



LIBERIA

If you can get a Coca-Cola product almost anywhere in Africa, why not life-saving medicines?



Project
Last Mile

CONTEXT

Following the Ebola epidemic in Liberia, the capacity of the Liberian National Drug Store (NDS) to reliably store and distribute essential medicines was devastated. The Ministry of Health and its partners are fully committed to rebuilding a patient-centric medical supply chain to deliver essential health medicines and equipment all the way to the last mile.

PROJECT LAST MILE RESPONSE

Project Last Mile was invited by USAID and the Ministry of Health (MOH) to provide technical assistance and capacity building support to the new Central Medicine Stores (CMS) during this critical transition and rebuilding period. This builds on support provided by the local bottler, Liberian Coca-Cola Bottling Company (LCCBC), during the Ebola crisis, as well as other support provided by The Coca-Cola Foundation.

Project Last Mile is working closely with the CMS to help improve the availability of essential medicines to health facilities across Liberia.

This involves a redesign of the supply chain to put the patient's needs first and a concerted focus on developing organizational capacity.

The CMS will focus on:

- 1. PEOPLE:** Create a patient-centric service offering that reconfigures the historical supply chain flow from a "push" to a "pull" model.
- 2. BRAND:** Transform the CMS supply-chain distribution function into an effective, reliable, and motivated Branded Service Organization (BSO).
- 3. STRUCTURE:** Optimize distribution with a Supply-Chain Redesign (SCR) driven by demand planning, evidenced-based forecasting, accurate data collection, and systematic ordering processes.

APPROACH

Project Last Mile is supporting the Liberia CMS with Technical Advice for creating an efficient and secure health commodities logistics distribution system for the last mile in the following ways:

1. Network redesign to optimize last-mile distribution into an efficient monthly routed delivery model to health facilities
2. Implementation of CMS Organizational Development capacity building, including refreshed branding, core values and brand promise delivery

PLM will pilot the new model in two counties (Nimba and Margibi) and recommend a national roll-out approach pending the results of the pilot.

TEAM

Project Last Mile Liberia is being led by two supply chain and logistics subject matter experts with significant experience in the Coca-Cola System, and more broadly in the beverage industry.



Project Last Mile believes life-saving medicines should be in reach of every person in Africa. This pioneering cross-sector partnership between USAID, the Bill and Melinda Gates Foundation, The Global Fund, The Coca-Cola Company and its Foundation helps life-saving medicines go the "last mile" to communities in Africa. We collaborate with regional Coca-Cola bottlers and suppliers in participating countries to build public health systems capacity in supply chain and strategic marketing by sharing the expertise and network of the Coca-Cola System with the local Ministry of Health. Project Last Mile Liberia is specifically made possible by funding from USAID and The Coca-Cola Foundation. Project Last Mile aims to support 10 countries by 2020.

Global Partners

