

## What is the HIV Prevention Market Manager?

Through the HIV Prevention Market Manager (PMM) Project, AVAC and CHAI seek to facilitate an efficient and effective rollout of HIV prevention products. The PMM works with partners across the prevention research to rollout spectrum to expand the portfolio of options and ensure appropriate products are available, accessible and used by those who need them most.

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### • Prevention Market Manager Objectives •



Understand the end user



Understand the payers of prevention



Accelerate introduction of prevention products



Improve R&D pipeline



Global coordination

## Why is the PMM Needed?

There is often a delay in moving products from the research and development stage to rollout, uptake and impact. The PMM project addresses this lag by identifying critical gaps and overlaps, facilitating coordination, compiling and disseminating information and providing strategic technical support. Working with the full range of actors and initiatives, the PMM project makes clearer where strategic investments in prevention products are needed and supports accelerated introduction, consistent, correct uptake by end users and informs future product development.

## Research to Rollout Continuum

The five main PMM project objectives mapped across the research to rollout timeline:



Understand the end user

### RESEARCH & DEVELOPMENT

BASIC

PRECLINICAL

CLINICAL

IMPLEMENTATION  
SCIENCE

INTRODUCTION  
INITIATIVES

ROLLOUT



Improve R&D pipeline



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## OBJECTIVE

## ACTIVITIES



### Understand the end user

Share learning on critical prevention product issues of adherence, segmentation and uptake by end users, with focus on AGYW

Assess the scope of the end-user project landscape and identify and fill gaps through research or partnership with others working in the space.



### Understand the payers of prevention

Ensure availability of sustainable resources for HIV prevention

Determine what effective prevention will cost, and support payers to make thoughtful decisions around prevention investments.



### Accelerate introduction of prevention products

Determine what makes product introduction successful, support scale up and apply lessons for future products

Support and document the critical steps to product introduction such as country policies and guidance, fast-track product registration, supply chain strengthening, resource mobilization, commodity forecasting and more.



### Improve the R&D pipeline

Improve acceptability and accessibility of priority HIV prevention products in the pipeline

Work with developers early in the development process to ensure products meet needs of end users; develop market forecasts and work with modelers to estimate cost and impact of introducing new tools; and anticipate unique challenges that each product will need to resolve.



### Global coordination

Find the best mechanisms to create efficiencies across all parties working in prevention

Gather, synthesize, and disseminate information for strategic decision making among product developers, funders, governments and implementers.

## HIV Prevention Market Manager

Accelerating Product Introduction  
Informing Product Development  
Reducing Time to Impact



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