



Science For A Better Life

Bayer-USAID Contraceptive Security Initiative

Public Private Partnerships to benefit the health system

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Context

- Gap between **growing demand** for contraceptive products and the **ability of donor funding** to provide commodities
- Despite immense efforts still **lack of access** to commodities and **information**
- Increasing focus of donor organizations on a **total market approach** and **partnership strengthening**





Bayer's HealthCare Programs

Securing Essential Supplies

Bayer provides a broad range of contraceptive choices in highest quality

*Method Mix of
WHO pre-qualified
products¹*



¹ Norigynon® is submitted for WHO pre-qualification and currently under review (status: June 2015)



Bayer's HealthCare Programs

Over 50 years of experience

- Bayer cooperates with FP organizations worldwide to make a broad range of contraceptive choices available

Public Market Limitations

- Predictability of funds
- Supply Chain Security
- Inventory Management



Private Market Limitations

- Consumer Awareness
- Product Affordability
- Accessibility in urban/rural areas



New Approaches Needed to Secure Awareness, Access and Affordability

Establishment of a Public-Private Partnership



USAID-Bayer Contraceptive Security Initiative

**to broaden sustainable access
to quality hormonal contraceptives
through a new model of collaboration**



Collaboration Agreement

- In Sep 2009, USAID and Bayer signed a 7-year Collaboration Agreement to implement the CSI in 11 sub-Saharan African countries

Partnership to Secure Sustainable Market Supply

Awareness

- USAID is funding **communication and educational activities**
- Locally adapted promotion materials and mass media campaign
- Enable women to make conscious and informed decisions about family planning

Availability

- Bayer uses existing production capabilities, commercial distribution channels and supply chain expertise
- **Consistently** available in **local** pharmacies and drug stores

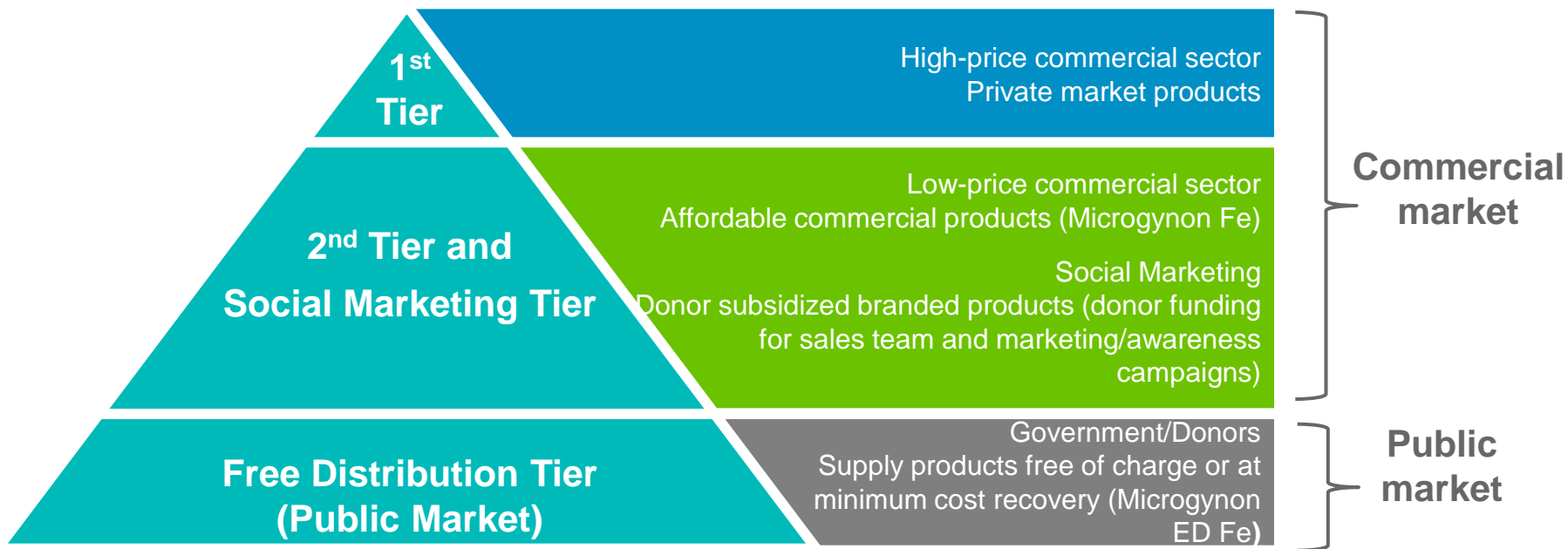
Affordability

- Price allows coverage of costs and margins independently from donor funds
- **Long-term commitment** by Bayer to maintain price point over time

2nd Tier Marketing Approach in in Sub-Saharan Africa



Introduction of Microgynon Fe **fully commercial brand** at a **price point** above above social marketing and public sector distribution, but below commercial prices in “1st Tier”, targeting middle-income* households



*Middle income defined by World Bank for Africa as per capita consumption levels of US\$4 - US\$20 per day

