


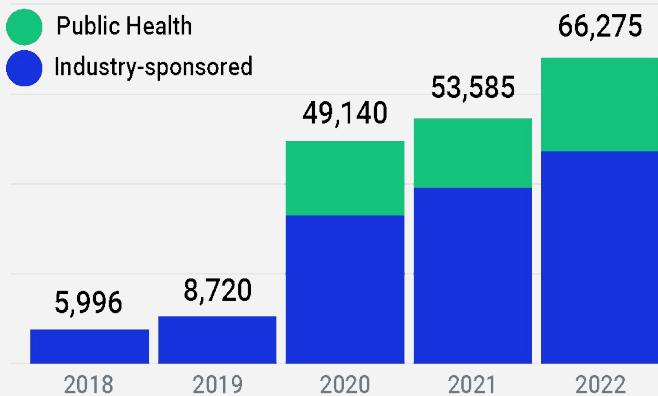
# Scaling Quality Improvement at the Pharmacy in Southeast Asia through SwipeRx



SwipeRx is the largest, pharmacy-focused digital platform in southeast Asia. **In its first five years of existence, SwipeRx has grown by 288%** from 67,000 users in March 2018 to 260,000 in March 2023. The growth is a reflection of the value the platform provides pharmacists and other pharmacy professionals and students in Cambodia, Indonesia, Malaysia, Philippines, Thailand and Viet Nam. Among other benefits, SwipeRx enables private pharmacists the opportunity to earn continuing professional development (CPD) points that can be used to meet re-licensing requirements. **In 2022 alone, 13,947 public health professional education units were generated through SwipeRx** as a result of thousands of pharmacy professionals completing 14 accredited public health courses through the convenience of their mobile device.<sup>1</sup>

 **More than three-fourths of all pharmacy professionals educated about public health through SwipeRx in 2022 were women.**






## # Professional Education Units through SwipeRx



While chain pharmacies are expanding, the majority of pharmacy professionals in southeast Asia work in small, independent pharmacies. In this context, it is difficult, expensive and time consuming for pharmaceutical industry actors as well as global health partners to deliver training and other quality improvement activities to retail pharmacy professionals at scale. As a result, most retail pharmacists in the region struggle to access information, products, tools and training needed to offer quality care for their clients.




<sup>1</sup>One unit of professional education: 1 accredited education module/webinar is completed by a pharmacy professional through SwipeRx and at least 70% of post-education questions are answered correctly.

SwipeRx is scaling solutions to common challenges at the pharmacy using technology. Through this free-access application, pharmacy professionals across southeast Asia can:

-  **Communicate with thousands of peers and experts** for pharmacy-specific advice
-  **Learn about the latest pharmacy news** about medicine and other health products.
-  **Gain continuing professional development (CPD) units** needed to re-license.
-  **Order pharmacy supplies** with guaranteed quality, price and delivery terms.
-  **Access practical tools** improve the efficiency of pharmacy operations i.e. POSS, e-referral and e-reporting.

## Scaling quality improvement at the pharmacy






As the largest online provider of free, accredited professional development for pharmacy professionals in southeast Asia, SwipeRx is leading scaled quality improvement through the pharmacy. Differentiating aspects of our approach include:

-  **Highly interactive digital quality improvement tools**, consistent with adult learning theory.
-  **Close partnerships with pharmacy professional associations** to ensure consistency with national guidelines and re-licensing requirements.
-  **Localized design** using a team of national experts and local languages.
-  **Data-driven** approaches. Digital education results are monitored by pharmacy professional type, gender, geographic location) as well as by comparing post and pre knowledge levels. Digital surveys assess longer-term changes in pharmacy practices correlated with SwipeRx education.



## Reorder Learning Exercise

Pharmacist Juana greets a client at her pharmacy who asks her about how to prevent pregnancy. To ensure that Juana provides client-centered family planning counseling, what is the order of the steps she should follow below?

1.  Discuss client's situation and assess her needs and concerns
2.  Ask client what is most important to her when using contraception: efficacy, privacy, side effects?
3.  Provide information about multiple contraceptives that meet your client's needs.
4.  Help your client make an informed decision about which method best meets her preferences and needs.
5.  Refer to the nearby health facility if the contraceptive method chosen by the client is not available in your pharmacy.

SUBMIT



Consistent with adult learning theory, SwipeRx professional education modules rely heavily on case studies, games and reorder exercises (see above.)



In 2022 SwipeRx educated more than 10,828 individual pharmacy professionals about one or more public health topics including tuberculosis, HIV and other STIs, COVID-19 and quality assured blood glucose monitoring and diabetes risk management.

Norhayah Datumanong is a community pharmacist in Cotabato City of the Bangsamoro Autonomous Region in Muslim Mindanao, Philippines. The BARMM region is characterized by some of the greatest unmet health needs in the country due to a history of armed conflict, poverty and socio-cultural factors limiting health seeking behaviors. Norhayah has been a SwipeRx user since 2017. She completed the family planning CPD sponsored by the USAID BARMMHealth project in March 2023. This was the first time she received any training in family planning. Norhayah explained that after completing the SwipeRx training module she feels more confident discussing family planning with all clients, including youth.



*"Family planning is sensitive in my community given religious and cultural views, but thanks to SwipeRx I have learned the value of providing non-judgmental and client-centered counseling for clients of all ages."*

## Future Directions

In collaboration with global health partners, SwipeRx is expanding our digital quality improvement toolkit. Moving beyond static, single professional education modules, SwipeRx offers the potential to scale comprehensive, competency-based learning and quality improvement at pharmacies through:



**Specialized certifications** using a series of advanced, competency-based online training modules.



**Self-assessment tools** used 1-2 months after a professional education course is completed to prompt pharmacy professionals to put learnings into practice at the pharmacy.



**Quality audits** conducted together with local professional associations and health authorities.



**Quality-based rewards and recognition** informed by professional development results. In partnership with professional associations, SwipeRx is advocating for sustainable digital quality improvement systems linked to recognition and accreditation units offered by associations.

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