

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

mexico
2004-2014
REPRODUCTIVE HEALTH
SUPPLIES COALITION

A MANUFACTURER'S PERSPECTIVE: CAN RIGHTS AND MARKET-BASED APPROACHES CO-EXIST?

Family Planning 2020 (FP2020)



AVAILABILITY



QUALITY



EQUITY



CHOICE

MODERATOR

Ms. Mabinty Koroma-Moore

Working Group Manager, Family Planning 2020

PANELISTS

Mr. Gibran Abidin

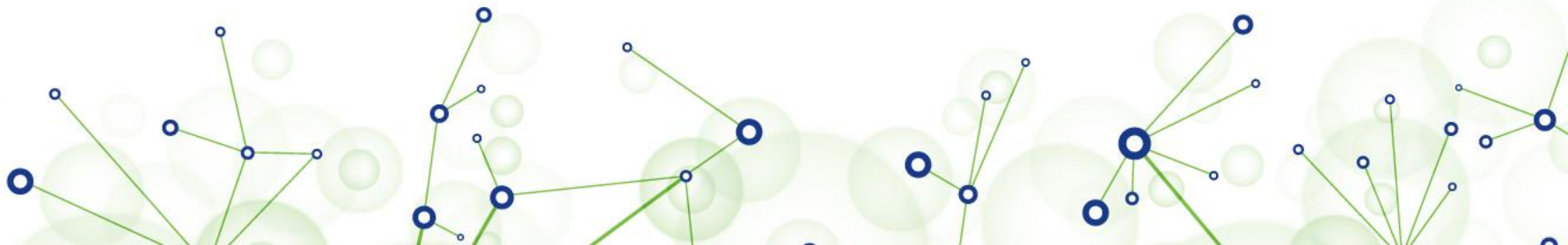
Commissioner, PT Tunggal Idaman Abdi (Indonesia)

Ms. Michele Y. Molano

Executive Director, Merck Women's Health (United States)

