

# IN WOMEN'S REACH

Innovation, equity, and sustainability  
in sexual and reproductive health

TWO YEARS OF STRATEGIC  
PROGRESS



*Orientame*  
Your Center

Presented by  
**AL ALCANCE  
DE TODAS**

**OPTions**  
Center for Reproductive Health Equity

## BACKGROUND AND PURPOSE

# WHY DID THIS PROJECT START?



In a country marked by health system challenges and access inequalities, In women's Reach emerged to bring essential services to a reas beyond major urban centers.

**85% of goals achieved**

**Continuous learning and sustainable growth**

**TERRITORIAL EXPANSION WITH EQUITY FOCUS**

# 5 MINI-CLINICS IN KEY MUNICIPALITIES:



Chosen for high  
vulnerability and  
limited access

Services: abortion  
care, contraception,  
gynecology, mental  
health



Overcoming barriers  
like regulatory  
delays and health  
reforms



*Orishama*  
Por Salud

FOR ALL  
AL ALCANCE  
DE TODAS

**Options**  
Mujeres y Jóvenes

**DUAL STRATEGY:**

# **DIGITAL + LOCAL PRESENCE**

Educational content,  
regional campaigns,  
and series like "Ask  
Your Doctor"

**1M+ views on social media**

**Doubled website traffic**

**On the ground: partnerships  
with community hubs**



# CASE STUDY:

## TELEMEDICINE EXPANSION

**Valle del Cauca**  
- no physical clinic -



**Telemedicine  
services tripled**



**Hyper-targeted digital  
strategy delivered  
strong results**

**PRICING INNOVATION:**

# **A TOOL FOR ACCESS AND GROWTH**

**PRICING USED AS  
A TOOL FOR:**

- ✓ **Market segmentation**
- ✓ **Accessibility**
- ✓ **Sustainable growth**

**4 strategic pricing experiments =  
improved access and key insights**

**TEST 1:**

# TELEMEDICINE DISCOUNT

**20%  
fee reduction**



**Immediate increase  
in consultations**

**Insight: high  
demand elasticity**



*Oriskany*  
PAIN MANAGEMENT

FROM  
AL INACCURACY  
DE TODAS

**OPTions**  
OPTIONALITY IN THE MARKET

**TEST 2:**

# SEPARATE CONSULTATION & TREATMENT FEES



When full payment was required, many users dropped out.



Separating Consultation & Treatment Fees lowered entry barriers

**+15% increase in service uptake**

**Boosted access  
to medical guidance**



TEST 3:

# PRICE ALIGNMENT ACROSS MODALITIES

Aligned  
telemedicine  
and in-person  
pricing



More  
users chose  
teleexpertise



Value, not just  
cost, influenced  
service choice

*Oriskany*  
PHYSICIAN

ALIANZA  
DE TODAS

options  
HEALTHCARE

## TEST 4:

# FREE CONSULTATIONS



**Launched free  
initial consultation**



**Appointment  
numbers doubled**



**No-shows  
increased**

**Lesson: To pair free access  
with user commitment  
strategies**

# WHAT DID WE LEARN?

Users respond  
immediately to price  
incentives

Financial barriers exist  
even with low fees

Free services can be  
powerful with the right  
structure

Retention and guidance  
are critical to long-term  
success

# CALL TO ACTION



Thanks to our  
team, partners,  
and donors

We invite new  
allies to join

Let's ensure health  
and reproductive  
autonomy are truly  
within women's reach



*Christiane*  
FUNDACIÓN

AL ALCANCE  
DE TODAS

options  
FUNDACIÓN