

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

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION



PROGESTERONE CONTRACEPTIVE VAGINAL RING

Frank Gutierrez



AVAILABILITY



QUALITY



EQUITY



CHOICE

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



Africa



&
Beyond...

ENTERING NEW MARKETS

Repeat Process



Market Knowledge

- Research
- Data
- Intelligence

Market Intelligence,
Marketing, Medical,
Business Expansion



Entry Strategy

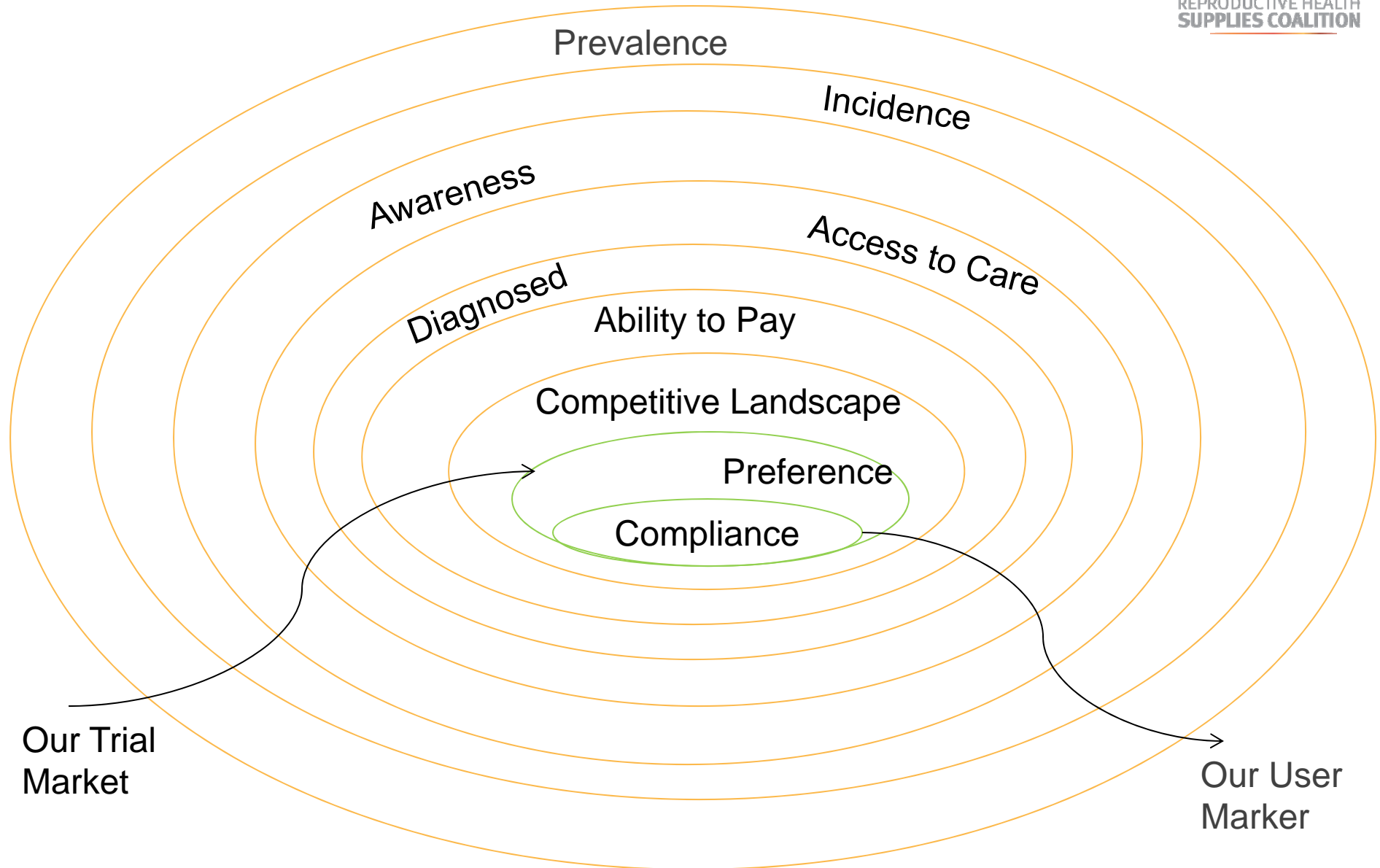
- Plan
 - Design
- Marketing, Medical,
Commercial, Supply



