

Leveraging Technology to Expand Contraceptive Choice for All through Pharmacies



Pharmacies Serve Adolescents and Women with Limited Access to Public Health Facilities

Pharmacies are one of the most accessible sources of contraception and other health products because of their long operating hours, convenient locations and quick services. As a result, pharmacies serve clients with a diverse range of demographic and socio-economic profiles, including adolescents, migrant/mobile workers, ethnic minority women and others whose health needs may not be fully met by the public health system. In Southeast Asia, pharmacies provide contraceptives for up to two-thirds of all modern contraceptive users.¹

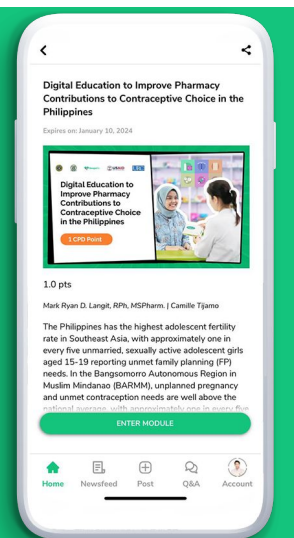
Unfortunately, the fragmented nature of the pharmacy channel has made it expensive and time consuming to scale training to ensure pharmacies meet national guidelines for family planning service provision. In addition, contraceptive supply chains serving pharmacies are inefficient, with most pharmacies reporting regular contraceptive supplier stock outs. As a result, most retail pharmacies in southeast Asia stock a fraction of all approved modern contraceptive methods and few pharmacy professionals have received recent training needed to provide quality family planning services for their clients.

SwipeRx Strengthens Contraceptive Supply Chains and Pharmacy Capacity

Launched in 2017, SwipeRx is the largest network of pharmacies in Southeast Asia connecting over 270,000 pharmacy professionals through a single platform offering accredited professional education, pharmacy-specific news, opportunities for interaction with peers, a drug directory and—in Indonesia—a digital procurement platform. In collaboration with pharmacy professional associations, Ministries of Health, contraceptive manufacturers and distributors and global health partners, SwipeRx strengthens contraceptive supply chains and pharmacy capacity to offer contraceptive choice using:

Digital Surveys to assess knowledge, attitudes, and behaviors at the pharmacy regarding family planning, including contraceptive sourcing, stocking, pricing and dispensing practices to identify access and quality gaps. Through SwipeRx, digital surveys collect practical insights from the pharmacy channel for a fraction of the time and cost required for offline pharmacy research.

In partnership with USAID BARMHealth in the Philippines, in September 2022, a sample of 161 pharmacists in the remote Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) region were surveyed in 41 days to identify actionable capacity and supply chain gaps.



Digital behavior change campaigns to prompt contraceptive stocking, merchandising, dispensing and counseling practices consistent with national guidelines. Leveraging the SwipeRx app newsfeed and social media channels, interactive digital campaigns reach thousands of retail pharmacy professionals to efficiently provide information about method and brand-specific benefits and side effects and encourage appropriate dispensing, counseling & referring practices.

In partnership with Golden Choice and local distributors in Viet Nam, during April 2023, SwipeRx facilitated sales of 2,730 boxes of newCHOICE oral and emergency contraceptives to 71 pharmacies who had not previously stocked. A series of digital posters and games were deployed through SwipeRx to raise awareness about the benefits newCHOICE contraceptives, achieving 115,443 points of exposure and 8.5% engagement.

¹ High Impact Practices in Family Planning (HIPs). Pharmacies and Drug Shops: Expanding contraceptive choice and access in the private sector, 2021
<https://www.fphighimpactpractices.org/briefs/drug-shops-and-pharmacies/>

WOMEN'S HEALTH POLL

Calling all pharmacists to recommit to contraceptive choice!

In honor of Women's Day 2023, SwipeRx and DKT Viet Nam invite you to take a FUN poll! Tell us which of the following changes you commit to at your pharmacy, for better care for women and girls:

- Stocking multiple contraceptive methods and brands including *Advance* oral contraceptives
- Stocking multiple contraceptive methods and brands including *Izzi* emergency contraceptives
- Asking clients about their contraceptive needs before advising
- Counseling about family planning in a private area of your pharmacy
- Referring clients who need long-acting contraceptives to a nearby health facility
- ALL of the above

Put the LETTERS you commit to practicing in a comment below!

