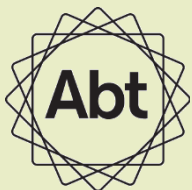


Opportunities and challenges in ensuring availability of IUDs and implants in the private sector

Robin L. Keeley

Abt Associates, SHOPS Project

May 8, 2012



SHOPS is funded by the U.S. Agency for International Development.
Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

Objective:

Discuss how to increase the affordable supply of IUDs and implants for private sector providers in developing countries, and the major barriers thereto

Methodology:

- Secondary research review
- Interviews with key stakeholders including Bayer HealthCare Pharmaceuticals, a leading manufacturer of IUDs and implants, and Marie Stopes International
- Interviews with experts from Abt Associates

Long-Acting Methods Overview

- Uptake and continuation of contraceptives are more likely when there is a wide range of contraceptive choice, including long-acting methods
- Long acting methods of contraception are more reliable, not user dependent, and less expensive in the long-run for the user
- Public sector contraceptive supplies can be dependent upon multiple factors including tight government budgets/priorities, changing donor funding amounts/priorities
- Private sector supply is influenced by these same factors plus more, including market dynamics and demand



Long-Acting Methods Overview

- The private health sector is a valuable resource to ensure that all women and men have access to family planning and reproductive health services
- There are many barriers that need to be overcome, however, to ensure that both the public and private sector systems are working appropriately to complement, and not compete, with each other

Private Provider Barrier: Demand Issues

- Sufficient client demand is a key to encouraging private providers to invest in and offer LAM services
- Sufficient demand also helps private providers to provide high quality service
- Demand creation for private sector LAM provision is also necessary
- Provider bias can constrain the total market including private sector availability of LAM products.

Private Provider Barrier: Policy Issues

- Restrictions on the sale of some contraceptives to private doctors (including hormonal IUDs)
- Difficult registration processes for new drugs
- Some countries have social requirements for LAM provision



Private Provider Barrier: Price

- In Jordan, PSP-One and now the SHOPS Strengthening Family Planning project use vouchers as a mechanism for community outreach workers to refer poor women at high maternal risk to a private network of clinics for FP services.
- Health insurance plans that do not (adequately) reimburse private providers for FP services



Private Provider Barrier: Commodities/Supply Conundrum

- Commodity cost and supply:
 - The cost of IUDs and implants is often a significant portion of the total cost of service provision in the private sector.
 - If there is not a consistent supply of LAMs, providers will have trouble growing their practice.
 - With private providers, the LAM commodity demand volume is often not large enough to attract distributors to come to providers



Interim Strategies for reducing barriers

- SHOPS Jordan is completing a set of recommendations on inclusion of FP, including LAM, in public and private insurance schemes
- SHOPS Nigeria is working to link their trained private providers with the Expanded Social Marketing Project in Nigeria (ESMPIN) to obtain IUDs and implants
- In a range of countries, MSI directly supplies IUDs to their franchised private providers.
- In Bangladesh, SHOPS is supporting the Social Marketing Company (SMC) to establish an interim commercial supply of LAM commodities to private providers. SHOPS is also working with local manufacturers to encourage local commercial commodity manufacture and distribution.

Long-Term Solutions

- Interim strategies are great ways to bridge the supply gap for private providers, but in the long-term a well managed total market approach is needed, in which the public, NGO and private sector have roles.
- One potential solution is to develop a system in which there are a few dedicated and specialized LAM service providers who can increase access and utilization through an effective referral schemes.
- Governments could also include private providers in their purchase of LAM commodities
- Contraceptive Security Committees

The Way Forward

- Research needs to be done to understand the best way to communicate the benefits of both LAMs and private sector provision of services to consumers in different markets and cultures.
- This will help to target services to those most likely to use them and attract new clients.
- Find ways to close the price difference between commodities sold to the public sector and those sold to private providers

The Way Forward

- Encouraging governments to accelerate the registration of products, especially generics, and to promote social marketing and other market initiatives (MSI)
- Encourage governments to promote local manufacture and local distribution of LAMs where possible
- Increase use and quality of private providers for FP services
- Increase demand among women for long-acting methods to reach “demand threshold”
- Exchange ideas and experiences among countries to expand knowledge base and spur new ideas

What are your ideas and experiences?



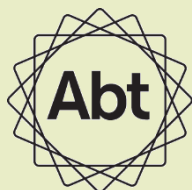
USAID
FROM THE AMERICAN PEOPLE



Strengthening Health Outcomes
through the Private Sector

Thank you!

www.shopsproject.org



SHOPS is funded by the U.S. Agency for International Development.

Abt Associates leads the project in collaboration with

Banyan Global

Jhpiego

Marie Stopes International

Monitor Group

O'Hanlon Health Consulting