

# **P**ublic- private partnerships

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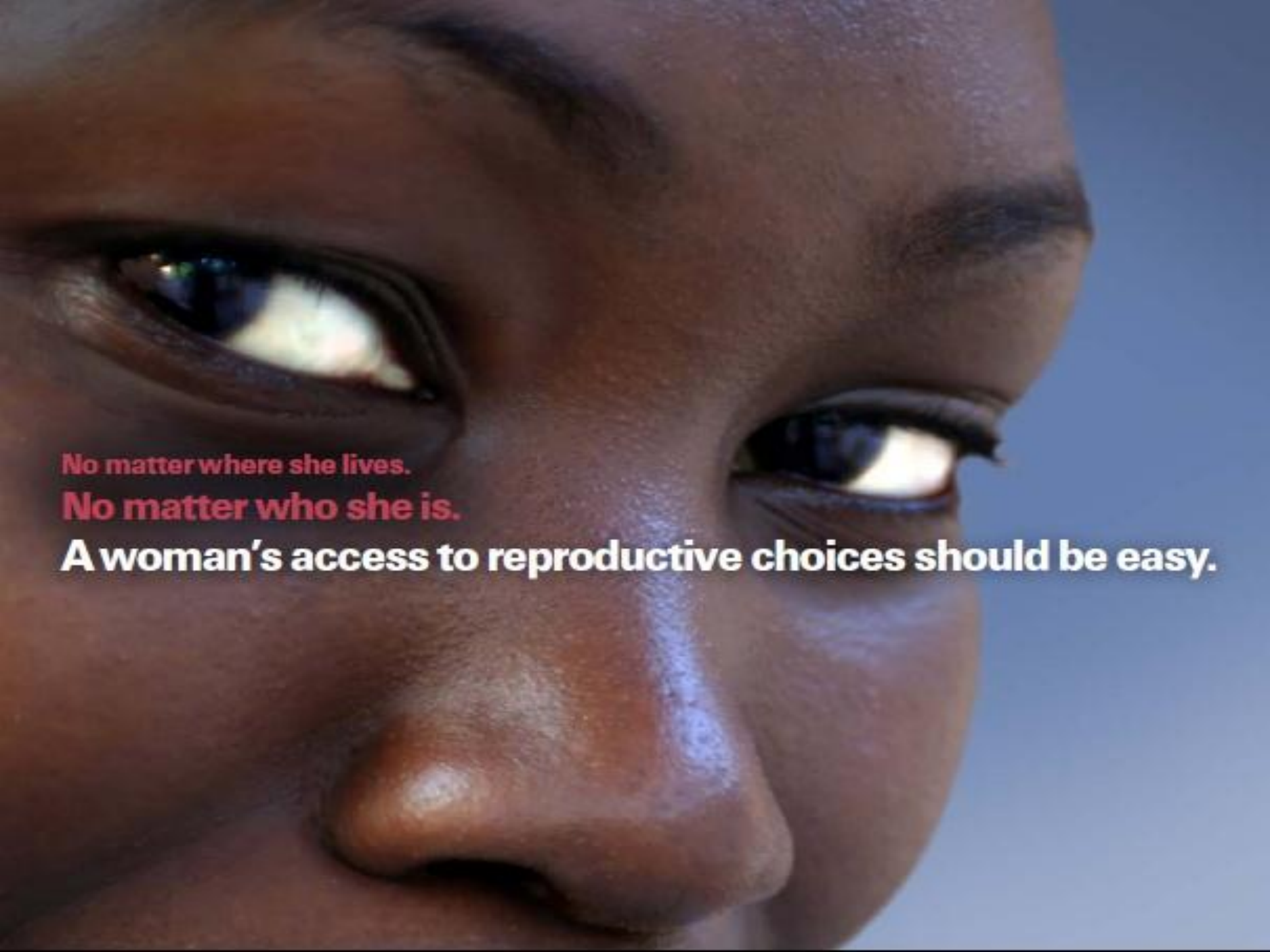
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**WomanCare Global**  
Quality • Innovation • Choice

# Overview

- Background
- The Examples
  - Distributor model
  - Essure
  - Generic products
- The goal
  - Creating access
  - Rapid dissemination - before 8 billion

A close-up, profile view of a woman's face, focusing on her eyes and nose. She has dark skin and is looking slightly to the right. The background is a plain, light blue color.

