INTRODUCTION OF A NEW LNG-IUS IN KENYA THROUGH A PUBLIC-PRIVATE PARTNERSHIP

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MEDICINES360’S LEVONORGESTREL INTRAUTERINE SYSTEM (LNG-IUS)

T-shaped, drug loaded IUS

- Designed to release 20mcg LNG/day
- Total drug load: 52 mg

Localized Release of LNG

- No peaks and troughs of LNG in plasma
  - Steady, low release
- No systemic-related side-effects

Approved indications outside North America:

- Contraception
- Menorrhagia
- Hormone replacement therapy
INCREASINGLY POPULAR METHOD

Impact of Mirena Introduction in the U.S.

Percent of US contraceptors using an IUD
USAID-funded study in Kenya among postpartum women showed high uptake and acceptability:

- Among 671 clients, 16% chose the LNG-IUS
- Approximately one third of LNG-IUS users indicated that if the product had not been available, they would have chosen a shorter-acting method
  - Only 21% said they would have used a copper IUD

Suggests that the hormonal product can fill a niche in the market that is not currently filled by the copper device

NEW PUBLIC-PRIVATE PARTNERSHIP IN KENYA UNDER INNOVATION FUND GRANT

Medicines360’s LNG-IUS will be priced to ensure affordable access in the public sector.
INNOVATION FUND GRANT

Contract Executed in July 2014

Early activities to support introduction in Kenya:

• Preliminary market assessment
• Development of a comprehensive product introduction strategy
• Modification of MSI training materials
• Negotiation of distribution/price ceiling agreement between MSI and Medicine360
PRELIMINARY MARKET ASSESSMENT

ACTIVITIES

• Interviews in private health facilities, pharmacies, and among distributors
• Key Opinion Leader (KOL) interviews
• Market segmentation assessment
• SWOT analysis

DELIVERABLES

• Market Assessment
• Preliminary pricing strategy and demand forecast

INITIAL FINDINGS

• Limited knowledge about the LNG-IUS among providers
• Cost identified as substantial barrier
  • Service providers don’t stock the product because of high price
• Limited training available
• No health facilities had IEC materials for clients to take home with them
“Although [the] LNG-IUS is the best, it is very expensive and some of our clients cannot afford it.”

-Doctor in Nairobi, Kenya

From interview conducted as part of market assessment
THE STRATEGIC PILLARS OF THE COALITION

Availability, Equity, Quality and Choice

This project addresses all four strategic pillars of the RHSC:

**Availability** of a high **quality** contraceptive method that is currently inaccessible to most women will be increased, thus improving both **choice** and **equity**

Also aligns with goals of NURHT Caucus:
- LNG-IUS is currently one of thirteen priority technologies
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Thank you! Questions?