Can On-line Availability of Contraceptives Increase Access to New & Underused Methods?

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Remember when the only thing that you could buy online was a **book**?

Now, you get everything from your **mattress**.....

...to your **family planning**.
## CASE STUDY APPROACH

Partnership focuses on specific methods and countries

<table>
<thead>
<tr>
<th>METHOD/COUNTRY</th>
<th>ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>Karaak Enterprises</td>
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<tr>
<td>Kenya</td>
<td>iHub Research</td>
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<tr>
<td>United States</td>
<td>IRH</td>
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<tr>
<td>Mexico</td>
<td>Mexfam</td>
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<tr>
<td>Female Condoms</td>
<td>Rutgers WPF</td>
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<td>Emergency Contraception</td>
<td>International Consortium for Emergency Contraception (ICEC)</td>
</tr>
<tr>
<td>Standard Days Method</td>
<td>Cycle Technologies</td>
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</tbody>
</table>

- Examined e-commerce landscape, and future implications
RESEARCH QUESTIONS

Opportunities and risks to increase availability and leverage direct-to-consumer strategies

Countries

- Current status
- Future potential
- Regulation
- Payment
- Delivery

Methods

- Prescription needs
- Awareness
- Target market
- Gender issues

☑️ Implications as e-commerce increases, especially in developing regions
United States:
• Strong ecommerce, FP
• Prescription requirements

India:
• Increased selection and availability
• Privacy and logistic concerns

Kenya:
• Still uncommon practice
• Questions of cost and payment
Three NURHTs were examined in a global context to explore enablers and barriers to wide availability through e-commerce.

- Emergency Contraception
- Female Condoms
- Standard Days Method/ CycleBeads
Some factors were common across all three methods:

**Enablers**
- E-commerce can be managed internationally
- Development of payment systems
- Provides anonymity and privacy
- Access to less prevalent methods and more choices
- Information widely available

**Barriers**
- Lack of method awareness
- Weak payment, delivery and fulfillment systems
- Lack of user support
- Fulfillment and payment from a non-local website or finding local partners
We still **have a lot to learn!**

E-commerce **growth will continue be uneven** across the globe and within countries.

Some RH supplies will be more successful on e-commerce platforms.

Companies are adapting to the e-commerce-favorable environment.
The future?