E-COMMERCE OF REPRODUCTIVE HEALTH SUPPLIES: FAMILY PLANNING IN THE DIGITAL AGE
WHAT WE’LL DISCUSS

RHSC Welcome

Approach & Partners

The Big Picture

The Stories

What’s Next?
RHSC
Membership organization with 364 partners committed to increasing access to a full range of affordable, quality reproductive health supplies in low- and middle-income countries.

Innovation Fund
The Coalition’s small grants mechanism for financing innovative ideas to increase access to RH supplies.

New and Underused RH Technologies Caucus
“Underused”: Reproductive health technologies that are not routinely available in the public, private, or social marketing sectors, as well as those technologies not routinely procured by the major procurers.
APPROACH & PARTNERS
4 countries. 3 new/underused methods. Expert partners.

INDIA  KENYA  U.S.A.  MEXICO

kaarak  *iHubResearch  Institute for Reproductive Health  mexfam.

EMERGENCY CONTRACEPTION  CYCLEBEADS  FEMALE CONDOMS

International Consortium for Emergency Contraception  cycle
technologies  Rutgers

A global & local perspective.
WHY E-COMMERCE & RH SUPPLIES?

You can buy anything online, and people do.

DuneCraft
Bring Learning to Life!

Owl Vomit?

UnReal UPchuck

Actual Product Dimensions:
4.9" x 2" x 7.7"

Each Complete Kit Includes:
• Mouse Pellet
• Starting Pellet

Kids and puke go hand in hand! This brand new box set combines the thrill of dissecting owl puke and rebuilding skeletons with the hypoallergenic and sanitary means that only modern manufacturing can provide. The sanitary and synthetic pellets will provide hours of fun. Complete kit comes with two kinds of pellets, bone sorting chart, dissection tray, and magnifier.

Item # UU-0311

UFO-02 Detector

By Images SI

Price: $74.95

Usually ships within 6 to 10 days.
Ships from and sold by Images SI Inc.

Ordering for Christmas? Based on the shipping schedule details.

Specifications for this item

Great Deals

Holiday Deals in Business, Industrial &
Find great deals for your business or organization.

Shop now.
You can buy anything online, and people do.

> 46% of the world went online in 2015, many of them to shop.

In 2014, business-to-consumer online sales reached ~$1.5 trillion.

A trend this big impacts every market, including RH supplies and information.
THE BIG PICTURE
The Countries

E-Commerce is here, but unevenly.

- Everywhere we looked, at least some RH supplies were available online.
- Availability of methods and brands varied greatly by country, from narrow (Kenya) to broad (India and the US).
- Factors that impact availability were bigger than the RH supplies market and not easily addressed.
Male condoms appear to be available online almost universally.

Methods face limitations depending on their characteristics.

- Hormonal methods limited by prescription requirements in some countries.
- Underused methods limited by lack of awareness.
- Some methods currently require the assistance of a health professional in most settings.
- Information-based methods moving to digital platforms.
FINDINGS

☑ Infrastructure ties it all together.

☑ Regulation shapes markets.

☑ Information provision is an entry point.

☑ Customer profiles and preferences are paramount.

☑ New and underused methods face unique barriers.
E-commerce needs support in the physical and digital world. Everything must come together before a package reaches the customer!

<table>
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<tr>
<th>PHYSICAL</th>
<th>DIGITAL</th>
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<tr>
<td>Mailing addresses</td>
<td>Payment systems</td>
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<tr>
<td>Delivery services</td>
<td>Search capabilities</td>
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<td>Internet access</td>
<td>Local websites</td>
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<td>Warehouses</td>
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<td>Imports or in-country manufacturing</td>
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**REGULATION SHAPES MARKETS.**

What methods are available and to whom?

- **OVER-REGULATION**
  Sellers can’t provide RH supplies online.

- **UNDER-REGULATION**
  Customers won’t buy RH supplies online.

- **UNCLEAR REGULATION**
  No one will buy or sell, for fear of breaking the law.
Through the internet, customers can learn about RH options.

<table>
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<th><strong>PROS</strong></th>
<th><strong>CONS</strong></th>
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<tr>
<td>Spreads awareness of less known methods</td>
<td>Assessing the accuracy of information online can be difficult</td>
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<td>Gives information about side effects or tutorials on how to use</td>
<td>Not all questions are Google-able</td>
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<td>Peer to peer sharing</td>
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Customers are complex, motivated by:

- **Convenience**
- **Anonymity**
- **Increased method choice**

If they’re worried that family will see a compromising package at the door or that delivery won’t be in time to be useful, they’ll stay away.
NEW & UNDERUSED METHODS FACE UNIQUE BARRIERS.

