

The CQUIN Learning Network

Annual Meeting

Community Based ART Pick-up Points

Phil Roberts
Project Last Mile

February 13-15
Maputo, Mozambique



HIV LEARNING NETWORK
The CQUIN Project for Differentiated Service Delivery



Agenda

- Introduction to Project Last Mile
- CCMDD in South Africa
- Conclusion

Project Last Mile



Project
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MILLIONS OF PEOPLE IN AFRICA LACK ACCESS TO CRITICAL MEDICINES.
YET, YOU CAN GET A COCA-COLA PRODUCT NEARLY
ANYWHERE IN THE WORLD



WHAT IF

WE ALL CAME TOGETHER
AND SHARED...

SKILLS &
IDEAS

DISTRIBUTION EXPERTISE,

MARKETING EXPERTISE

BUSINESS SKILLS

TO HELP GET LIFE - SAVING MEDICINES
AND MEDICAL SUPPLIES TO THOSE
THAT NEED IT MOST?

THIS IS

PROJECT LAST MILE

This powerful collaboration among The Coca-Cola Company, The Coca-Cola Africa Foundation, USAID, The Global Fund and the Bill and Melinda Gates Foundation is transforming African governments' medical supply chains. By drawing on Coca-Cola's 85+ years of experience distributing beverages to the most remote corners of Africa, life-saving improvements are being made to the storage, distribution and marketing of critical medicines and medical supplies.

THE RESULT IS
HEALTHIER, HAPPIER
COMMUNITIES.

And we're not done yet. Project Last Mile is gaining momentum and expanding to more countries. Multiplying hope for many more people.

Since the first pilot in 2010, PLM has implemented programs in 7 out of 10 countries in Africa.



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GHANA (2011 – 2013)

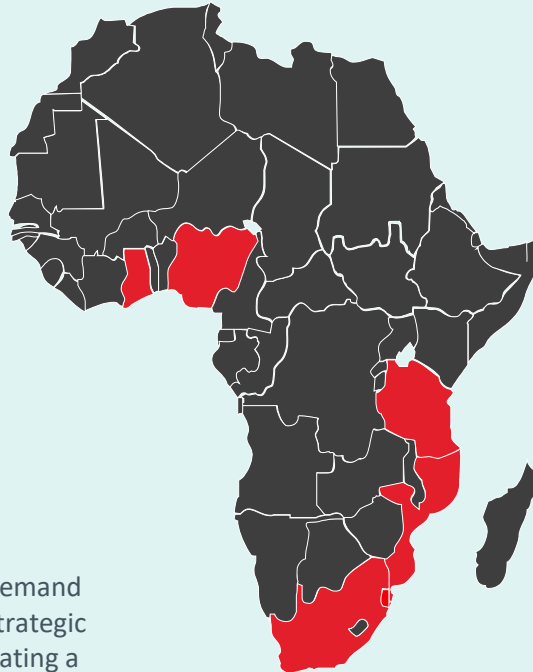
Pilot created a blueprint for improved uptime of cold chain equipment used for vaccines and introduced the use of market research & segmentation model to improve uptake and adherence for immunizations.

NIGERIA (2016 – present)

Tapping into the Coca-Cola ecosystem to help improve uptime and management of vaccine cold chain equipment and save lives of children in Nigeria. Pilot in Lagos State with intention to replicate country-wide

LIBERIA (2017 – present)

Leveraging and adapting Coca-Cola best practices in demand planning, distribution optimization, network design, strategic planning and organizational development, PLM is initiating a partnership with the Central Medical Stores to help build a functioning medical supply chain.



TANZANIA (2010 – present)

Building on six years of partnership to further strengthen distribution and management of medical supply chains in Tanzania. Currently reviewing opportunity to re-engage new work.

MOZAMBIQUE (2016– present)

Applying Coca-Cola best practices in route-to-market and logistics to improve distribution of medicines and health products to those in need.

SOUTH AFRICA (2016 – present)

Leveraging the Coca-Cola ecosystem to help revolutionize distribution of chronic medicines.

SWAZILAND (2016 – present)

Leveraging and adapting Coca-Cola best practices in strategic marketing and talent management to support increased demand for critical health services for HIV prevention.

Project Last Mile is a true Golden Triangle partnership, bringing together public, private and civil society partners to improve access to medicines in 10 countries in Africa.



