





Ferring photos for Essential Medicines List announcement



Name	Photo	Suggested caption	Credit
<b>Nepal</b>			
Nepal photo 1 (Dinesh)		<p><i>Full</i> Nepal: Dinesh felt helpless as his wife Tulasi was rushed to have emergency blood transfusions after experiencing postpartum haemorrhaging (PPH) following the birth of their first child. His mind raced, imagining raising their new born on his own and without a mother. Tulasi recovered and Dinesh is thankful for this every day.</p> <p><i>Abridged</i> Nepal: Due to postpartum haemorrhage (PPH), Tulasi was rushed to have emergency blood transfusions after childbirth. Her husband Dinesh felt helpless, but thankfully she recovered.</p>	Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers
Nepal photo 2 (Yamuna)		<p><i>Full</i> Nepal: Yamuna, 18, experienced postpartum haemorrhage (PPH) following the birth of her first child. Due to the lack of facilities in her local health centre she was forced to walk for hours to reach the nearest hospital, adding to her risk of death. Luckily Yamuna survived and is on the road to recovery, however the experience has placed a financial strain on her and her family.</p> <p><i>Abridged</i> Nepal: Yamuna was fortunate to survive postpartum haemorrhage (PPH) however the experience has left her and her family in financial difficulty.</p>	Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers

<p>Nepal photo 3 (Dr Khadka)</p>		<p><i>Full</i> Nepal: Dr Khadka is a General Practice and Emergency Medicine doctor in Nepal. Although transportation in his local area is improving every day, women still struggle to access hospitals from more remote places. This leaves them at greater risk for complications, such as postpartum haemorrhage (PPH), potentially leading to death.</p> <p><i>Abridged</i> Nepal: Getting to hospital in time to receive urgent care for postpartum haemorrhage (PPH) is a major challenge for Dr Khadka's patients living in remote areas.</p>	<p>Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers</p>
<p>Nepal photo 4 (Dr Vaidya)</p>		<p><i>Full</i> Nepal: Dr Vaidya is an OBGYN consultant in Bhaktapur Hospital, Nepal. Although she is surrounded by a skilled team, in her eyes all women that come into hospitals in her region to give birth are at risk of complications, such as postpartum haemorrhage (PPH). This is especially true at night-time when access to anaesthesiology and intensive care facilities is limited.</p> <p><i>Abridged</i> Nepal: Dr Vaidya is concerned about the disparity in emergency care at night, especially for women experiencing postpartum haemorrhage (PPH).</p>	<p>Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers</p>
<p><b>Uganda</b></p>			

<p>Uganda photo 1 (Joan)</p>		<p><i>Full</i> Uganda: Joan's pregnancy was without complications, but when she gave birth, she suffered from excessive bleeding (PPH) and had to be transferred to a hospital. Thanks to blood transfusions she survived, but she stills feels dizzy sometimes.</p> <p><i>Abridged</i> Uganda: Joan suffered postpartum haemorrhage (PPH) after giving birth and thanks to a blood transfusion, she lived to see her child grow up.</p>	<p>Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers</p>
<p>Uganda photo 2 (Ruth)</p>		<p><i>Full</i> Uganda: Ruth is a midwife. Her daughter suffered from postpartum haemorrhage (PPH) when giving birth in a clinic. She was transferred to a hospital for treatment but tragically died. Ruth's clinic has integrated services and 24hour care, but unfortunately the one her daughter attended did not. Ruth now cares for her grandson with her surviving daughter.</p> <p><i>Abridged</i> Uganda: Ruth's daughter suffered from postpartum haemorrhage (PPH) after childbirth, and was transferred to a hospital for treatment. Tragically, it was too late and she died.</p>	<p>Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers</p>



Uganda photo 3 (Stella)		<p><i>Full</i> Uganda: Stella is a health-worker supporting HIV communities. She had a traumatic birth with her third child, suffering from excessive bleeding (PPH) and uterine prolapse. Thankfully she survived due to the care she received in the healthcare centre, but the experience has enforced her decision not to have another child.</p> <p><i>Abridged</i> Uganda: After a traumatic birth suffering with excessive bleeding (PPH), Stella has decided not to have another child.</p>	Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers
<b>India</b>			
India photo 1 (Radkha)		<p><i>Full</i> India: Radha experienced excessive bleeding (PPH) after giving birth. She received blood transfusions and treatment, and after three days she regained consciousness. Thankfully she survived but the experience impacted both her and her family; she was scared for her baby's wellbeing, and her older children feared she would die.</p> <p><i>Abridged</i> India: Thankfully Radha survived postpartum haemorrhage (PPH) however the experience was frightening for her and her family.</p>	Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers

India photo 2		<p><i>Full</i> India: This hospital caters for nine districts, and sees around 70,000 births every year. Many of Dr Deshpande's patients suffer from postpartum haemorrhage (PPH) and hypertensive disorders. She emphasises the need for antenatal care to ensure that women don't die after giving birth, and is passionate about protecting women's rights in maternal care.</p> <p><i>Abridged</i> India: This hospital sees around 70,000 births every year and postpartum haemorrhage (PPH) is a regular occurrence. Dr Deshpande works here and is passionate about protecting women's rights in maternal care.</p>	Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers
India photo 3		<p><i>Full</i> India: The head of this hospital's OBGYN department is Dr Gaddappa. In his hospital, he says that active management of third stage labour is often enough to prevent postpartum haemorrhage. However, women who give birth remotely often don't have access to effective medication – and by the time they arrive at the hospital it can be too late.</p> <p><i>Abridged</i> India: Patients who live remotely can't always receive the postpartum haemorrhage (PPH) care they need near home. By the time they arrive at Dr Gaddappa's hospital, it can be too late.</p>	Joni Kabana, Kabana Photography/Concept Foundation/Ferring Pharmaceuticals/MSD for Mothers