

# Global Value Chain Analysis of the POCKeT Colposcope



Lima, Peru

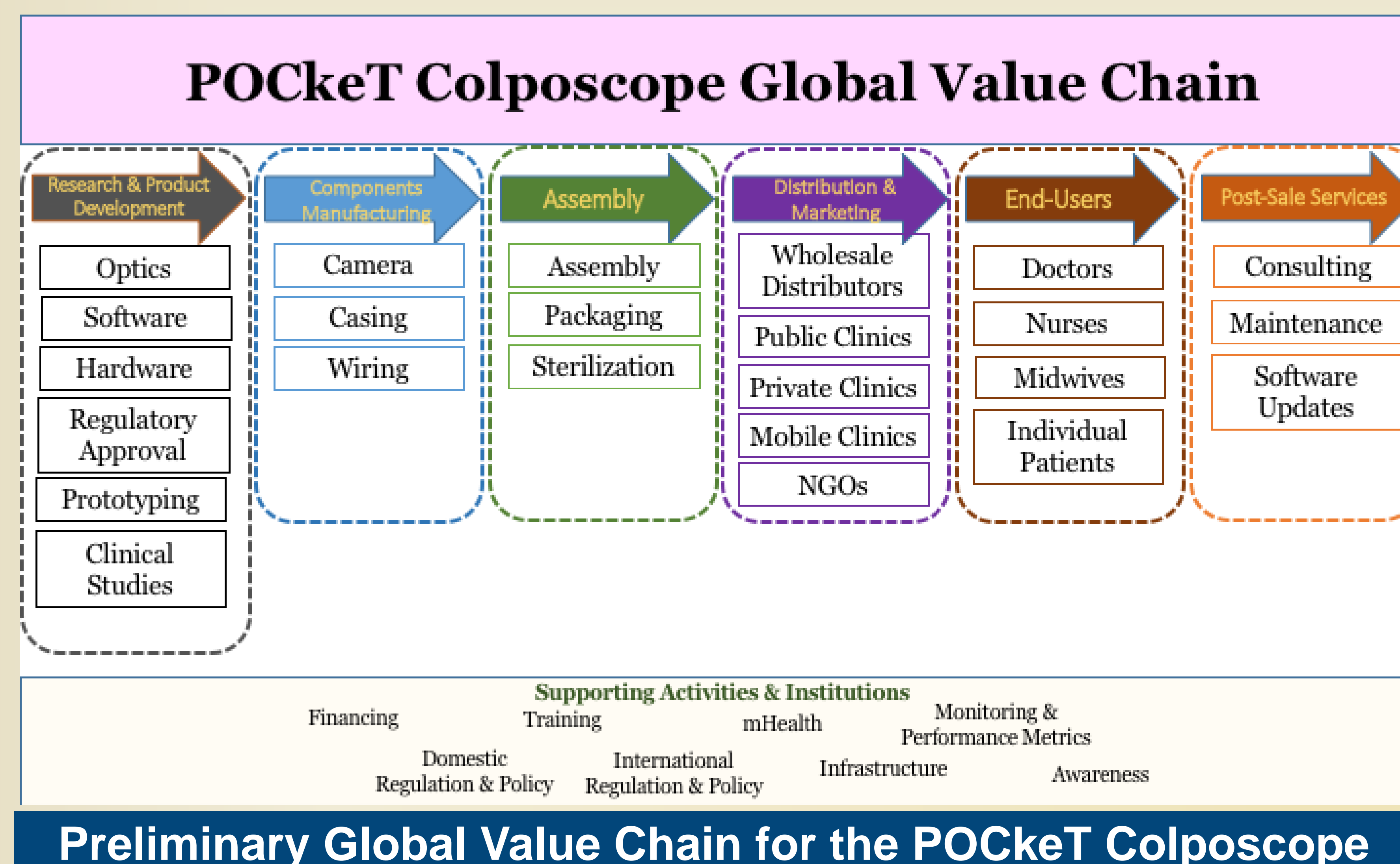
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In order to facilitate the distribution of the POCKeT colposcope in Peru, extensive research was conducted on the potential life-cycle of the device and key stakeholders in Peru were interviewed. A better understanding of the regulatory landscape was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

## INTRODUCTION

- Cervical cancer is the 4<sup>th</sup> 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



Standard-of-Care Leisegang Optik 2 (left) and the POCKeT colposcope.

## 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.



Midwives from La Liga Contra el Cancer at a mobile clinic.

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