

**15<sup>th</sup>**  
**GENERAL MEMBERSHIP MEETING**  
*of the* **REPRODUCTIVE HEALTH**  
**SUPPLIES COALITION**  
20-24 OCTOBER  
MEXICO CITY

**mexico**  
**2004-2014**  
**REPRODUCTIVE HEALTH**  
**SUPPLIES COALITION**



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

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AVAILABILITY



QUALITY



EQUITY



CHOICE

Market Development Approaches (MDA) Working Group Meeting  
October 21, 2014

SALUD  
SECRETARÍA DE SALUD



[www.rhsupplies.org](http://www.rhsupplies.org)

## 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

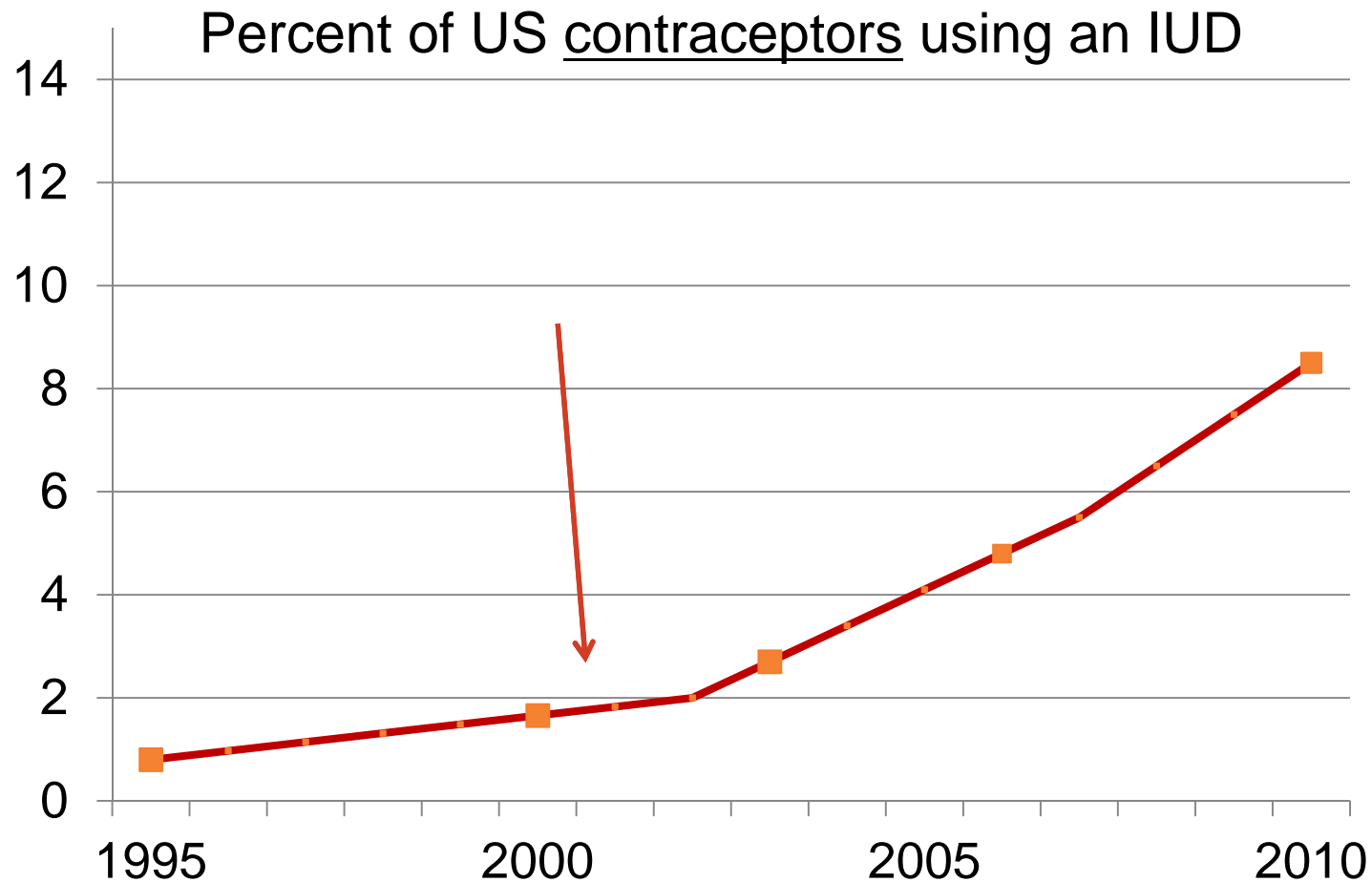


### Approved indications outside North America:

- Contraception
- Menorrhagia
- Hormone replacement therapy

## INCREASINGLY POPULAR METHOD

Impact of Mirena Introduction in the U.S.



## FHI 360 STUDY IN KENYA UNDER PROGRESS PROJECT

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

Hubacher, David, et al. "Uptake of the levonorgestrel intrauterine system among recent postpartum women in Kenya: factors associated with decision-making." *Contraception* 88.1 (2013): 97-102.

## 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



Product developer



Technical assistance  
& evaluation



Service Delivery &  
Training in Kenya

## 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



## 7 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?**