

Overcoming the heat-barrier to prevent postpartum haemorrhage (PPH)

PPH, or excessive bleeding after childbirth, is the **leading direct cause of maternal mortality worldwide**¹

The World Health Organization (WHO) believes **most of these deaths are preventable** with effective treatment²

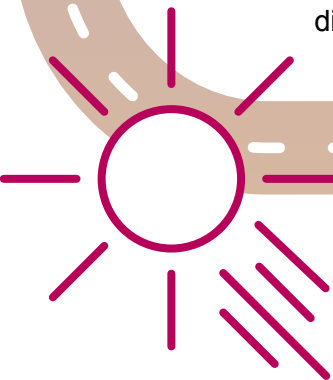


99%

of PPH deaths occur in low- and lower-middle income countries⁵ where cold-chain storage can be difficult to achieve and maintain³

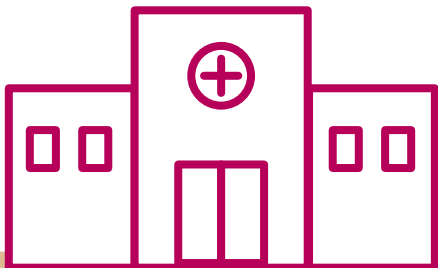


The current standard of care medicine for PPH needs to be stored between **2–8°C** in order to maintain its effectiveness^{3,4}



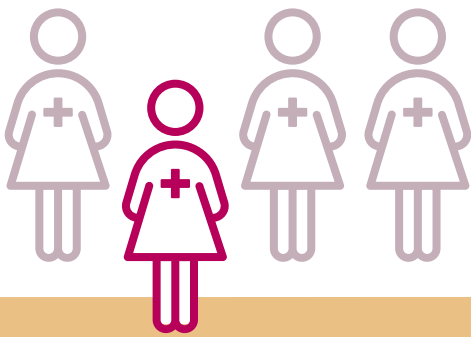
22%

of health facilities surveyed across **64 countries** have no refrigerators⁶



Medicines can be exposed to temperatures spanning a range of

40°C⁷



Only **1 in 4** healthcare staff may be trained to maintain cold storage and distribution⁸



New solutions are urgently needed to **prevent PPH in the countries which face the highest burden.**

References

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