Getting Products to People: The case of misoprostol

Melodie Holden
President/CEO
VSI

November 30, 2010
VSI’s approach

VSI ACTIVITIES
- Product Registration
- Operations Research
- Policy Development
- Distribution Strategies
- Training
- Demand Generation
- Technical Assistance

OUTCOMES
- Availability
- Awareness
- Correct Use
- Integration

GOAL
Improving Women’s Health

November 30, 2010
The case of misoprostol

Misoprostol is capable of curbing maternal mortality due to postpartum hemorrhage & unsafe abortion

- Effective, evidence-based intervention
- Heat-stable, low-cost, generic tablets
- Simple to administer without skilled attendance

Ideal in low-resource settings & supported by international health organizations
Misoprostol may or may not be registered for gastric ulcers. Registered for postpartum hemorrhage (PPH) and treatment of incomplete abortion.* Registered for PPH and other ob/gyn indication.* Registered for PPH* Registered for another ob/gyn indication (not PPH) Registered for gastric ulcers only

*Misoprostol may or may not be registered for gastric ulcers
Misoprostol may or may not be registered for gastric ulcers

Registered for postpartum hemorrhage (PPH) & treatment of incomplete abortion*
Registered for PPH and other ob/gyn indication*
Registered for PPH*
Registered for another ob/gyn indication, not PPH*
Registered for gastric ulcers only

*Misoprostol may or may not be registered for gastric ulcers
Getting products to people requires a convergence of supply and demand

Supply
- Registration, Quality
- Distribution Strategies, Public & Private, Policies
- Forecasting, Procurement, Logistics

Demand
- Acceptability
- Community
- Training
- Jump-start sales

- Is the price right?
- Is distribution adequate for impact?
Evaluate and select the optimal distribution channels to maximize impact
Government policies set level of access guidelines and public sector procurement

<table>
<thead>
<tr>
<th>Essential Drugs List</th>
<th>National Clinical Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>Ethiopia</td>
</tr>
<tr>
<td>Tanzania</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Zambia</td>
<td>Tanzania &amp; Zanzibar</td>
</tr>
<tr>
<td>Sudan (South)</td>
<td>Uganda</td>
</tr>
<tr>
<td>Kenya</td>
<td>Zambia</td>
</tr>
<tr>
<td></td>
<td>Ghana</td>
</tr>
<tr>
<td></td>
<td>Kenya</td>
</tr>
</tbody>
</table>
VSI identifies and reduces the elements of cost to the end user
Misoprostol is easy to understand

- Tanzania (n=610)
  - Correct dose: 100%
  - Correct route: 98%

- Nigeria (n=1425)
  - Correct dose: 100%
  - Correct route: 88%

Misoprostol is highly acceptable

- Zambia (n=1047)
  - Would purchase misoprostol: 84%
  - Would use misoprostol again: 94%

- Nigeria (n=1799)
  - Would purchase misoprostol: 95%
  - Would use misoprostol again: 95%

- Tanzania (n=1912)
  - Would purchase misoprostol: 95%
  - Would use misoprostol again: 97%
Community mobilization involves the delivery of clear messages through local groups.
# Challenges and solutions for large-scale implementation

<table>
<thead>
<tr>
<th>political sensitivity</th>
<th>Institutionalization</th>
<th>Lack of trained providers</th>
<th>Rural environments</th>
<th>High prices</th>
</tr>
</thead>
</table>
| • Local advocates and agencies  
• Policy meetings  
• Staged rollout | • Clinical guidelines  
• Essential Drug List  
• Training curricula  
• Policy meetings  
• Scientific evidence  
• Operations research | • Task shifting/sharing  
• Cost effectiveness  
• Simple technologies | • Local implementers  
• Public and private sectors  
• Social marketing  
• Demand generation/IEC | • Generics  
• Price competition  
• Negotiation  
• Subsidization  
• Startup investment  
• Bulk purchases |

November 30, 2010
Creating access to misoprostol: What needs to be done now?

Supply
- Registration, Quality
- Distribution Strategies, Public & Private, Policies
- Forecasting, Procurement, Logistics

Demand
- Acceptability
- Community
- Training
- Jump-starting sales

Alignment

• Is the price right?
• Are sales adequate for impact?
“Thank you to those who have provided us with this drug. You have given us pride.”
- Antenatal care provider, Masaiti, Zambia

“I had nightmares while I was pregnant because I feared bleeding. I am grateful for misoprostol for protecting me.”
- Mother with previous PPH, Hayin Ojo, Nigeria

“As men, we are the gravediggers in our communities. Since this project came, we have not dug any graves for our women.”
- Safe Motherhood Action Group member, Kapiri Mposhi, Zambia
Stay informed! Get involved!

• **VISIT** our website
• **JOIN** our email list
• **FIND** us on Facebook
• **GIVE** through VSI

www.vsinnovations.org

Melodie Holden
President/CEO
mholden@vsinnovations.org