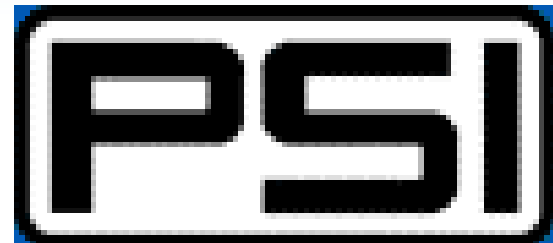


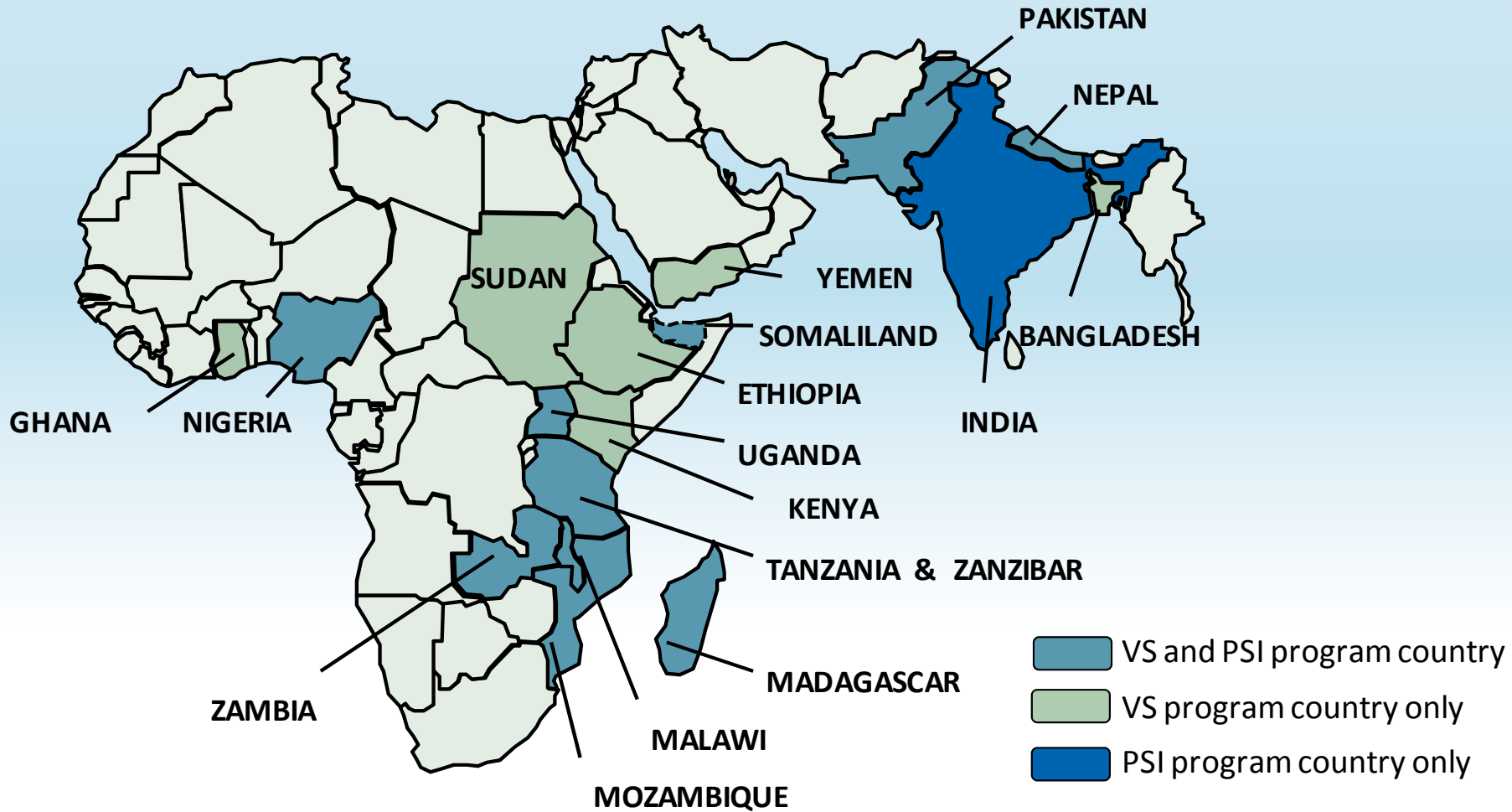
Turning Research into Practice: Implementing large-scale PPH/misoprostol programs

