

Making Markets Work for Reproductive Health

Generic manufacturers and their
role in a sustainable RH market

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GENERAL MEMBERSHIP MEETING

— of the —

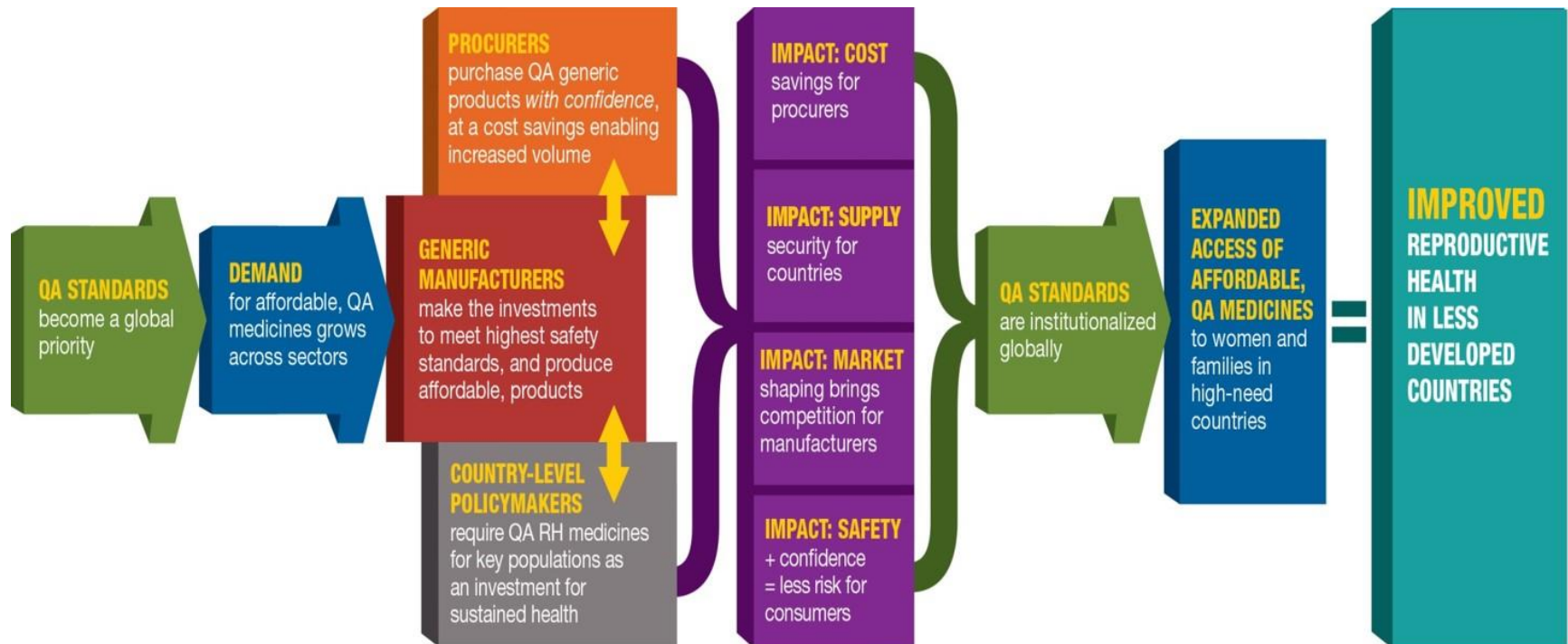
**REPRODUCTIVE HEALTH
SUPPLIES COALITION**

10-14 OCTOBER 2016

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Theory of Change:



