



Webinar: Time for \$5 Campaign Update



MSF Access Campaign is hosting a webinar to provide an update about the next phase of escalation of the Time for \$5 Campaign.

Ahead of the **World TB day**, the Time for \$5 Campaign will be again calling on Cepheid and its parent company Danaher to reduce the price of all GeneXpert cartridges to \$5. Amid sustained pressure and advocacy, and the extraordinary impetus received from John Green and Nerffighteria in September of last year, Danaher made an unprecedented announcement that they would reduce the price of the primary TB GeneXpert test (MTB-RIF) by 20% in high TB burden countries, from \$9.98 to \$7.97 per test. This reduction is a significant step, considering the corporations have refused to reduce the price of this test for over ten years. However, the price of tests needed for diagnosing the most severe form of TB (XDR-TB), as well as other high-burden diseases (such as HIV, hepatitis and STIs) remains exorbitant, ranging from \$15-\$20 per test. This is an impediment to healthcare nonprofits and governments in low- and middle-income countries for infectious disease control and scaling up testing, and getting people the treatment they need.

Why should you join this webinar?

In lead up to the World TB Day on March 24, MSF Access Campaign will be launching a global petition to provide further impetus to this campaign and put pressure on the corporations. In the webinar, details will be shared about the next plans in the campaign for which continued support, participation and allyship are needed. Famous author, philanthropist and TB activist, John Green, continues to remain an active ally in Time for \$5 Campaign.

Who is this webinar for?

This webinar is for everyone who is part of Time for \$5 Campaign and others in the civil society advocating for access to diagnostics for infectious diseases, particularly TB, HIV, hepatitis, and sexually transmitted diseases. MSF Access Campaign will be sharing more details about the campaign, the upcoming global petition and diverse calls to action, and how one can participate in diagnostics advocacy! Everyone is encouraged to join – everyone who believes that medicines, tests and vaccines shouldn't be a luxury!

Agenda and speakers

MSF Access Campaign will talk about why the coalition is calling for the reduction of the GeneXpert test for TB, HIV, hepatitis, and all other diseases, highlight wins and successes of the campaign so far, explain MSF's analysis of Cepheid and Danaher's GeneXpert pricing, and present the campaign asks.

A communications package and a detailed activity plan will be shared that includes the launch of a global petition with support from the Time for \$5 Coalition, plans for the campaign's

Global Day of Action (22nd March) around World TB Day, and a timeline of events and digital action up until July 2024.

Webinar speakers

Stijn Deborggraeve, Diagnostics Advisor Infectious Diseases
Saloni Fruehauf, Campaign Manager
Shailly Gupta, Communications Advisor
Hernan Gauna, Digital Communications Manager

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

When and how to join

Tuesday, March 5

9am New York | 3pm Geneva | 5pm Nairobi | 7:30pm New Delhi | 9pm Jakarta

Register [here](#) for the webinar.

For any questions, contact the MSF Access Campaign team

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