

GETTING TO MARKET: ROADMAP FOR USER ACCESS

The Population Council is an established leader in the development of innovative reproductive health technologies and bringing them to users worldwide. We work with stakeholders at every step of the roadmap from innovation to scale-up into health systems. Advocates identify health areas of critical need; users inform our product design; donors, social entrepreneurs, manufacturers and other market actors invest in our ideas; policy makers and implementers in the public and private sectors assist in launching the health technology; and health care providers and consumers provide feedback on how well technologies are addressing needs while product designers and manufacturers continuously improve the technology.