Project Roll-Out

Country Selection & Launch Timeline



Launched Countries

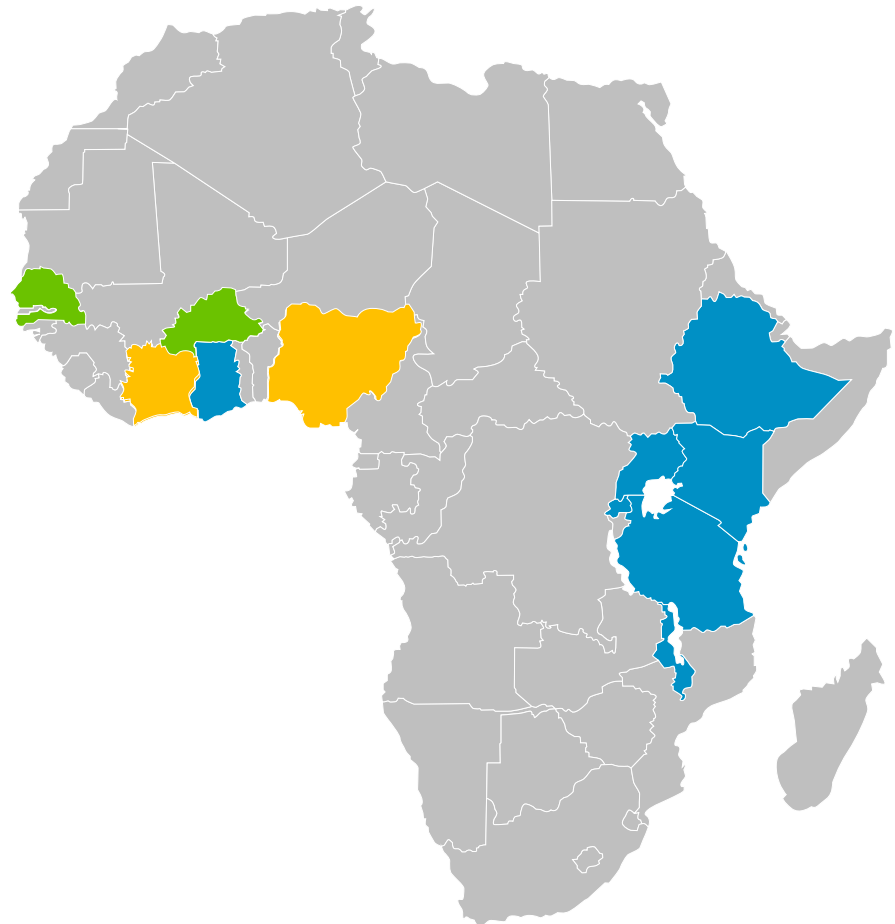
- Ethiopia (Addis Ababa - Dec 02, 2010)
- Uganda (Kampala - Sep 23, 2011)
- Tanzania (Dar es Salaam - Nov 18, 2011)
- Rwanda, (Kigali - Jul 06, 2012)
- Ghana (Accra - Mar 20, 2013)
- Kenya (Nairobi - Jun 21, 2013)
- Malawi (Lilongwe - Sep 10, 2013)

Launch Countries 2015

- Nigeria (Abuja - June 18, 2015)
- Ivory Coast (Abidjan - July 23, 2015)

Launch Countries 2016

- Senegal (Dakar - Feb 25, 2016)
- Burkina Faso (Ouagadougou - Mar 10, 2016)



Marketing Campaign

Key Messages

- FP involves a joint couple decision
- Microgynon is the world's most widely used COC¹
- Microgynon Fe is produced by the inventor Made in Germany

¹ IMS data 2015

Enabling middle-income couples to make self-determined decisions on contraception



Localized point of sale materials with the couple as the central campaign motif

Implementation of the Project by combined Pull-Push Strategy



Pull Marketing Activities

- DTC Advertising (Radio spots)
- Branded Vans
- Billboards



Push Marketing Activities

- Brand Champions
- POS Materials like Posters, Stickers, Leaflets, Banners
- Efficient supply chain (avoiding out of stock)
- Mini Seminars



To raise brand awareness and to generate demand an adequate combination of pull and push activities targeted to couples and healthcare professionals is important



Project Accomplishments To Date

11 Countries * 11 Individual Markets * 11 Successful Launches



- 1,500,000 Packs
- 3300 Covered Outlets

- 53,800 CYPs
- 8,520 Trained HCPs*



**Source: MSI Impact Calculator 1.2, USAID CYP Factors (OCs: 15 cycles per CYP); Bayer sales reports*



CSI - Overarching Goals

Making Contraceptive Products Accessible and Affordable through the Private Sector

1.

Increase range of available contraceptive products at a variety of prices resulting in increased client choice

2.

Reduced burden on the public sector by shifting clients who can pay to the private sector

3.

Increased OC supply sustainability, and ongoing financial sustainability for Microgynon®Fe over long term

4.

Increased level of education on family planning through promotion of healthy family planning behaviors directly to HCP and clients



150 Years
Science For A
Better Life



Thank You For Your Attention!

Picture: 150 Years Science For A Better Life, Bayer Anniversary Tour