



Webinar on Time for \$5 Campaign: Advocating for affordable GeneXpert tests and plans for UN High-Level Meeting on TB

Friday, 8 September, 2023 10:00 ET / 16:00 CEST

ACCESS CAMPAIGN
MÉDECINS SANS FRONTIÈRES

The Access Campaign, Médecins Sans Frontières, is hosting a webinar to brief you about the next phase of the [Time for \\$5 Campaign](#), calling on the diagnostics company Cepheid and its parent corporation Danaher to reduce the price of the GeneXpert test cartridge to \$5.

GeneXpert is a crucial diagnostic tool for diagnosing people with TB. In addition to TB, there are GeneXpert tests for HIV, hepatitis, COVID, Ebola, cervical cancer and sexually transmitted diseases. According to a study commissioned by MSF in 2018 on cost of goods (COGS) analysis, it costs Cepheid less than \$5 to produce one GeneXpert test (See [Technical Brief](#)). But Cepheid is charging low- and middle-income countries a mark-up of at least 100% for TB tests, and 200-300% mark-ups on other disease tests, making it too expensive to roll out testing at the scale required to reach all people infected with these diseases.

Why should you join this webinar?

Ahead of the UN High Level Meeting (UNHLM) on TB on 22nd September, MSF is gearing to highlight the barriers in accessing drugs and diagnostics that continue to impede scale up of revolutionary treatment in controlling this infectious, deadly but curable disease.

The Time for \$5 campaign is focused on reducing the price of the GeneXpert cartridge to \$5, using the HLM events to escalate advocacy with a large coalition of organizations and influencers, with a robust plan of action.

Campaign momentum will be maintained beyond HLM with the support and participation of CSOs working on access to TB diagnostics and treatment. Famous author, philanthropist and activist, John Green, will be an active ally in Time for \$5 campaign and will also join the webinar.

Who is this webinar for?

This webinar is for everyone in the civil society advocating for access to treatment for infectious diseases, particularly TB, HIV, hepatitis, Ebola, COVID, cervical cancer and sexually transmitted diseases. The GeneXpert tests are disproportionately overpriced for all these diseases with up to 300% markups by Cepheid, making it too expensive to roll out testing at the scale required to reach all people infected with these diseases.

Agenda and speakers

We will examine MSF's analysis of Cepheid and Danaher's GeneXpert pricing, campaign ask, activity plan and communications package, with

- Stijn Deborggraeve, Diagnostics Advisor Infectious Diseases, MSF Access Campaign
- Saloni Fruehauf, Campaign Manager, MSF Access Campaign
- Shailly Gupta, Communications Advisor, MSF Access Campaign

There will be time for Q&As and exchange on the campaign plan and strategy.

When and how to join

Friday, 8 September, 2023 – 10:00 ET / 16:00 CEST [Register to join](#)

The webinar will be **recorded** and will be shared widely on different channels. Please feel free to share this invite within your offices and like-minded organizations.

Do join us to amplify this momentous opportunity. Looking forward to your active participation in this webinar!

For any questions, please contact the MSF Access Campaign team

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