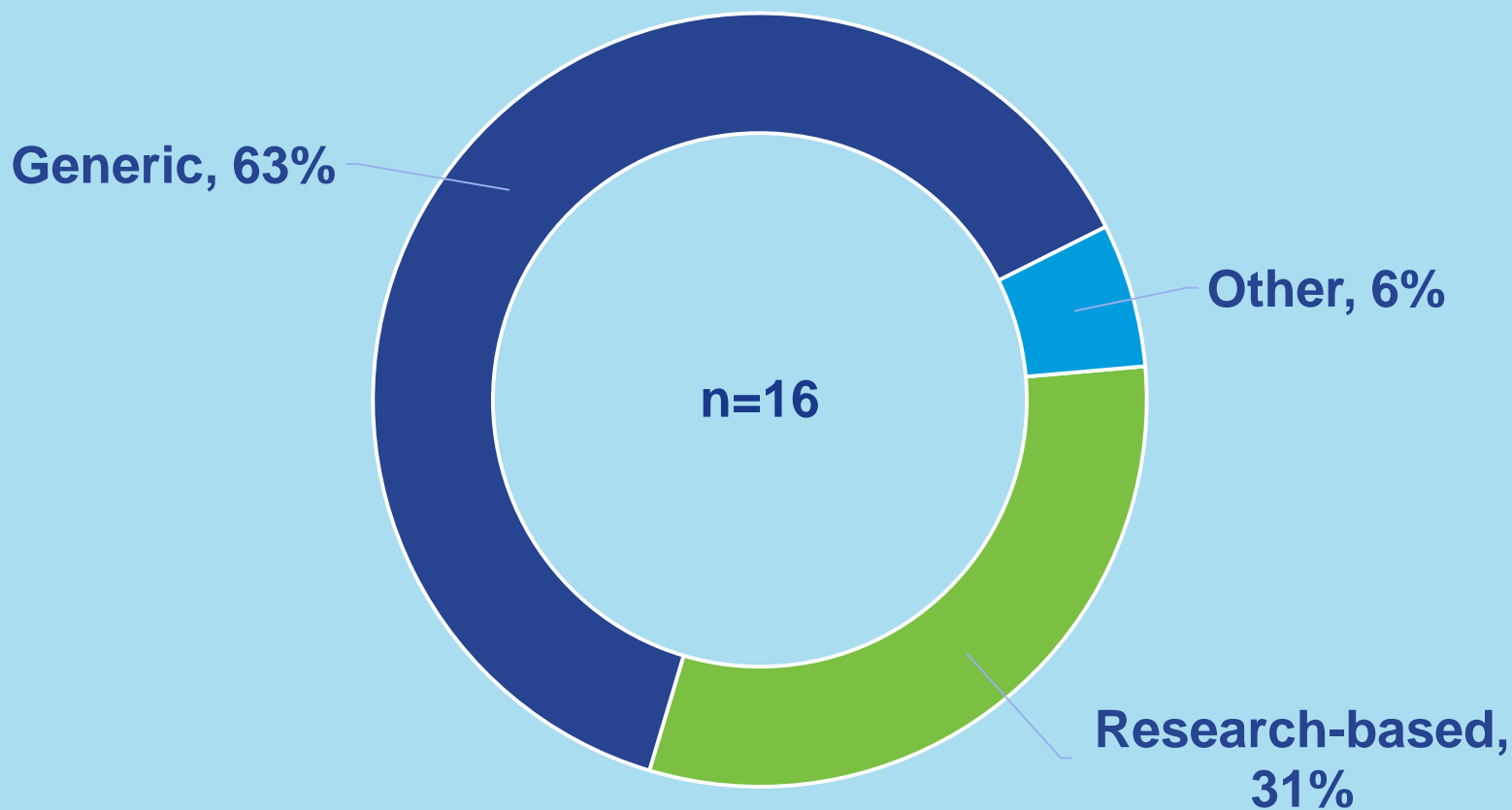
Mr. Mukul Taparia

Vice President, Pregna International Limited (India)



