...here's what a trip to the pharmacy in a developing country might look like:

**Your medications cost a lot more.**
In low- and middle-income countries, prices for basic generic medicines can vary widely and far exceed wealthy-country prices.

**You pay a higher price for branded medication, because you don’t trust the cheaper, unbranded version.**
Low- and middle-income countries disproportionately purchase more expensive branded generic drugs rather than unbranded generics.

**Many of your medications come from donors... but not for much longer.**
As countries become wealthier, donor financing for health products becomes less important.

**The company that makes your medication has the power to charge high prices.**
There is little competition in the supply of essential medicines in low- and middle-income countries.

Get the facts ➤ Tackling the Triple Transition in Global Health Procurement
CGDev.org/better-health-procurement

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**Text:**

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**Images:**

- Three shelves of medication bottles, with the leftmost shelf showing three higher-priced branded generics, the middle shelf showing one cheaper unbranded version, and the rightmost shelf showing two more expensive branded generics.
- A shelf of medication bottles with a small sign saying "Supported by [country]" and a high price tag.
- A shelf of red-branded medication bottles.

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**Additional Information:**

- CGDev.org/better-health-procurement
**Procurement Challenges**

Breakdowns on the Road from Manufacturer to Patient

- **Market failure** changes the supply and demand calculus
- **Institutional inefficiencies** prevent effective and efficient purchasing of health products
- **Unorganized demand** creates fragmentation and raises transaction costs

These breakdowns can be addressed by better procurement policy and practice

- **Absolute resource constraints** put some health products beyond the reach of people in need
- **Supply chain and delivery constraints** may prevent health products from reaching end users

**The Solution**

- **Sustain and expand** global cooperation for procurement and targeted innovation
- **Reform WHO guidance and policy** to support modern and agile procurement policy and practice
- **Professionalize** procurement by building capacity and driving strategic practice
- **Support in-country** procurement policy reform

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