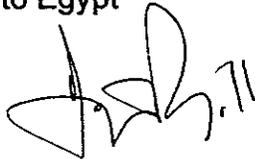


**MILESTONE REPORT**  
**CONTRACT NUMBER : 263-C-00-99-00017-00**

To : Brenda Doe  
Cognizant Technical Officer  
USAID Mission to Egypt

CC : Cynthia Judge  
Contracts Officer  
USAID Mission to Egypt

From : Jestyn Portugill  
Chief of Party



Date : June 24, 2002

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**Task Number :** 3

**Task Description :** *Private Sector Role in Service Delivery Expanded and Enhanced*

**Milestone No.:** 3.4

**Milestone Description:** 12 Retail Audits and dissemination of results completed

**Source of Verification:** Contract with retail audit agency, retail audits, implementation plan

**Planned End Date:** April 30, 2002

**Status :** Completed

**Comments:**

## **Retail Audits**

### **I. INTRODUCTION**

Task 3 has five strategic goals, of which one is measured in part by Milestone 3.4:

- Conduct at least 12 national retail audits and disseminate results

### **II. BACKGROUND**

One of the essential tools for measuring success of increasing product availability is to perform pharmacy audits on a regular basis. During POP IV, the audit process was conducted quarterly with the first audit occurring during October 1999. The final two audits were conducted simultaneously in April 2002.

Initially, the sample from the last pharmacy audit of POP III was used to provide some continuity between projects. It was deemed that this sample was inadequate for the monitoring process and sample sizes were increased to ensure that the samples were representative. The DHS primary sampling units were used to ensure the generalizability of the results.

Three different samples were used during course of the program. The first audit was conducted using the same sample as that used in the last audit of POP III (n=approximately . Subsequent audits were conducted using two larger samples in excess of 1000 pharmacies. This allowed for better estimates of product availability particularly in rural areas. The first sample was abandoned because it did not appear to be representative.

### **III. OBJECTIVE**

The primary objective of the retail audits was to monitor pricing in the private sector market and product availability.

Note: An original objective of the audit was to track sales in the private sector. Sales were tracked through IMS data sources (see Attachment 1) and consequently, funds that would have been used to track sales in pharmacies were used to expand the number of pharmacies included in the audits.

### **IV. THE AUDITS**

The Audit Reports are presented in Attachment 2. Note that the April 2002 audit report counts as two as both samples are included in this report.

### **V. SELECTED RESULTS**

The reports were used primarily to track availability of product. Promotions of the progestin-only pill (Brand names: Microlut and Exluton), the one-month injectable (Brand name: Mesigyna), and the three-month injectable (Depo-Provera) resulted in the following changes in availability.

Progestin-Only Pill

| <u>Quarter</u> | <u>Urban<br/>Gover.</u> | <u>Lower Egypt<br/>Urban</u> | <u>Egypt<br/>Rural</u> | <u>Upper Egypt<br/>Urban</u> | <u>Egypt<br/>Rural</u> | <u>Total</u> |
|----------------|-------------------------|------------------------------|------------------------|------------------------------|------------------------|--------------|
| October 1999   | 68%                     | 73%                          | 59%                    | 74%                          | 75%                    | 67%          |
| January 2000*  | 76%                     | 81%                          | 54%                    | 75%                          | 52%                    | 70%          |
| April 2000     | 73%                     | 74%                          | 68%                    | 73%                          | 67%                    | 72%          |
| July 2000      | 84%                     | 84%                          | 62%                    | 88%                          | 68%                    | 80%          |
| October 2000   | 84%                     | 86%                          | 73%                    | 78%                          | 67%                    | 82%          |
| January 2001   | 85%                     | 83%                          | 75%                    | 87%                          | 68%                    | 82%          |
| April 2001     | 83%                     | 85%                          | 81%                    | 75%                          | 73%                    | 81%          |
| July 2001      | 76%                     | 81%                          | 73%                    | 83%                          | 73%                    | 78%          |
| October 2001   | 91%                     | 89%                          | 84%                    | 83%                          | 79%                    | 87%          |
| January 2002   | 91%                     | 90%                          | 79%                    | 92%                          | 82%                    | 88%          |
| April 2002     | 90%                     | 87%                          | 82%                    | 91%                          | 82%                    | 87%          |

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\* Pharmacy detailing begun by MEDTEC sales force

### One-Month Injectable

| <u>Quarter</u> | <u>Urban<br/>Gov.</u> | <u>Lower Egypt<br/>Urban</u> | <u>Egypt<br/>Rural</u> | <u>Upper Egypt<br/>Urban</u> | <u>Egypt<br/>Rural</u> | <u>Total</u> |
|----------------|-----------------------|------------------------------|------------------------|------------------------------|------------------------|--------------|
| October 1999   | 25%                   | 34%                          | 5%                     | 33%                          | 17%                    | 26%          |
| January 2000   | 26%                   | 34%                          | 21%                    | 35%                          | 17%                    | 28%          |
| April 2000     | 34%                   | 49%                          | 15%                    | 59%                          | 42%                    | 40%          |
| July 2000      | 33%                   | 47%                          | 28%                    | 47%                          | 25%                    | 38%          |
| October 2000*  | 34%                   | 38%                          | 22%                    | 63%                          | 42%                    | 39%          |
| January 2001** | 42%                   | 51%                          | 43%                    | 53%                          | 36%                    | 46%          |
| April 2001     | 14%                   | 9%                           | 11%                    | 13%                          | 13%                    | 12%          |
| July 2001      | 43%                   | 50%                          | 42%                    | 53%                          | 32%                    | 45%          |
| October 2001   | 67%                   | 70%                          | 56%                    | 64%                          | 54%                    | 64%          |
| January 2002   | 76%                   | 76%                          | 69%                    | 74%                          | 64%                    | 73%          |
| April 2002     | 80%                   | 84%                          | 73%                    | 81%                          | 72%                    | 79%          |

\* Pharmacy detailing begun by MEDTEC sales force

\*\* Television ad campaign begins

### Three-Month Injectable

| <u>Quarter</u> | <u>Urban Gover.</u> | <u>Lower Egypt Urban</u> | <u>Lower Egypt Rural</u> | <u>Upper Egypt Urban</u> | <u>Upper Egypt Rural</u> | <u>Total</u> |
|----------------|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------|
| October 1999   | 67%                 | 66%                      | 44%                      | 58%                      | 58%                      | 63%          |
| January 2000   | 65%                 | 66%                      | 45%                      | 56%                      | 35%                      | 56%          |
| April 2000     | 73%                 | 74%                      | 68%                      | 73%                      | 67%                      | 72%          |
| July 2000      | 68%                 | 72%                      | 59%                      | 62%                      | 45%                      | 64%          |
| October 2000   | 74%                 | 66%                      | 46%                      | 47%                      | 50%                      | 64%          |
| January 2001*  | 66%                 | 68%                      | 64%                      | 68%                      | 45%                      | 64%          |
| April 2001     | 70%                 | 67%                      | 54%                      | 49%                      | 50%                      | 61%          |
| July 2001**    | 67%                 | 70%                      | 57%                      | 61%                      | 44%                      | 63%          |
| October 2001   | 64%                 | 67%                      | 58%                      | 52%                      | 53%                      | 61%          |
| January 2002   | 67%                 | 70%                      | 52%                      | 65%                      | 48%                      | 63%          |
| April 2002     | 69%                 | 73%                      | 57%                      | 61%                      | 56%                      | 65%          |

\* Pharmacy detailing begun by MEDTEC sales force

\*\* Television ad campaign begins along with Pharmacia promotion

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