

## **DKT WomanCare: A New Social Marketing Model**

*Integration with manufacturers yields public and private sector impact*

**F**ounded in 1989, DKT International is one of the largest providers of contraception and safe abortion products, services, and technology in the world. As part of DKT's global mission to increase access to and use of high-quality family planning products, **DKT WomanCare** developed a unique model that, in partnership with manufacturers, markets and distributes a suite of reproductive health products across more than 90 countries in Africa, Asia, the Americas, and Europe. These efforts create a world where women are empowered to live life more fully and provide both synergy and complementarity to the operations of DKT programs around the world.

### **DKT WomanCare**

DKT WomanCare was created in 2017 when DKT acquired the licensing rights for the Ipas Manual Vacuum Aspirator (MVA; a leading safe and post abortion care technology), assuming the responsibility for the manufacturing, regulatory oversight, and global marketing and distribution. With a network of well-established reproductive health providers in the private and public sector, as well as non-government organizations, donor agencies, the United Nations Population Fund (UNFPA), and Ministries of Health, DKT became a women's health manufacturer with built-in



**The WomanCare Team. With sales in more than 90 countries across 6 continents, DKT WomanCare products change the lives of millions of women around the world.**

downstream distribution expertise. This opportunity formed the basis of the DKT WomanCare platform and offered a unique proposition to other high-quality, international suppliers to provide an easy and direct avenue to dozens of markets and millions of women around the world. For manufacturers, DKT WomanCare takes care of all the complicated steps between the factory and the pharmacy/health facility. We expand access to existing and new sexual and reproductive health technologies by leveraging WomanCare's historical distribution channels, ensuring supply chain readiness, and developing

*(continued)*

innovative marketing and education efforts around the world. This model also benefits women by increasing awareness and education while eliminating layers of the supply chain that add cost but little benefit. We ensure salient product information about contraception and safe abortion extends through the supply-chain to the end-user. This enables women to make better-informed decisions about their fertility.

In short, DKT WomanCare is shrinking the space between women and the contraceptives and safe and post abortion care products they use.

## Partners and Products

DKT WomanCare is committed to ensuring the highest quality products are made widely available. Some of our product portfolio includes:

### ■ The Ipas MVA technology:

DKT WomanCare is the legal manufacturer of the Ipas MVA suite of technology, and oversees the manufacture, quality assurance, registration, sales, distribution, and marketing worldwide. DKT also supports Ipas MVA products in-country through clinical training, customer service, and post-marketing surveillance.



## Value for Money

By working closely with manufacturers, DKT WomanCare simplifies the supply chain to consistently offer low prices in the market.

We have successfully worked with suppliers to bring down prices worldwide to increase access for more women.



A woman has Levoplant inserted into her arm. DKT WomanCare lowered Levoplant pricing in 2018 after becoming the global distributor.

■ **The Levoplant contraceptive implant:** This two-rod hormonal implant manufactured by Shanghai Dahua Pharmaceutical Co., Ltd. is one of only three Quality-Assured contraceptive implants available worldwide. DKT WomanCare is Dahua's global partner and is responsible for obtaining registrations and managing all aspects of global sales, distribution, and marketing.



■ **Intra-uterine Devices:** DKT WomanCare offers four different Intra-uterine Device models in markets across southern Africa and central Asia. Our strategic partnership with Pregna International, one of the leading IUD manufacturers, enables more women to avail of these life-changing contraceptives.



■ **Other Products:** DKT WomanCare continues to evaluate the addition of other products to our platform, including injectable contraceptives, oral contraceptive pills, and condoms. We particularly seek out opportunities where we can deliver significant impact, meet unmet need, or add value for women and customers.

## 5 Pillars of DKT WomanCare

The DKT WomanCare team cultivates strength from diversity with over 15 nationalities and decades of experience and expertise in social, brand and trade marketing; operations and supply chain management; regulatory affairs; customer services; and quality assurance. Together, these competencies contribute to five essential functions that make up the core of DKT WomanCare. These five pillars provide stakeholders with lean, fast, customer-oriented marketing, sales, and distribution of high-quality products.

■ **Emergency Contraception:** DKT WomanCare is partnering with Naari Pharma Pvt. Ltd. to distribute an EU-approved one-pill emergency contraceptive in more than two dozen countries across Africa, Asia and the Caribbean.



■ **Mifepristone and misoprostol:** to increase access to a high-quality, low-cost mifepristone/misoprostol product, DKT WomanCare is working with Naari to register, import, and distribute these important drugs.



### ■ **Sales and Distribution**

Based across four continents, DKT WomanCare's commercial team brings deep market knowledge to bear by guiding analysis and segmentation to reimagine market penetration and coverage in ways that benefit customers most. We focus on expanding reproductive health markets to reach new users and provide more choice for existing users. Given our close relationships with suppliers at the front of the distribution

*(continued)*

chain, we also work with governments and other multilateral procurers. DKT WomanCare proudly provides UNFPA, USAID as well as national and local governments with high-quality products in dozens of countries around the world.

