



The largest digital platform of pharmacy professionals

Connect and communicate with pharmacists at an unprecedented scale and speed with the most extensive digital pharmacy network in Southeast Asia. SwipeRx generates unparalleled pharmacy and patient insights so you can win at the pharmacy channel. Our efficient multi-touch digital solution enables you to:

- Conduct market research
- Improve pharmacy professional education
- Increase brand awareness and engagement
- Identify and refer patients for disease prevention and control



Pharmacy professionals play a pivotal role in educating patients about their medication choices, making the pharmacy channel a critical resource and priority for long-term relationship building.

SwipeRx key features

Digital surveys

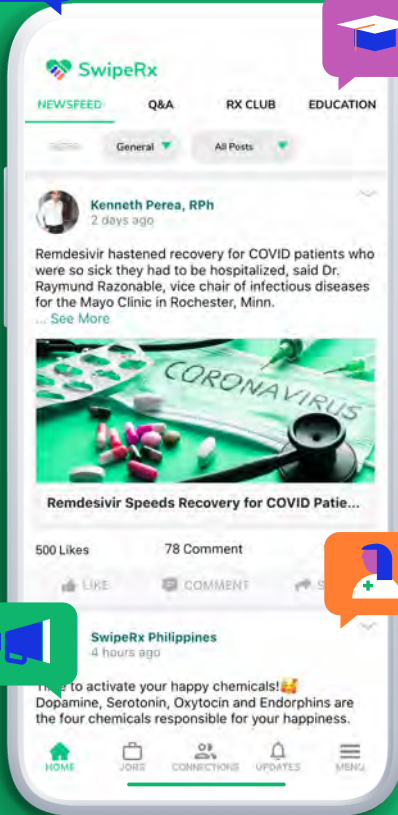
SwipeRx is the most efficient way to engage pharmacy professionals.

Our digital surveys help pharmaceutical and consumer healthcare companies better understand the behavior and perceptions of patients and pharmacists in order to optimize marketing and sales initiatives. Survey coverage encompasses rural and urban areas, regions and provinces as well as all the main cities. The SwipeRx network of pharmacy professionals includes retail outlets, hospitals and clinics.

Digital awareness campaigns

SwipeRx is the most innovative way to elevate your message.

Our digital platform allows you to run highly targeted awareness campaigns so you can increase market share, drive higher sales and boost product visibility at the point-of-sale.



Continuing Professional Development e-modules
SwipeRx is the most cost-effective way to educate pharmacy professionals.

SwipeRx offers a simpler, faster, completely scalable, and cost-effective opportunity to train pharmacy professionals, one that is proven to increase pharmacist confidence when providing counseling to their patients.



Newsfeed
SwipeRx is the quickest way to make product announcements.

Our digital platform reaches over 175,000 pharmacy professionals across 40,000 pharmacies in Southeast Asia. By leveraging our newsfeed, you can ensure maximum awareness and influence pharmacists' recommendations.

SwipeRx key benefits

SwipeRx connects pharmacies across the pharmaceutical supply chain, benefiting all healthcare stakeholders:



Pharmacies

Pharmacy professionals can leverage SwipeRx to boost operations efficiency, increase pharmacy education, ensure access to new products, improve patient loyalty, and become an active community member.



Pharmaceutical & Consumer Healthcare Companies

Healthcare companies can take advantage of SwipeRx to increase revenue and market share, rapidly respond to market opportunities, ensure product visibility, and understand pharmacy and patient behavior.



Public Sector

Governments and NGOs can use SwipeRx as a referral tool to enhance access to essential medicines, heighten early detection and prevent the spread of contagious diseases, and ensure adequate drug supply.

SwipeRx is a digital platform that functions as a:



Research tool - Healthcare companies are better able to understand patient and pharmacist behavior and perceptions by running digital surveys.



Promotional tool - Healthcare companies can run highly targeted online awareness campaigns to drive sales and product visibility.



Educational tool - Healthcare companies can educate pharmacy professionals via accredited e-courses for Continuing Professional Development (CPD).



Referral tool - Pharmacists benefit from easy case notification, paving the way for a stronger social impact and better community health.

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



About mClinica Pharmacy Solutions

mClinica Pharmacy Solutions has created the largest pharmacy network in Southeast Asia by empowering pharmacies to be the center of care. Our Trade and Patient Solutions enable more than 40,000 pharmacies, who interact with 150 million patients, to operate more efficiently and effectively. This unique position allows us to generate unparalleled pharmacy insights for the benefit of pharmaceutical companies, consumer health manufacturers, and the public sector who are now able to reach the fragmented pharmacy channel at an unprecedented scale.

Our easy-to-use, scalable and industry-compliant solutions generate positive social impact as they improve affordability for patients, increase access to medicines and treatment, and boost adherence. mClinica Pharmacy Solutions is powered by a specialised team and our solutions are available across 7 markets in Southeast Asia.

Empowering pharmacies. Advancing patient care. Transforming global health.