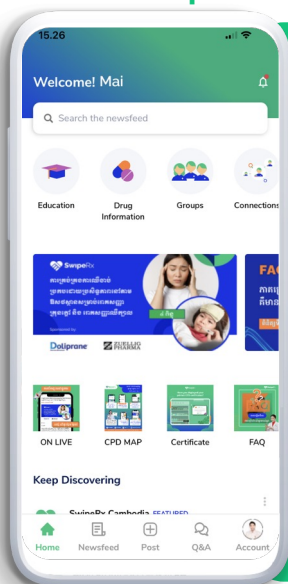


Leveraging the Largest Digital Network of Pharmacy Professionals in Cambodia



Pharmacies are the first, and sometimes sole source of healthcare for many Cambodians. The proportion of people seeking initial care from pharmacies and other private healthcare providers has doubled in Cambodia from 19% to 40%¹. Retail pharmacies are preferred sources of health products and advice due to their geographic proximity, convenient opening hours and streamlined services. Unfortunately, the fragmentation of the pharmacy channel and related inefficiencies in the pharmacy supply chain makes it difficult to scale engagement with this critical channel of primary care providers. An estimated 95% of the 3,100 registered retail pharmacies in Cambodia operate as independent mom-and-pop retail outlets.

About SwipeRx



SwipeRx unites thousands of pharmacy professionals on a single platform and collaborates with industry as well as public health partners to scale pharmacy capacity building and supply chain strengthening. As of August 2024, more than 8,600 pharmacy professionals and students across all 25 provinces of Cambodia had used SwipeRx. This includes 72% of all registered pharmacists in the country.

In partnership with the Pharmacy Council of Cambodia (PCC), SwipeRx has become the largest provider of accredited digital education for pharmacy professionals in Cambodia. With support from global health organizations, SwipeRx strengthens pharmacy contributions to community health priorities including sexual and reproductive health (SRH), tuberculosis (TB), antimicrobial resistance (AMR) and non-communicable diseases (NCDs.)

SwipeRx Results 2023-2024



Collecting Practical Insights

In 33 days, SwipeRx collected digital survey responses from 320 retail pharmacists across 21 provinces in Cambodia to understand pharmacy stock management practices relevant to access to quality, affordable care for diabetes and hypertension. Key findings included:



Hypertension and cardiovascular medicines are the third highest selling products at pharmacies, following painkillers and antibiotics.



More than 50% of all pharmacists surveyed experience supplier stock-outs of 10% of products ordered and more than 33% reported supplier stockouts of up to 30% of products ordered.



75% of sampled pharmacists offer blood pressure measurement and more than 60% offer glucose monitoring at their pharmacies.

Evaluation of SwipeRx digital professional education in Cambodia and Viet Nam resulted in a peer reviewed publication concluding:

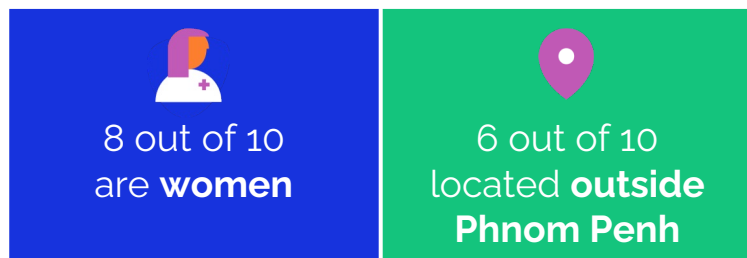
"Digital education through SwipeRx can strengthen pharmacy capacity to provide comprehensive and accurate information on diabetes management and awareness of quality blood glucose monitoring products."²

¹ Cambodia Socioeconomic Survey data: 2009 – 2021. General Secretariat for the National Social Protection Council & GIZ 2023

