

# Defining Success on Access & Metrics to Track Progress

July 27, 2010

PDP Access Meeting

# How PDPs Define Success

- ***MVI***
  - success linked to the facilitation of country decision making, using malaria vaccine decision making framework
- ***TB Alliance***
  - success linked country adoption: “programs considered likely to adopt TB Alliance developed regimen within 3 years”
- ***MMV***
  - success linked to whole portfolio: creating informed acceptance platforms and facilitating support of all new antimalarials on the market (ex supporting innovative programs such as AMFm)

# Usefulness of Defining Success

- Help with planning and priorities
- Orients the strategy around overarching goal
- Narrow scope of issues = useful focus
- Linked to country adoption = only products wanted by countries
- Broad scope (all related products) = wide disease impact
- Others?



# How to Measure Access Success?

- **What metrics will be used to measure these?**
- **Who will measure, how and who will pay?**
- **What are the other 10 or 11 PDPs using to define success?**
- **Ideas for adoption success metrics**
  - volume of product sold/# of users adopting
  - # of countries with product registered
  - time from SRA registration to WHO PQ
  - time to purchase by countries
  - time to first use
  - Etc.

# What about pre-launch access metrics?

- **Interim success indicators for our day to day work, not just post-licensure adoption**
- **Demonstrate our contribution internally & externally**
- **Possible metrics**
  - # of countries visited
  - # of program managers met with to discuss product
  - # of “exposures” of decision makers to product info
  - # of studies about countries’ needs and product preferences
  - # of countries saying they will adopt
  - changes made to TPP
  - portfolio or clinical trials as a result of access discussions
  - etc.