



## Summary of Findings: 2004 Satisfaction Survey of Participating Institutions

### Background

- In June 2000 Boehringer Ingelheim (BI) initiated the donation of Viramune<sup>®</sup> for the Prevention of Mother to Child Transmission of HIV (PMTCT) in all developing countries.
- In June 2002 Abbott Laboratories announced the donation of Determine<sup>®</sup> HIV rapid tests to PMTCT programs in Africa and least-developed countries.
- In 2003 Abbott Laboratories and Boehringer Ingelheim joined forces to offer their products to eligible countries through a simplified program, **PMTCT Donations**, in order to respond to the recognized need for institutions' to benefit from both the Determine test and Viramune.
- The *PMTCT Donations Program Customer Satisfaction Survey* was conducted in the spring of 2004 with the participating institutions. The main purpose of the study was to evaluate the perceptions of beneficiary institutions regarding the management, impact and usage of the PMTCT Donations Program. They also had the opportunity to share their future expansion plans.
- Currently, institutions from over fifty-two countries have benefited from the PMTCT Donations program.

### Methods

A minimum of one benefiting institution in each of the fifty-two countries was invited to respond to a Customer Satisfaction Survey. The responses were obtained from the participating institutions through phone interviews. The tool was piloted and a final version communicated by email to interviewees, before setting up the phone interview. Interviews were conducted in English, French, Spanish and Portuguese.

### Findings

The institutions were found to have different profiles, depending on their geographic, cultural, and healthcare contexts. However, the PMTCT Donations Program helped more than 90 percent of the institutions achieve most of their program goals, supporting them in their PMTCT objectives.

Furthermore, almost 80 percent of the respondents surveyed rated the application process as “standard” to “very easy” to use. Over 40 percent reported that the institutions’ involvement in the PMTCT Donations Program either assisted them to access and benefit from other Donation programs or change the way they implemented their programs. The data also demonstrates that the beneficiaries are satisfied with the way the donations process is managed and 98 percent are expanding their PMTCT activities.

Three areas of potential improvement were identified related to progress reporting: *monitoring, reporting and forecasting*. The shipping and custom clearance process was also occasionally cited.

The table below summarizes the responses of the beneficiary institutions completing the *Customer Satisfaction Survey*.

Questions	Responses from beneficiary institutions
Was it easy to find out about PMTCT Donations?	72% reported Easy
Have the PMTCT Donations helped you in achieving the goals of your institution?	64% reported Mostly
What is the benefit of the PMTCT Donations Program to your institution? What do you value in them?	>90% believe PMTCT Donations helped institutions achieve some program goals
In which areas should the PMTCT Donations program improve?	48% reported 1) Network; 2) Technical assistance; 3) Application procedures
Have the PMTCT donations led you to access other programs or change your programs?	50% reported No
How easy was the PMTCT Donation application process?	54% reported Easy
How do you rate Axios cooperation with your institution?	All respondents rated cooperation +; Speed and efficiency could improve
Which steps of the process are the most difficult ones?	60% reported 1) Progress report; 2) Shipping; 3) Product monitoring
Which are the areas you think that Axios should improve?	70% reported at least one of the following 1) Technical assistance; 2) Shipping process; 3) Progress report

## **Conclusions**

The participating institutions' feedback and the assessment of customer satisfaction surveys are key ingredients to the program's organizational success and future expansion.

Given the diversity of the beneficiary institutions, the PMTCT Donations Program should be more customized to increase the level of satisfaction by addressing specific institutional needs.

The provision of additional training and tools would facilitate and improve monitoring, reporting, and forecasting and bring added value to the beneficiaries. A related area of improvement would be the development of greater communication and interaction, both between the donation team and institutions and among institutions. This would facilitate the customization of solutions, sharing of experiences, and further encouragements to participants.

To support expansion, it is important to work closely with the current beneficiary institutions and key opinion leaders to identify untapped programs for benefiting from the PMTCT donations program.