**No matter where she lives.**

**No matter who she is.**

**A woman's access to reproductive choices should be easy.**

# The problem

- Pharma does not invest in low resource settings
  - Limits product availability
  - Delays introduction of innovative products
- Governments experience supply chain gaps
  - No incentives to keep clinics stocked
  - Can keep donated products from reaching clinics
- Donor products suppress private sector development

# WomanCare Global

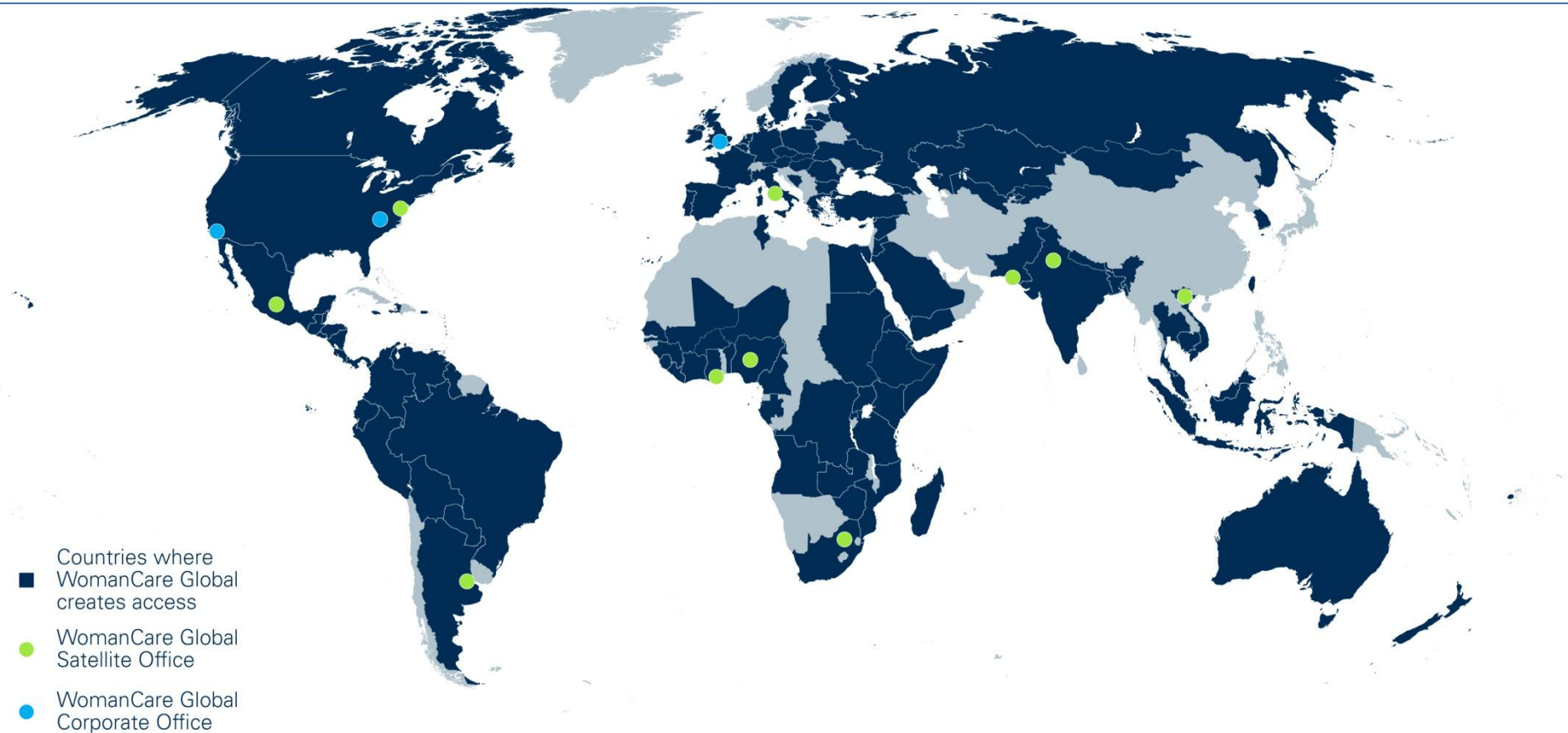
- Formed in 2009 from the Product division of Ipas
- Private sector expertise to running the business
- Expand portfolio to gain leverage
  - Pregnancy management
  - Contraception
  - Fertility
- Public-private partnerships

