



Pharmacies are critical to public health.

Pharmacists are the first point of access to modern medical advice and treatment for many people in Southeast Asia, especially the poor and rural.^{1,2} Patients may not go to a hospital or clinic at all unless treatment at the pharmacy level fails first³ – **pharmacists are critical to primary healthcare in these markets.**⁴



Reasons why patients go to pharmacies first^{1,5}:

- Long opening hours
- Availability of medicines
- Ability to purchase small quantities of medicines
- No time or money to go to hospital or clinic
- Geographic familiarity
- Privacy concerns

Pharmacies across southeast Asia are fragmented



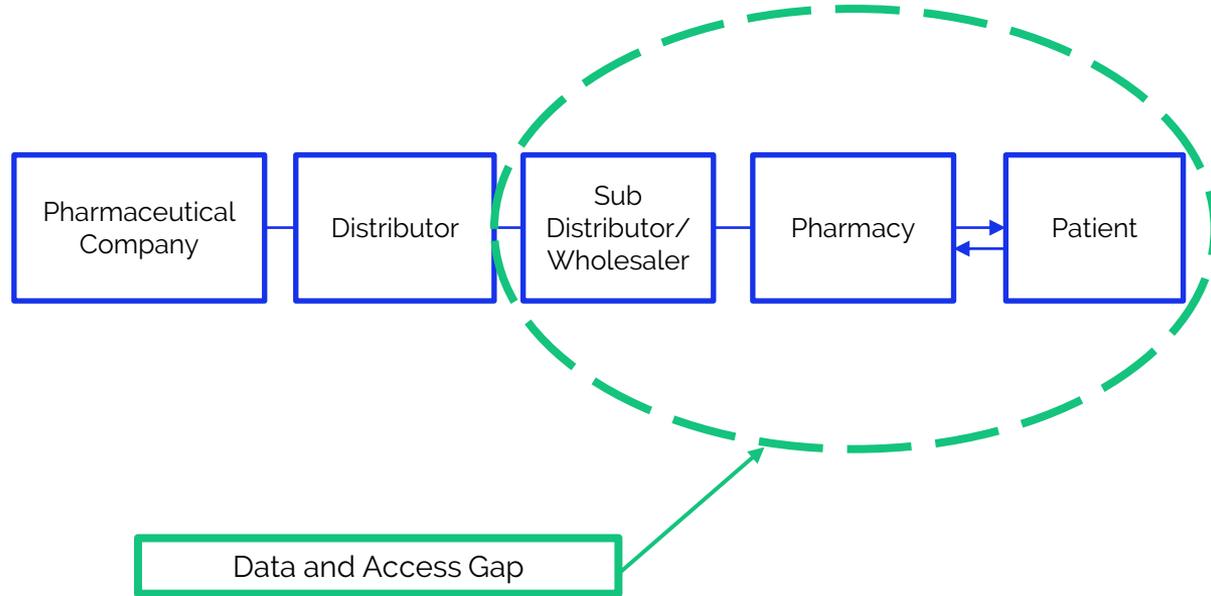
>80% of
pharmacies are
independent

The Problem

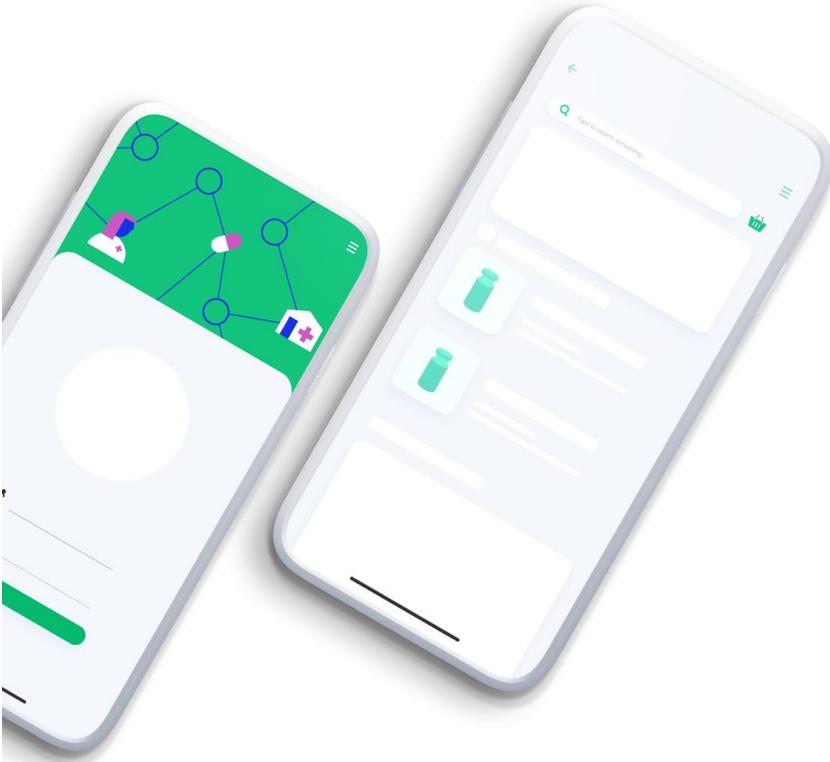
In many lower and middle income countries, pharmacies are fragmented creating a challenge for private and public sector organizations to efficiently access pharmacies, patients buying from pharmacies and data. This creates challenges in medication availability, access and affordability for patients.



