

ACCESS TO MEDICINE IN LATIN AMERICA

Access to medicine around the world is still a huge and disparate issue, most notably in developing countries. Here, GOLD tracks the access landscape in Latin America by examining medicine spending over the last five years and standout examples of ongoing initiatives founded by pharmaceutical companies to improve access in the region

PHARMA HEALTH CAMPAIGNS FOR POSITIVE CHANGE

Be He@lthy, Be Mobile

Who: Novartis, Sanofi and Roche	Where: Costa Rica
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What: In many places, people are more likely to have access to a mobile phone than to clean water. This collaboration with the World Health Organization and IFPMA, initially launched in 2012, funds targeted mobile messaging services that disseminate information about non-communicable diseases and the risk factors associated with them.

And? As of 2018, the programme had reached 3.5 million people, and the smoking cessation SMS support programme resulted in a 10% quit rate in Costa Rica – two times the usual cessation figures recorded.

Changing Diabetes in Children

Who: Novo Nordisk and Roche	Where: Peru
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What: A collaboration between the International Society for Paediatric and Adolescent Diabetes and the World Diabetes Foundation launched in 2009, this programme brings diabetes care closer to children in developing countries by building capacity for diagnosis and treatment at both community and country levels.

And? In 2021, the initiative exceeded its milestone of reaching 30,000 children around the world, and launched in five new partnership countries, including in Peru.



Better Hearts Better Cities

Who: Novartis Foundation	Where: Brazil
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What: Focusing on tackling hypertension, this scheme combines the expertise and resources of multisector partners to improve cardiovascular health in urban populations by promoting health literacy, positive lifestyle choices and screenings. In Brazil, deaths by non-communicable diseases stood at 1,025,708 in 2019, according to the World Health Organization, and cardiovascular disease remains the leading cause of death in the country.

And? After one year of implementation, blood pressure control rates in São Paulo had almost tripled, reaching a 31% control rate. Elsewhere, after two years, there was an almost three-fold increase in blood pressure control in Dakar, showing further promise for São Paulo. The most successful tools from the initiative are now part of the Novartis Foundation's 'Urban Population Health Toolkit'.

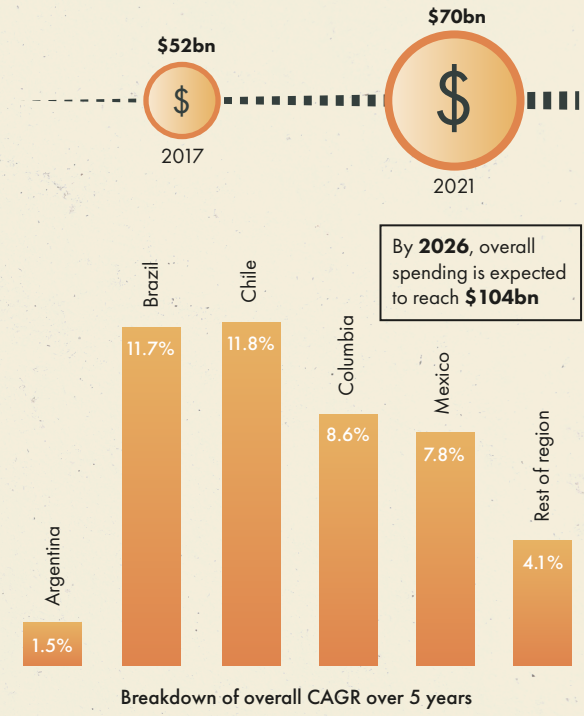
Global Access Program

Who: Roche	Where: Bolivia, Dominican Republic, El Salvador, Guatemala, Guyana, Haiti, Honduras, Nicaragua, Paraguay
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What: This programme, founded in 2014, increases access to diagnostic testing for patients in countries affected by high-burden diseases, in particular HIV. The scheme was expanded in 2019 to improve access to treatments and diagnostic solutions for AIDS, TB, hepatitis B and C, and cervical cancer. In 2021, COVID-19 testing was added.

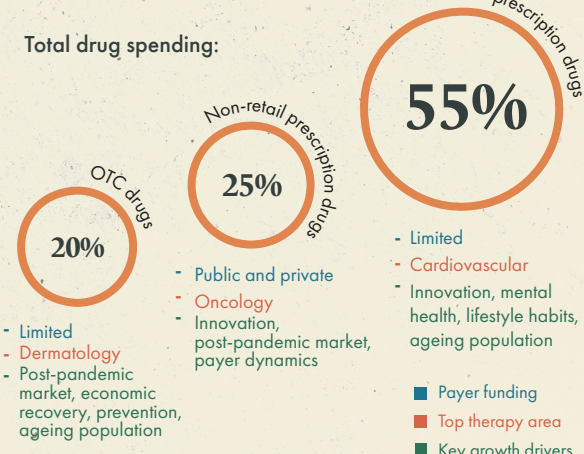
And? In 2018, the number of HIV tests run was more than four times higher than at the programme's launch, and between 2015 and 2021, over 8,300 laboratory professionals received training across 18 countries.

OVERALL MEDICINE SPENDING IN LATIN AMERICA



Source: IQVIA, 2021

SPEND GROWTH DRIVER BY DRUG TYPE AND CHANNEL



Source: IQVIA, 2021