Breakdown of Survey Respondents

TYPE OF COMPANY



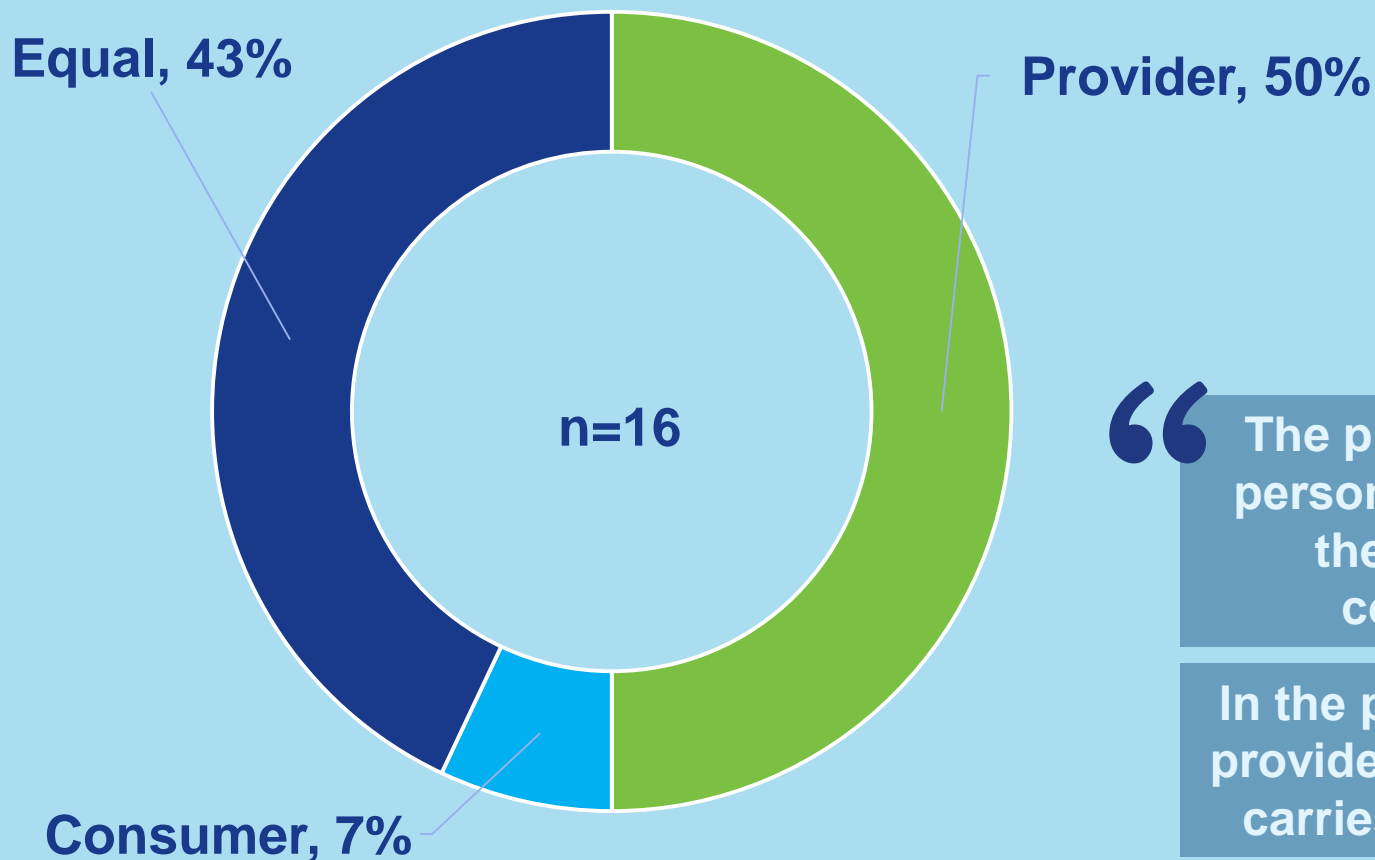
Consumer Input

INPUT CHANNELS

n=16



RELATIVE IMPORTANCE OF ACCEPTABILITY

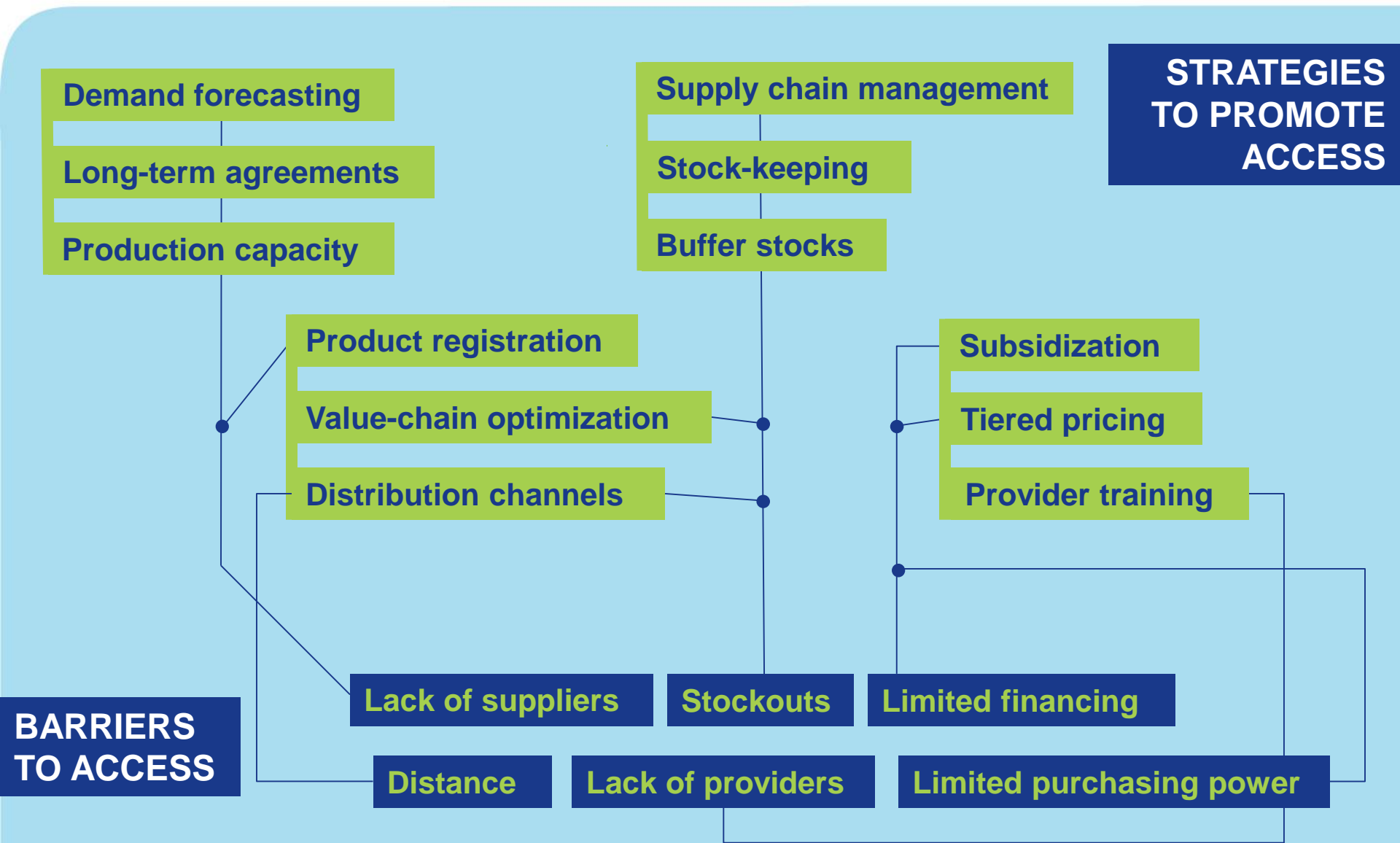


“ The provider is a key person ... to promote the product to consumers.

In the public sector ... providers' acceptability carries more weight.

”

Access to Products



“We encourage providers to offer a full range of contraceptive options and ensure that they know the pros and cons of each. This information is incorporated into ALL of our health provider materials.”

Challenges to Choice

- Provider bias
- Country regulations
- Product myths
- Political barriers
- Religious barriers



Accountability

STOCKHOLDER

“We believe that the interest of our stakeholders is best served by having a happy set of customers”

CONSUMER

