



Tetiana Miroshnychenko

A.L.P.H.A Initiative Lead
ZOETIS Belgium SA

Cluster 3 : Transformative PPPs

Regional Training Workshop on Public-Private Partnerships in the
Veterinary Domain Africa (English)
Addis Ababa, Ethiopia 21 – 22 August 2019

Summary

A.L.P.H.A. Initiative. Diagnostic network set up example

- Diagnostic Network Strategy
- Challenges/Lessons learnt
- Need for PPP to become sustainable
- The way forward ...



A.L.P.H.A. Initiative key pillars

BACKGROUND

Zoetis with support of BMGF is currently executing 5-year A.L.P.H.A (Africa Livestock Productivity and Health Advancement) initiative



VETERINARY
MEDICINES
AND SERVICES



TRAINING AND
EDUCATION



VETERINARY
LABORATORY
NETWORKS

Countries in focus – for more info:

- Ethiopia <https://et.zoetis.com/>
- Nigeria <https://ng.zoetis.com/>
- Tanzania <https://zoetis.co.tz/>
- Uganda <https://ug.zoetis.com/>



Improving diagnostic services to farmers and vets

Avoid shooting in the dark !

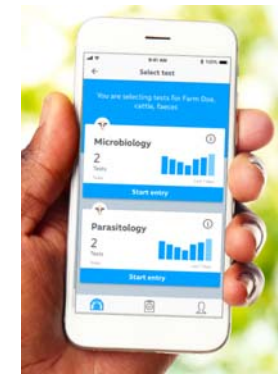
Partnership with private and public Dx labs

A.L.P.H.A. Strategy for diagnostic support

- ✓ Provide a range of diagnostic tests to improve the **correct diagnosis** of major livestock diseases affecting farmers in sub-Saharan Africa
- ✓ Provide a full **consultancy service** to complement **diagnostic results** and **recommend appropriate medicine use**
- ✓ **Increase awareness** on certain diseases and drive biosecurity measures to maximize the effectiveness of control measures
- ✓ Gain insights in **epidemiology of in-country diseases**, feed outcome research-Zoetis pipeline-distributors, bring right products to market and to ensure the right use of products especially **vaccines**

A range of 80+ products dedicated to immunodiagnostics





Model we support

- Partnership with public and private labs to improve existing infrastructure
- Provide training on diagnostics on different levels:
 - Lab staff (Lab manager, lab technologists, ...)
 - Vets: how to interpret results? What's next? What's the best advice?
 - Farmers: why do you have to test? How to avoid ...
- Collecting samples through distributor network
- Partnership in surveillance networks
- Digital innovation for data transfer and reporting: LabCards
- Outreach services: cold chain, fridges ...

Challenges/lessons learnt

- ✓ Find the right partners to start with
 - Limited range of private (incl human) laboratories
 - National Reference labs more focus on research
 - >< daily diagnostic services to farmers/vets are not their core business & mindset
 - Regional Public labs lack entrepreneurship
 - Private labs fear authority driven actions like culling-slaughtering without compensation
- ✓ Supply-installment-maintenance of lab equipment
- ✓ You can't cover everything in diagnostics
 - It's more a matter of getting started and build testing portfolio/business step by step based on customers (vets and farmers) needs
 - Quality Assurance: step by step
- ✓ Close follow up of labs operations at initial stage is needed
 - Lack of experience: serving the customers-diagnostic testing-quality
 - Consultative support on the results
 - Running a lab is more than doing a test
 - Governance body
- ✓ Sustainability is the key to succes!!!
 - Labs should not run dry – should ensure samples flow!

