

Alternative Delivery Systems for Family Planning



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Distribution Systems for Hormonal Contraceptives (HC)

- **Historically...**
 - Clinician prescribed, pharmacy filled
 - Clinician prescribed, clinic furnished
 - Nurse (RN) furnished, via standing orders
- **Current alternatives**
 - Pharmacist prescribed and furnished
 - Telemedicine: On-line clinician prescribed
- **Near-future possibility**
 - Over-the counter HC

Pharmacy Access to Hormonal Contraception

- “Behind-the-counter” status
- Pharmacist screens women for eligibility
- Washington State: pharmacy access model found to be safe, effective and acceptable to women
- Concerns: reimbursement and refusals—and must be done state by state
- Starting in 2016
 - Oregon (House Bill 2879)
 - CA (Senate Bill 493)

Pharmacy Access to HC

	Oregon	California
Age	*18+	No restriction
Methods	OC, patch	OC, patch, CVR, DMPA
Training	5 hours	1 hour
Self-screening required?	Yes	Yes
Law addresses billing?	Yes	No

* Women <18 are eligible only if they have obtained at least one previous prescription from a clinician

Telemedicine: On-line HC Prescription

- Nurx
- Maven
- PRJKT Ruby
- Lemonaid Health
- Planned Parenthood Direct

nurx

<https://app.nurx.co/>

Birth Control

Delivered to you without a visit to the doctor.
With or without insurance. Starting at \$15/month.

Available in CA and NY

Get Started



nurx

- Offer combination pills, progesterone-only pills, patch, vaginal ring , and emergency contraceptives
- Contracted with Aetna, Blue Shield, Cigna, and United Healthcare
- Most requests are approved within 40 minutes and pills arrive the next day
 - The goal is to deliver within two to four hours

mavenclinic.com

ORKS BROWSE THE COMMUNITIES



Health & wellness designed for women

Get prescriptions or advice instantly via text message, all from the comfort of your home.

Your first appointment is FREE with Maven.

[TRY IT NOW](#)

mavenclinic.com

- **Visits start at \$18...price stated at booking**
- **Variety of clinicians: OBG, pediatrician, NP, dietician**
- **No coordination with insurance for visit cost**
- **Prescription transmitted to pharmacy**

Tarina[®] Fe

\$20.00/cycle

Aubra

\$20.00/cycle

Chateal

\$20.00/cycle

Lyza

\$20.00/cycle

Cyred

\$20.00/cycle

**I don't know
Help me select**

Ella[®]

\$67.00

EContra[™] EZ

\$25.00

Free shipping on all orders!

ORDER IN 4 SIMPLE STEPS



STEP 1

Select birth control product[†]



STEP 2

Register if you're a new customer, or login



STEP 3

Complete the free online consultation



STEP 4

Checkout.
It's that simple!

[†]We will walk you through the selection process if you don't know which product to choose.

PRJKT Ruby

- **Online questionnaire; which pill is best for you**
- **Reviewed by a U.S.-licensed MD, very same day**
- **If approved, shipped out (free) same or next day**
- **Cost is \$20 per monthly cycle**
- **Initial 3-month supply**
 - **After that, answer a few questions online**
 - **If all's good, 12 cycles without consultation**
- **Physicians and pharmacists are always available**

<https://lemonaidhealth.com/>

HEALTHCARE. REFRESHINGLY SIMPLE.

Get a doctor's prescription for \$15.



Acid Reflux →



Acne →



Birth Control Pills →



Erectile
Dysfunction →



Flu →



Hair Loss →



Sinus Infection →



Urinary Tract
Infection (UTI) →

Available in California, Florida, Michigan, New York, Ohio, Pennsylvania, and Washington. Other states and services coming soon.

Lemonaid Health

- Available in CA, NY, PA, MI
- Doctors write 3-month prescriptions for over 100 brands of birth control pills
- You need to know your BP
- Smile and take a picture
- Select a pharmacy, pay \$15 visit fee
- Pick up and pay at a user-selected pharmacy
- If you're 35 and over we can only prescribe a progestin-only pill.