²Haldane, C., Neukom, J., Lailo, J.M. et al. Diabetes and blood glucose monitoring knowledge and practices among pharmacy professionals in Cambodia and Viet Nam: digital survey and education. BMC Med Educ 23, 483 (2023). <https://doi.org/10.1186/s12909-023-04449-0>

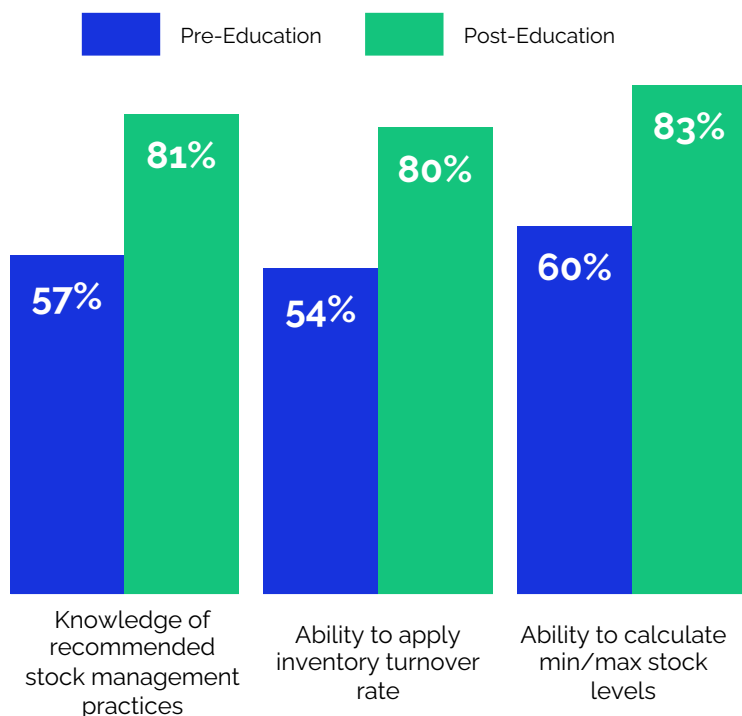
Educating Pharmacists

SwipeRx educated 2,300 pharmacy professionals—representing around 39% of all registered pharmacists in the country³—about SRH, pharmacy stock management, HIV self-testing and pharmacy standards of care as a result of 5 accredited courses deployed through the app during 2023 and the first half of 2024. Among those educated through SwipeRx in the last 18-months:



During 6-weeks in April-May 2024, 974 pharmacists completed and passed the stock-management e-course. Of these, 81% were women, 72% worked in a retail pharmacy, and 39% were working in a province outside Phnom Penh. Knowledge about how to use recommended inventory management techniques increased by more than 24 percentage points among pharmacists who completed this course.

Improved Inventory Management Skills as a Result of SwipeRx Education




Improving Access to Essential Health Products & Services


88% of pharmacists trained to use SwipeRx to screen and refer clients needing care at a nearby health facility were recorded as helping 1 or more client receive diagnosis of HIV/STI or TB, initiate use of PreP for HIV prevention, start using injectable, implant or IUD contraceptives during 2023. SwipeRx partnered with commercial distributors of two rapid tests for HIV (OraQuick & CheckNOW) and successfully motivated 80% of all pharmacies using the e-Referral tool to stock and promote HIV self-test kits.




Ongoing Priorities for SwipeRx in Cambodia 2024-2025




Market system assessment using **mixed methods research** to identify factors contributing to out-of-pocket expenditure on hypertension and diabetes medicine.




Health system strengthening through pharmacy capacity building and e-Referral linkages with health facilities for **family planning, TB & HIV**.



Building pharmacy capacity to offer quality, affordable care for **hypertension and diabetes**.



Antimicrobial stewardship including pharmacy improvements in rational dispensing, infection prevention and diagnostics.



Building pharmacy capacity to identify and manage **dengue fever** symptoms.

³According to Pharmacy Council of Cambodia records, there are 5,834 pharmacists registered as of May 2024.