



SOUTH AFRICA

If you can get a Coca-Cola product almost anywhere in Africa, why not life-saving medicines?



Project Last Mile

CONTEXT

The southernmost country in Africa, South Africa is home to over 54 million people. The country has one of the world's highest HIV positive populations with an estimated 7.4 million people living with HIV. The South African government manages the highest HIV donor-supported program in the world with 4.2 million people on antiretroviral treatments. The high numbers of people who require routine access to medicines for HIV and other chronic conditions lead to congested health facilities, overburdened health staff, and challenges in the quality of care. To address this, the South African National Department of Health (NDoH) launched the Central Chronic Medicines Dispensing and Distribution (CCMDD) program. This is an innovative approach to expand access to medicines through the creation of convenient Pick Up Points (PuPs) for people living with HIV and other chronic illnesses.

PROJECT LAST MILE RESPONSE

Project Last Mile is supporting the National Department of Health through an invitation from USAID to help create an effective dispensing and distribution model to improve availability of life-saving chronic medicines for millions of patients across South Africa.

APPROACH

For CCMDD to achieve its ambitious growth objectives, NDoH determined that the program would need to leverage private sector expertise in:

- Logistics
- Business planning
- Franchise management

As these are all key strengths of the Coca-Cola System, Project Last Mile (PLM) was engaged by USAID South Africa to adapt and integrate private sector business practices into CCMDD in 27 Presidents' Emergency Plan for AIDS Relief (PEPFAR) funded districts and six National Health Insurance (NHI) priority districts.

Working closely with service providers and NGOs supported by USAID and Center for Disease Control (CDC), Project Last Mile has assisted with the roll-out and expansion of the CCMDD program to create new PuPs and reach new patients with life-saving medicines.

PROGRESS AND MILESTONES

Several milestones have been reached to date, including:

- Business plan and implementation roadmap created
- Franchise model developed for Pick Up Points
- Business case / financial model developed to inform NDOH resourcing
- Requirements outlined for CCMDD and potential business viability for private retailers
- Comprehensive geo-mapping to enable identification of high need areas for new and expanded Pick Up Points

Results to date:

- CCMDD has grown from 400 000 registered patients in 2014 to more than 2 million in June 2018.
- 1 950 healthcare facilities are enrolled in CCMDD.
- 495 new CCMDD PuPs have been added, bringing the total to 847 PuPs in eight provinces.

TEAM

Project Last Mile has engaged a subject matter expert from the private sector to lead the strategic marketing workstream and other team members with extensive experience in the South African pharmaceutical sector to coordinate activities locally. The Delivery Lead brings years of corporate experience in driving supply chain initiatives in the fast moving consumer goods environment.



Project Last Mile believes life-saving medicines should be in reach of every person in Africa. This pioneering cross-sector partnership between USAID, the Bill and Melinda Gates Foundation, The Global Fund, The Coca-Cola Company and its Foundation helps life-saving medicines go the "last mile" to communities in Africa. We collaborate with regional Coca-Cola bottlers and suppliers in participating countries to build public health systems capacity in supply chain and strategic marketing by sharing the expertise and network of the Coca-Cola System with the local Ministry of Health. Project Last Mile South Africa is specifically made possible by funding from USAID and The Coca-Cola Foundation. Project Last Mile aims to support 10 countries by 2020.

Global Partners

