

# MARKET DEVELOPMENT

# & PRODUCT INTRODUCTION

Accelerating market access to health products that people want and need

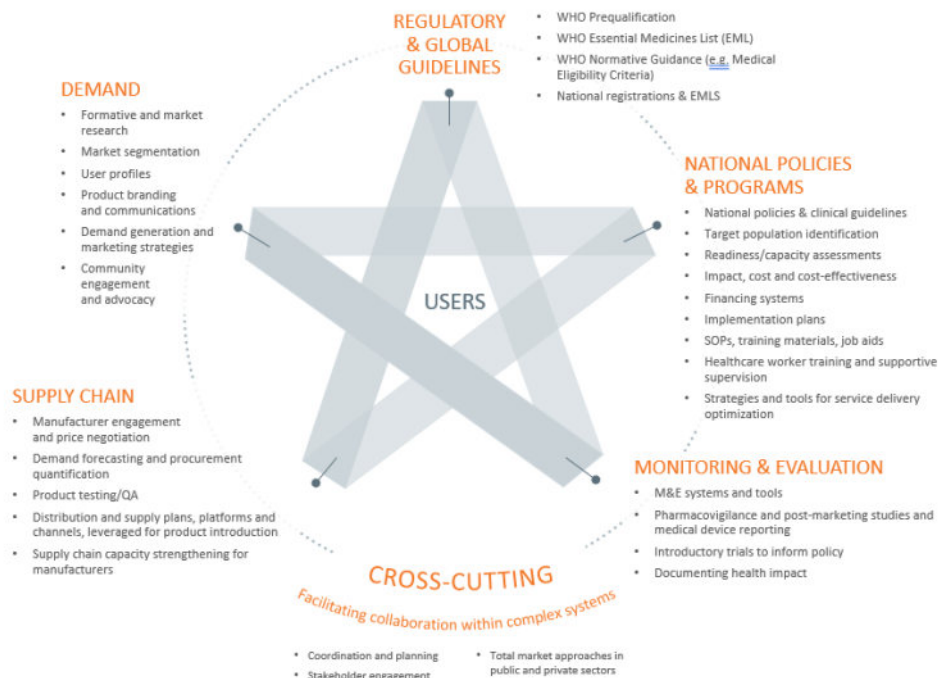
## the PROBLEM

Effective, lifesaving health products often do not reach the people who need them the most, including technologies that prevent HIV, treat malaria, prevent unwanted pregnancies and reduce maternal deaths. The World Health Organization estimates that as many as 2 billion people lack access to essential medicines worldwide.

## the SOLUTION

FHI 360 has a proven track record of implementing effective, innovative solutions to support the development of healthy markets and facilitate product introduction and scale-up. Leveraging our presence in over 60 countries and our strong global network of technical experts, we collaborate with diverse stakeholders to accelerate and expand access to critical health innovations among vulnerable populations.

**GOAL** Accelerating market access to health products that people want and need



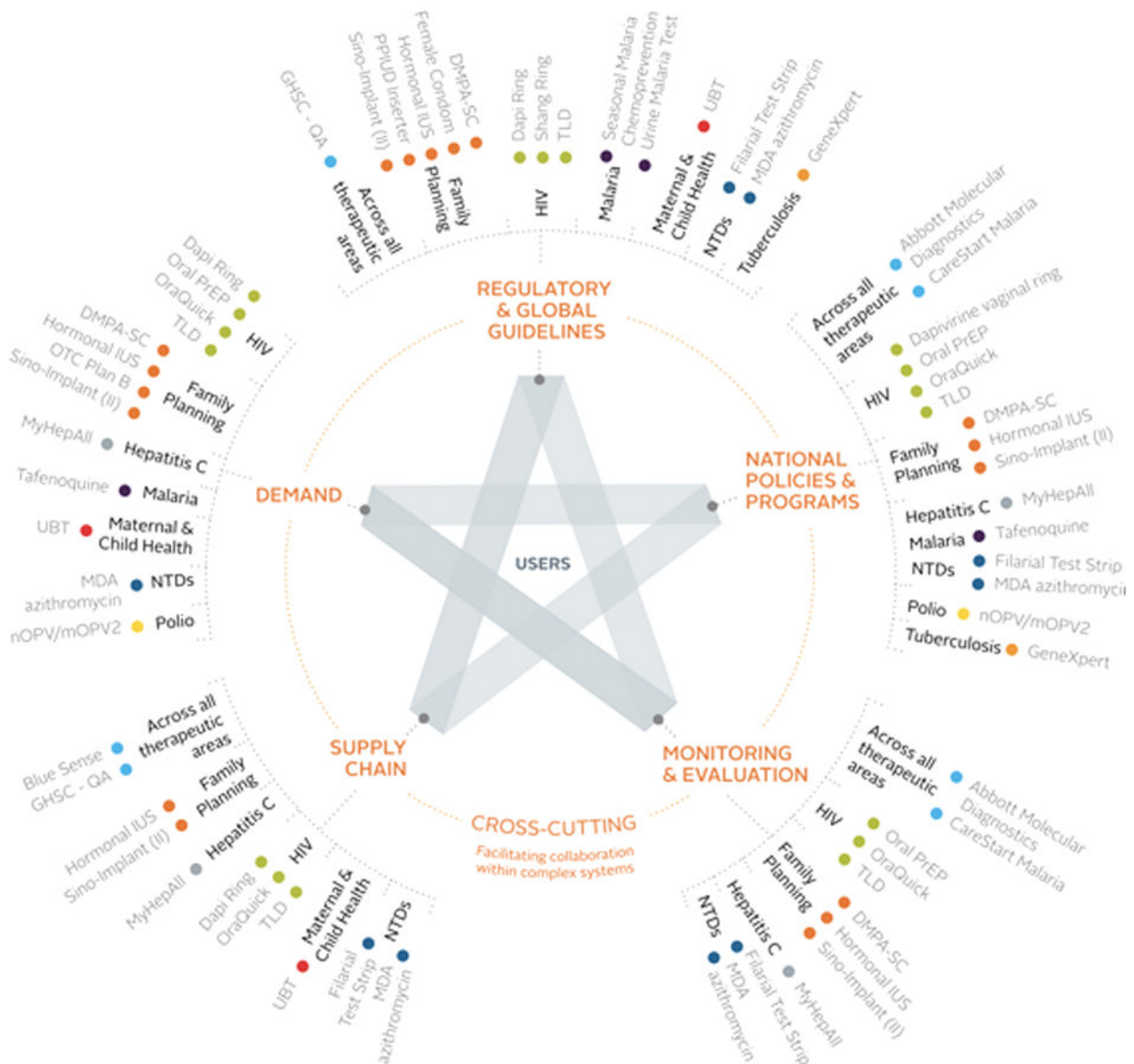
# WE BRING BREADTH *and* DEPTH ACROSS THERAPEUTIC AREAS

-  HIV prevention and treatment
-  Family planning
-  Maternal and child health
-  Infectious diseases
-  Neglected tropical diseases

## OUR WORK SPANS ACROSS ALL AREAS

As of January 2021

23 products in 9 therapeutic areas



Learn more about FHI 360's work in this area at: <https://www.fhi360.org/expertise/market-development-and-product-introduction>

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