Lemonaid Health

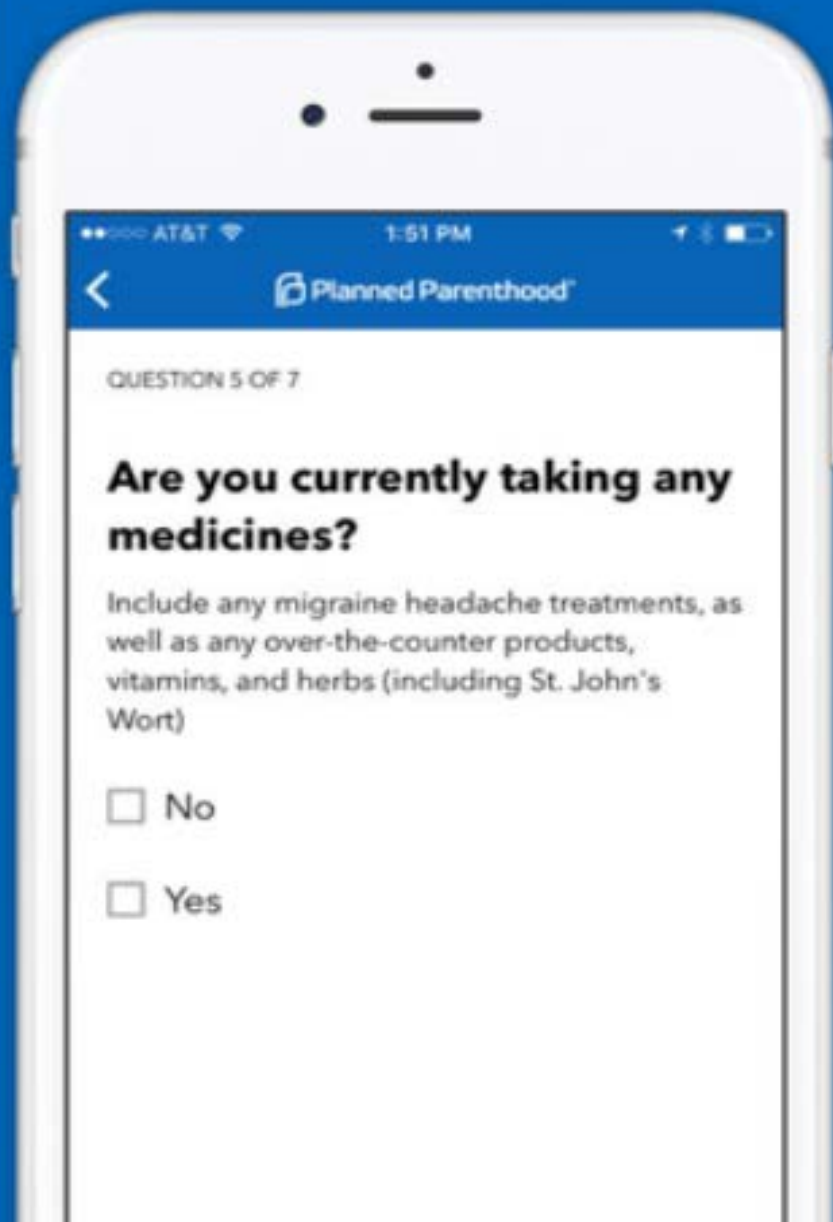
Won't prescribe COCs if

- **Under 18**
- **You're a man**
- **Don't know your blood pressure**
- **Pregnant or may be pregnant**
- **Experiencing unusual vaginal bleeding**
- **Experience migraines with aura**
- **Liver or gall bladder problems**
- **Want the pill to treat acne or control your period**

