

Leveraging the Largest Digital Network of Pharmacy Professionals in Viet Nam

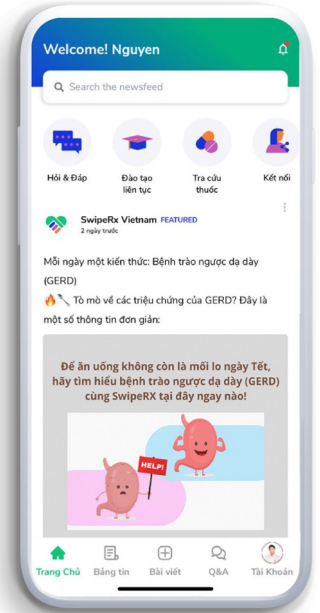


Pharmacies represent one of the most accessible sources of medicine and primary care within Viet Nam's national health system. Due to their geographic proximity, convenient opening hours and streamlined services, retail pharmacies are often the first point of healthcare. Unfortunately, the fragmentation of the pharmacy channel limits pharmacy access to information, training and tools needed to offer quality products and care. Approximately 85% of 60,000 registered retail pharmacies in Viet Nam are independent, challenging efforts to scale pharmacy engagement.

About SwipeRx

SwipeRx brings thousands of pharmacy professionals together in a single platform and collaborates with pharmacy industry and public health partners to scale efforts to strengthen the supply chain and build pharmacy capacity. As of January 2024, SwipeRx connects more than 45,000 pharmacy professionals and students across all 63 provinces of Viet Nam. This includes 18,000 retail pharmacists, representing more than 75% of all registered pharmacists in the country.

Through a strategic partnership with the Vietnamese Pharmaceutical Association (VPA) signed in January 2024, SwipeRx is transforming use of digital tools to build pharmacist capacity to adhere to national guidelines relevant to family planning, tuberculosis, HIV and other sexually transmitted infections, viral hepatitis and non-communicable diseases.



This brief describes results achieved in 2023, with support from numerous partners including:



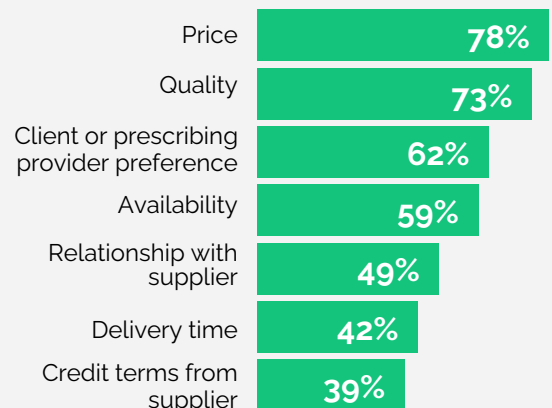
Results Achieved through SwipeRx Viet Nam in 2023



Collecting Pharmacy Insights

In 11 days, SwipeRx completed a digital sample of 100 retail pharmacists from 25 provinces to understand pharmacy access to medication and care for viral hepatitis B and C. Close to three-fourths (72%) of pharmacists sampled reported stocking molecules for both hepatitis B and C treatment. Roughly 1/4th of pharmacists sampled (22%) reported viral hepatitis medication prescriptions only specified molecule whereas another 24% reported prescriptions typically only specified brand name and 54% reported receiving prescriptions for both. Limited knowledge regarding transmission modes for hepatitis B and C and gaps in reported counseling confidence highlighted a need for pharmacy training.

Factors influencing pharmacy stocking of hepatitis B or C antiviral medication in Viet Nam





Prompting Improved Pharmacy Practices:

During 4-weeks, 115,443 exposure points were generated through a digital campaign designed to prompt contraceptive stocking, merchandising and counseling practices at retail pharmacies. Games were used to build pharmacist understanding of both client and business-facing benefits of stocking multiple brands and method types. The campaign motivated 71 pharmacies to purchase 2,730 boxes of oral or emergency contraceptives in less than 2-months.