# WCG expands access to reproductive technologies

**Mission:** To provide quality products to help women around the world improve their reproductive health

**Success is measured by the betterment of women's lives not economic profit.**

# WCG operates globally



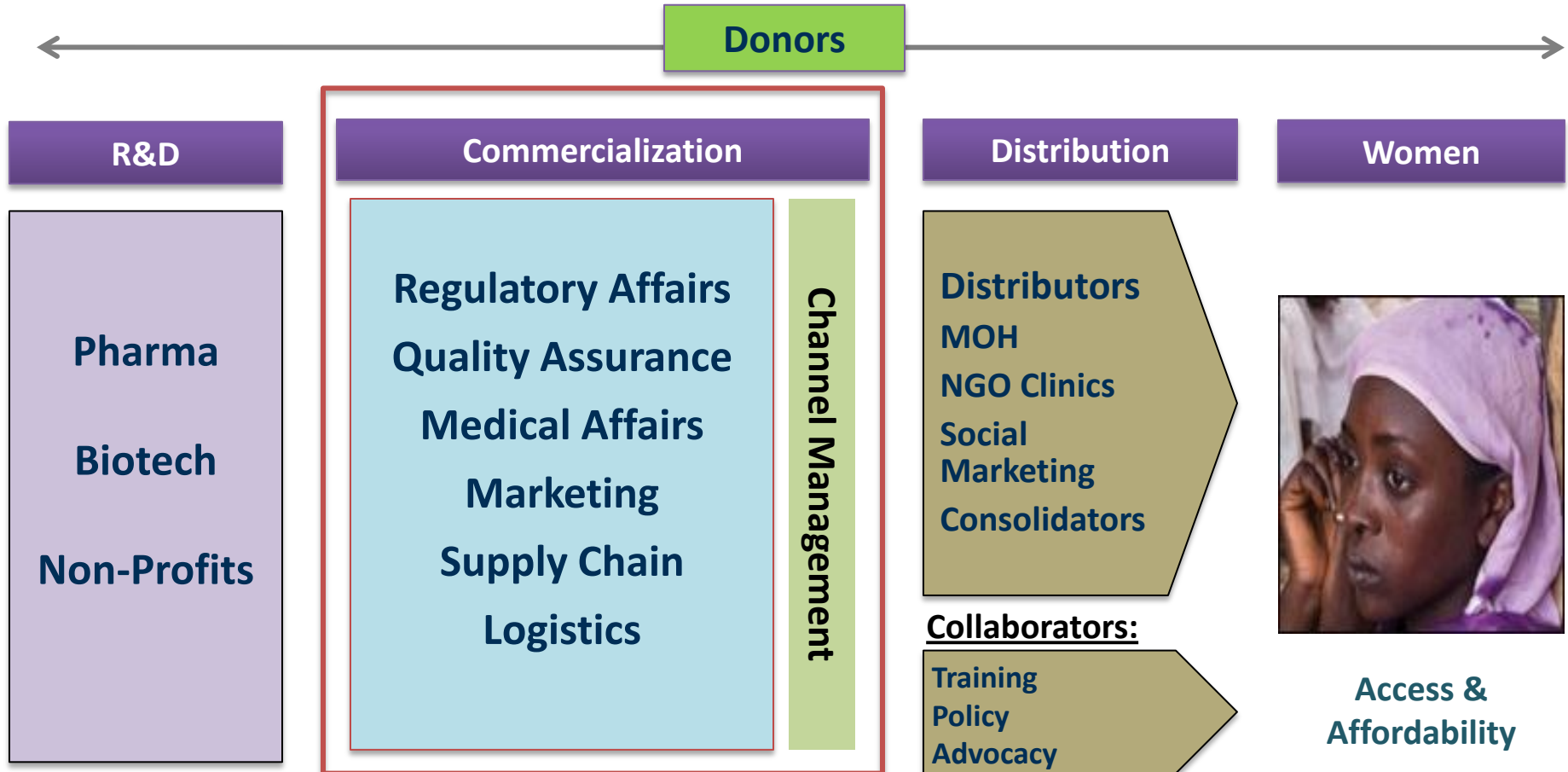
# The Traditional Model



# The WomanCare Global Model



# Channel Management Strategies in the Public and Private Sectors Can Have a Major Impact



# Distributor model

- In-country partners
- Private businesses
  - Jobs
  - Local infrastructure
- Demand generation
  - “Pull-through” by WCG
  - Not forcing product into supply chain