Nigeria Partners

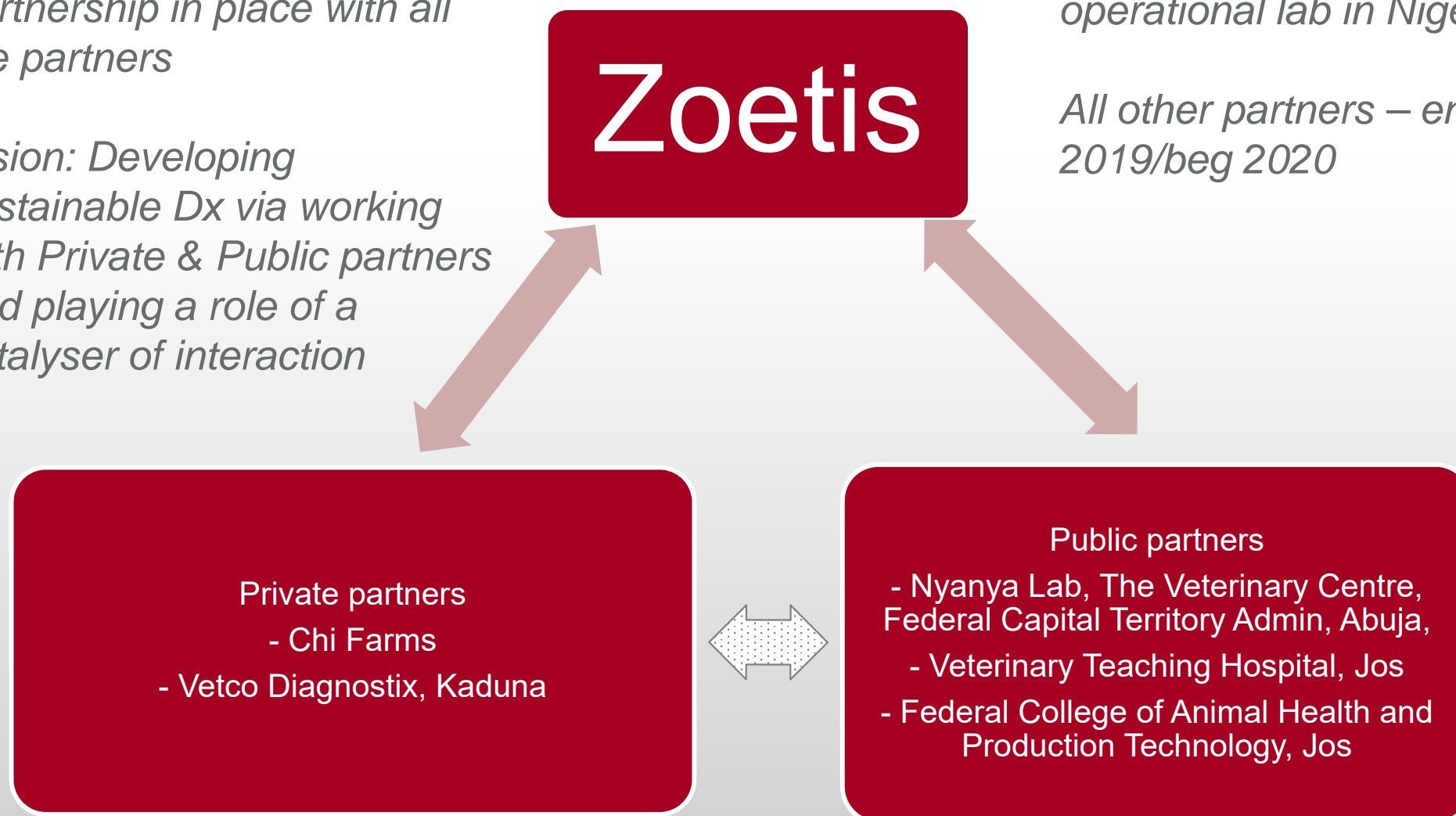
*Public and Private partners – Diagnostics**

Zoetis has documented partnership in place with all the partners

Vision: Developing sustainable Dx via working with Private & Public partners and playing a role of a catalyser of interaction

Only Chi Farms is fully operational lab in Nigeria

All other partners – end 2019/beg 2020



How not to run dry as a lab and become sustainable*?

Your customers (in poultry)	Purpose of testing	Private labs		Public labs		Ideal PPP
		Share in samples	Epidemiological value in animal health	Share in samples	Epidemiological value in animal health	
Individual vets (includes VPP's and farmers)	Diagnostic	20%	HIGH	5%	HIGH	20%
Private farms (parent stock)	Monitoring-sero-surveillance	80%	INTERMEDIATE	5%	INTERMEDIATE	40%
Programs from public sector	Monitoring-surveillance	0%	HIGH	90%	HIGH	40%

Obstacles for PPP (from private perspective)

- Lack of trust: confidentiality and mutual respect
- Fear of resistance of lab's private customers
- Fear of excessive government action in non-PPP domains
- Fear of the unknown/change
- Investment in certification and accreditation needed
- Previous experience of charity kits received "for free" ...
- Lack of business accumen to maintain sustainability

The way forward

- Explore further opportunities for PPP for diagnostic private/public labs
- Need for strong communication and sensibilisation from OIE to all stakeholders also on production diseases
- Develop some PPP pilot projects in the diagnostic field with private partners
 - One disease/one program approach to start with