Global Value Chain Analysis of the POckeT Colposcope

In order to facilitate the distribution of the POckeT colposcope in Peru, extensive research was conducted on the potential life-cycle of the device and key stakeholders in Peru were interviewed. A better understanding of the regulatory landscape was attained and strategic partnerships were forged to facilitate device implementation.

INTRODUCTION
- Cervical cancer is the 4th most common cancer in the world, with 85% of incidence in LMICs
- Mortality rate from cervical cancer remains high in LMICs even though it is low in higher-income countries
- Shift in LMICs toward a more efficient screening and treatment process that minimizes clinic visits for patients.
- The highly-portable, low-cost POckeT colposcope can play a key role within this space

CONCLUSIONS
- Device manufacturing capabilities are limited in Peru → currently, most medical devices are imported.
- Complex regulatory landscape in Peru needs to be navigated in order to attain the requisite approvals.
- Private and public partnerships can be leveraged to increase the distribution of the POckeT colposcope in Peru

METHODOLOGY
A global value chain describes the entire life-cycle of a device from conception, to manufacturing, distribution, usage, maintenance, and eventual discard. In order to develop this, the following was done:

- Literature Review
- Key Informant Interviews
- Direct Observation

The presented GVC is a preliminary version that will be built upon by a Bass Connections team in Fall ‘16 and Spring ‘17.

Acknowledgements: Duke Global Health Institute, Center for Global Women’s Health Technologies, La Liga Peruana Contra el Cáncer, Dr. Nimmi Ramanujam, Marlee Krieger, Dayne Hamrick, Dr. Gino Venegas, and Yenny Bellindo