Infographic—Getting to market: Roadmap for user access

Saumya RamaRao
*Population Council*

Wilson Liambila
*Population Council*

Fatou Mbow
*Population Council*

Avishek Hazra
*Population Council*

Follow this and additional works at: [https://knowledgecommons.popcouncil.org/departments_sbsr-rh](https://knowledgecommons.popcouncil.org/departments_sbsr-rh)

**Recommended Citation**

This Graphic/Image is brought to you for free and open access by the Population Council.
GETTING TO MARKET: ROADMAP FOR USER ACCESS

The Population Council is an established leader in the development of innovative reproductive health technologies and bringing them to users worldwide. We work with stakeholders at every step of the roadmap from innovation to scale-up into health systems. Advocates identify health areas of critical need; users inform our product design; donors, social entrepreneurs, manufacturers and other market actors invest in our ideas; policy makers and implementers in the public and private sectors assist in launching the health technology; and health care providers and consumers provide feedback on how well technologies are addressing needs while product designers and manufacturers continuously improve the technology.

**STAGE 1**
Develop high value innovation for users and providers
- Document a health need
- Target product profile development
- Research
  - Basic science
  - Clinical trial for safety and efficacy
  - Acceptability studies
- Incorporating user voices in design process (human-centered design)

**STAGE 2**
INVESTMENT

Prepare key stakeholders and markets for delivery of innovation

Behavioral and market research
- Business case for investors
- Analysis of distributors/service providers
- Market sizing and segmentation
- Market access plans, including licensing
- Risk analysis
- Value proposition messages
- Consumer acceptability, willingness and ability to pay
- Policy and program analysis

Regulatory pathway
- Regulatory assessments
- Negotiation with regulator
- Stringent regulatory authority (SRA) versus non-SRA approval
- Dossier submission to regulator

**STAGE 3**
LAUNCH

Introduce product/service in priority market segments

- Supply chain preparation
- Guideline development: training and training curricula, service delivery, information, education and communication materials, policy frameworks
- Procurement planning including forecasting and quantification
- Inclusion in global and national essential medicines list
- Integration into health management information systems
- Demand generation
- Quality control of manufacturing

**STAGE 4**
SCALE UP

Ensure reliable supply, scale up with quality and sustainability
- Quality of service delivery
- Supply chains established including procurement and financing
- Post-market surveillance including post-market consumer feedback
- Manufacturing at volume
- Innovations in manufacturing to derive efficiency and cost control