Challenges and opportunities in preparing supply chains for new product introductions

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October 14, 2016
WomanCare Global (WCG) is a global nonprofit committed to meeting the vast unmet demand for family planning, by providing access to reproductive health solutions for women and girls around the world.
WCG’s Value Chain

1. Identification of New Products
   - Evaluate global opportunity

2. Quality & Registration
   - Validate quality and manage registration

3. Distribution
   - Identify and work with distribution partners

4. Introduction
   - Provide training materials and support for providers
The Population Council conducts biomedical, social science, and public health research. We deliver solutions that lead to more effective policies, programs, and technologies that improve lives around the world.
Population Council-Developed Contraceptive Methods

- **Progering® Vaginal Ring**
  - Duration: 3 months

- **Copper T 380A IUD**
  - Duration: 10 years

- **Norplant® 6 capsules**
  - Duration: 5 years

- **Jadelle® 2 rod implant**
  - Duration: 5 years

- **Mirena® Levonorgestrel IUS**
  - Duration: 5 years
Bench to Bedside

Assess Needs
- Research consumer needs and priorities

Develop and Test
- Develop TPP, design prototype, and conduct clinical trials

Market Entry
- Identify manufacturing and licensee partners, and ensure public sector pricing

Support Introduction
- Seek partners to support, strengthen and health system integration

#RHSUPPLIES2016
Breakout Activity!
Mystery Product

- Hormonal contraceptive earrings
- 97% effective at pregnancy prevention
- WHO PQ’d
- Manufactured in Mexico
SUPPLY CHAIN PATHWAY*

START

CONSUMER

REGULATOR

DONOR

MOH

END

CONSUMER

*Note: This model is for illustrative purposes only and is therefore limited in scope.
Challenges & Opportunities

Challenges:
• Complex regulatory environment
• Lack of regulatory acumen within product development teams
• Disconnect between developers, manufacturers and procurers with regard to QA
• Provider or end-user biases that inhibit uptake

Opportunities:
• Regulatory harmonization (eg: ZaZiBoNa)
• Learning from experiences of analog products
• Provider behavior change programs
• Public-private partnerships