

Part One: (A) Can Generic Contraceptive Manufactures Increase Equity?

Francoise Armand

Ms. Armand, Senior Technical Advisor for Social Marketing at the PSP-One Project discusses how generics manufactures can improve access to contraceptive in low-income countries. The presentation reviews the definition of generics, pricing, quality & safety concerns, and the risks and benefits of working with generic manufactures.

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Neha Suchak

Nov 12 2006 7:27PM

If I want to build a partnership with a generics manufacturer, how will that partnership differ from the type of partnerships we currently have with R&D firms in the family planning world?

Francoise Armand

Nov 12 2006 7:55PM

Research and development (R&D) companies have more resources to invest in the marketing of their brands. They also are more likely to have a strong sales and marketing structure in developing countries, at least in middle income countries. As a result, partnerships with these companies typically involves leveraging existing resources and capacity. In the case of generic manufacturers, there may be less to leverage in terms of infrastructure and resources but commodities prices will be naturally lower. So negotiations are more likely to center on ways to sustain marketing efforts than on the need to lower prices, as they often have in the past. Both types of companies offer great partnership opportunities but they do require different designs. For example, a generic manufacturer might need help finding a local agent (or NGO). An R&D company working through its existing affiliate on the other hand might expect good BCC support in order to recruit users without jeopardizing the sales of its higher-priced brands(i.e. minimizing brand cannibalization).

Richard Amenyah

Nov 13 2006 3:25PM

Thanks for your good presentation Neha. Some developing countries depend on Donors to ensure their family planning commodity security. Mostly, the donors require or dictate to such countries to buy from R&D companies so how do we draw a balance between equity and quality in such a context.

Francoise Armand

Nov 13 2006 4:54PM

Dear Richard,

I am not aware of any donor mandating governments to purchase from R&D companies. It is true that the US government has a \"buy American\" policy required by Congress, but an increasing number of non-American contraceptive are now supplying USAID-funded commodities programs. Many governments in developing countries are purchasing commodities from other developing countries. For example, the governments of Bangladesh and Peru have been procuring oral contraceptives from the Indian manufacturer FamyCare as the result of competitive bidding. Governments that buy through UNFPA's procurement services (many in Africa) are not obligated to do so from R&D companies. The biggest obstacle to increased participation by generic manufacturers on international procurement has been the absence of a common framework to assess product quality and safety. This however is changing with WHO's new pre-qualification system for hormonal contraceptive manufacturers.

olayinka Ayankogbe

Nov 15 2006 9:23PM

Thanks Françoise for your timely warning on generics. Do I read you right when I say that your point is that we should lean more on R&D companies for sourcing of contraceptives (and possibly other drugs)? What is your suggestion on getting much needed drugs to millions and millions of people (Nigeria is 120 million, by conservative estimates) Should they get nothing because we are afraid of quality? What really do you suggest as the way out?

Yinka

Françoise Armand

Nov 16 2006 4:18PM

Dear Olayinka,

I did not mean to imply that we should rely more on R&D companies for the sourcing of essential drugs. On the contrary, we need to come up with ways to open up developing country markets for more suppliers while ensuring quality and safety. In order to attract high-quality generic suppliers to these markets we need effective and practical pre-qualification systems that screen suppliers without being unduly restrictive (as is the case when FDA or EU registration is required). This is already the case for ARV and other essential drugs. We just need to use the same approach for contraceptives.

Delila Lojo

Nov 19 2006 1:01PM

Thanks, Françoise

Yes, I do agree that QUALITY generic contraceptives should be made available.

What I found very significant in your presentation is the aspect on CONSUMER TRUST that is essential in building demand

Relative to that, I believe that adequate communication strategies directed to the health providers (and to the general public, to the extent possible) should be part of a successful introduction of such a product. I find this to be even more important for generic products

Thanks for your valued inputs.

Nina I Lojo
Manila, Philippines