Update: integrating QA generic RH products

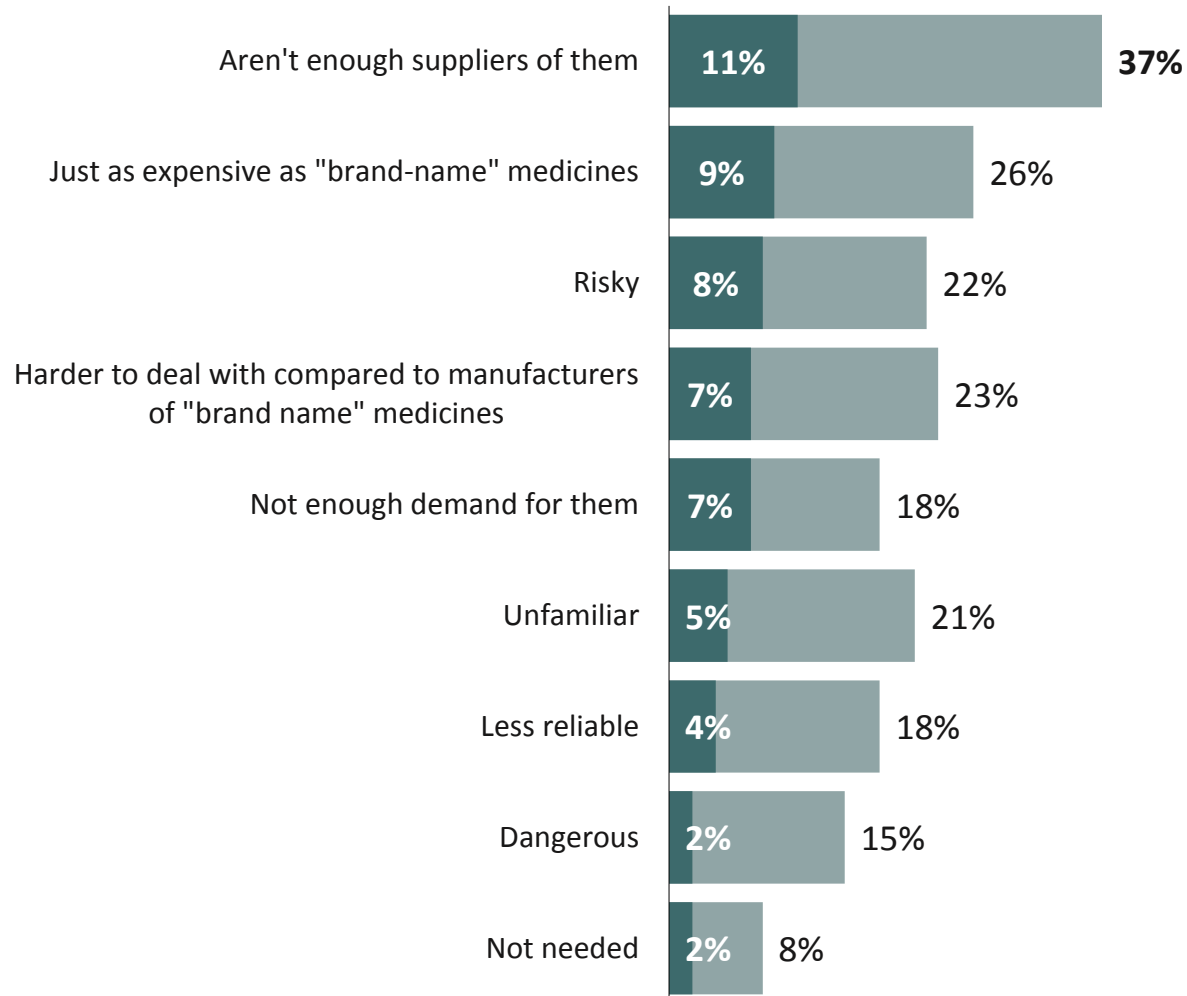
Despite seeing an increase in the availability of QA RH generics over the past 5 years; we are still not seeing products entering markets

Challenges include:

- Product registration
- Timelines for entering institutional markets
- Accessing purchasing and distribution channels at the country level
- Negative perceptions around generics and their quality
- Brand recognition

