



CII Spotlight: Monisha Ashok

Market Access Advisor
Center for Innovation and Impact



Q: What is your role at USAID?

A: I recently joined the Center for Innovation and Impact (CII) as a Market Access Advisor. I support projects that introduce and scale up global health innovations in low & middle income countries (LMICs). For example, I am currently supporting a project that applies human-centered design to rebrand Oral PrEP to increase demand for HIV prevention among young women in Southern Africa. I am also working on other projects related to HIV, cervical cancer, malaria, and value based health care in LMICs. It has been great to see the wide gamut of CII's work, and its partnership across USAID and the global health community, as a new member of the team.

Q: What did you do prior to joining CII?

A: Prior to USAID, I was a Project Leader at the Boston Consulting Group (BCG) focused on organizational design, operations, and change management primarily for public sector clients including the UN, World Bank, and several US government agencies. Previously, I worked for the World Bank leading a national study on the quality and availability of healthcare in India.

Q: What makes you passionate about your work? What topic(s) in global health interest(s) you the most and why?

A: I developed a passion for this work when I spent a summer in undergrad working in a maternal and child health clinic in Peru, where I saw how intertwined poor health outcomes and poverty are. I deepened this passion as I continued to study and work on global health and economic development issues. I still find this work equally intellectually challenging and fulfilling.

I am interested in adopting innovative business models to improve access to global health products and services, applying human-centered design to better serve the end-user, and modernizing our approach using better data and technologies. I am also deeply interested in moving toward a more value oriented health system focused on quality of care by learning from the successes and failures of health systems in higher income countries.

Q: What do you like to do outside of work?

A: I love experimenting with vegetarian cooking, reading for my next book club, or as a California native, daydreaming about my next trip to the beach.

Favorite Quote: "It always seems impossible until it's done" - Nelson Mandela