Plan for today

• Quick notes
  – Meet Alison
  – Thumbs up on WedUps!
  – Adding Tricia Morente to all-star lineup, Feb 28th

• Introduction to today
  – Point of care picture
  – Perspectives of technology and strategy in global health

• Lina Sayed

• Coming up:
  – Mentor check ins (meeting 1)
  – Tuesday lunch session
  – Organizational profile
  – Professional development plan
  – Next class: Global health overview
What is needed at the point of care?
What is needed IN THE DOCTOR-PATIENT INTERACTION?

• list everything!

• then discuss: how does technology impact these inputs
TECHNOLOGY
Diagram of Embrace infant warmer removed due to copyright restrictions.
Kevin Starr, Mulago Foundation, asks the following

- Is the product needed?
- Does it work like it’s supposed to?
- Will it get to those who need it?
- Will they use it right when they get it?

Watch his poptech talk: [http://poptech.org/popcasts/kevin_starr_lasting_impact](http://poptech.org/popcasts/kevin_starr_lasting_impact)
## A Tale of Two Supply Chains

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>MEDICINE SUPPLY CHAIN</th>
<th>COCA-COLA SUPPLY CHAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>• Production occurs mostly internationally.</td>
<td>• Production of Coca-Cola concentrate occurs internationally.</td>
</tr>
<tr>
<td></td>
<td>• Capital intensive and highly skilled production process.</td>
<td>• Bottling is less capital and skill intensive.</td>
</tr>
<tr>
<td></td>
<td>• Production is strictly regulated by national and international agencies.</td>
<td>• Bottling carried out locally in each market.</td>
</tr>
<tr>
<td></td>
<td>• Large economies of scale.</td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td>• Lack of systematic information collection tools.</td>
<td>• Systematic information collection tools.</td>
</tr>
<tr>
<td>Gathering</td>
<td>• Expensive one-off monitoring and data collection.</td>
<td>• Innovative methods of data collection using third parties and own sales force.</td>
</tr>
<tr>
<td></td>
<td>• Central, assumption-based supply chain planning.</td>
<td>• Data-driven supply chain planning.</td>
</tr>
<tr>
<td>Distribution</td>
<td>• Product-specific distribution asset investments (both human and capital assets).</td>
<td>• Generic distribution asset investments.</td>
</tr>
<tr>
<td></td>
<td>• Higher need for traceability and security.</td>
<td>• Competition used to achieve higher contract compliance.</td>
</tr>
<tr>
<td></td>
<td>• Limited competition in the distribution segment.</td>
<td>• Horizontal collaboration.</td>
</tr>
<tr>
<td></td>
<td>• Poor contract compliance on attributes such as service level, and delivery lead time.</td>
<td>• Higher frequency of delivery to retail points of sale.</td>
</tr>
<tr>
<td>Retail Point</td>
<td>• Limited to regulated pharmacies or government-run clinics.</td>
<td>• Variety of retail sales points such as restaurants, bars, or supermarkets, in cities, towns, and smaller retail kiosks in rural areas.</td>
</tr>
<tr>
<td>of Sale</td>
<td>• Limited innovation on new points of sales due to regulation.</td>
<td>• Constantly innovating to create new points of sale.</td>
</tr>
<tr>
<td>Incentive</td>
<td>• Limited ability to create incentives for actors in publicly run distribution systems.</td>
<td>• Incentive alignment through contracting given due importance.</td>
</tr>
<tr>
<td>Structures</td>
<td>• Simple single-party contracts.</td>
<td>• Sales incentives, service-level incentives commonly used in both pricing and employment contracts.</td>
</tr>
<tr>
<td>Consumption</td>
<td>• The consumption of some medicines, vaccines, and other health products results in higher benefits to society as a whole and not necessarily to individuals.</td>
<td>• The benefits from consumption of consumer products and soft drinks accrue primarily to the end consumer. In fact, society may sometimes bear a cost from their consumption.</td>
</tr>
<tr>
<td>Benefits</td>
<td>• Medicines are what people “need.”</td>
<td>• Soft drinks are what people “want.”</td>
</tr>
</tbody>
</table>

From “Learning from Coca-Cola” by Prashant Yadav, Orla Stapleton, and Luk Van Wassenhove
STRATEGY
Value in healthcare

What Is Value in Health Care
Supplementary Framework Papers:
Value in Health Care
Measuring Health Outcomes
Reponses: Correspondence

The New England Journal of Medicine
Michael E. Porter
December 8, 2010

Diagram of outcome measures hierarchy (Fig. 1) removed due to copyright restrictions.
HIV/AIDS Care Delivery Value Chain

Resource-Poor Settings

- Informing and Engaging
- Measuring
- Accessing
- Prevention & Screening
- Diagnosing & Staging
- Delaying Progression
- Initiating ARV Therapy
- Ongoing Disease Management
- Management of Clinical Deterioration

Patient Value (Health outcomes per unit of cost)
Coming up

• Review this week’s readings, including optional, for applicability to your project
• Mentor check ins (meeting 1)
• Tuesday lunch session
• Organizational profile
• Professional development plan
• Next class: Global health overview


Blaya, Joaquin A, Hamish S.F. Fraser, and Brian Holt. 2010. “E-Health Technologies Show Promise in Developing Countries.” *Health Affairs*, June 6: 244-251.
