



The 12th Asia Pacific
FUTURE TRENDS FORUM
Roadmap to National Health Insurance:
Acceleration through Public Private Partnership
20th - 21st November 2019 | Jakarta, Indonesia





At mClinica, we believe pharmacists are critical to public health.

We put pharmacists first.



The Importance of Pharmacies

Pharmacists are often the first point of access to modern medical advice and treatment for many people in Southeast Asia, especially the poor and rural.^{1,2} Patients may not go to a hospital or clinic at all unless treatment at the pharmacy level fails first³ – **pharmacists are critical to primary healthcare in these markets.**⁴



Reasons why patients go to pharmacies first^{1,5}:

- Long opening hours
- Availability of medicines
- Ability to purchase small quantities of medicines
- No time or money to go to hospital or clinic
- Geographic familiarity
- Privacy concerns

1. Miller, R., and Goodman, C. "Performance of retail pharmacies in low- and middle-income Asian settings: a systematic review." Oxford Journals, Health Policy and Planning. 2016 Sep; 31(7): 940–953.
2. Jesson, J., and Bissell, P. "Public health and pharmacy: A critical review." Critical Public Health, January 2007.
3. Holloway K, Van Dijk L. 2011. The world medicines situation 2011 Rational Use of Medicines. Geneva: WHO.
4. Wiedenmayer, K., et al. "Developing pharmacy practice: A focus on primary care." World Health Organization, 2006.
5. Hardon, A., et al. "Chemical sexualities: the use of pharmaceutical and cosmetic products by youth in South Sulawesi, Indonesia." Reproductive Health Matters, 2013.

The Problem

There are hundreds of thousands of pharmacies spread across Southeast Asia – many of which are **independently owned shops** run on **paper and pencil** in **difficult to reach geographies**. It's a challenge for pharmacists to get convenient, affordable, and quality continuing education and know whether the medicines they purchase are safe.

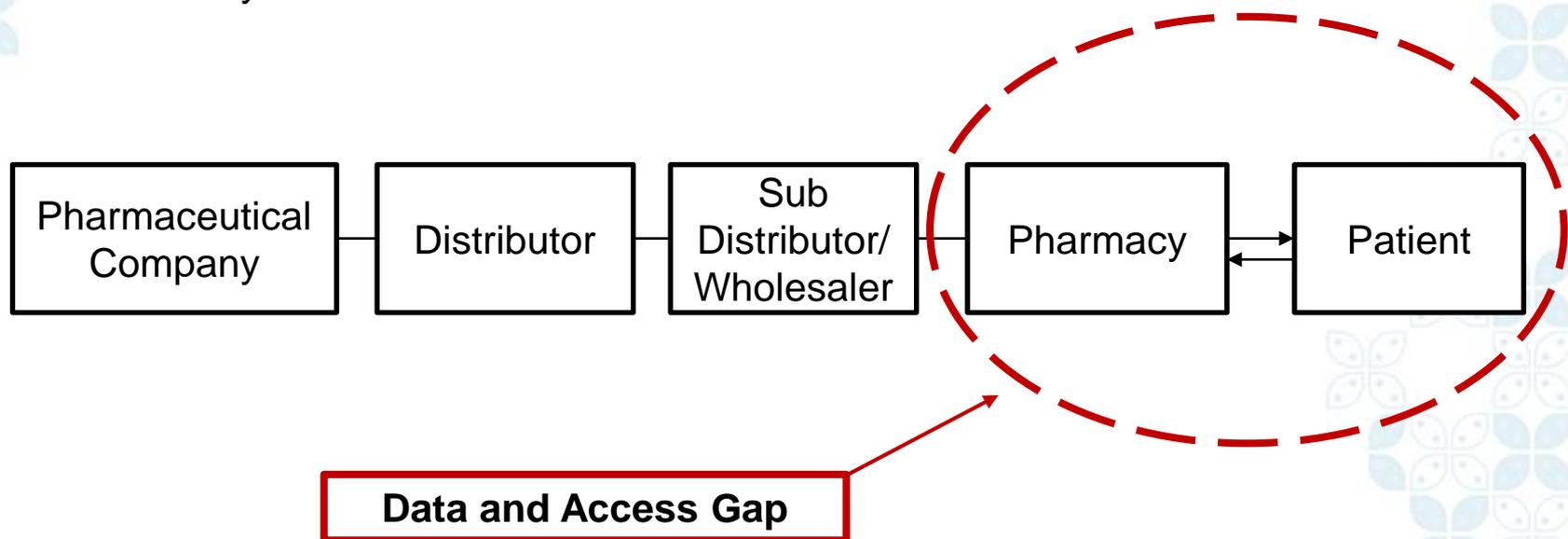
The pharmacy sector is fragmented across many emerging markets.



