

## User-Friendly Product Presentation: Amoxicillin Dispersible Tablets for the Treatment of Childhood Pneumonia

### Health need

Pneumonia is the leading cause of death in children worldwide, accounting for more childhood deaths than AIDS, malaria, and measles combined. Each year, pneumonia kills an estimated 1.6 million children under the age of five and is responsible for 18 percent of all deaths of children under five years of age globally. Most of these deaths are preventable if pneumonia is appropriately identified and treated. Community-acquired bacterial pneumonia can be cured and the majority of pneumonia-related deaths prevented with antibiotics such as amoxicillin. Despite the existence of this simple, inexpensive treatment, many children in need are often left behind; only 30 percent of children with suspected pneumonia receive an antibiotic. Furthermore, caregivers often do not understand how to appropriately administer antibiotics, and children are not given a complete course of the recommended dose. This can lead to inadequate treatment and the potential for the development of drug resistance.

### Technology solution

Our goal is to facilitate appropriate adherence to the treatment of childhood pneumonia in low-resource settings through the evaluation of existing package designs and to develop preliminary concepts for a user-friendly product presentation of amoxicillin dispersible tablets (DT). User-friendly product presentation of amoxicillin DT would enable appropriate distribution by the provider and clear instruction to the caregiver on how to administer a complete course of amoxicillin. Increased adherence has the potential to improve the treatment of childhood pneumonia and save lives.

### Current status and results

PATH is working to identify innovative approaches for product presentation (design and instructions) of amoxicillin DT that facilitate treatment and adherence. Through field research and in collaboration with partners, we plan to:

- Engage global stakeholders to gain a broader understanding of the current landscape of packaging and product presentations of amoxicillin DT.
- Interview decision-makers, manufacturers, distributors, providers, and caregivers in India and Kenya to gain a greater understanding of design needs for product presentation.
- Develop preliminary design concepts for a user-friendly product presentation, based on our findings, which will meet the needs of caregivers and facilitate adherence to treatment.

This project was initiated in January 2013. We are currently engaging a broad range of stakeholders to set the stage for detailed in-country investigation of the needs for user-friendly product presentation of amoxicillin DT. We plan to have preliminary design concepts completed by December 2013.



PATH/Heng Chivwan

**Treatment adherence  
saves lives.**

**The World Health Organization has established dispersible amoxicillin in 250-mg tablets as the newly recommended first-line treatment for pneumonia in children under the age of five.**

*World Health Organization (WHO). Recommendations for Management of Common Childhood Conditions: Newborn Conditions, Dysentery, Pneumonia, Oxygen Use and Delivery, Common Causes of Fever, Severe Acute Malnutrition and Supportive Care. Geneva: WHO; 2012. Available at: [http://whqlibdoc.who.int/publications/2012/9789241502825\\_eng.pdf](http://whqlibdoc.who.int/publications/2012/9789241502825_eng.pdf).*

### Availability

For more information regarding this project, contact Dr. Amy Ginsburg at [aginsburg@path.org](mailto:aginsburg@path.org).

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