



# SwipeRx & Health System Strengthening



Pharmacies are often the first and only point of care in low-and-middle-income countries (LMIC) including Cambodia. Despite the critical role pharmacy staff play as community health providers, the fragmented nature of this channel has limited the inclusion of pharmacies in health system strengthening efforts to date. In collaboration with the Global Fund, USAID Enhancing Quality Healthcare Activity (USAID EQHA), FHI360, the Global Innovation Fund and FIND, SwipeRx is helping the Pharmacy Council of Cambodia (PCC) increase pharmacy contributions to Cambodia's national health system.

SwipeRx enables global health partners to engage with more than 250,000 pharmacy professionals and students using the platform in Cambodia and five other markets in Southeast Asia

## INPUTS



Digital behavior change campaigns



Accredited professional education modules and quality improvement tools



Continuing Professional Development (CPD) units to facilitate relicensing

## OUTPUTS



# Pharmacy professionals exposed to campaigns promoting improved pharmacy practices



# Pharmacy professionals educated



Improved post-engagement knowledge, attitudes and practices among pharmacy professionals

## OUTCOMES



Improved quality of care provided at pharmacies



Improved efficiency of the national health system and improved client health outcomes

## Building Pharmacy Capacity at Scale through SwipeRx

SwipeRx has revolutionized pharmacy capacity building as the first approved provider of online professional education modules and webinars in Cambodia. In partnership with the PCC, USAID EQHA and FHI360, FIND, the Global Fund and the Global Innovation Fund, SwipeRx has educated 2,267 unique pharmacy professionals in Cambodia through 11 accredited public health CPDs and training courses.

To ensure that professional development modules are pharmacy-relevant and consistent with national guidelines, SwipeRx collaborates closely with the PCC and Ministry of Health to secure approval and accreditation for each CPD prior to deployment. CPD units provided for individuals who complete and pass SwipeRx professional development courses enable pharmacy professionals to meet re-licensing requirements for all registered pharmacist and pharmacy assistants: 20-40 CPD units/year.

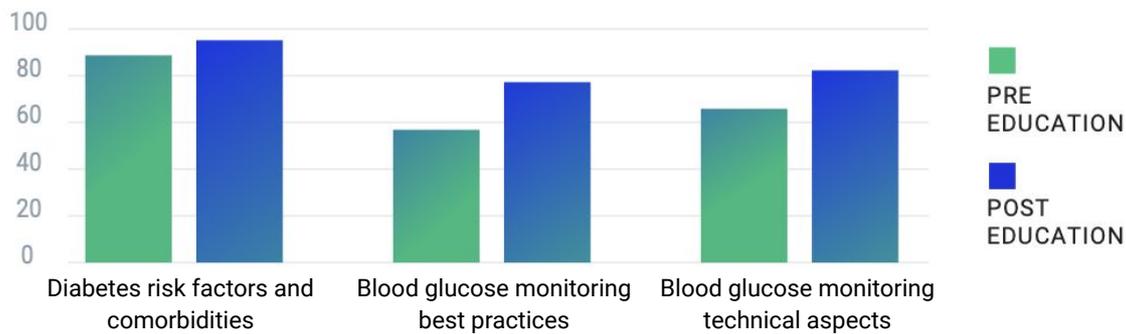


Breakdown of the 2,267 pharmacists educated by topic 2021-2022.

SwipeRx education continued throughout the pandemic when offline trainings were halted for close to two-years in Cambodia. Through the convenience of a mobile device, pharmacy professionals can access free accredited CPDs related to a range of topics relevant to pharmacy care.

## Knowledge of Diabetes Management Improved Following SwipeRx Education

During 9 weeks in 2021, SwipeRx and the PCC educated 1,124 pharmacists in Cambodia about diabetes and blood glucose management. Comparison of pre and post-education knowledge levels reveals improvements in all three of the key learning areas.



## Strengthening Pharmacy Stewardship through SwipeRx

The PCC's 2021-2025 strategic plan includes a strong focus on leveraging digital systems and data to further integrate pharmacies with Cambodia's national health system. This includes using technology to streamline the registration process for retail pharmacies; expanding access to digital continuing professional development (CPD) modules and webinars for pharmacy professionals, and utilizing digital data to monitor progress against pharmacy licensing and continuing education requirements.

Consistent with the PCC's strategic goal of stewarding high quality of pharmacy care and services, with support from USAID EQHA, during 2022 the PCC updated pharmacy standards across six domains: clinical, management, legal, communication, learning, public health and research. To help the PCC introduce and promote adherence with the new pharmacy standards, SwipeRx deployed a digital campaign through the app and social media pages. During 6-weeks, 56,228 SwipeRx app user and social media accounts were exposed to information about pharmacy standards and encouraged to complete the accredited digital CPD on the same topic.



An example of positive feedback from pharmacists who learn about pharmacy standards of practice through SwipeRx: "I really appreciate the information shared through the SwipeRx newsfeed about pharmacy standards. While I learned about some of this while in school, I honestly didn't pay much attention at that time. Now that I am working as a community pharmacist, I realize how important this information really is for my clients and my business."

## Improving the Continuum of Care for Pharmacy Clients through SwipeRx

With support from the Global Fund and USAID EQHA, SwipeRx developed an integrated e-Referral system to make it easier for pharmacists to screen and refer clients needing care for tuberculosis, sexually transmitted infections (STI) or reproductive health. Clients receive automated SMS messages to prompt timely referral seeking practices at a public or private health facility included in the referral system.

Data presented at the 2022 International AIDS Conference highlighted results from the first 12-months of e-Referral including:

**222 clients referred** by pharmacies for HIV/STI care, of which 80% were recorded as receiving services at a health facility included in the e-Referral system and



**44 clients were diagnosed and treated for HIV and other STIs as a result of pharmacy referrals.**

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