“Stockholders know that fulfilling the needs of our consumers leads the success of our product”

“We do what’s right for the consumer and that mitigates challenges from stockholders”



Pharmacovigilance

“

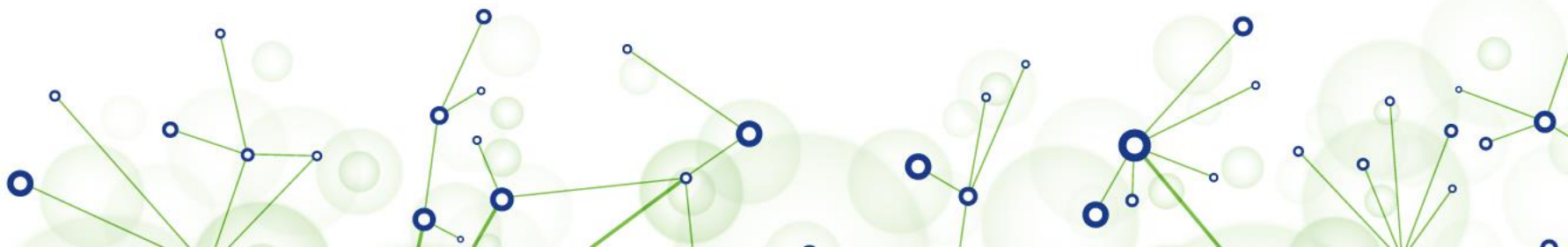
“Creating pharmacovigilance agreements with every implementing partner with clear directions on how adverse events should be reported...”

“Compliance audits for manufacturers should be made mandatory...”

“...raising awareness among top level MoH officials about quality issues and the value of reporting adverse events.”

”

“We have found it to be integral to our work that we want women to have a full range of contraceptive options available. This message has allowed our products to be included through mainstream health providers and reach a much larger audience.”





familyplanning2020.org