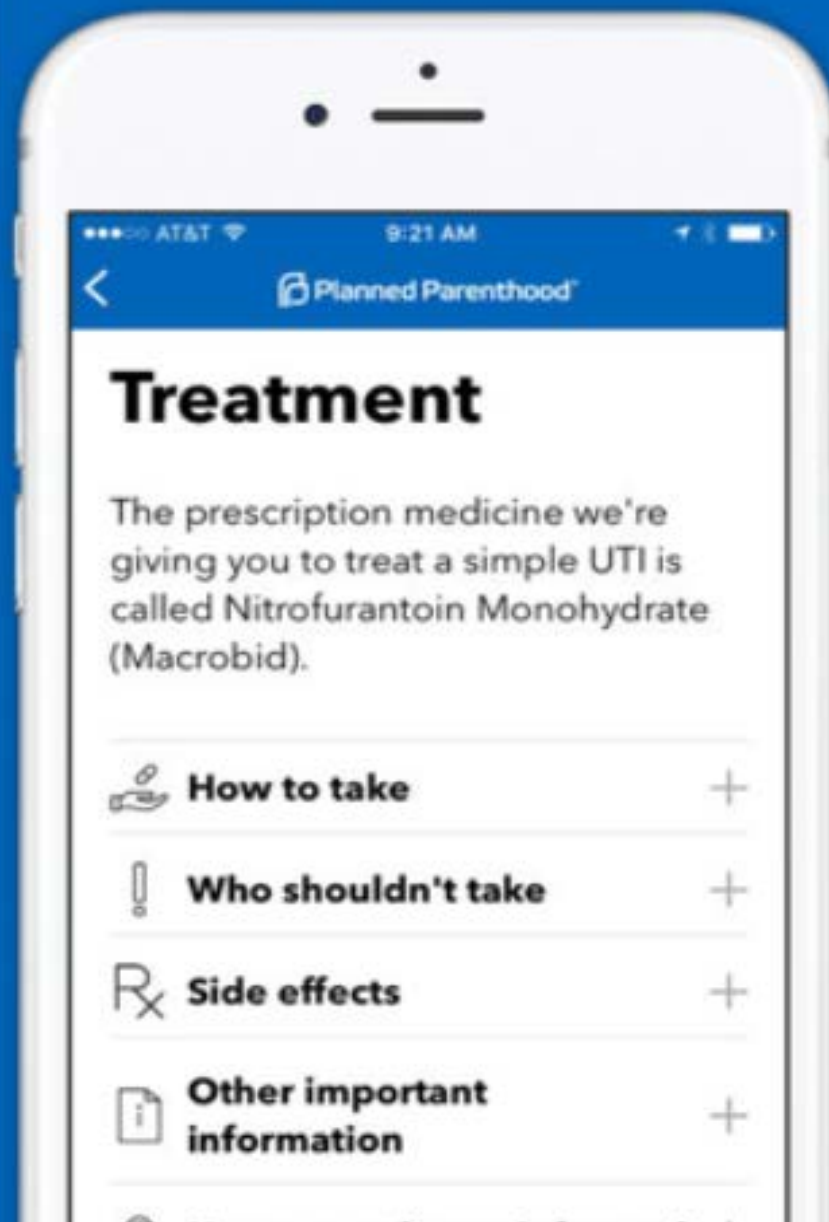
Planned Parenthood Direct: CA

1. Select your pill brand or let us help you select one
2. Answer a few questions about your health history
3. Select a pharmacy
4. Pay \$15 service fee
5. A doctor will review your request and submit a prescription to the pharmacy of your choice
 - If they have concerns or follow-up questions, they will contact you via secure message within the app.
6. Pick up and pay for your prescription
 - If insured, you can use it to pay for your Rx

Answer Health Questions &
Our Doctors Will Review



Get a Response Within 2 Hours
(During Business Hours)



Telemedicine Prescription of HC

- Convenience...no clinic visit, no exam
- Don't need a relationship with a PCP
- Confidential
- Inexpensive (no cost, if insurance used)
- No legislative approval; clinicians write Rx
- Targeted to millennials
 - Love technology
 - Prefer on-line shopping
 - Believe seeing a doctor is too much of a “pain”

Telemedicine Prescription of HC: Benefits

- Clients have access to most contraceptives (except DMPA, implant, IUD)
- Remove the barrier of time lost at a clinic (and lessen opportunity cost)
- No travel and parking expense
- Reduction in unintended pregnancies?