### ■ **Marketing and Market Development**

Our marketing team develops educational materials to expand awareness of our products and highlight their benefits. We develop communication materials that encourage women and their healthcare providers to have conversations about fertility and options. We work with in-country partners to market our products and emphasize the salient features important to clients in that country.



**DKT WomanCare trains healthcare providers to confidently deliver new family planning products and provide quality care.**



**DKT WomanCare builds the capacity of partners to reach new family planning users and provide more choices.**

Through our [WomanCare Academy](#) platform, we develop easy-to-use clinical training materials in multiple languages



to build the capacity of healthcare providers delivering products and services to women. Our local partners organize trainings for healthcare providers so they can offer more options for women with competence and confidence.

### ■ **Regulatory Affairs**

A strong regulatory affairs team is critical for getting controlled products to market. With expertise in medical devices, pharmaceuticals, and hybrid products, DKT WomanCare has the knowledge and expertise to bring a wide range of contraceptive and safe abortion products to market. We have deep experience leveraging regulatory harmonization protocols like the [World Health Organization Collaborative Procedure for Accelerated Registration](#) to quickly

and effectively bring products to scale, and have experience as the Marketing Authorization Holder in the territories we serve.

DKT WomanCare works across both developed and developing markets, addressing a wide range of regulatory complexity. As such, we have proven competency in working with partners to get products registered in both strict and ill-defined regulatory contexts.

### ■ **Operations and Customer Service**

Our operations team is responsible for the manufacture of the Ipas MVA and integrates with our other suppliers to streamline ordering and lead times for customers. This enables us to provide a simple “one-stop shopping” approach for our customers. The commercial and operations teams collaborate with customers to forecast demand and anticipate need to ensure on-time delivery.

The customer service team organizes international shipping for orders large and small; we provide customers with an array of air and ocean shipping options to facilitate delivery to ports and warehouses all over the world.

### ■ **Quality Assurance**

DKT WomanCare maintains its own US FDA-cleared Quality Management System and has deep expertise and experience with quality control and quality assurance. The quality assurance team works



**DKT WomanCare seamlessly connects customers with high-quality products.**

cross-functionally with the operations team to ensure products and distribution chains adhere to the highest international standards. We maintain extensive testing and validation protocols and work closely with manufacturers to ensure that all products meet the stringent standards demanded by our customers.

The quality assurance and regulatory affairs teams also collaborate to provide the necessary credentials to regulatory authorities to assure the safety and efficacy of DKT WomanCare’s products. The combined expertise leveraged through an integrated approach results in faster registrations. Finally, the quality assurance team works with our other suppliers to ensure their quality assurance requirements are replicated throughout DKT WomanCare’s supply chain. This gives suppliers the peace of mind that their standards are being upheld even in countries where this is not required.

*(continued)*

## Donors and NGOs

---

DKT WomanCare gratefully acknowledges the collaboration of NGO partners and funding from donor agencies in supporting our mission. We work with like-minded individuals and organizations to strengthen the reproductive options available for women everywhere.

## Results

---

Our work is only effective if we are delivering results. We carefully track and measure our results using clear metrics like sales, Couples Years of Protection (CYPs), and quantitative analyses (using tools like impact calculators) to improve the breadth and depth of our impact over various markets. We also analyze our expenditures year over year to understand how to deliver the greatest value to women and customers.

DKT WomanCare is dedicated to amplifying its results and helping more women around the world control their futures by deciding when, and how, to have a family.



**DKT WomanCare provides personalized sales, marketing, and logistical support to satisfy our customers and better help the women they serve.**

## Contact

---

If you have any questions about DKT WomanCare, please contact us at [contact@dktwomancare.org](mailto:contact@dktwomancare.org). Learn more about DKT WomanCare, what we do, and where we work by visiting us online at [www.dktwomancare.org](http://www.dktwomancare.org). You can also get periodic updates by following us on LinkedIn, Facebook, or Twitter.



WomanCare Global Trading CIC  
50 Broadway, London  
SW1H 0BL, United Kingdom  
[contact@dktwomancare.org](mailto:contact@dktwomancare.org)  
[www.dktwomancare.org](http://www.dktwomancare.org)  
Follow us on Twitter: DKTWomanCare



1001 Connecticut Ave NW, Suite 800,  
Washington, DC 20036  
Tel: 202-223-8780 • Fax: 202-223-8786  
[Info@dktinternational.org](mailto:Info@dktinternational.org)  
[www.dktinternational.org](http://www.dktinternational.org)  
Follow us on Twitter: dktchangeslives