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

Family Planning 2020 (FP2020)
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**

- **Generic, 63%**
- **Research-based, 31%**
- **Other, 6%**

n=16
Consumer Input

INPUT CHANNELS

Market research 80%
Client intercepts 60%
Website feedback 40%
Provider interviews 100%

n=16
Acceptability

RELATIVE IMPORTANCE OF ACCEPTABILITY

Equal, 43%
Provider, 50%
Consumer, 7%
n=16

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

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

“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

<table>
<thead>
<tr>
<th>STOCKHOLDER</th>
<th>CONSUMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>“We believe that the interest of our stakeholders is best served by having a happy set of customers”</td>
<td>“Stockholders know that fulfilling the needs of our consumers leads the success of our product”</td>
</tr>
<tr>
<td>“We do what’s right for the consumer and that mitigates challenges from stockholders”</td>
<td></td>
</tr>
</tbody>
</table>
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.”