Making Markets Work for Reproductive Health

Generic manufacturers and their role in a sustainable RH market
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Theory of Change:

- **QA STANDARDS**
  - become a global priority

- **DEMAND**
  - for affordable, QA medicines grows across sectors

- **GENERIC MANUFACTURERS**
  - make the investments to meet highest safety standards, and produce affordable, products

- **COUNTRY-LEVEL POLICYMAKERS**
  - require QA RH medicines for key populations as an investment for sustained health

- **PROCURERS**
  - purchase QA generic products with confidence, at a cost savings enabling increased volume

- **IMPACT: COST**
  - savings for procurers

- **IMPACT: SUPPLY**
  - security for countries

- **IMPACT: MARKET**
  - shaping brings competition for manufacturers

- **IMPACT: SAFETY**
  - + confidence = less risk for consumers

- **QA STANDARDS**
  - are institutionalized globally

- **EXPANDED ACCESS OF AFFORDABLE, QA MEDICINES**
  - to women and families in high-need countries

- **IMPROVED REPRODUCTIVE HEALTH IN LESS DEVELOPED COUNTRIES**

#RHSUPPLIES2016
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

- Aren't enough suppliers of them: 37%
- Just as expensive as "brand-name" medicines: 26%
- Risky: 22%
- Harder to deal with compared to manufacturers of "brand name" medicines: 23%
- Not enough demand for them: 18%
- Unfamiliar: 21%
- Less reliable: 18%
- Dangerous: 15%
- Not needed: 8%
### Priorities: Most important for quality-assured, generic RH medicines to do

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Empower women and families to better choose their family's size and the spacing of pregnancies</td>
<td>36%</td>
</tr>
<tr>
<td>Provide women with more options and choices</td>
<td>26%</td>
</tr>
<tr>
<td>Reduce maternal and newborn deaths</td>
<td>26%</td>
</tr>
<tr>
<td>Help citizens lead healthier lives</td>
<td>19%</td>
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<tr>
<td>Help country achieve its goals in terms of family planning</td>
<td>17%</td>
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<tr>
<td>Meet the highest safety standards</td>
<td>14%</td>
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<tr>
<td>Pass international, rigorous quality-assurance tests</td>
<td>10%</td>
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<tr>
<td>Be affordable</td>
<td>8%</td>
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<tr>
<td>Pass country's quality-assurance tests and be subject to strict country-level regulation</td>
<td>7%</td>
</tr>
<tr>
<td>Be a good long-term investment</td>
<td>6%</td>
</tr>
<tr>
<td>Promote a productive workforce</td>
<td>6%</td>
</tr>
<tr>
<td>Be trustworthy and reliable</td>
<td>6%</td>
</tr>
<tr>
<td>Support gender equality</td>
<td>5%</td>
</tr>
<tr>
<td>Reduce stress on the services the country provides by promoting family planning</td>
<td>5%</td>
</tr>
<tr>
<td>Be readily available</td>
<td>5%</td>
</tr>
<tr>
<td>Create greater competition in the marketplace</td>
<td>1%</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>2%</td>
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</tbody>
</table>

#### 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:
  o The company that manufactures the medicine has a good track record
  o The medicine has passed the country’s standards and quality-assurance tests
  o The medicine has passed international standards and quality-assurance tests
  o This type of medicine is used in the U.S. and Europe
  o You know and recognize the name of the medicine

• Top association(s) with QA, generic RH medicines
  o Empowers women and families to better choose their family's size and the spacing of pregnancies
  o 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:
  o The medicine has passed the country’s standards and quality-assurance tests
  o The medicine has passed international standards and quality-assurance tests

• Top association(s) with QA, generic RH medicines
  o Provides women with more options and choices
  o 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.