

# DELIVERY MILESTONES (TO BE IN “INTRODUCTORY PHASE”)



<b>GNG (Global Normative Guidance)</b>	<b>Date when critical normative guidance (country adoption into national guidelines if in a single focal country, WHO policy guidance, SAGE recommendation, other) is announced publicly</b>
<b>LFC (Launch in First Country)</b>	Date when country or large-scale private agency formally incorporate product into system planning/financing (i.e., not temporary pilot, demonstration or operational research).
<b>50% C (50% Coverage Achieved)</b>	<p>Date when anticipate achieving 50% of the program strategy team’s coverage goal for the overall product class (see below) – i.e., fi the goal for rotavirus vaccines is 80% coverage in Gavi countries, then year X is when coverage is expected to achieve the half-way point (40% coverall in all, or 80% in half of Gavi countries); if the target is 20m male circumcisions in target geographies, then year Y when coverage is expected to achieve the half-way point (10m).</p> <p>Product class is defined as the general category that is the next order up from the candidate or product name. This is likely to align with how coverage tracked for a health intervention. Examples are rotavirus vaccine, HIV first-line drug, TB molecular diagnostic, etc. Please specify the product class in the “Target Coverage/Market Share Description” field.</p>
<b>TMS (Target Market Share Achieved)</b>	Date when anticipate this specific product will achieve the target market share for the overall product class – i.e., Year X when Gene X-pert will represent 25% market share of all TB molecular diagnostics. This should be informed by a demand forecast and initially should mirror the assumptions made for impact modeling and should be refined over time with more concrete demand forecasts. Please leave blank if the team is agnostic as to coverage of the specific product and is more interested in overall coverage of the product class or if this is the only product class or if the team has not yet thought through these questions.