

Empowering pharmacies. Advancing patient care. Transforming global health.

Who we are and what we offer

mClinica Pharmacy Solutions is a leading digital healthcare company that has built the largest pharmacy network across Southeast Asia with easy-to-use technology solutions.

These solutions provide:



Real-time access to the pharmacy network



A holistic view of the end-to-end patient journey



Better understanding of patient and pharmacist behavior

Our solutions:



SwipeRx is a multi-touch mobile app that connects pharmacy professionals.

Pharmaceutical and consumer healthcare companies, governments, and NGOs rely on SwipeRx to:

- Deploy digital surveys to understand better the behavior of pharmacy professionals, their brand and disease perceptions.
- Push educational content via digital awareness campaigns or Continuing Professional Development (CPD) modules.
- Track and refer patients to clinics and health centers.

Today, SwipeRx is used by one in three pharmacists across Southeast Asia.

For more information on SwipeRx, [visit this page](#).

Key features



Educational tool

Healthcare companies can educate pharmacy professionals via accredited Continuing Professional Development (CPD) Modules



Research tool

Healthcare companies are better able to understand patient and pharmacist behavior and their perceptions by running digital surveys



Promotional tool

Healthcare companies can run highly targeted online campaigns



Referral tool

Pharmacists benefit from easy case notification paving the way for a stronger social impact and better community health



Our digital Patient Assistance Program (PAP) is easy-to-use, scalable and customizable to drive medication access, affordability, and adherence.

This solution accelerates the enrollment of healthcare practitioners and pharmacies, enhances patient and HCP experience, and delivers accurate product usage data and real-time access to reports.

Pharmaceutical companies—via healthcare professionals—can communicate and record digitally:

- Patient enrollment status
- Medication dispensation and claims
- Health and treatment reminders

The mobile app has an interactive dashboard for daily tracking of patients, medication refills and transactions, and more.

For more information on our digital PAP, [visit this page](#).

Key features



White-labeled and fully customized app

Fully digital mobile-app based program with client branded customized app



Multi-touch

Redemption of free goods or cash rebates, health education messaging and automated refill reminders



Real-time tracking

An interactive analytics dashboard tracks sell-out data and patient adherence



Full industry compliance

A digital solution that meets medical, legal and regulatory compliance



The SwipeRx and PAP Solutions empower pharmacy professionals by:

Improving their professional **education** via digital CPD modules and healthcare bulletins

Connecting them with their peers and key opinion leaders

Keeping them **up to date** with the latest healthcare news

Driving **patient loyalty** and increasing pharmacy sales

Saving time and money by using the **online procurement feature** *

*The procurement feature on SwipeRx is only available in Indonesia and Thailand.

Who we serve



Pharmaceutical manufacturers



Consumer healthcare companies



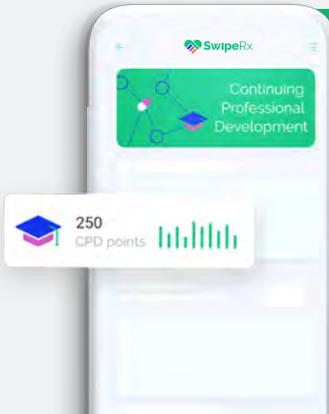
Public sector and NGOs

Our clients and partners can reach more than 175,000 pharmacy professionals in 40,000 pharmacies, who interact with 150 million patients.

SwipeRx is the official partner of the region's & leading pharmacy associations



By adopting our solutions, these healthcare stakeholders have unparalleled pharmacy insights, allowing them to optimize their goals and deliver better health outcomes.



SwipeRx enables pharmaceutical manufacturers to:

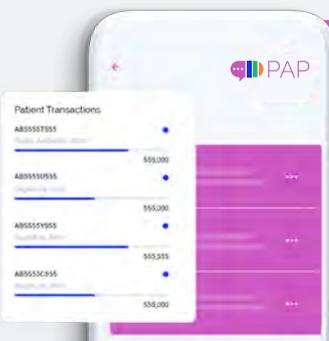
- Improve their marketing and commercial plans via digital surveys
- Increase product awareness and education via targeted educational modules and digital awareness campaigns

SwipeRx enables consumer healthcare companies to:

- Make data-driven decisions with digital surveys and conduct awareness campaigns to optimize sales force strategies
- Increase product awareness and educate pharmacy professionals with digital education

SwipeRx enables public sector and NGOs to:

- Conduct targeted digital research and educate pharmacy professionals at unprecedented speed and scale
- Identify and refer patients to doctors and specialized treatment facilities



PAP enables pharmaceutical manufacturers to:

- Optimize the process and cost involved in HCP and patient acquisition by increasing access, tracking and driving medication adherence and compliance

PAP enables consumer healthcare companies to:

- Increase consumer brand loyalty and purchases through a fully digital loyalty program

PAP enables public sector and NGOs to:

- Ensure the best selection of patients receiving subsidy funding for diagnostic testing and medication, indirectly helping them adhere to their treatment

Ask for a demo or case studies to better understand our solutions. Contact us at info@mclinica.com or visit www.mclinica.com

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