Relative Volumes of Antimalarials Distributed by Sector and Drug Type

- Benin
- Cambodia
- DRC
- Madagascar
- Nigeria
- Uganda
- Zambia

- First line ACTs
- Other ACTs
- Non-artemisinin monotherapies
- Oral artemisinin monotherapy

www.ACTwatch.info 9/17/2010
1. PRODUCTS

- **Diarrhea Treatment Kit (DTK):** bundle of 2 sachets of low-osmolarity ORS and 10 zinc tablets
- **Pre-packaged therapies for Pneumonia (PPT):** containing the first line antibiotics according to the local policy (cotrimoxazole or amoxicillin).
- **Pre-packaged ACTs:** WHO prequalified first line therapy.
- **Formal approval to distribute products sought from local MoH**
PRODUCTS (cont)

• Medicines are customized to the market and the audience, making them more approachable:

• Attractive PPT and brand name with simple instructions has a positive effect on consumer recall and compliance.

• The simpler, the better!
1. Low-literacy pictorial instructions help caregivers identify the correct drug and adhere to the correct dosing regimen.

2. Look at novel approaches when packaging cannot be changed e.g. pharma-bags.
2. PRICE

- PSI always seeks to align the lower end of the price range as much as possible.
- Price of each medicine is set based on willingness to pay data.
- Can have issues with public and private sector presentations of the same drug in facilities.
Median Price of Full Adult Antimalarial Treatments in the Private Sector

- **Benin**
- **Cambodia**
- **DRC**
- **Madagascar**
- **Nigeria**
- **Uganda**
- **Zambia**

<table>
<thead>
<tr>
<th></th>
<th>First Line Treatment</th>
<th>Most Popular Treatment</th>
<th>Oral Artemisinin Monotherapy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cambodia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DRC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madagascar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nigeria</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uganda</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zambia</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. PLACE
Private sector outlets are diverse

Try to use outlets with some kind of regulation or professional association.
3. PLACE

• The main route for delivery is through private sector pharmacies and community-based service delivery.
• PSI supports licensed clinics in a number of countries.
• Patent Medicine Vendors in Nigeria for ACTs.
• Through integrated CCM (public sector).
4. PROMOTION

Comprehensive communication strategy targeting caregivers and aiming at:

(1) developing awareness of major childhood illnesses and availability effective treatment product

(2) motivating for timely seek appropriate care.
PROMOTION (cont.)

PROVIDER TRAINING IS ESSENTIAL!!

They should be treated as a target audience for any communications initiatives.
Public Sector: Provider Knowledge of First-Line Treatment and Dosing Regimens

- Knows first-line treatment
- Knows correct adult dosing regimen
- Knows correct child dosing regimen

Benin
Cambodia
DRC
Madagascar
Nigeria
Uganda
Zambia

www.ACTwatch.info 9/17/2010
Private Sector: Provider Knowledge of First-Line Treatment and Dosing Regimens

% Knows first-line treatment
% Knows correct adult dosing regimen
% Knows correct child dosing regimen

Benin Cambodia DRC Madagascar Nigeria Uganda Zambia

n/a

www.ACTwatch.info 9/17/2010
PROMOTION (cont.)

1. **Medical detailing** not linked to sales, can discuss queries and questions relating to case management.

2. **Train providers** on using products, round table discussions are helpful as are job aids to help them counsel caregivers.

3. **Understand** the incentives and barriers to effective case management.
Take Homes

• The private sector is crucially important to addressing child survival.

• Understanding the behaviours and motivations of consumers and providers is key to improving standards of case management.

• Health care providers are a key group when determining treatment outcomes.