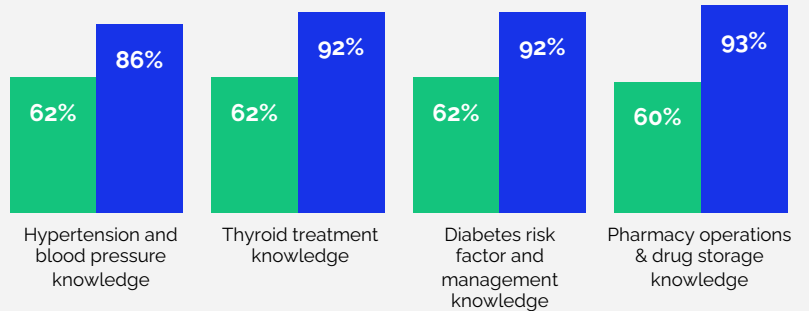
An example of an engaging campaign deployed through the SwipeRx newsfeed and social media pages to prompt pharmacies to stock multiple, quality contraceptive methods and brands.



Educating Pharmacists

In 2 days, SwipeRx educated 1,277 pharmacists about diabetes, hypertension and thyroid illnesses using interactive webinars accredited by the Ho Chi Minh City Pharmacy Association. The collaboration with a pharmaceutical manufacturer and local experts, the SwipeRx webinars used case studies and real-life pharmacy-client scenarios to build pharmacist capacity.

● Pre-SwipeRx Webinar ● Post-SwipeRx Webinar



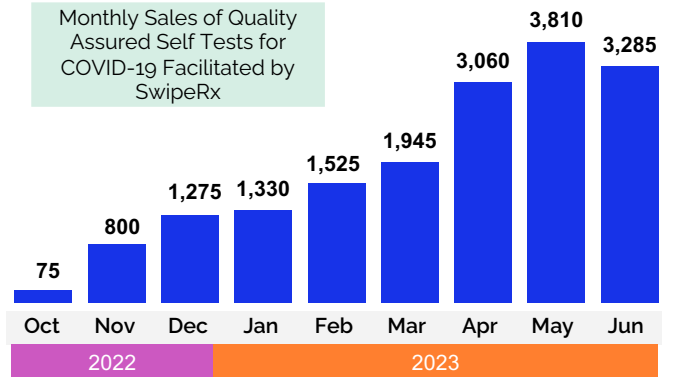
Comparison of pre with post-webinar knowledge levels indicate improvements in all key areas monitored.



Strengthening the Supply Chain:

During 9 months, SwipeRx facilitated sales of more than 17,000 quality assured rapid self-tests for COVID-19 to retail pharmacies in three cities/provinces. Using a combination of digital engagement, training and promotion of commercial suppliers of quality assured tests, SwipeRx motivated retail pharmacists to stock quality assured self-tests. These market-shaping results were achieved despite post-outbreak, reduced demand for COVID-19 testing.

Monthly Sales of Quality Assured Self Tests for COVID-19 Facilitated by SwipeRx



Pharmacist Thu Hue
Quang Binh Province

SwipeRx user Pharmacist Thu Hue explains, "I use SwipeRx to stay updated on pharmacy news and drug information. I check the newsfeed daily to improve service for my clients. In April 2023, SwipeRx introduced me to newChoice IZZI, a emergency contraceptive brand I hadn't previously known about. Impressed by its trade price and packaging, I decided to stock it together with other ECP brands to give my customers more choice. As a busy pharmacist, SwipeRx makes it easier for me to update my professional knowledge. This helps me save time, offer my clients better care and improve my business operations."

¹MOH Viet Nam, 2018 https://moh.gov.vn/documents/176127/0/NGTK+2018+final_2018.pdf/29980c9e-d21d-41dc-889a-fb0e005c2ce9