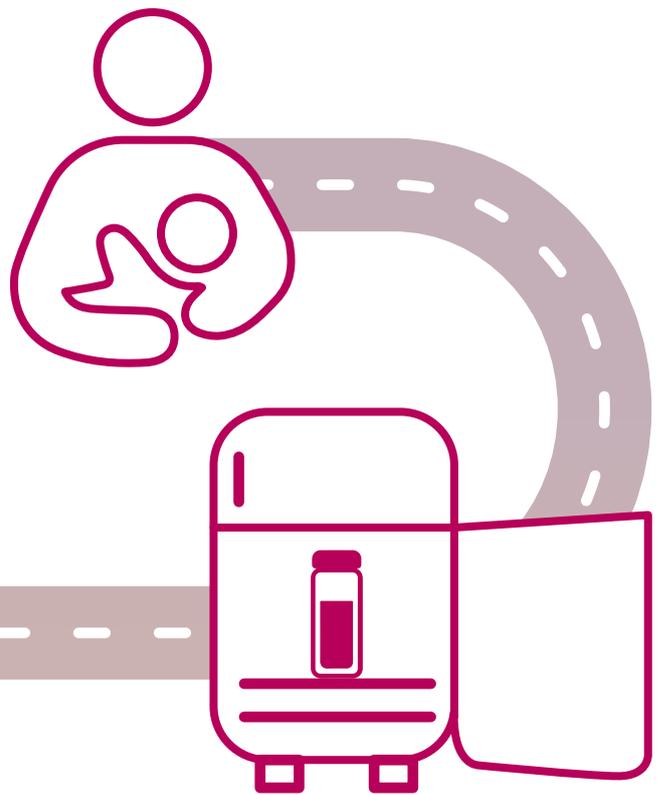


# Overcoming the heat-barrier to prevent postpartum haemorrhage (PPH)

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

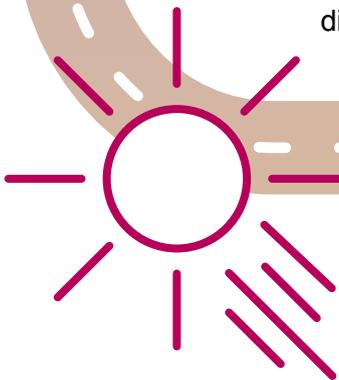
The World Health Organization (WHO) believes **most of these deaths are preventable** with effective treatment<sup>2</sup>



**99%**

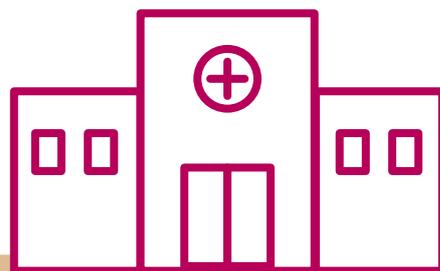
of PPH deaths occur in low- and lower-middle income countries<sup>5</sup> where cold-chain storage can be difficult to achieve and maintain<sup>3</sup>

The current standard of care medicine for PPH needs to be stored between **2–8°C** in order to maintain its effectiveness<sup>3,4</sup>



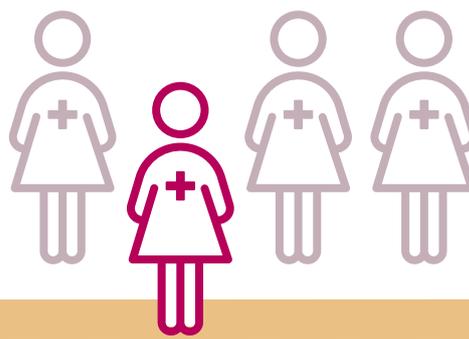
**22%**

of health facilities surveyed across **64 countries** have no refrigerators<sup>6</sup>



Medicines can be exposed to temperatures spanning a range of

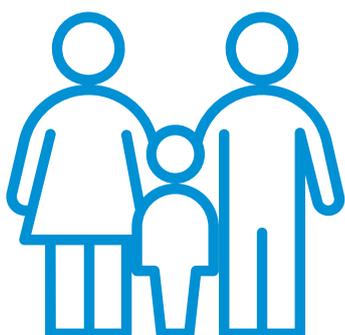
**40°C**<sup>7</sup>



Only

**1 in 4**

healthcare staff may be trained to maintain cold storage and distribution<sup>8</sup>



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

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