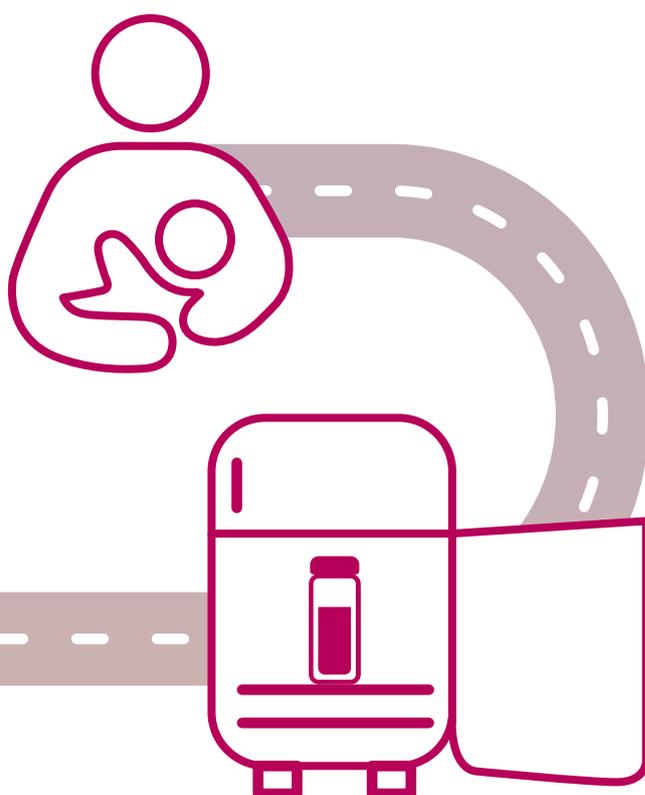


Overcoming the heat-barrier to prevent postpartum haemorrhage (PPH)

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

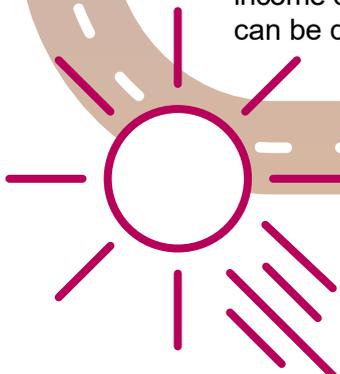
The World Health Organization (WHO) believes **most of these deaths are preventable** with effective treatment²



Over 90%

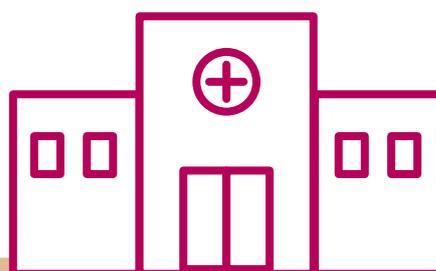
of PPH deaths occur in low- and lower-middle income countries⁵ where cold-chain storage can be difficult to achieve and maintain.³

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

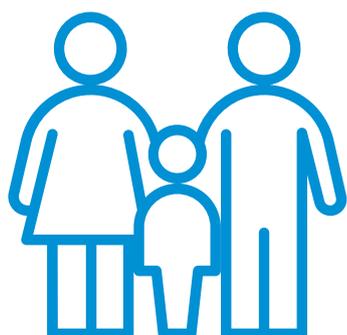
30°C

⁷

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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