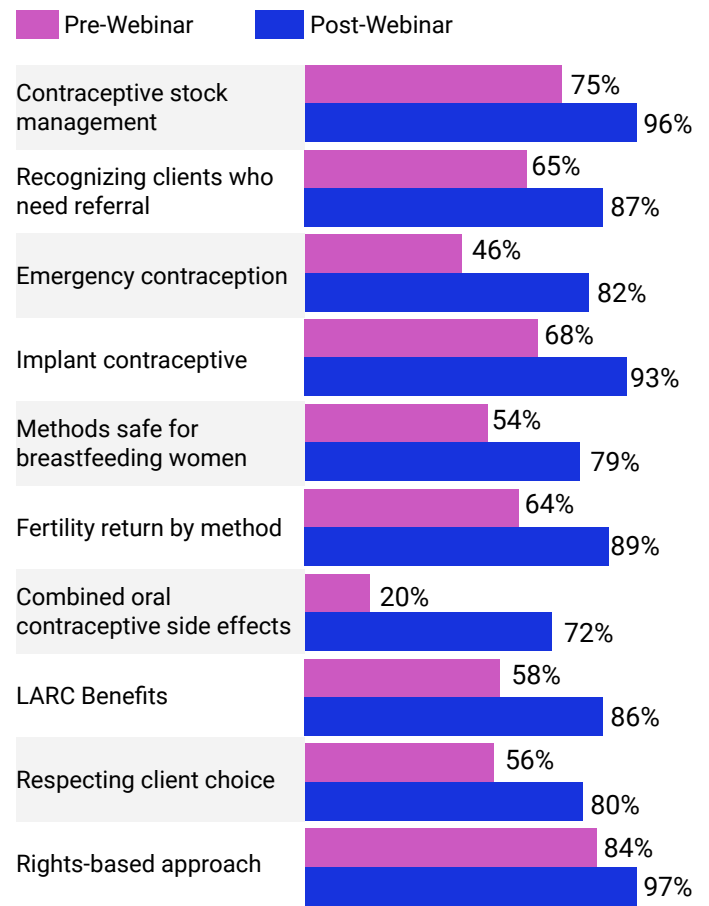
SwipeRx **new CHOICE** To stock newCHOICE contraceptives for the best prices, please contact 0932 133 429

An example of the interactive posters and games deployed through SwipeRx to prompt improved contraceptive stocking, dispensing and counseling practices

Digital quality improvement tools to build knowledge and competencies related to contraceptive stocking, merchandising, counseling and dispensing practices consistent with national guidelines and global best practices. SwipeRx uses interactive digital professional education modules and webinars as well as digital quality assessment tools in collaboration with pharmacy associations to incentivize quality improvement with accreditation units which can be used to meet re-licensing requirements. SwipeRx uses case studies, reordering exercises, and mandatory quizzes throughout the digital CPD to ensure pharmacy professionals absorb the material and commit to implementing changes at their pharmacy. All SwipeRx quality improvement tools are

designed using local evidence regarding gaps in quality at the pharmacy, national guidelines and best practices related to adult learning and digital learning.

In partnership with USAID BARMHealth in the Philippines, 649 pharmacists in the remote Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) region and other parts of the Philippines were educated about family planning and adolescent sexual and reproductive health in 5 months. Comparison of pre and post-webinar knowledge reveals substantial improvements in knowledge about ASRH/FP after completion of the SwipeRx webinar:



Pharmacist Testimonial:

"Through SwipeRx I completed the FP/ASRH audio webinar, free of charge, on my mobile device in February 2023, and it was truly enlightening. I learned about the benefits of injectable, implant and IUD contraceptive methods. Before completing this webinar, I wasn't aware of all the contraceptive options available in the Philippines and I only stocked condoms and oral contraceptives at my pharmacy. As a result of the SwipeRx webinar, I am adding injectable contraceptives to my pharmacy and using the counseling tips to help younger clients feel more comfortable. Thank you SwipeRx for improving my skills and helping me earn continuing education requirements needed to meet re-licensing requirements."

Ibrahim Ali, Lanao del Sur, BARMM region of the Philippines

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