Typical Independent Pharmacies
In Southeast Asia, most of the pharmacies are independent. For example, 92% of pharmacies in Indonesia and 96% in Vietnam are independent.



SwipeRx – SuperApp for Pharmacy Professionals



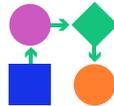
Accredited CPD modules



News and announcements



Collaboration with colleagues



Case reporting and referrals



Research surveys



Drug directory

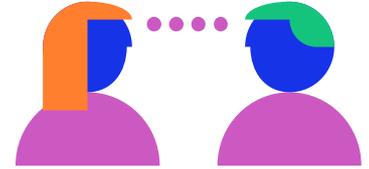
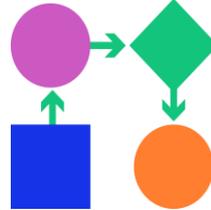


Report adverse events



Job opportunities

Driving digital research and interventions through the pharmacy



Research

- Deploy **digital surveys** across our network.
- Understand pharmacy behavior.
- Cover rural, regional provinces and main cities at scale.
- Insights across retail, hospital and clinics.

Education

- Traditional offline events are costly and timely to execute.
- **CPD e-modules** increase pharmacist confidence when providing counselling to patients.
- Together with pharmacy association partners, we educate more pharmacists at scale.

Awareness

- Influence **pharmacist's recommendations**.
- Improve engagement and public health program visibility.
- Conduct highly targeted awareness campaigns with engagements being measured.

Referral

- With pharmacists more aware and educated about a health program, we help drive patients from pharmacies to health facilities for confirmatory testing through an **electronic referral tool** in SwipeRx app.

Since the first reported case, COVID-19 spread across southeast Asia.



Together with leading public health organizations in the region, we equipped pharmacies with digital tools to help fight COVID-19 and provide care during the crisis.

In 2020, under the USAID's COVID-19 Response project, implemented by FHI360 and Johns Hopkins University (JHU) together with Indonesia, Philippines, and Cambodia's ministries of health, and with support from the Global Innovation Fund, mClinica Pharmacy Solutions deployed digital surveys to understand the COVID-19 situation in pharmacies, disseminated COVID-19 information campaigns, and delivered COVID-19 educational modules. To further drive our efforts at the pharmacy, we collaborated with national pharmacy and pharmacy professional associations and other private retail pharmacies.



Patient volume to pharmacies increased during COVID-19

The pharmacy is an accessible source of care for the community because they provide critical services like drug dispensing and counseling. Fear surrounding hospitals and clinics along with their imposed limitations on admitting non-essential cases, led to increased patient interaction at the pharmacy.

24%

increase in patient traffic to pharmacies during COVID-19

Patients are visiting pharmacies for COVID-19 and other care conditions

The pharmacy became a critical point of care access for patients seeking care for COVID-19 related counselling.

50% of patients sought advice on COVID-19 at the pharmacy.

39% complained about COVID-19 symptoms.

50% bought fever or cold medicine during the period.

Patients are visiting pharmacies for other conditions

The pharmacy became a critical point of care access for patients seeking care for their general conditions.

32%

of patients asked for counselling on chronic conditions at the pharmacy due to their inability to access clinics & hospitals

Supply chain disruptions affect non-COVID 19 health areas

Data showed major stockouts early on in COVID and only now in August are certain supply chains resuming to normal levels.

81% of pharmacy professionals reported a lack of medical supplies from wholesalers and distributors.

83% reported a lack of quality PPE for staff.

Pharmacy education on COVID-19 and non COVID-19 health areas need improvement.

Equipping pharmacy professionals with reliable and current information on COVID-19 can lead to more informed patient care.

53% of pharmacy professionals got the symptoms of COVID-19 wrong.

96% got the criteria for rapid testing wrong.

70% got the criteria for hospital referrals wrong.

56% of pharmacy professionals stated the need for further education on non COVID patient counselling

Pharmacy professionals are critical to community health.



"My pharmacy remains open because the pharmacy provides health services and it is a moral and professional responsibility to continue serving in any situation. Has there ever been a time when there were no sick people? So the pharmacy must still serve."

