

*Remov*Aid

CALL FOR HEALTH ECONOMIC STUDY

23 May 2019

STANDARDIZING IMPLANT REMOVAL

Medical device for removal of contraceptive implants.

Current removal procedure is manual and requires skilled operator.

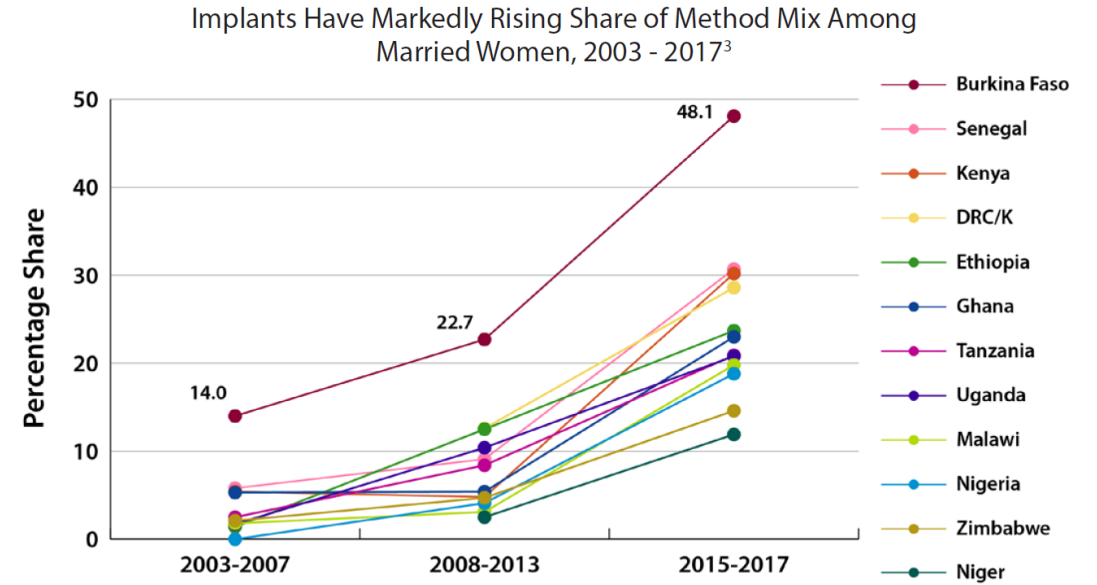


BACKGROUND

Contraceptive implants are used globally.

Increasing number of women adopting this efficient method, especially since 2013 in sub-Saharan, as implant manufacturers lowered their prices under the Implant Access Program (IAP).

Unprecedented success story: convinced manufacturers to lower their prices, by guaranteeing sales of 40 million implants.



BOTTLE NECK

The millions of inserted implants have to be removed when women want to stop contraception or after expiration date (3 years). These women may not have access to removal.

RemovAid wants to support the final part of this project (removal) to make the contraceptive implant experience a success.

We believe women deserve access to a good contraceptive method, including its removal.

WHAT WE NEED

Two case-studies/segments:

- Low-income countries (Sub-Saharan Africa)
- High-income countries (EU or USA)

Global Health Economic study that should come up with sound **economical arguments** justifying the price and overall benefit of using RemovAid's product.



QUESTIONS

Sub-Sahara is a particularly cost sensitive market.

Unknown regulatory and political constraints.

Published data on current manual removal procedure may not match reality, or may not be available for some countries.

 Field data collection

THINGS TO LOOK AT

High-income country assignment:

- Economical data
- Reimbursement systems & codes

Low-income country assignment:

- More complex segment, macro-economic
- Training costs, failed removal costs
- Identify decision maker/buyer/payer on targeted markets
- Indirect cost if contraceptive implant projects fail

OUTCOME OF THE STUDY

Better understanding of targeted markets, with data and analysis documented in a report.

Economical arguments (e.g. 2 claims with key numbers) justifying the price ensuring market acceptance, and overall cost benefit of using RemovAid's product.



INTERESTED?

Questions to nicolas@removaid.com

Follow-up meeting with inventor and CEO Marte Bratlie, MD
(3pm tomorrow at the reception)

Possibility to have several students working on this study.
Growing company.

Thanks for your attention