

# EURIPHI International Roundtable

**Essity presentation**  
**10th March, 2020**

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# Essity is a Leading Global Hygiene and Health Company

**Vision:** Dedicated to improving well-being through leading hygiene and health solutions



Headquarters in Stockholm, Sweden.  
Sales in approximately  
**150 countries**

## Essity partners...

... with the United Nations Foundation in support of Sustainable Development Goals to improve hygiene health and well-being worldwide



Approximately  
**47,000**  
**Employees**



## The Essentials Initiative

Initiative that aims to drive and support a global dialogue around hygiene, health and well-being to improve hygiene standards worldwide



# Product areas and Brands

Incontinence Products	
Professional Hygiene	
Consumer Tissue	     
Medical Solutions	    
Baby Care	   
Feminine Care	    

# Cross-border joint procurement

## Market description

- Tender market segments for Essity:
  - Hospitals and Community care ( nursing homes, regional homecare tenders)
  - Consumables: absorbent incontinence products, woundcare products, compression garments
- No cross-border procurement so far
- Specifics of consumables (absorbent incontinence products)
  - Not a „ one product fits all” market
  - It is much more than the „intended purpose” only (absorption)
  - Good care requires quality products AND quality care process
    - > Good products + low quality care or high quality care and low quality products generally leads to low level of outcomes
  - Due to high staff turnover, and the nature of the category, regular education/support is needed
  - The cost of the product is usually around 10% of the total cost of care

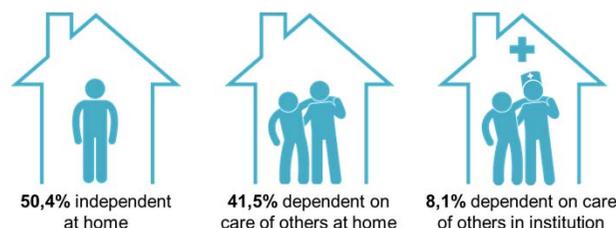
Challenge: Innovation is part of the overall process -> not necessarily „stand alone” innovation that would fit for tendering, eg. innovations is care delivery, sensor technology etc.

# Cross-border joint procurement

## What outcomes are relevant?

- Possible objectives in continence care:
  - **enabling self-management** for as long as possible for people who are able to take care of themselves
  - when self- management is no longer possible drive for the most **efficient care delivery** by caregivers

People > 65 living with daily UI:



- How to reach objectives?
  1. Assessment for toileting and containment care
  2. Defining Care plan – to be reviewed on a regular basis

Relevant patient outcomes eg: leakage rate, skin health, independence, dignity, sleep disturbance etc.

Relevant care delivery outcomes eg: change frequency, ergonomics, need of a carer, ease of use etc.

# Cross-border joint procurement

## How to arrange for it?

In a value-based procurement „efficient continence care” could be procured, where the offer should contain eg: products, care routines, education, tools to support the care routine, and total cost of care. It is to make sure that the right products and the right care processes will be in place to ensure efficiency.

### What makes sense to be done jointly?

- Pre-tender discussions to align on needs, and understand available solutions
- List of potential relevant outcomes to be included in tenders

### What makes sense to be done locally and why?

- Weighting/relative importance of different outcomes  
-> patient population, patient needs can differ significantly; improvement areas in the care delivery process usually is very different in each org.unit, availability of innovation eg. sensor technology can differ across geographies etc
- Measurement of outcomes  
-> due to legal differences, different levels of available resources (supplier/buyer side), relevance of incontinence in the overall picture etc.

