



mClinica is one of the largest digital education providers for pharmacy professionals in Southeast Asia

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*mClinica Pharmacy Solution's digital pharmacy platform **SwipeRx**—the largest in Southeast Asia connecting over 200,000 pharmacy professionals and students across 6 countries—is being leveraged to address multiple public health and non-communicable disease priorities. In partnership with the Bill and Melinda Gates Foundation, USAID, FHI360, Ministries of Health and Pharmacy Associations, mClinica Pharmacy Solutions is engaging pharmacies to expand contraceptive choice at the pharmacy using digital research, awareness, education and e-Referral tools.*

More than 220 million women and girls in developing countries who want to prevent pregnancy are unable to access contraceptive information, products and services they need. Improving access to contraceptives reduces pregnancy, childbirth and unsafe abortion related deaths among women and girls and also reduces infant mortality. Every woman deserves to be empowered to protect her reproductive health and future through voluntary use of contraceptives and related reproductive health services. Whereas pharmacies are a critical source of contraception and reproductive health counseling for women and youth, public health investments in sexual and reproductive health training and tools have not included pharmacies at scale. mClinica is leveraging the largest digital network of pharmacies in Southeast Asia to address unmet need for contraceptives.



"I had never attended a family planning training before completing the SwipeRx continuing professional development course in May 2021. Thanks to SwipeRx I can now help my clients choose the best contraceptive method for their individual needs."

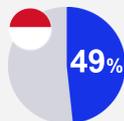
Ms. Teang Kahna is a pharmacist and has been a SwipeRx user since April 2020. Ms. Teang received accreditation credit from the Pharmacy Council of Cambodia after passing the SwipeRx module.

Across 6 markets in Southeast Asia, SwipeRx—mClinica's digital platform of 200,000 pharmacy professionals—enables governments together with civil society, private sector and global health partners to engage pharmacies to support national reproductive health as well as COVID-19, tuberculosis, HIV, antimicrobial resistance, non-communicable diseases and other community health priorities. Through SwipeRx, mClinica empowers more than 45,000 pharmacies to operate more effectively and more efficiently. SwipeRx generates insights and facilitates improved quality of care at the pharmacy with unprecedented scale and speed. As two-thirds of SwipeRx users are women, investments in mClinica's digital network of pharmacies are investments in women's professional growth and economic empowerment. In this context, the Bill and Melinda Gates Foundation and USAID's Enhancing Quality Health Activity (EQHA) are partnering with mClinica Pharmacy Solutions to mobilize pharmacies to contribute to unmet contraceptive needs. Using digital tools, mClinica is working with these partners and local Ministries of Health and Pharmacy Associations to address gaps in contraceptive choice.

The challenge: gaps in contraceptive choice at pharmacies



Do not consistently comply with OTC status of combined oral contraceptives in Cambodia



Correctly identify the 72-hour timeframe that emergency contraception needs to be used to be effective in Indonesia

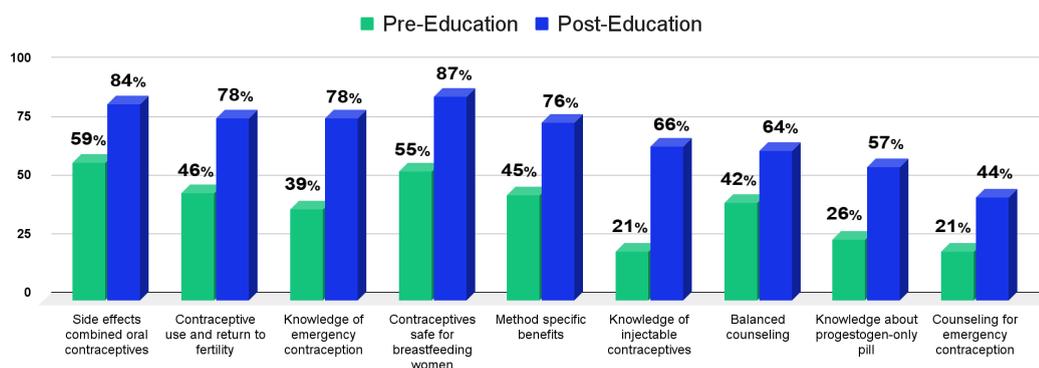


Contact multiple distributors for a single contraceptive method due to common stock-outs in the commercial contraceptive supply chain in Vietnam

Our solution: Leveraging SwipeRx to expand contraceptive choice

To improve contraceptive stocking, merchandising, dispensing and counseling practices at the pharmacy, mClinica is leveraging SwipeRx to:

- Educate pharmacists about method-specific benefits, side effects, contraindications and ethical status as well as balanced counseling techniques** using accredited modules developed in partnership with Pharmacy Associations. Pharmacists who completed mClinica's digital contraceptive education module in Cambodia reported more than 20 percentage point increases in post-education contraceptive knowledge compared to pre-education. For example, the proportion able to correctly answer questions about injectable contraceptives increased from 21% to 66%.



- Raise pharmacy professional awareness about all contraceptive options available and prompt client-centered contraceptive choice** at the pharmacy. In just 3 weeks, 44,897 SwipeRx user accounts were exposed to digital posters and interactive quiz games designed to counter the common myth that a woman's age or marital status is relevant to her contraceptive choice.

- Equip pharmacy professionals with tools they need to e-refer clients** in need of contraceptive methods not available at the pharmacy.



In Cambodia, an integrated eReferral tool within SwipeRx makes it easier for pharmacies to screen and refer clients in need of contraceptive choice as well as TB or STI care.

Building on mClinica's results to date, there is tremendous opportunity to leverage SwipeRx to expand contraceptive choice at the pharmacy in multiple markets of Southeast Asia using the following mClinica solutions:

Digital research to understand barriers and opportunities through pharmacy channel



Inform **contraceptive market strengthening strategies** and digital content to inform & nudge pharmacy practices

Digital contraceptive supply chain strengthening



Improve quality, affordable contraceptive choice at pharmacies by addressing SC in-efficiencies & expanding credit terms

Digital awareness campaigns & accredited education



Drive **quality Reproductive Health care at pharmacies** to facilitate informed choice

mClinica actively seeks partnerships to continue to expand pharmacy contributions to improved sexual and reproductive health and gender equity in Southeast Asia. For more information, please contact us: info@mclinica.com