



Experience with DMPA-SC: Social Marketing in Bangladesh

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Status of DMPA-SC in Bangladesh

- SMC introduced USAID donated DMPA-SC in February 2015
- More than 6,000 graduate and non graduate healthcare providers are trained for administration of DMPA-SC.
- Blue Star Providers (non graduate medical practitioners) of SMC are playing the major role for increasing demand of DMPA-SC
- Conduct marketing campaigns by utilizing USAID fund, including mass media campaigns
- Like DMPA-IM , DMPA-SC are sold at subsidized price



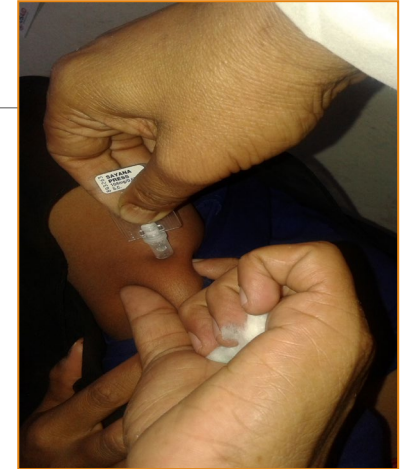
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Achievements with DMPA-SC

- DMPA-SC is now available to the remotest areas of the country
- DMPA-SC is administered on regular basis by the trained providers, which drives sales growth of the product
- Some new DMPA-SC users are created without cannibalizing DMPA-IM
- DMPA-SC is considered as a new premium life style brand and becomes popular to the new users due to its uniject technology



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Lessons learned

- Providers are the main drivers to create demand and to motivate clients
- Potential demand is very high as majority of the clients and 96% of providers are satisfied with DMPA-SC
- Self administration is yet to be initiated in Bangladesh
- Hands on training is required before first use of DMPA-SC



Meeting with healthcare providers



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Next steps

- Strengthen health networks and marketing campaigns for increasing demand of DMPA-SC
- Increase orientation programs for the healthcare providers to support them to attract potential clients for DMPA-SC
- Overcome challenge to establish positioning strategy for DMPA-SC, as the price of SC injectable is three times higher than that of IM.



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Thank you

