



Dual Prevention Pill Market Preparation and Introduction Strategy

Executive Summary

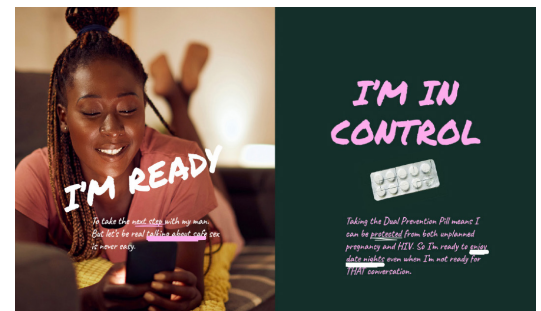
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To accelerate the introduction of the [Dual Prevention Pill \(DPP\)](#), a daily oral pill for HIV and pregnancy prevention, a [Market Preparation and Introduction Strategy](#) for the DPP was published in 2021. The strategy identifies priorities for a coordinated effort across donors, governments, implementing partners, civil society, and other stakeholders.

Updates to the strategy in August 2023 incorporate significant progress and will help prepare the field to maximize access to the DPP and learn lessons for the rollout of future multipurpose prevention technologies (MPTs). New highlights include:

- **The DPP landscape has grown and diversified:** Population Council and Medicines360 are developing a second-generation DPP with F/TAF. The HPTN 104 acceptability study will expand the DPP evidence base, in advance of rollout.

- **We know more about who potential DPP users are:** [Research](#) in Kenya, South Africa, and Zimbabwe identified five archetypes of potential DPP end users, each with distinct values, motivators, and lifestyles. The research includes finding on how best to position the DPP to reach each archetype. The DPP is likely to appeal to users who want to be prepared for the unpredictability of life and can help women navigate competing values in their lives, such as personal and relationship goals.



Example of DPP creative materials

- **We've developed counseling messages for DPP providers:** A working group developed [counseling recommendations](#) for the DPP based on existing guidance for PrEP and Family Planning. Many providers are not accustomed to counseling on both products, and these recommendations fill an important gap. Some aspects of DPP counseling will be more complex than for oral contraception (OC) due to the PrEP component (e.g., what to do in cases of missed pills), while other DPP counseling messages reflect alignment across OC and PrEP counseling (e.g., initiation and time to protection).

- **Opportunities to leverage the private sector have expanded:** [Research](#) on potential private sector delivery channels has identified pharmacies, telehealth, and private clinics, amongst other channels, that could introduce the DPP alongside public sector rollout. Preparing these channels for PrEP provision requires engagement with Ministries of Health and providers; policy shifts to expand authorization to prescribe PrEP to pharmacists; and further research on pricing and willingness-to-pay.

Scoped Delivery Channels	DIRECT-TO-CONSUMER CHANNELS												INDIRECT-TO-CONSUMER / ACCESS THROUGH A THIRD PARTY								
	Pharmacy		E-Pharmacy		Telehealth		Telemedicine		Community Distribution		Mobile Outreach		Non-Governmental Organisation		Faith-Based Organisation		Private Network Clinic		Social Franchise Network		
Country	K	S	Z	K	S	Z	K	S	Z	K	S	Z	K	S	Z	K	S	Z	K	S	Z
Recommended for DPP Delivery																					
Market Considerations																					
Policy and Regulation																					
Public-Private Coordination																					
Monitoring and Evaluation																					
Supply Chain																					
Financing																					
Other Key Criteria																					
Scalability																					
Sustainability																					
Geographic Coverage																					

K = Kenya
 S = South Africa
 Z = Zimbabwe

■ Recommended channel for the delivery of the DPP/performs highly against market criteria and other key criteria
■ Has potential, but not currently a recommended channel for the delivery of the DPP/performs averagely against market criteria and other key criteria
■ Does not currently have much potential and not recommended for the delivery of the DPP/performs poorly against market criteria and other key criteria

Analysis of market criteria for private sector delivery channels

- **The DPP could be cost-effective in certain populations and settings, with potential for cost-savings among populations who are at especially high risk of HIV:** Leveraging an innovative model incorporating HIV and pregnancy-related outcomes and costs, this [analysis](#) revealed that the DPP could be cost-effective for populations who are highly vulnerable to acquiring HIV. However, outcomes are highly sensitive to adherence and more research is needed to develop strategies to support informed choice and effective use.

For more information, see the full DPP Market Preparation and Introduction Strategy [here](#).