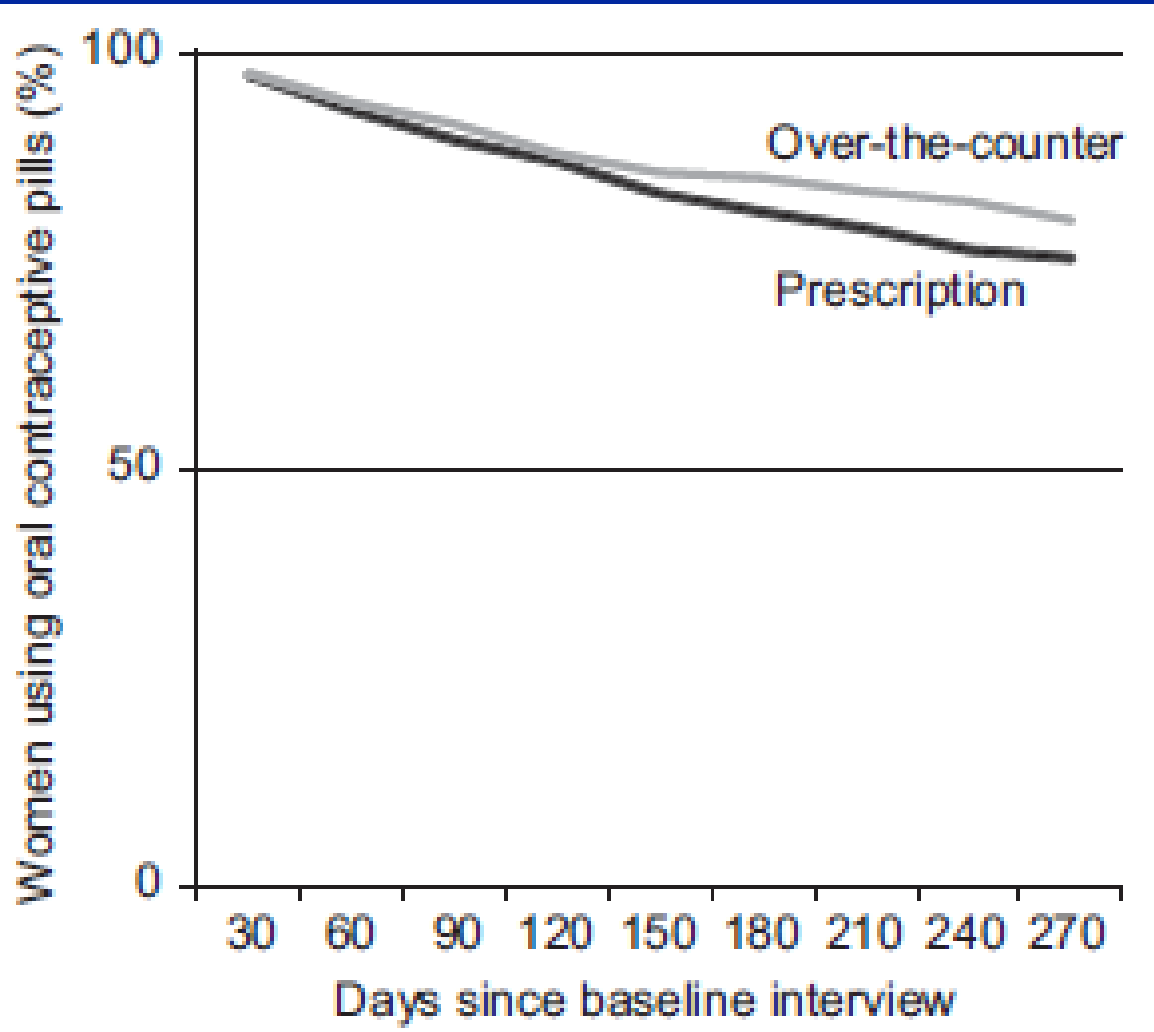
Telemedicine Prescription of HC: Risks

- **Some women will miss the opportunity for detailed counseling and shared decision making**
 - **Loss of educational opportunity for LARCs**
- **More women will forego well woman visits**
- **Visits at some family planning clinics will continue to decline, in some cases to the point of insolvency**

OTC? FDA Criteria

FDA criteria	Oral contraceptives
Drug has no significant toxicity if overdosed	True
Drug is not addictive	True
Users can self-diagnose conditions for appropriate use	Women determine if they are at risk of unintended pregnancy
Users can safely take the medication without a clinician's screening	Women can self-screen for contraindications without involving a clinician
Users can take the medication as indicated without a clinician's explanation	Continuation is similar/higher among women obtaining pills OTC compared to in a clinic

Continuation of OCs Obtained OTC



**Discontinuation
60% higher for
those obtaining
pills in clinics**

**Discontinuation
80% higher for
those who
obtained 1-5
packs in a clinic**

Potter et al., 2011

Which Pill? POP vs. Combined Oral Contraceptive (COC)

- **Consensus around POP as first OTC pill in US**
- **FDA has indicated that OTC approval of estrogen-containing product very unlikely**
- **Fewer and rarer contraindications for POP**
- **Incremental step from OTC LNg emergency contraceptive pill (ECP) to OTC daily POP**
- **Eventual goal of advocates is OTC combined oral contraceptive**

Progestin-only Pills (POPs)

- Only about 4% of US OC users use POPs
 - Postpartum; contraindications to combined OCs
- One formulation registered and marketed in US: norethindrone
- Norgestrel POP also registered but no longer marketed
- Levonorgestrel and desogestrel POPs registered and marketed elsewhere

Support Among Professional Organizations

- **APHA policy in support of insurance coverage for OTC contraception – 2011**
- **ACOG Committee Opinion – 2012, 2015**
- **AMA resolution recommending FDA to encourage pharma – 2013**
- **AAFP resolution in support of OCs OTC with insurance coverage - 2014**

How Can You Respond to Alternative Delivery Systems?

- “Same things a bit better”
 - Devise and implement a strategy to market “value added” when receiving care in a FP clinic
 - Counseling, IUDs, implants, injections
- Capture new markets by embracing new technologies
 - Band together to quickly develop and market competing telemedicine technologies (e.g., app)
- ***Ignoring these developments is NOT an option!***