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Project Last Mile
leverages Coca-Cola's
unique expertise to help
governments make
improvements to
storage, distribution and
demand



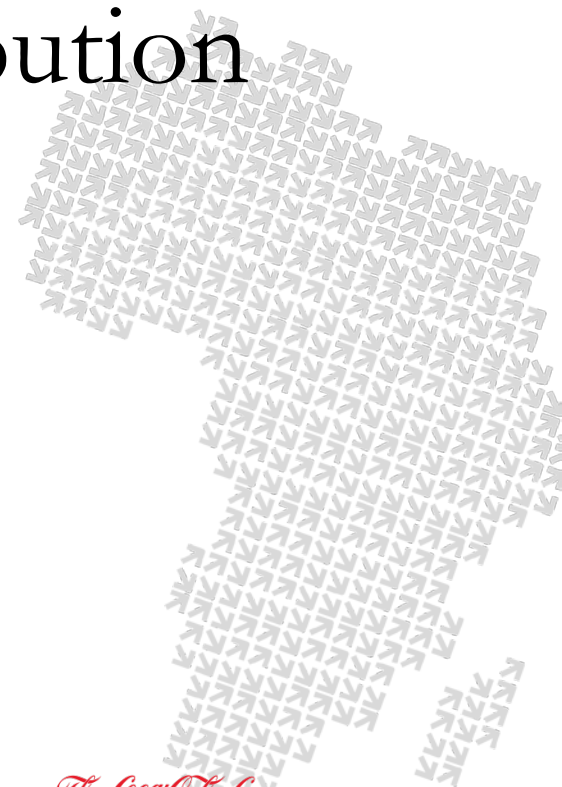
PARTNERSHIP SUMMARY

Launch	<ul style="list-style-type: none"> Started in 2009, expansion announced June 25, 2014
Investment & Partners	<ul style="list-style-type: none"> Commitments from the Coca-Cola System, USAID, The Global Fund and the Bill & Melinda Gates Foundation
Program Focus – Examples	<ul style="list-style-type: none"> Logistics/Distribution Strategic Marketing General Business Skills Talent Management Cold Chain Equipment Maintenance
Program Goal	<ul style="list-style-type: none"> To improve health systems management and supply chain efficiencies in 10 African countries by 2020
Progress	<ul style="list-style-type: none"> Programs activated in 7 out of 10 countries to date



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Central Chronic Medicine Dispensing and Distribution (CCMDD) in South Africa



BILL & MELINDA
GATES foundation

Coca-Cola Africa Foundation

The Coca-Cola Company

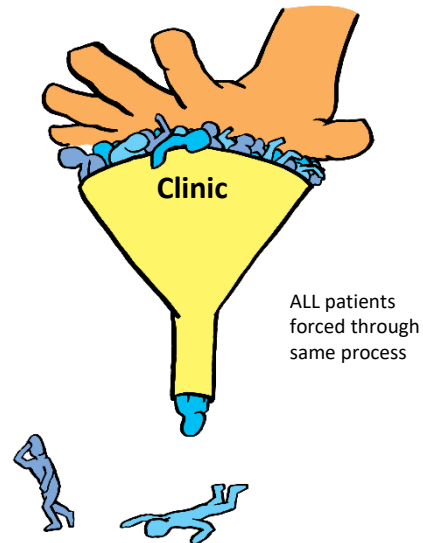
The CCMDD Concept



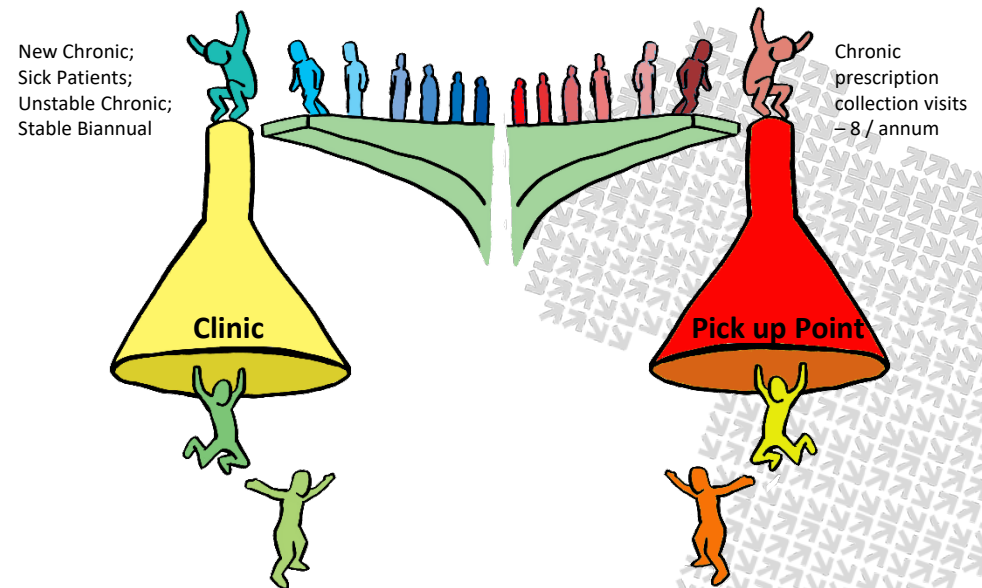
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CCMDD reduces the annual facility visits by 83% (from 12 down to 2 visits) significantly decongesting the PHC facility

