The challenge
Recent pandemics and outbreaks have highlighted the need for centralized information at global level to guide and improve coordination of efforts to develop new health products. Specifying product characteristics which take into account populations, access and equity from the outset can incentivize and accelerate development of fit-for-use products.

We know this approach can work to guide product design for use in low and middle income countries. For example, in 2008, WHO developed a target product profile (TPP) that laid out the minimum specifications for a vaccine that would save lives by preventing a common type of pneumonia. In 2014, WHO published a TPP for Ebola vaccines. In both cases, the needed vaccines have been developed, licensed, and provided to those most at risk following the preferences articulated by the WHO TPP documents.

The solution
The Target Product Profile Directory (TPPD) is a free-to-use online resource that provides a searchable database of key characteristics desired for health products. It includes medicines, vaccines, diagnostics and medical equipment and includes Target Product Profiles (TPP), Preferred Product Characteristics (PPC) and similar related information. Links are provided to access the full product profile document where this is publicly available.

The Directory contains profiles developed by WHO and other entities that tackle global public health needs.

The objectives
Provide a repository for existing health product profiles
Introduce standardization in the description of health product profiles
Emphasize access, equity and affordability as integral to the innovation process

Key components of product profiles
- Indication
- Intended use
- Target population
- Measures of efficacy
- Safety
- Dosage

For more information, please visit: www.who.int/our-work/science-division/research-for-health/target-product-profile-directory or contact pp-directory@who.int
What are the inclusion criteria for a health product profile to be listed in the directory?

Example of defined product characteristics that have successfully guided R&D

**Meningitis Vaccine**

**Key product characteristic**
The price must be less than US$0.50 per dose.

**Outcome**
The Meningitis Vaccine Project identified the Serum Institute of India as the manufacturing partner who agreed to develop the vaccine (MenAfriVac) at less than US$0.50 per dose.

**Lassa Fever Vaccine**

**Key product characteristic**
The vaccine should provide protection for five years after a single dose.

**Outcome**
CEPI, the Coalition for Epidemic Preparedness Innovations, is following the WHO target product profile in developing the vaccine.