Using Partnerships to Expand the Use of Injectable Contraceptives: The *Dimpa* Network

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Limited availability, prescription product

Pfizer - the only marketer of DMPA

Relatively high price (Rs150-170/vial)

Low knowledge among providers and consumers

Activist groups questioning safety and quality of provision

Not part of the basket of methods in the Family Planning program

Few SMO’s introduced it in select areas across India
Options for Promoting DMPA

A. Training Providers...........................................▢

B. Direct promotion to consumers.........................▢

C. Partnership with manufacturers.......................▢

D. Advocacy for positive environment.................▢

E. All of the above ..................................................▢
Partnering with Marketers

- Used demand estimation survey data to show
  - Market potential
  - Pricing and potential revenue curves
- Pfizer agreed to reduce price to Rs. 100/vial
- Support from Pfizer for training of all providers
- DKT joined as strategic partner for distribution
DMPA – Demand vs Revenue

% Women / Revenue

Revenue

Price Points (in Rupees)

% Women Willing to Pay

Revenue

Rs.75

Rs.100

Rs.145
Growing Commercial Sector Interest

- Entry of new manufacturing firms
  - Including Indian manufacturers (Star Labs, Famycare)
- Introduction of new products in the injectables portfolio
  - *Depo-Provera* (1 ml, PFS/Vials)
  - *Depo Progestin* (1 ml vial)
  - *Khushi* (1 ml vial)
# Partnering with Doctors

<table>
<thead>
<tr>
<th>What we do?</th>
<th>What providers do?</th>
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<tbody>
<tr>
<td>■ Train/Update Doctors</td>
<td>■ Provide screening and counseling on site</td>
</tr>
<tr>
<td>■ Paramedic Training</td>
<td>■ Maintain records and follow up charts</td>
</tr>
<tr>
<td>■ IEC materials and aids</td>
<td>■ Ensure safe injection and proper disposal of needle/syringe</td>
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<tr>
<td>■ Advertising of clinic as Dimpa site</td>
<td>■ Stock &amp; dispense at Rs. 100</td>
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<tr>
<td>■ DKT supply at special price</td>
<td></td>
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<td>■ Monitor and support</td>
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Doctors: Strengthening Quality

Segmentation of Network Members

- Strategies based on segmentation
  - A: Recognize them as role models and continue
  - B: Intensive support
  - C: Increase promotion to increase client volume
  - D: Assess potential else drop

<table>
<thead>
<tr>
<th>Confidence in Providing Method</th>
<th>Client Flow</th>
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<tbody>
<tr>
<td>Low</td>
<td>Hi</td>
</tr>
<tr>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Category ‘C’</td>
<td>Category ‘A’</td>
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<tr>
<td>Category ‘D’</td>
<td>Category ‘B’</td>
</tr>
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Doctors: Strengthening the Community

Creating a Community

- **Dimpa Exchange Forum**
  - Joint interactive meet with network members in each program city
  - Sharing of experiences and views

- **Dimpa Outlook: Quarterly Program Newsletter**
  - Update on program activities
  - Create and imbue a sense of togetherness among network members
Partnering with Media and Marketers

- Innovative partnership with ‘Jagran Pehel’ to propagate the message in *enter-educative* manner
  - ‘Jagran Pehel’ is a platform to upfront the social issues by harnessing the power of media
  - Offers cost-effective dissemination opportunity for development sector organizations
  - Dainik Jagran is the largest read daily in India

- Exclusive marketing tie-ups to promote expanded contraceptive choice
Media Advocacy

DMPA safe and effective contraceptive: Expert

HT Correspondent
Kanpur, May 17

EFFORTS ARE being made to establish Depot Medroxy Progesterone Acetate (DMPA) as a viable alternative to other contraceptives in the country, according to all-India programme manager of DMPA project Dr Ravi Anand.

Talking to reporters here on Thursday, Dr Anand said that DMPA, the three-monthly injectable contraceptive, was being currently used by 32 million women in over 175 countries including India. It is administered intra muscularly in the buttock or the upper arm.

Giving details about DMPA, Dr Anand said, “The Federation of Obstetrics and Gynaecologists Societies of India (FOGSI) has also approved DMPA as a safe and effective method among other options of contraceptive available in the country.”

The FOGSI had also asked its 18000 members to promote DMPA as one of the contraceptive options within the World Health Organisation guidelines, Dr Anand added.

About its response in Kanpur city, Dr Anand said 75 gynaecologists of the city were members of the DMPA project. “These members are creating awareness among their patients about the effectiveness of DMPA contraceptive,” stated Dr Anand.

He said DMPA contraceptive was 90.7 percent effective. It was a good option for women desiring gap between births, as it was totally reversible, with return to fertility in 2-4 months after the last injection.

Explaining other benefits, Dr Anand said that besides providing effective contraception, DMPA also improved women’s health.

“It helps prevent iron-deficiency anaemia, endometrial cancer; reduces risk of cancer of ovaries, helps in preventing fibroid tumors of the uterus and pelvic inflammatory diseases,” added Dr Anand.

However, the doctor added that DMPA should only be taken on the advice of doctor. It was not an over the counter product and pre and post counselling was an integral part of its usage.

Also...

Embedding key messages in health related programs on leading satellite channels:

- ETV (Tandrusti Hazaar Niyamat)
- Times Now
- Star News (Apna Khayaal Rakhiyega)
Partnering for Advocacy

ARC Coalition
(Advocating Reproductive Choices)
- A coalition of organizations working in the field of reproductive health
  - Packard Foundation
  - FPA India
  - PSP-One
  - Population Foundation
  - PSS
  - IPAS
  - PATH
  - DKT
  - PSI

Advocacy Strategy
- Not to counter opponents or lobby to govt.
- Documenting the experiences of member organizations in promoting DMPA
- Disseminate information on:
  - Buy-in of providers in adopting ‘Q-o-C’
  - Experiences of satisfied users
  - Study based evidences of ICMR

A documentary being made to showcase the activities and experiences
Results

- Introduction of more DMPA brands in India including local manufacturer
- Supply side strengthened for demand generation
- Creation of platform to introduce other products (SDM, IUD, ECs) and expand geographically
- Increase positive media coverage of DMPA
- Demand creation by 360-degree category and network promotion
  - 0.4% use of injectables in 2005 in Uttar Pradesh compared to less than 0.01% in 1999 (RHI Survey in UP)
Sales and Prescription Results

- Use ➔ Sales ➔ Prescription

**Primary Sales**

- Units vs. Time:
  - Units: 0, 200, 400, 600, 800, 1000, 1200, 1400
  - Time: 'Jun 05, Jun-06, Mar-07

**Prescriptions**

- No. of Prescriptions / year vs. Year:
  - No. of Prescriptions: 0, 4000, 6000, 8000, 10000

Annual Growth in UP: 42% 
(Source: Internal Sales Data, DKT)

Annual Growth in UP: 25% 
(Source: IMS Prescription Audit)
Growth of the Network

Growth in no. of Network Clinics

- 105 clinics: Uttar Pradesh, 2003
- 635 clinics: UP and UTT, March 2007

Growth in no. of Towns Covered

- 3 cities: Late 2003-Mar ’05
- 3+6=9 cities: Apr 2005-Mar’06
- 3+6+10=19 cities: Apr 2006-Mar’07
- 19+25=44 cities: May 2007 onwards
Consumer counseling outside a Dimpa clinic