E-commerce may increase access to or awareness of these methods, but it won’t bring an immediate transformation.
THE STORIES
✓ Rapidly growing e-commerce market, particularly for health and personal care products

✓ Opportunities for new products and players in the RH & FP market

✓ Shifting delivery channels that expand customer access to RH & FP goods and services

✓ New infrastructure and demographic trends that expand customer access to information
“American e-commerce already includes RH supplies and services but has the potential to expand sales both to new customers and at greater volumes to existing customers.”
- E-commerce users are young, busy, “techno-savvy” with disposable income
- Urbanites more likely to use the internet and like internet-friendly short-term spacing methods
- Infrastructure and trust in technologies (include logistics, payment platforms and networks with existing providers) still low but growing
- Growth could be driven by poor physical access to supplies and online payment like M-PESA
- Kenyans want e-commerce to provide information and counselling on FP and other RH products when they use a new method
“Stores are too expensive because the supply is low and the cost per square foot is too high compared to the cost of goods. Access to retail in certain areas is bad. So there is a huge case for consumables being brought online, especially if they are all being sold in one area of the country.”

PETER NDIANG’UI, COUNTRY MANAGER, OLX KENYA
Need: Privacy! Many Indians are concerned about lack of privacy in delivery or billing.

Solutions: Packaging! E-commerce companies ship in discreet packaging.

Need: Alternative payment methods! Card and online payments are increasing, but many Indians still need other methods.

Solutions: Cash on delivery! Products can be purchased online and paid for at the doorstep.
“I just like to see and feel the product before I buy.”
E-commerce is rapidly expanding. But persistent, poorly-designed search protocols and inadequate access to product information online prevents customers from finding RH supplies and information.

“Until companies develop platforms with a more user-friendly search process and purchasing interface, and with more complete information on contraception, it will be difficult for this market to grow.”
E-commerce likely to **gain importance as means for distribution** that runs parallel to (does not replace!) offline sales and programming.

**Hindering factors refer to customer behavior and preferences:**
- Gender (in)equality is underlying for all hindering factors
- General lack of awareness hinders potential for e-commerce growth for female condoms
- Face-to-face contact crucial for first-time users

We give some examples to (partly) deal with these hindering factors.
“Can't believe I waited so long to try this. It's fantastic! Easy to use, adds to the sensation in my humble opinion, easy for him and doesn't interrupt the process like (male) condoms do. And feeling much less untidy afterwards is another big bonus. Just wish they were sold in stores. Women should have equal ease of access to products intended for them anyway.”
✓ Full over-the-counter, non-prescription access
  ▪ Routine e-commerce (usually brick-and-mortar stores that have an online presence)
  ▪ “Marketplace” access (Amazon, Craigslist)
  ▪ Specialized sites (Women Help Women, Afterpill.com)

✓ Behind-the-counter or prescription access requiring screening
  ▪ Prescription by clinician: Ella via Kwikmed
  ▪ Online checklist: Mr. Ed, many European sites

✓ No legally registered product
  ▪ Online information in the Philippines (telephone to order)
  ▪ British site serving Malta
  ▪ Women Help Women
“Access is not just availability. It is also affordability. That is why we think an e-commerce platform can reduce barriers.”

FOUNDER OF AFTERPILL.COM
E-commerce is an important distribution channel for CycleBeads.

A unique challenge for CycleBeads as a one-time low-cost purchase, is the revenue model.

Mobile technology is a potential game changer – affecting how this method is accessed and used.

“70% of the world’s population will use a smartphone by 2020.” Ericcson Mobility Report 2015
“Young women are coming into my office looking at their phones. CycleBeads app fits right into their lifestyles.”

MEDSTAR HEALTH PROVIDER, USA
WHAT'S NEXT?
WE STILL HAVE QUESTIONS.

How do people like to get information online?

What encourages correct use of FP?

How can e-commerce spread information on underused methods?

Will electronic payment options expand e-commerce?

Can delivery systems become more reliable, private and secure?

Who is most likely to need or use e-commerce?

What methods will benefit most?

Are our findings valid in other countries?

How will these trends impact traditional health systems?
...WHAT ARE YOURS?
CONCLUSIONS

- E-commerce for RH supplies landscape varies considerably within and among countries.
- Underused methods are, similarly, a diverse group.
- Factors to consider: Infrastructure, Regulations, Customer
- The availability and accessibility of information is critical.

E-COMMERCE: not the way, but a way.
DOWNLOAD CASE STUDY SERIES + OVERVIEW NOW:
http://irh.org/e-commerce-for-rh-supplies-case-studies
Innovation is constant.