

In addition, Opella and SwipeRx will use digital research to assess changes in pharmacy practices related to self-care during the 2026-2028 phase of our partnership.

Together, Opella and SwipeRx commit to empowering pharmacists as the trusted leaders of self-care across Southeast Asia. By expanding access to world-class digital training, strengthening health system integration, and equipping pharmacy professionals with the tools and recognition they need, this partnership will continue driving measurable progress toward Universal Health Coverage. When pharmacists lead, communities thrive — and the future of equitable, accessible healthcare becomes possible for all.



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Opella Policy Priorities for Pharmacist-Led Self-Care

Understanding that science only creates value when it reaches people who can act on it, Opella's mission is to turn trusted science into everyday self-care. In partnership with policymakers, SwipeRx and others, Opella equips pharmacists, who are the most accessible healthcare professionals, with the knowledge, tools, and systems they need to drive improvements in health literacy and community-level self-care for prevention and management of common health conditions. These policy priorities reflect Opella's long-term commitment to measurable pharmacist impact — from self-care knowledge to behaviour change to better community health outcomes.

Building on WHO and FIP frameworks and grounded in Opella's real-world evidence and partnerships, the following five policy priorities are at the core of Opella's commitment to make pharmacist-led self-care a measurable driver of Universal Health Coverage across Southeast Asia.

1.
Elevate
pharmacists as
frontline health
literacy leaders

To institutionalize pharmacists role within national health-literacy, prevention, and self-care strategies — embedding self-care, responsible product use, and counselling skills into national CPD and pre-service training frameworks.

Outcome: every pharmacy visit becomes a health-literacy moment.

2.
Mandate enabling
systems and
incentives

Advocate for performance-based and preventive-care remuneration models that recognise pharmacists' contribution to reducing health-system burden.

Outcome: pharmacists recognized and rewarded for championing self-care.

3.
Integrate
pharmacies with
public health
systems

Promote policy frameworks that include practical pharmacy referral tools and data-sharing systems between pharmacies, clinics, and Ministries of health — ensuring early detection and seamless client pathways.

Outcome: primary care pathways are easy for clients to access and for Ministries to track through pharmacy as well as public health facility channels.

4. Empower women pharmacists as community health catalysts

Champion gender-inclusive policies that expand access to accredited digital learning, career mobility, and leadership for women who represent nearly 80% of the pharmacy workforce in Southeast Asia.

Outcome: women pharmacy professionals empowered to thrive at the counter and beyond.

5. Ensure equitable access to evidence-based self-care

Support transparent regulatory pathways and responsible OTC/self-care access that protect safety while encouraging innovation and local relevance, including guidance on traditional remedies.

Outcome: quality self-care health products are available where and when people need them.



Improvement in pharmacists self-care knowledge, confidence & referral capacity after Opella training.

Cumulative number of self-care training certificates issued to pharmacists and pharmacy technicians (2023-2025)

Together with partners like SwipeRx, Opella is committed to translating these priorities into action — combining digital reach, pharmacist empowerment, and science-backed self-care practices to create measurable progress toward Universal Health Coverage.

Contact us to learn more: hello@swiperx.com | www.swiperx.com