# New Products

Product	Area	Overview
Simplant	Contraception	Sub-dermal implant
Essure	Contraception	Permanent contraception
Roselle	Contraception	LNG/EE oral contraceptive
Optinor	Contraception	LNG emergency contraceptive
Mifepristone	Pregnancy Management	Medical abortion with misoprostol
Conception Kit	Fertility	Increase couple's ability to conceive
Mobisante	All areas	Mobile ultrasound unit

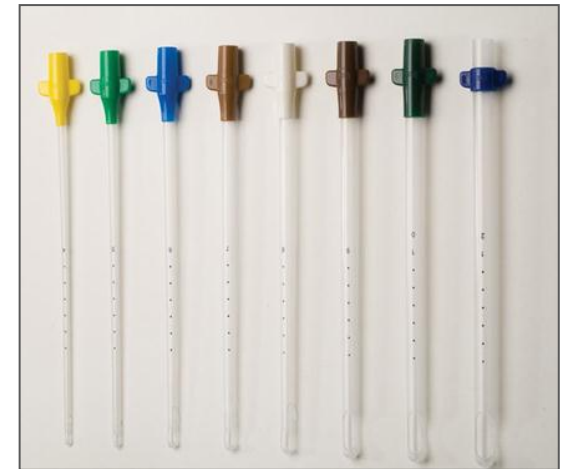
# MVA Product Line



- Aspirators:
  - MVA Plus
  - Single Valve
  - Double Valve
- Cannula
- Denniston Dilators
  
- Global distribution over last 5 years
  - 500,000 aspirators
  - 4 million cannulas
  - Majority to Africa (34%), Asia (25%) and Latin America (11%)



**Ipas MVA Plus Aspirator**



**Ipas EasyGrip Cannulas**

# PPP rationale

## “Private” Partner

- Increase sales
  - Where profit potential is lower
- Reach of “public” partner
- Corporate responsibility
- Expand knowledge

## “Public” Partner

- Access new technologies
- Extend access to women
- Resources of “private” partner
  - Lowers costs

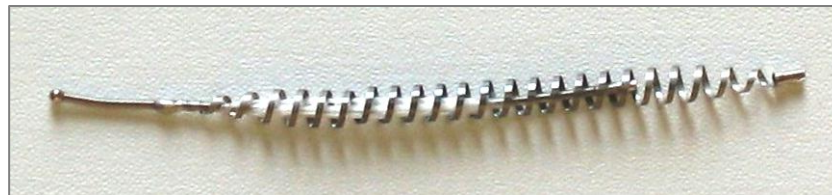
# Partnership with Conceptus

## Conceptus

- Need to expand sales of Essure
- Limited expertise outside US
- Want Corporate Social Responsibility program

## WomanCare Global

- Meets new product criteria
  - Innovative
  - High-quality
  - Effective
- Accept lower margins
- Hybrid model



# Essure procedure



# Conceptus-WCG Partnership

## Countries

- Kenya
- Ghana
- Rwanda
- Turkey
- Mexico

## Issues

- Top-down approach
- Training
- Cost
- Equipment
- Perception

# Essure – Lowering costs

- Lower cost of hysteroscope
- Lower cost of ultrasound
- Lower-cost device & inserter
  - Same micro-inserts
  - Simpler inserter
  - Conceptus: large potential market
- Essure simulator from Virtamed
  - Reduces training time
  - Increases skill level before live cases



**VIRTAMED**  
WE SIMULATE REALITY®



- Developing a levonorgestrel intrauterine system
- In phase 3 testing
  - Plan 7 year evaluation
- New inserter in trials
- Partnering with a Belgian company



# Three pathways

## Donor funding

- Public access is priority
- Limited funding
- Mission oriented

## Private funding

- IP to protect investment
- ROI keeps project moving
- Market oriented



## Public-Private partnership

- Profit motivation for rapid progress
- Guaranteed access *a priori*
- Oversight by entity invested in **rapid development AND creating access**

# Public-Public Partnership

- A new but likely model
- Non-profits working together in a manner similar to a Public-Private Partnership
- To ensure access
- Need to ensure private sector strengths are not lost

# Thank you