Current Situation



Paradigm Shift to Better Serve Chronic Patient

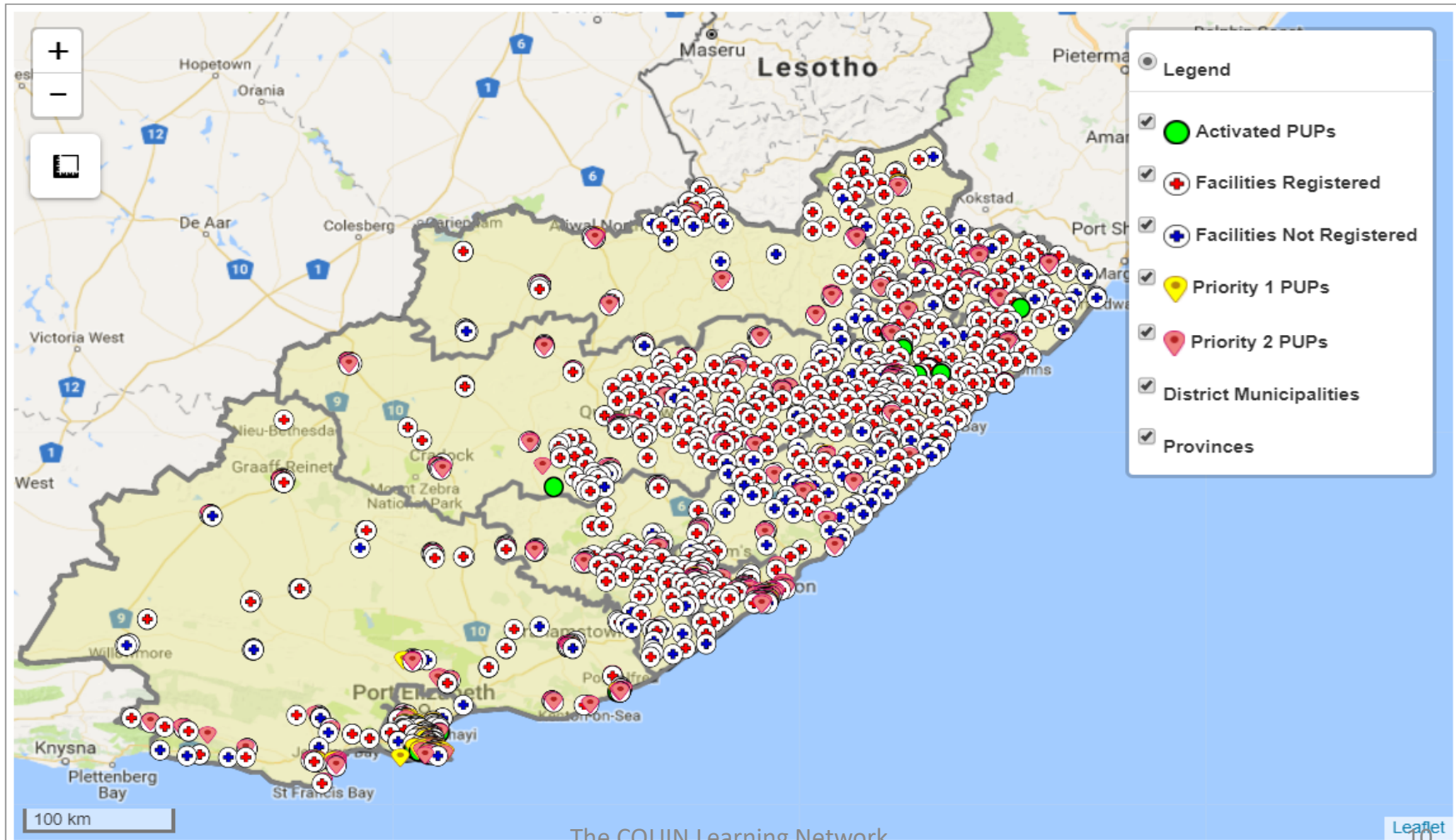


CCMDD PLM Deliverables

- Geospatial Mapping
- CCMDD Business Case
- District Decongestion Plan
- Financial Modeling
- Design new route-to-market approaches
- Engage, enrol, manage private sector retail outlets
- Provide strategic assistance at a national level



