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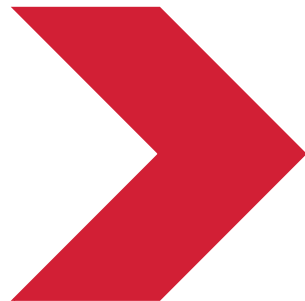
Can On-line Availability of Contraceptives Increase Access to New & Underused Methods?

Remember when the only thing that you could buy online was a **book**?



Now, you get everything from your **mattress**....

...to your **family planning.**



Levlen is a contraception pill that prevents ovulation, makes it harder for the sperm to reach the uterus and for the fertilized egg to attach.

Buy now!



Yaz is prescribed for pregnancy prevention. If used correctly, it provides 99% success rate allowing for efficient birth control.

Buy now!



Levonorgestrel is used for pregnancy prevention following birth control failure. It works by making fertilization nearly impossible.

Buy now!



Ovral G is recommended for postponing menstruation and treating endometriosis, efficient because of the way it affects specific hormones.

Buy now!



Plan B is intended for women whose birth control method failed due to any reason. It works by making a pregnancy difficult to occur.

Buy now!

Birth control pills can help patients:

CASE STUDY APPROACH

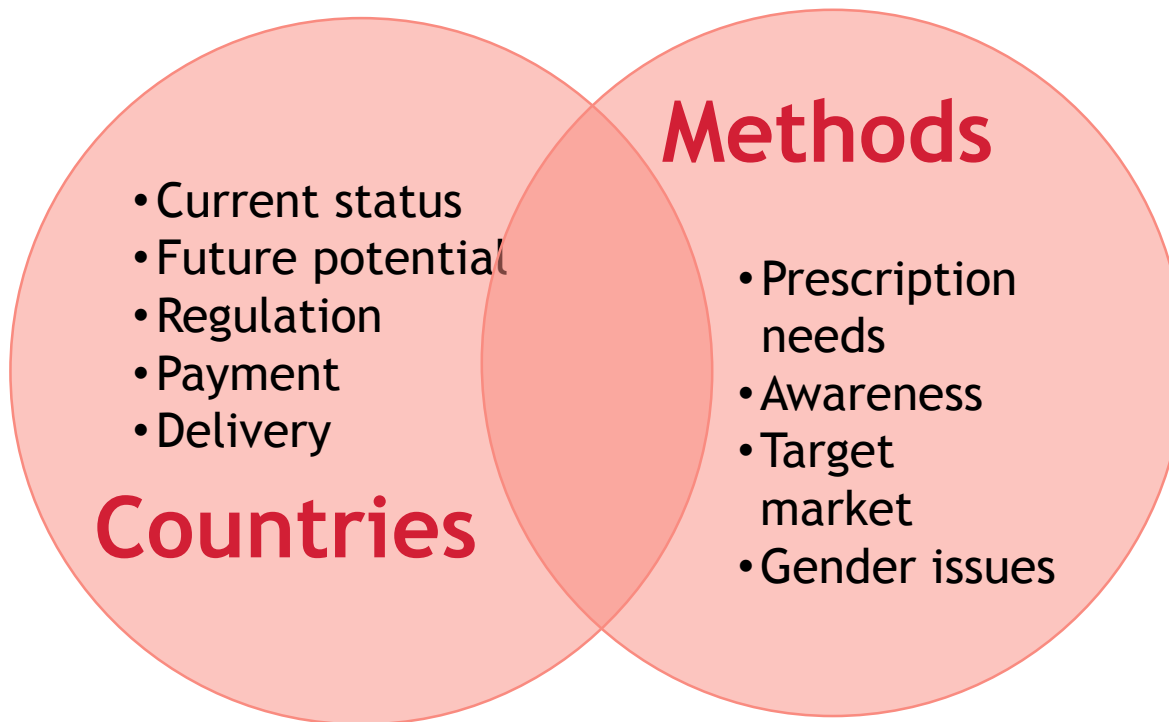
Partnership focuses on specific methods and countries

METHOD/COUNTRY	ORGANIZATION
India	Karaak Enterprises
Kenya	iHub Research
United States	IRH
Mexico	Mexfam
Female Condoms	Rutgers WPF
Emergency Contraception	International Consortium for Emergency Contraception (ICEC)
Standard Days Method	Cycle Technologies