Process

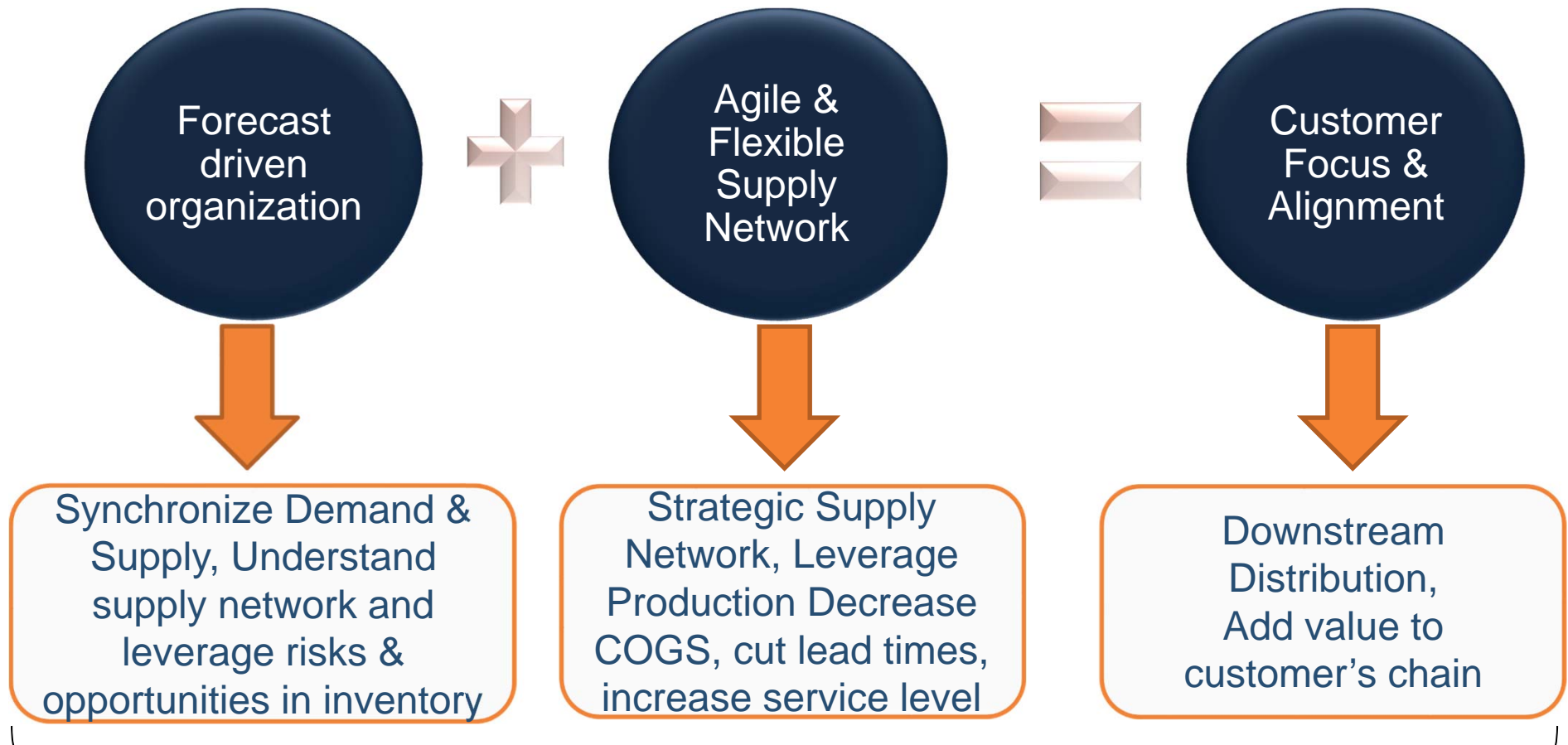
- Implementation
- Marketing, Medical,
Commercial,
Regulatory, Supply,
Quality

ENTERING NEW MARKETS



Ensuring Accessibility: Supply

Cost efficiency



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

Ensuring Accessibility: Commercial

Reaching the channels