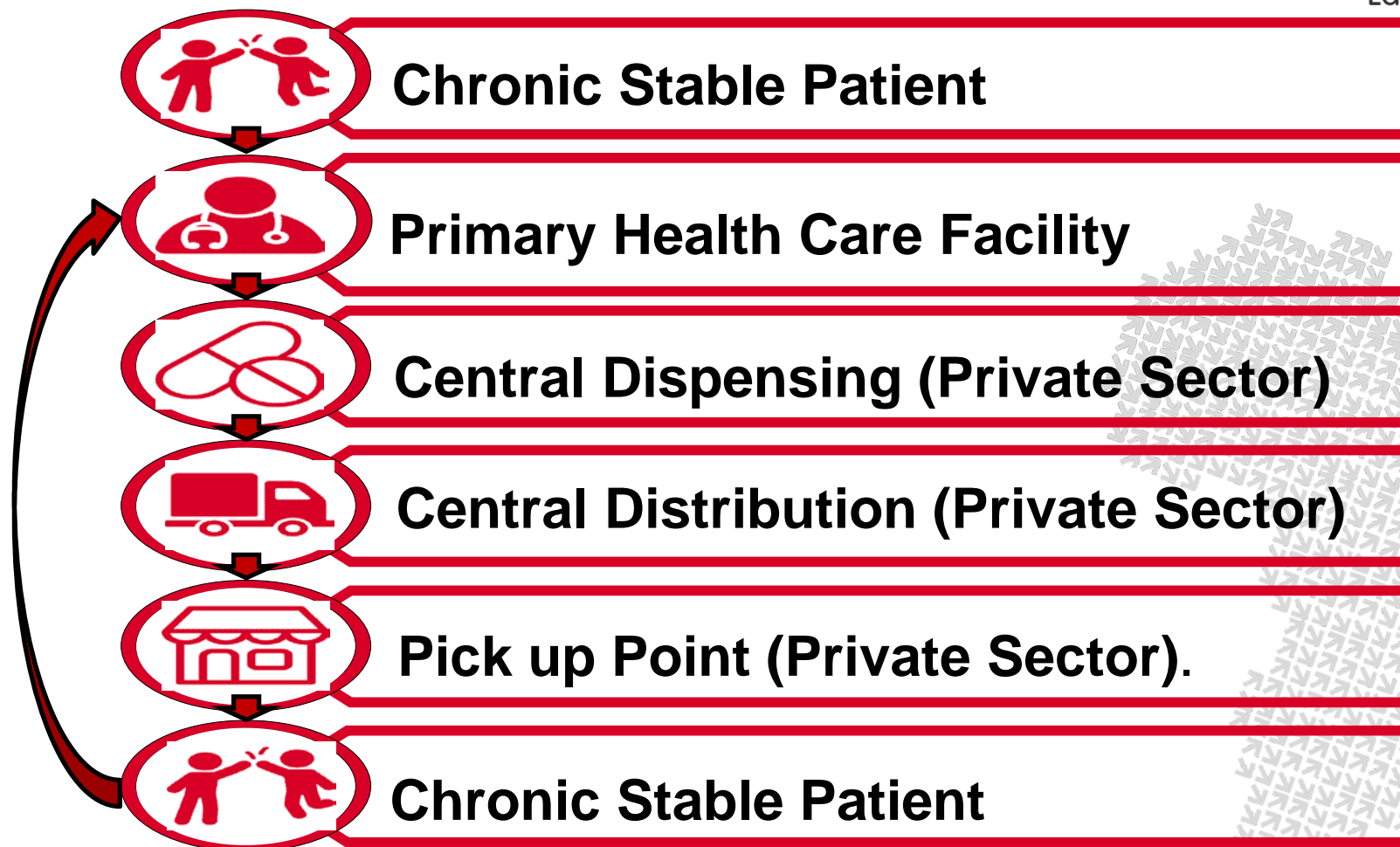
Geo-mapping intelligence is used to determine burden of disease to guide PUP locations.



