

**Defining and developing an
appropriate access strategy:
Key challenges**

Divonne les Bains – 27 July 2010

Goals

Goal of the access strategy

- ▶ Guide both pre and post introduction for more effective product planning, rapid adoption & relevant use
Inform the pipeline, identify fastest product route to the patients & financing, understand optimal use in the field & collect further safety / efficacy / effectiveness data.

Goals of this session

- ▶ Share “best practices”
- ▶ Identify main shared challenges in relation to access strategy & offer various perspectives to address these.
- ▶ Agree on those shared access hurdles that may benefit from joint action / coordinated mechanism

Panel participants

- ▶ **Steve Brooke, PATH**
- ▶ **Florence Camus-Bablon, DNDi**
- ▶ **Don Douglas, PDVI**
- ▶ **Elizabeth Gardiner , TB Alliance**
- ▶ **George Jagoe, MMV**
- ▶ **THE AUDIENCE**

Reference:

Access strategy discussion paper

- ▶ FSG: Laura Herman & Amanda Oudin
- ▶ With TB Alliance, PDVI & DNDi
- ▶ On behalf of the PDP access committee.
- ▶ 20 Interviewees from
 - 9 PDPs
 - 3 donors
 - 4 experts

Definitions

Access: “A set of coordinated activities needed to ensure that the products developed will ultimately have an equitable public health impact” (Source: Brooks et al. 2008)

Strategy: overall goals, priorities, tactics & metrics guiding access work. By definition iterative.

Main challenges:

1. Define Success & related metrics

Success = Facilitating role to select an appropriate mix of interventions & strategies (rational use) vs. adoption: use of THE product.

- ▶ *MVI* – success linked to the facilitation of country decision making. Malaria vaccine decision making framework
- ▶ *TB Alliance*: success linked to country adoption: “Nal programs considered likely to adopt TB Alliance developed regimen within 3 yrs”.
- ▶ *MMV* - broad definition: unique opportunity to drive impact, i.e. includes a facilitating role supporting all new antimalarials on the market (ex supporting innovative programs such as AMFm).

Success defined ➔ Allows to define general approach to major areas of access activities

Defining success and metrics to track progress:

Elizabeth Gardiner, TB Alliance

Refining & developing an appropriate access strategy

7/27/2010

Main challenges:

2. Branded vs. Generic positioning

Branded

Allows differential pricing & better incentive to the commercial partner?

Questions the mandate of PDPs to support branded product when competition is the best mechanism to drive down prices and PDPs should support all quality relevant products.

Branding: advantages and disadvantages, is there an optimal solution? Don Douglas (PDVI)

Main challenges:

3. What is PDPs'role re: access?

Key PDP role to “coordinate, facilitate, advise, catalyze and fill gaps”:
Highlight gaps & **advocate** for others to take action.

➤ Articulate PDP's role vs partners' role - Role of commercial partner
PDP/commercial partnerships: key drivers for optimized success:
Steve Brooke (PATH)

➤ Engage at country level & leverage partners in the field:
How far should the PDPs extend their reach?
Elizabeth Gardiner (TB Alliance)

Advocacy key at global & country levels: PDP's role at country level?
Importance of coordination of partners & neutrality (a PDP is NOT a
“product champion”) - Session on country decision making

Main challenges:

4. Incorporating access & RD

For optimal incorporation of access issues into design & dev. of new products (ie into RD decisions, clinical trial strategy etc)

Access priorities, i.e. end user requirements, reflected throughout the organization from the earliest stages of product development,

Responsibility integrated across organization.

➤ **Access embedded within organization**

4 PDP described formal arrangements

Essential elements of the access strategy: lessons learned. George Jagoe (MMV)

Where do we go from here?

- ▶ Share best practices & learn from each others
- ▶ Identify shared access strategy hurdles that may benefit from joint remedy & coordination?
 - Ex: coordination of outreach at country level

Discussion – all participants