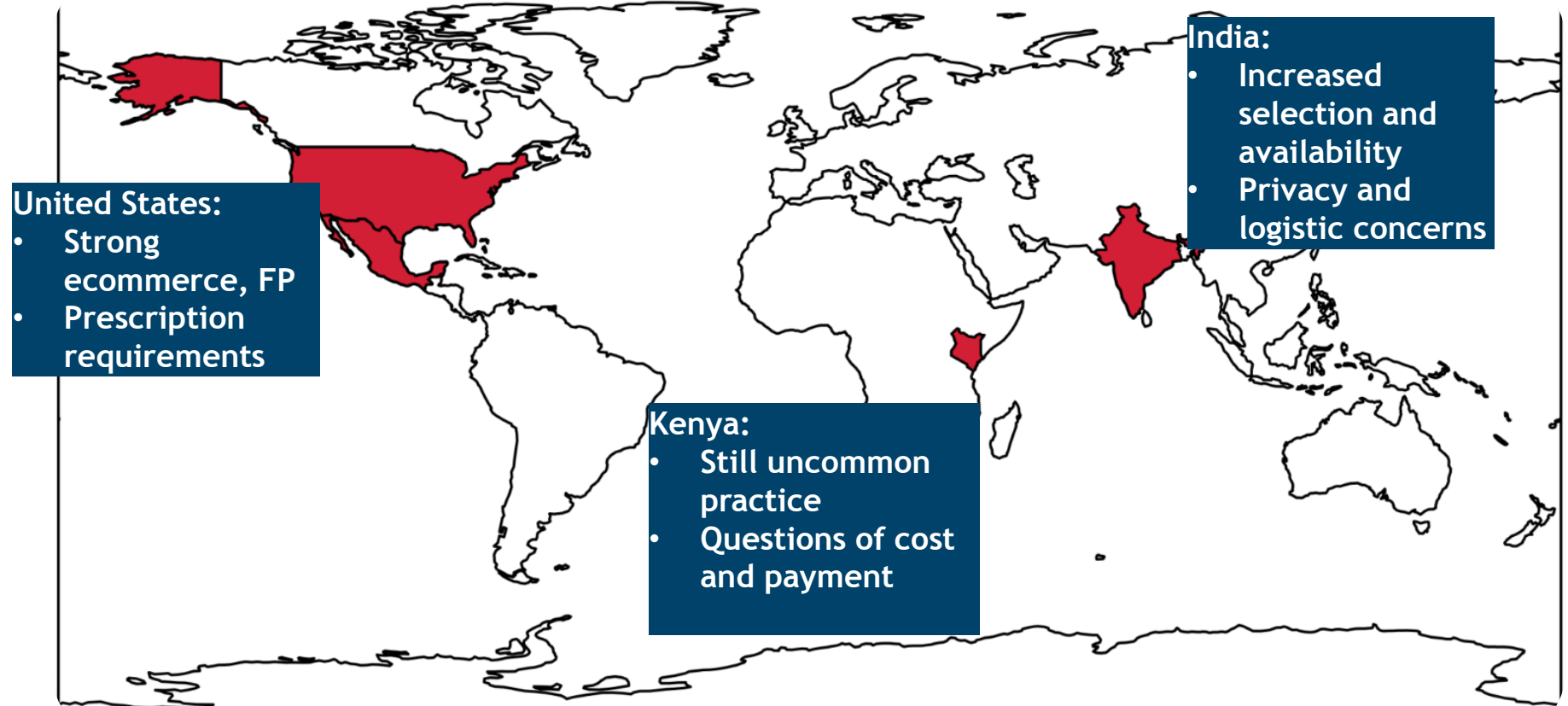
- ☑ Examined e-commerce landscape, and future implications

RESEARCH QUESTIONS

Opportunities and risks to increase availability and leverage direct-to-consumer strategies



- ☑ **Implications as e-commerce increases, especially in developing regions**



Three NURHTs were examined in a global context to explore enablers and barriers to wide availability through e-commerce.

- ☑ **Emergency Contraception**
- ☑ **Female Condoms**
- ☑ **Standard Days Method/
CycleBeads**

Some factors were common across all three methods:

Enablers

- E-commerce can be managed internationally
- Development of payment systems
- Provides anonymity and privacy
- Access to less prevalent methods and more choices
- Information widely available

Barriers

- Lack of method awareness
- Weak payment, delivery and fulfillment systems
- Lack of user support
- Fulfillment and payment from a non-local website or finding local partners

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- ☑ We still **have a lot to learn!**
 - ☑ E-commerce **growth will continue be uneven** across the globe and within countries.
 - ☑ **Some RH supplies will be more successful** on e-commerce platforms
 - ☑ **Companies are adapting** to the e-commerce-favorable environment



The future?