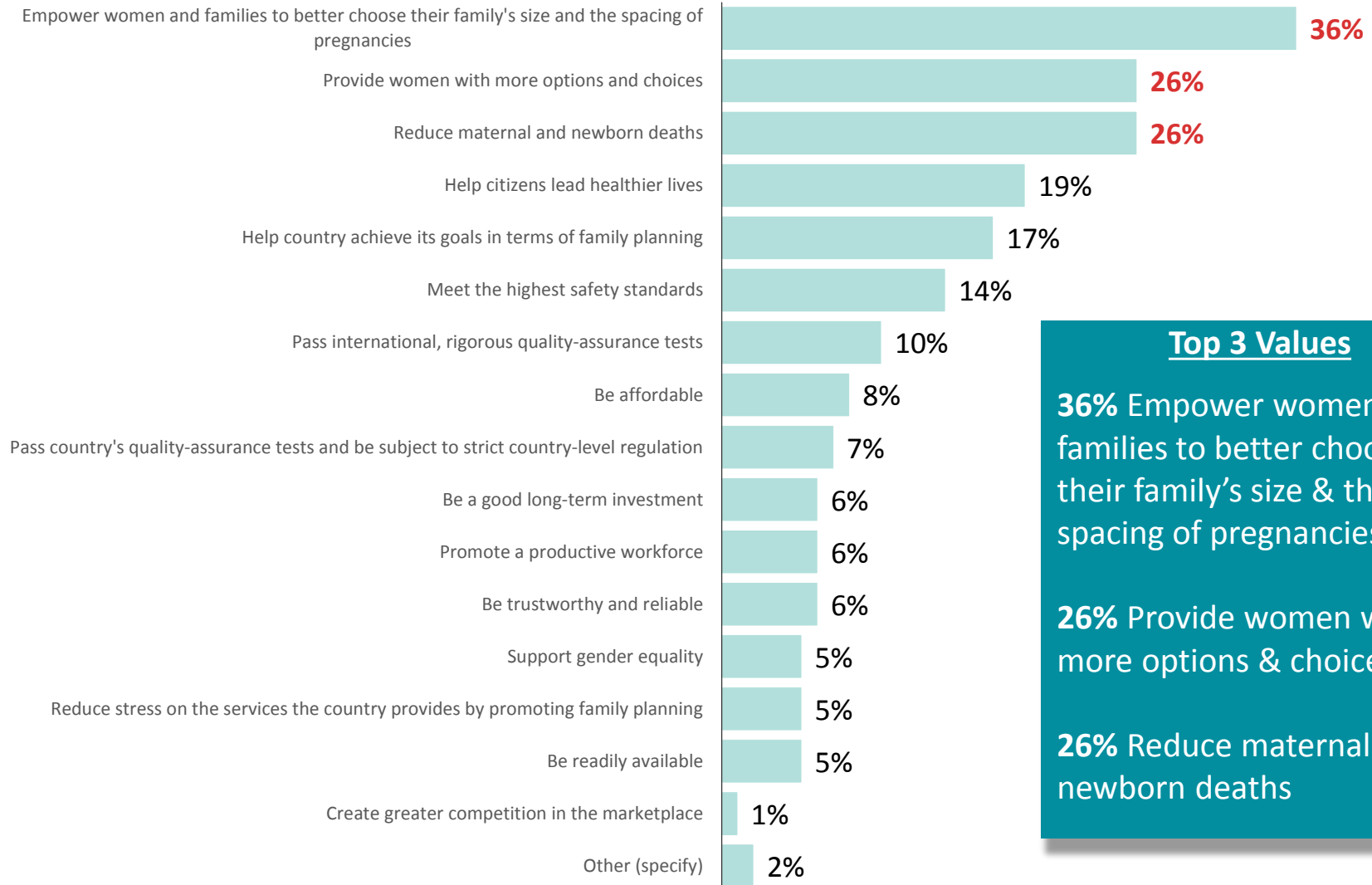
Qualitative research was undertaken to better understand the dynamics at the country level influencing decision making around purchasing and supply of RH products

Negative associations with quality-assured, generic RH medicines



Existing narrative taps into value proposition

PRIORITIES: Most important for quality-assured, generic RH medicines to do



Top 3 Values

36% Empower women & families to better choose their family's size & the spacing of pregnancies

26% Provide women with more options & choices

26% Reduce maternal & newborn deaths

Ghana Overview

- Strong support for increasing the availability of QA, generic RH medicines
- Seals of approval to assure high-quality:
 - The company that manufactures the medicine has a good track record
 - The medicine has passed the country's standards and quality-assurance tests
 - The medicine has passed international standards and quality-assurance tests
 - This type of medicine is used in the U.S. and Europe
 - You know and recognize the name of the medicine
- Top association(s) with QA, generic RH medicines
 - Empowers women and families to better choose their family's size and the spacing of pregnancies
 - Reduces maternal and newborn deaths
- Doctors, OB-GYNs most trusted for information on the subject

Zambia Overview

- Strong support for increasing the availability of QA, generic RH medicines
- Seals of approval to assure high-quality:
 - The medicine has passed the country's standards and quality-assurance tests
 - The medicine has passed international standards and quality-assurance tests
- Top association(s) with QA, generic RH medicines
 - Provides women with more options and choices
 - Empowers women and families to better choose their family's size and the spacing of pregnancies
- OB-GYNs most trusted for information on the subject

Challenges to sustainably integrating generic manufacturers into the RH market

QA generic RH medicines are available: how to get them into procurement mechanism and countries and continue to ensure quality?

Country-level research on attitudes to QA generic RH medicines:

- Lack of awareness concerning availability and supply of QA generic RH medicines
- Need to emphasize the definition of quality to properly differentiate from innovator or non-QA generic RH medicines

Shift in thinking to include the private sector within the generic access model - cross subsidization through market segmentation

What next?

- Continue to implement access strategies and support generics in navigating procurement mechanisms
- Continue to push quality agenda: institutionalize quality standards and define QA generic RH medicines at the country level
- Better articulate the value proposition
- Need to avoid single-source procurement and maintain competition to ensure sustainability
- Work with manufacturers towards market segmentation
- Innovative market approaches

An optional slide, to be used for conclusions, quotes, etc.