

Expanding Contraceptive Choice at Pharmacies in Southeast Asia



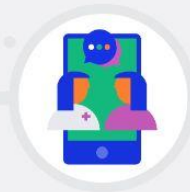
SwipeRx, Southeast Asia's largest digital pharmacy network, empowers pharmacies to offer quality contraceptive choice. In November 2022, SwipeRx was invited to present our business model and recent digital pharmacy engagement initiatives related to expanding contraceptive choice at the International Conference on Family Planning in Pattaya, Thailand.



Key Insights from Digital Research Conducted through SwipeRx in Viet Nam:



Pharmacies sell contraceptives other than condoms and pills. Long acting reversible contraceptive methods such as **IUDs and implants were available in nearly one out of every four pharmacies sampled** in Viet Nam.



Pharmacies provide counseling and referrals in addition to dispensing medication and contraceptives, and are **eager to receive contraceptive training** to strengthen this part of their business.



Pharmacies face inefficient contraceptive supply chains and **report sourcing contraceptive supplies from 5-6 suppliers every month**. 24% of the pharmacy professionals sampled report experiencing contraceptive supplier shortages 2 to 5 times a month in Viet Nam.

SwipeRx offers unique opportunities to strengthen contraceptive markets in southeast Asia as follows:

Digital channel audits



To inform & track contraceptive market strengthening strategies

E-commerce



To improve quality, affordable contraceptive choice at pharmacies by addressing supply chain inefficiencies

Digital awareness campaigns, accredited professional education & post-education quality improvement



To drive quality improvements in contraceptive choice and reproductive health care through pharmacies linked to telemedicine providers and health facilities.

SwipeRx thanks conference organizers and participants for the opportunity to discuss the private sector contributions to increasing access to quality contraceptive choice and reproductive health through digital health solutions. Contact us for more information on how to use SwipeRx to increase pharmacy contributions to family planning and other community health priorities. hello@swiperxapp.com | www.swiperxapp.com