

Leveraging a Digital Network to Inform and Deploy a Campaign to Motivate Pharmacy Professionals to Screen & Refer Presumptive TB Clients in Indonesia

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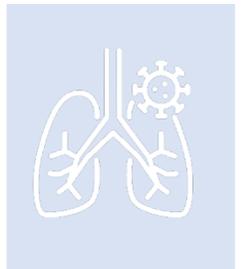


CHALLENGE

Indonesia has the second highest TB burden in the world. 52% of TB patients report seeking care from a pharmacy before visiting a health facility. Yet, efforts to engage pharmacies in TB case finding have struggled to achieve scale or efficiency given pharmacy fragmentation.

SOLUTION

USAID TBPS utilized the SwipeRx network of more than 81,000 pharmacy professionals in Indonesia to equip pharmacy professionals with the information, education and tools needed to encourage routine screening and referral of presumptive TB clients from pharmacies to health facilities. This poster describes the digital campaign results achieved in 2021.



DIGITAL CAMPAIGN OVERVIEW



ASSESS

- Quantitative and qualitative research was conducted through SwipeRx to identify enablers and barriers to screening and referring presumptive TB clients at the pharmacy.



CREATE

- Informed by research findings, a creative brief was developed to guide the creation of 12 digital posters positioning TB screening and referral as a way for pharmacy professionals to find and cure more TB in Indonesia.



DEPLOY & MONITOR

- Posters were deployed and promoted through the SwipeRx newsfeed and social media channels for 36 days between 9 June and 14 July 2021.
- Digital exposure and engagement data was analyzed by poster and by channel
- Qualitative feedback was gathered from SwipeRx users exposed to the campaign content.

RESULTS ACHIEVED IN 36 DAYS

188,000



SwipeRx users & social media accounts were reached with the digital campaign

1 out of 3



SwipeRx exposure points also engaged with campaign through likes, shares, or comments



Posters achieving the highest engagement points included a clear call-to-action to regularly screen pharmacy clients for TB symptoms.

CONCLUSION

Using SwipeRx, USAID TBPS rapidly collected and used insights from pharmacy professionals to create a digital campaign that exposed 188,000 SwipeRx users and social media accounts to evidence-based digital content over 36 days. The 30% engagement rate combined with positive qualitative feedback suggests that campaign content resonated with SwipeRx users and that SwipeRx can efficiently expose a high number of pharmacy professionals to messages prompting their engagement in TB screening and referral practices.

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1. SwipeRx
2. USAID Tuberculosis Private Sector



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