The CCMDD Process



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Progress to date

- 833 contracted pick up points
- 2,000,000 patients registered
- 83% reduction in a CCMDD patient's annual cost to collect medicine
- Average waiting time to collect per visit:
CCMDD at a PuP: 10min vs. PHC 4-5hrs
- CCMDD improves patient adherence by 8-29%
(PHC 70%-82% vs. CCMDD 90-99%)

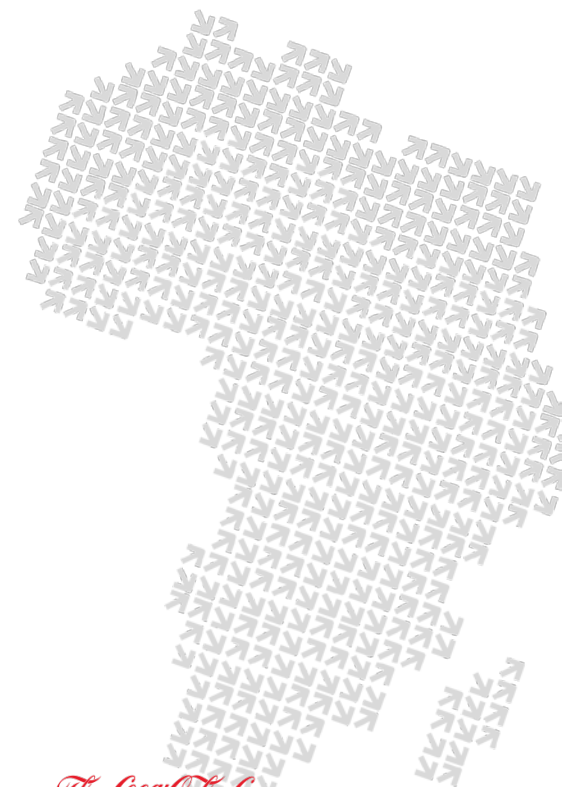
Patient profile on CCMDD

Description	Total	Percentage
Registered		
CCMDD Patients Registered	1 980 185	
TROA	3 544 084	56%
PHC Headcount Annual 16/17	108776601	2%
Active		
Patients with Active Script	1 535 126	78%
HIV	866 413	57%
HIV + Chronic	198 873	11%
Chronic	469 840	32%
Dormant Patients	445 059	22%



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Conclusions



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Patient Benefits



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**Improved
Access to
Health
Care**



Saves Patient's Time and Money



Improved Quality of Care and Patient Experience



Informed Patients



Improved Adherence and Patient Outcomes



Less time off work



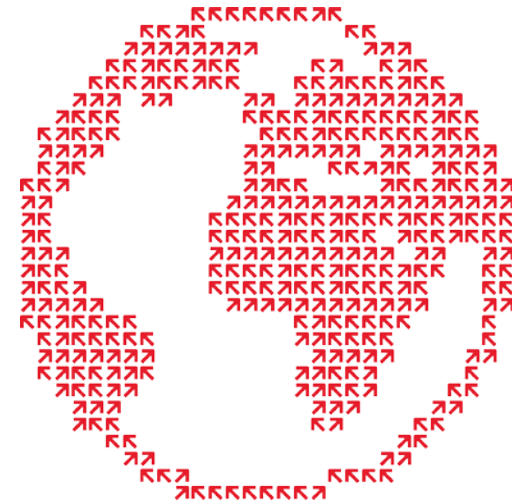
Increased Access to Medication

When we come together ...



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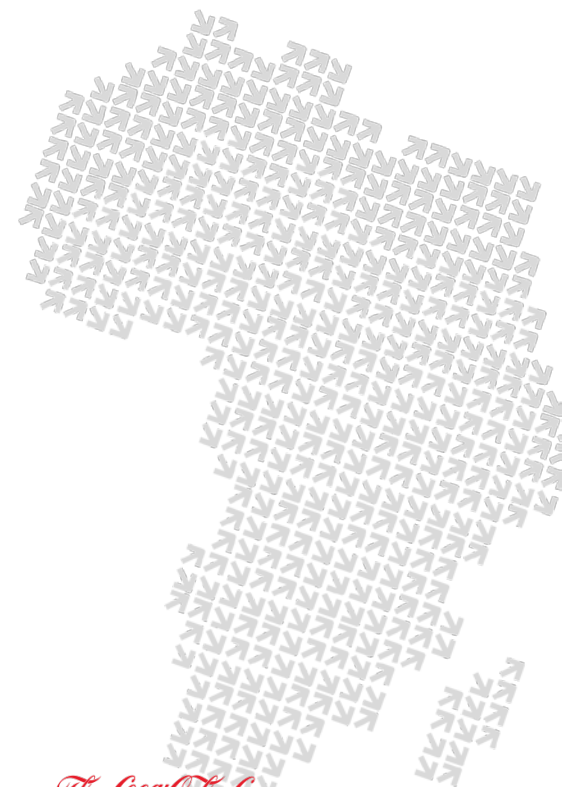
Communities receive great benefits





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Thank You



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The Coca-Cola Company