 clinical trial in India (20 sites); includes acceptability study
Evofem’s Amphora Contraceptive Gel

Target Product Profile

• **Active Ingredients:** Alginic Acid, L-Lactic Acid, Benzoic Acid, Citric Acid

• **Route of Administration:** 5 ml vaginally one hour before intercourse

• **Mechanism of Action:** helps maintain vaginal pH below 4.5 even after entry of alkaline ejaculate

• **Contraceptive Efficacy:** target 85% for typical use
Evofem’s Amphora Contraceptive Gel

Addressing Gaps in the Method Mix

• Non-hormonal
• Short-acting and reversible
• Used pericoitally, on-demand
• Woman-controlled
Evofem’s Amphora Contraceptive Gel

Product Status

• Phase 3 Trial as a contraceptive, with 3000+ women
• Already FDA approved as a lubricant
• Expected dates for FDA submission 2014
What are Multipurpose Prevention Technologies (MPTs)?

- Products and strategies configured for at least two SRH prevention indications:
  - Unintended pregnancy
  - HIV
  - Other STIs

**WHY MPTs?**

- Greater **efficiency** in terms of cost, access and delivery of SRH prevention products
- Capitalize on the demand in populations using one product type to achieve **uptake and use** of a second “product”
MPTs in the pipeline

- Drug Combinations
- Drug/Device Combinations
- Multipurpose Vaccines
- Bacterial Therapeutics
- Nanoparticles

Priorities for 1st generation MPTs

**“On Demand”**
- Used around time of intercourse
- For women who have intermittent sex or want more direct control over their protection

**Sustained Release**
- User-initiated, does not require daily action
- Should increase adherence and effectiveness
## Critical Attributes Considered:

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### Priority Indications:
- Pregnancy + HIV
- Pregnancy + HPV
- HIV + STI (HSV, HPV, BV)

### Dosage Forms:
- US preference for oral
- Indian preference for sustained release
- African preference across several dosage forms (which may help to foster greater acceptance / use)
Merck’s Free Family Planning Phone Counseling

Service Profile

• Objective: increase the use of modern methods of family planning through the transmission of relevant essential information to the population, especially resource-poor women

• How the system works:

• System developed by Human Network International & Dept. of Child Health & Maternal Reproduction, with funding and expertise provided by MSD

• Service Mandroso a Search Engine used in locations without internet access

• Client call “321” & selects options/topics of interest
Merck’s Free Family Planning Phone Counseling

Addressing Gaps in Service delivery

• Provides free access to FP information to those without Internet access.
• For the first time, rural, poor, illiterate audiences have on-demand access to information they need – anywhere, anytime, nationwide in their own language.
• Can be easily updated and improved based on caller feedback and interest
• Is anonymous and discrete for callers’ privacy
• Delivers unbiased, standard and well thought out messages
Merck’s Free Family Planning Phone Counseling  
Developed and implemented in Madagascar  

Service Status  

Key results:  
• Average of 18,000 calls/month  
• FP & Importance – 3,100  
• Use of FP & Benefits - 1,513  
• Tips on using FP – 2,113  
• FP Methods – 3,052  
• Referrals – 1,500  
• Calls with no further choices – 6,443
Q&A: Understanding Marketing and Distribution of New Technologies

1. Who is your target audience?
2. How will you reach these women?
3. What will you do to address price barriers?
4. What other barriers might there be to rolling out these products?
5. Do you have any information, at this point, about the acceptability/ease-of-use of your product/service?
Thank You