

## NEW PRODUCT INTRODUCTION CO-HOSTED BY MDAWG AND NURHT CAUCUS

|          |                 |      |               |
|----------|-----------------|------|---------------|
| DATE     | 10 October 2016 | TIME | 13:30 - 15:30 |
| LOCATION | Pike Room       |      |               |

### MEETING LEADERSHIP AND FACILITATION

Elizabeth Westley, MDAWG Chair, MSH

Heather Clark, NURHT Caucus Chair, Population Council

Trisha Wood Santos, Program Officer, Bill & Melinda Gates Foundation

### MEETING OUTCOMES

A meeting on new product introduction was held at the 2014 RHSC Annual Membership Meeting in Mexico City and was a valuable forum for sharing progress and lessons learned across a number of projects. In 2016, much progress has been made on the introduction of both new and underutilized technologies and there is consensus that a broader product introduction meeting would be beneficial for continued learning and sharing to overcome obstacles to introducing and scaling new methods. Specifically, the meeting will aim to address the following objectives:

- Share case studies on country-level product introduction for new and underutilized contraceptives highlighting best practices and successful solutions to overcoming common barriers.
- Discuss areas where programs and partners could work better together at the country level to create greater efficiency of resources.
- Discuss the creation of a community of practice around new contraceptive product introduction.

**13:30 - 13:40** **Welcome and Introductions**  
 Elizabeth Westley, MDAWG Chair, MSH

---

**13:40 - 14:20** **CASE STUDIES WITH FACILITATED DISCUSSION**  
 Three short case studies from different reproductive health technology introduction experiences will be presented.

**Case study presenters:**

- Implants: transition from Implanon to NXT - Caitlin Glover, CHAI
- Sayana Press - Sara Tiffit, PATH and George William Barigye, PATH Uganda
- Progesterone Vaginal Ring - John Townsend, Population Council

---

**14:20 - 14:50** **PANEL: CONSULTATIVE GROUP FOR LNG-IUS INTRODUCTION**

- Tabitha Sripipatana, USAID
- Sally Stephens, Medicines 360
- Pierre Moon, PSI
- Trisha Wood Santos, Bill and Melinda Gates Foundation
- Kate Rademacher, FHI 360

In April 2015, USAID started to regularly convene a Consultative Group for LNG-IUS introduction that includes fellow donors CIFF, BMGF and UNFPA, with the objective of building a prioritized learning agenda and coordinating a platform for introduction plans, training and regulatory resources. The Consultative Group goal is to facilitate access to high-quality, affordable LNG IUS products among low-income women in developing countries to increase the range of highly effective contraceptive options available to them within the context of informed choice. Panelists will describe their involvement in the Consultative Group and the moderator will lead a discussion about what is working well, and elicit feedback from the audience regarding lessons learned from other similar platforms.

---

**14:50 - 15:30 FACILITATED DISCUSSION**

Discussion areas:

- How to leverage in-country efforts - particularly around training and how to streamline and make use of on-going efforts
  - Market creation and market shaping
  - Managing expectations around timelines for approval, training, and demand for new products
  - Creating a community of practice
-