



Stanford Graduate School of Business publishes lessons learned from commercializing CycleBeads, a global health innovation

At this point, you are most likely familiar with CycleBeads® and its role in family planning and reproductive health programs worldwide. CycleBeads is the color-coded tool that facilitates use of the Standard Days Method® for women and couples, and helps providers, community health workers, and teachers instruct women and girls about fertility awareness.

CycleBeads, as a product for social impact, plays another important role: to help other global health innovators learn from the experience of what it took to commercialize CycleBeads in the global marketplace.

The **Global Health Innovation Project** at the Stanford Graduate School of Business recently included CycleBeads in the **Global Health Innovation Insight Series**--a collection of vignettes that capture interesting issues, learnings, and ideas regarding the business-like challenges that global health innovators face when bringing social innovations to scale. The following three briefs use the CycleBeads experience to demonstrate important lessons in (1) understanding market/stakeholder dynamics, (2)

CycleBeads I: Building Acceptance for a Simple Idea



CycleBeads II: Creating a Dual Market



CycleBeads III: Implementing Too Much, Too Soon

defining a viable business model, and (3) sales, marketing, and distribution, respectively:

CycleBeads I: Building Acceptance for a Simple Idea describes the process of building acceptance and generating demand for a global health innovation.

CycleBeads II: Creating a Dual Market showcases the viability of re-packaging a global health innovation for different target markets to support a sustainable business model.

CycleBeads III: Implementing Too Much, Too Soon demonstrates the potential pitfalls of rolling-out a global health innovation without considering the strength of the country's larger health system.



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ANNOUNCEMENTS

New SDM course on USAID's Global Health eLearning Center

The USAID Global Health eLearning Center just launched a new edition of the SDM eLearning course. This revised course includes more programmatic resources, cutting-edge research results, and a new section on SDM integration into family planning programs. [Log in and take the course today!](#)

Global Health eLearning Center Your Home Logout

Standard Days Method@

SDM Basics: 4. How Effective is the SDM?

How Effective is the SDM?

Effectiveness

Method	Rate during perfect use (%)	Rate during typical use (%)
Spermicides	~82	~72
Female condom	~79	~71
Standard Days Method	~95	~92
Male condom	~98	~85
Oral contraceptives	~99	~92
IUD (TCu 380A)	~99	~96
Female sterilization	~99	~99
Implants	~99	~99

Did You Know? SDM efficacy is similar to other user-dependent methods with an efficacy rate of 95% with correct use. Source: Arévalo M, Jennings V, Sinai I, 2002.

Georgetown University hosts CUGH Conference March 14-16, 2013

Georgetown University hosts the 4th annual conference of the Consortium of Universities for Global Health (CUGH) on March 14-16, 2013. This conference, titled "Global Health: Innovation | Implementation | Impact"

Upcoming Events

Come visit IRH's exhibit or hear us present at the following upcoming events:

American Public Health Association

San Francisco, CA | Oct. 27-31, 2012

[View presentation schedule](#)

Global Symposium on Health Systems Research Beijing, China | Oct. 31 - Nov. 3, 2012

Consortium of Universities for Global Health

Washington, DC | March 14-16, 2013

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brings together over 1,000 members to examine cutting-edge issues in global health. Conference organizers seek abstracts for individual and panel presentations. The deadline for submissions is November 15, 2012. For more information visit <http://2013globalhealth.org/>.



IRH joins the mHealth Alliance

IRH is a new member of the [mHealth Alliance](#)! mHealth Alliance members are united in their commitment to sharing knowledge, advocating for solutions, and driving collective action to use mobile technologies to improve health outcomes. As a member, IRH will have the opportunity to learn from others, as well as access educational resources.

Read about IRH's mhealth work: [CycleTel Brief](#)

IRH AT APHA 2012

At the American Public Health Association (APHA) in San Francisco this year, October 27-31, IRH will present on various topics, including CycleTel, Most Significant Change methodology, Social Network Theory, Each One Invites Three Campaign, the GREAT Project, and others. Come visit us there!

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