

Leveraging the Largest Digital Network of Pharmacy Professionals in Vietnam



Pharmacies represent one of the most accessible sources of medicine, healthcare products, and advice throughout southeast Asia. Due to their geographic proximity, convenient opening hours and efficient customer service, retail pharmacies are visited 10 times more frequently than health facilities. An estimated 51,000 out of 60,000 registered retail pharmacies across Vietnam are independent. SwipeRx uses technology to enable the pharmaceutical industry and other health system actors to improve pharmacy access and quality at a scale and speed not achievable using offline approaches.

SwipeRx Coverage in Vietnam

SwipeRx brings thousands of pharmacy professionals together in a single platform offering free access to accredited digital professional education, reliable medical updates, advice from pharmacy experts, and other benefits:

As of December 2025:

-  More than 21,200 pharmacy professionals across all 34 provinces use the app.
-  70% of app users work at a retail pharmacy, 18% at a health facility and 12% for a distributor.
-  Annual use of the app increased by 51% between 2021 and 2025, and by 32% in 2025.
-  More than two-thirds of SwipeRx app users are women.

SwipeRx results are facilitated by partnerships with the Ministry of Health, local pharmacy associations and a mixture of industry and global health organizations. The following partners supported 2025 results:



Results Achieved in 2025



Collecting Pharmacy Insights & Demonstrating Impact

Within 17 days, SwipeRx sampled 210 retail pharmacy professionals from 4 focus cities and provinces to assess Hepatitis B test stocking and recommending practices. Survey findings validated the impact of SwipeRx digital and in-store pharmacy engagement to significantly improve access to pharmacy screening and referral for Hepatitis using the Determine™ rapid test.

How SwipeRx influences pharmacist stocking decisions and client recommendations

SwipeRx-Engaged Pharmacists are



2.1X
More likely to offer Hep B tests

Non-SwipeRx Engaged Pharmacists



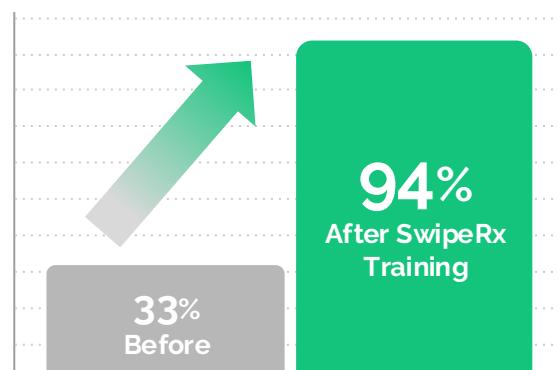
Less likely to offer Hep B tests



Prompting Improved Pharmacy Practices

Using multiple digital quality improvement tools, SwipeRx successfully motivated retail pharmacists in Hanoi and 2 rural provinces to offer DMPA-SC injectable contraceptives. With approval from the Ministry of Health, SwipeRx assessed changes in pharmacists' knowledge before and after training, alongside feedback from pharmacy clients, to evaluate the feasibility of integrating DMPA-SC provision into retail pharmacy services. During the first 2.5 months, 43 clients received DMPA-SC from 18 pharmacists trained by SwipeRx.

Injectable Contraceptive Knowledge & Confidence



Scaling Pharmacist Skill Building

SwipeRx delivers large-scale, accredited digital professional education in collaboration with the Vietnam Pharmaceutical Association. On average, SwipeRx educates 702 pharmacists per day. Annually, the number of pharmacy professionals trained by SwipeRx has increased by 92% since 2021. In 2025, SwipeRx webinars covered a wide range of priority clinical topics including pediatric care, bone health and bone density screening, emergency contraception, polypharmacy, diabetes management (including safer insulin injection techniques), and digestive health. Using in-app skill-building exercises, SwipeRx webinars go beyond standard, lecture-based approaches to ensure digital professional education courses are both fun and effective.



Strengthening Pharmaceutical Supply Chains

SwipeRx dramatically improved community-level market access to Hepatitis B screening in 2025 by negotiating the importation of a smaller pack-size of the only rapid test approved for use outside of health facilities: Determine. Using digital campaigns, SwipeRx quickly raised pharmacists' awareness of the benefits of stocking Determine Ag-RDT from the manufacturer's commercial distributor, resulting in the first retail pharmacy procurements of Hep B Ag-RDT in Vietnam.

SwipeRx motivated 117 pharmacies to procure Hep B tests from commercial suppliers who had previously sold exclusively to health facilities. 83% of SwipeRx-engaged pharmacies offering Hep B testing found positive cases during 2025.



Expanding contraceptive choice through community pharmacies

Pharmacist Truong Thi Thuy Giang in Hanoi describes the benefits of SwipeRx engagement: "Since receiving training from SwipeRx to offer injectable contraceptives, I am better able to help my clients manage fertility and reduce demand for emergency contraception. Offering DMPA-SC at my pharmacy gives people a way to prevent unplanned pregnancy easily – just one injection every three months at their neighborhood pharmacy."