Melodie Holden
Sr. Vice
President/ COO

Temple Cooley
Reproductive Health
Program Manager



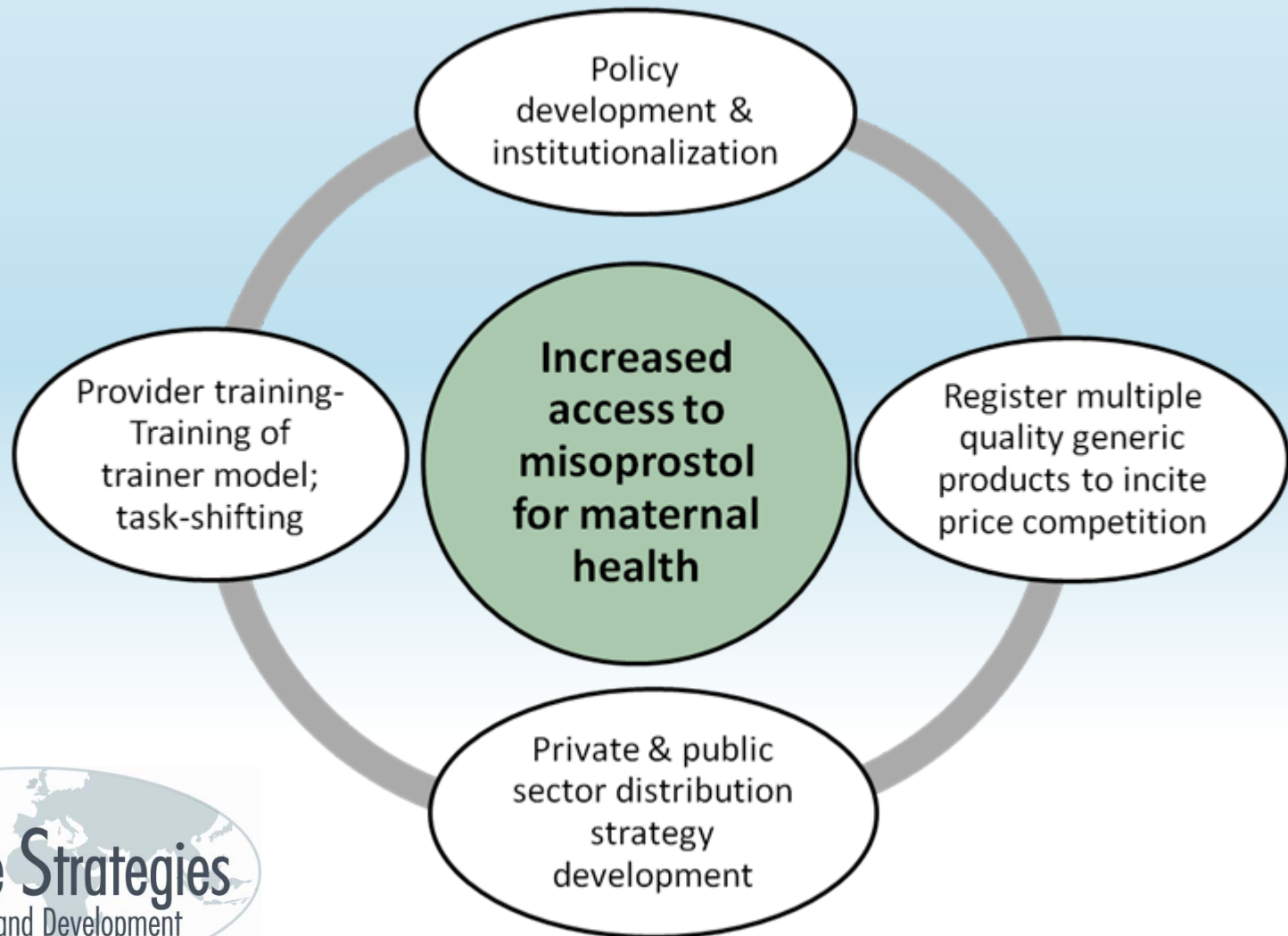
Venture Strategies and PSI work together on implementation at scale



2009: Where are we now with implementation?

- Registration of miso for PPH in 10 countries
 - Being distributed in 8 countries while others are being planned
- Policy
 - Inclusion on the Essential Drugs List in 3 countries and National Clinical Guidelines in 6 countries
- Active implementation programs
 - VS working in 16 countries
 - PSI launching/planning social marketing programs of miso in 11 countries

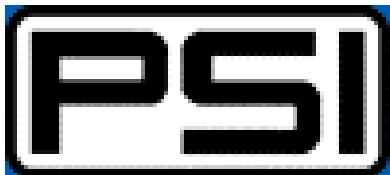
VS bridges the gap between research and implementation



Strategies for large scale implementation

- **Challenge: High prices**
 - Solutions: generics, price competition, negotiation, policies, subsidization, startup investment, volume
- **Challenge: Rural distribution**
 - Solutions: public and private sectors, social marketing, subsidization, demand generation/IEC
- **Challenge: Lack of trained providers**
 - Solutions: task shifting, simple technologies
- **Challenge: Institutionalization**
 - Solutions: clinical guidelines, Essential Drug List, training curricula, local implementers
- **Challenge: Political sensitivity**
 - Solutions: local champions and agencies, policy meetings, operations research, staged rollout

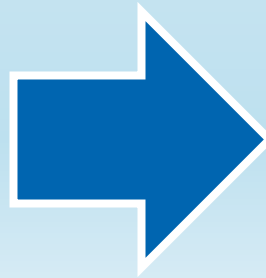
PSI uses social marketing to increase access to products and services



Multiple distribution & communication channels expand access

CHANNELS

- Clinics
- Pharmacies
- Community-based channels
 - ANC visits
 - Safe delivery kits
 - Community volunteers/workers
 - TBA networks
 - Drug shops



FUNCTIONS

- Delivery services
- Safe delivery products
- Health information and education



Women

PSI's dedicated products deliver easy to understand messages and instructions

- A designated “Safe Delivery” product
- Somaliland example: Ummul Gargaar



Marketing

Using culturally appropriate
and context specific messages to:

- Create awareness of problem
- Define product as proven preventive
- Reinforce correct use

Two Types:

- Marketing to Providers
- Marketing to Consumers

We work together with Ministries of Health to address outstanding questions

- Barriers to access – are we reaching the most vulnerable women?
- Integration with existing programs
- Policy development – guidelines, level of access, etc.
- Monitoring -
 - Challenge: Provider reporting compliance
 - Challenge: Monitoring beyond PSI provider networks