PROGESTERONE CONTRACEPTIVE VAGINAL RING

Frank Gutierrez
MULTIPLE STAKEHOLDER COLLABORATION

Public, academic and private players working together on development and trials

1970s: Early development of Vaginal Ring

Goal: Bring user initiated, long acting reversible contraceptive options to women everywhere

1985: ICMER & Pop Council researchers studied the release of Progesterone in the Vaginal Ring and tested contraception efficacy in lactating women

1990s: Silesia Laboratories joined the Rings development team through technological transfer and capacitation

1998s: Registration Commercialization Efforts begun in Chile and LatAm
MULTIPLE STAKEHOLDER COLLABORATION

Expansion plans

2010: Automation of the production process.

Bio-clean plant. $1M investment.

40% financed by Innovación Empresarial de Innova Chile – Corfo and in under counseling from German company ARBURG

2014: Project re-evaluation, opportunity to Manufacture to Africa

Regionalization & expansion plans in Latin America

Ring technology as a franchise
ENTERING NEW MARKETS
Repeat Process

Market Knowledge
- Research
- Data
- Intelligence
  Market Intelligence, Marketing, Medical, Business Expansion

Entry Strategy
- Plan
- Design
  Marketing, Medical, Commercial, Supply

Process
- Implementation
  Marketing, Medical, Commercial, Regulatory, Supply, Quality
Ensuring Accessibility: Supply

Cost efficiency

- Forecast driven organization
- Agile & Flexible Supply Network
- Customer Focus & Alignment

Synchronize Demand & Supply, Understand supply network and leverage risks & opportunities in inventory

Strategic Supply Network, Leverage Production Decrease COGS, cut lead times, increase service level

Downstream Distribution, Add value to customer’s chain

Improved manufacturing & distribution in order to reach the greatest number of patients, increasing the “ability to pay” threshold through lower costs

15th General Membership Meeting of the Reproductive Health Supplies Coalition
Ensuring Accessibility: Commercial

Reaching the channels

Key Account Management LatAm

- Cost-benefit analysis
- Health-economic studies
- Public Health Policy support
- Pilot Programs
- Educational Programs for Patients

Public Sector Institutions

Central Government
Local Government
Public Providers

Manufacturing

International Institutions

Africa
India
Other Low Income Countries