

# WHEN PROCUREMENT BREAKS DOWN...

...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**  
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# PROCUREMENT CHALLENGES

## Breakdowns on the Road from Manufacturer to Patient



## 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**

**Learn more** ►

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