Expanding Effective Contraceptive Options: EECO
EECO Project Goal

• Support the introduction of new technologies and approaches to meet the needs of women and girls throughout their reproductive health life cycle.
• Worldwide, over 100 million women cite method-related reasons for non-use of modern contraceptives.
  • 34 million want methods that do not cause side effects
  • 31 million need methods appropriate for infrequent sex
  • 25 million need methods suitable to use while breast-feeding
  • 14 million need discreet methods or ones which they can use in spite of partner opposition.
EECO Products
Population Council developed the Progesterone Vaginal Ring (PVR) for breastfeeding women who account for 17% of women with unmet need.

Is used by breastfeeding women for up to one year and is replaced every three months.

Marketed in 8 Latin American countries.

Will be introduced through PSI networks in Malawi, Zambia and India.
EECO Products: Amphora Gel

- Simple, non-hormonal vaginal contraceptive gel inserted up to an hour prior to intercourse.
- Does not contain surfactants such as N-9, which is associated with an increased risk of acquiring STIs.
- Has US FDA approval as a lubricant. Phase III clinical trials as a contraceptive ended April 2014; FDA application for contraceptive indication planned for Q4 2014/ Q1 2015.
- Will be introduced through PSI networks in Malawi, Zambia and India.
EECO Products

- PATH’s SILCS diaphragm is a non-hormonal, discreet barrier method that is woman-initiated.
- SILCS is reusable and one-size-fits-most, meaning women do not need to visit a provider for a fitting.
- It is soft and comfortable to wear. It has side grips for easy insertion and a small dome that acts as a finger hook for removal.
- Will be introduced through PSI networks in Malawi and Zambia.
EECO Products: The Woman’s Condom

• The new Woman’s Condom is comfortable and easy to use with unique design features that allow for easy insertion, a secure fit, and good sensation.

• The material is thin and there is no inner ring. The end of the pouch is gathered in a small capsule that dissolves within seconds after insertion.

• Will be introduced through PSI networks in Malawi and Zambia.
Developed by the Population Council, the 12-month Nestorone®/ethinylestradiol (NES/EE) ring is worn in a “three weeks in/ one week out” cycle to allow for bleeding and can be reused for up to a year.

Clinical trials are complete and application to the FDA is planned for 2015.

Will be introduced through PSI networks in Malawi and Zambia.
The EECO Team will take a comprehensive approach to the value chain, addressing the five stages here below:

- **Stage 1**: Current and planned clinical studies, as well as preparation of product dossiers for registration.

- **Stage 2**: Working with manufacturers and securing IP and other rights affecting marketing and distribution.

- **Stage 3**: Product registration and other required legal steps.
EECO Stages

- **Stage 4**: “Baseline” consumer, provider and market research, developing strategies for pricing, branding (as appropriate), market segmentation, communication and distribution.

- **Stage 5**: Distribution, marketing and communication, medical detailing, M&E, and analysis of lessons learned.
EECO Results

- EECO is *product agnostic*. It will produce actionable information on which distribution and communication channels have the most traction with each product, what kind of training and advocacy are required, how to segment the market for each method, etc.

Results can be extrapolated in critical ways:

1. To bring products to larger scale in India
2. To translate lessons learned to other countries
3. To inform the introduction of other new methods in India and around the world.
Thank You!

Woman Care Global International
WomanCareGlobal.org
718 - 490 - 3248
8910 University Center Lane #120 San Diego, CA 92121