The Problem

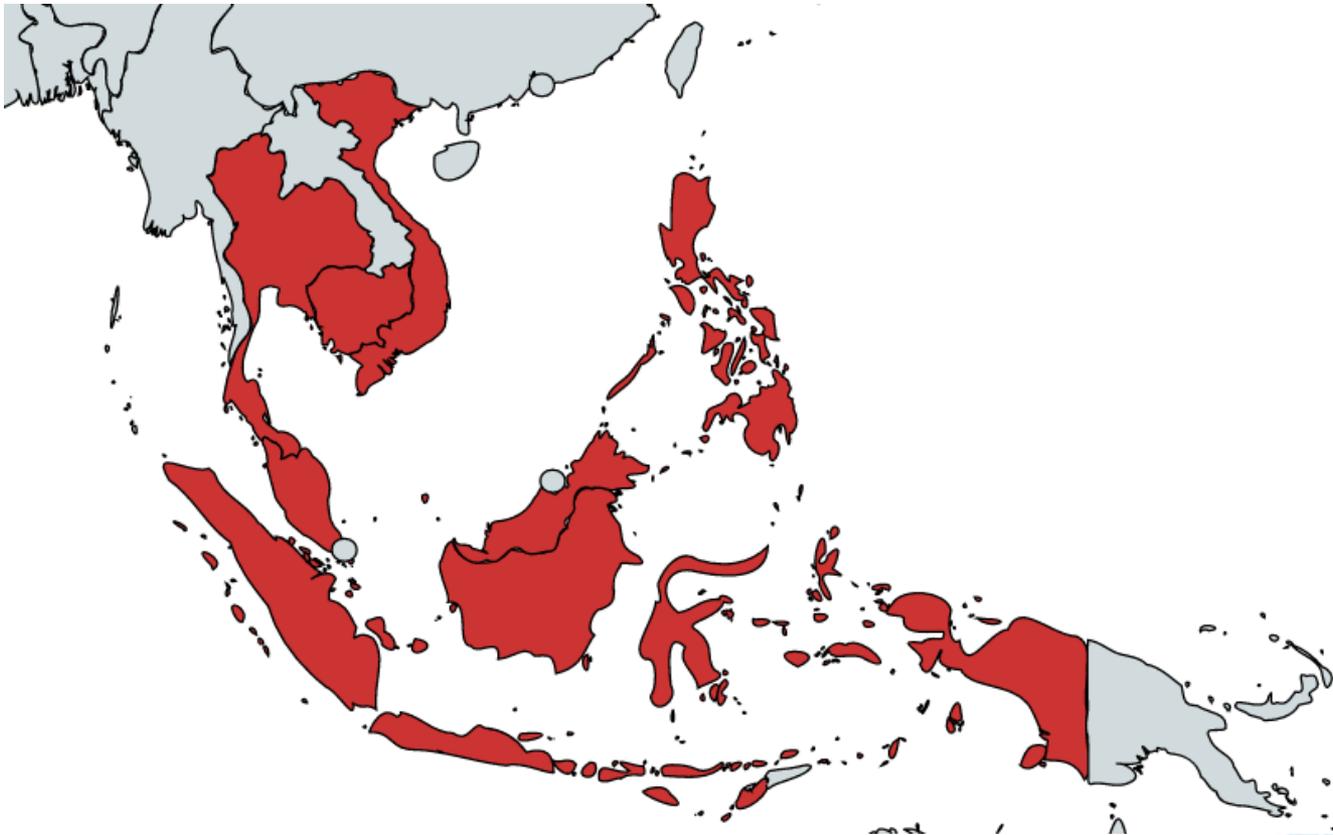
Fragmentation creates a challenge for private and public sector organizations to gather data from pharmacies and to educate and communicate with pharmacy professionals at scale.

Fragmentation harms patients by compromising availability, access, affordability and adherence of medicines.



Our Countries

We operate across southeast Asia - Indonesia, Philippines, Vietnam, Malaysia, Thailand and Cambodia.



About mClinica

mClinica is a tech startup dedicated to revolutionizing the pharmacy in emerging markets.

Our platform improves **patient adherence**, builds the capacity of the pharmacy **workforce**, improves the pharmaceutical **supply chain**, and generates **data** that guides better decision-making in both the public and private sectors.

As Featured in

Forbes

Bloomberg

WALL STREET
JOURNAL

TC TechCrunch

Our Public Sector Network



About Our SwipeRx Platform

mClinica has launched SwipeRx which is now the largest community of pharmacists and other pharmacy professionals in southeast Asia.



SwipeRx

Accredited CPD modules



News and announcements



Collaboration with colleagues



Case reporting and referrals



Drug directory



Report Adverse Events



Job opportunities

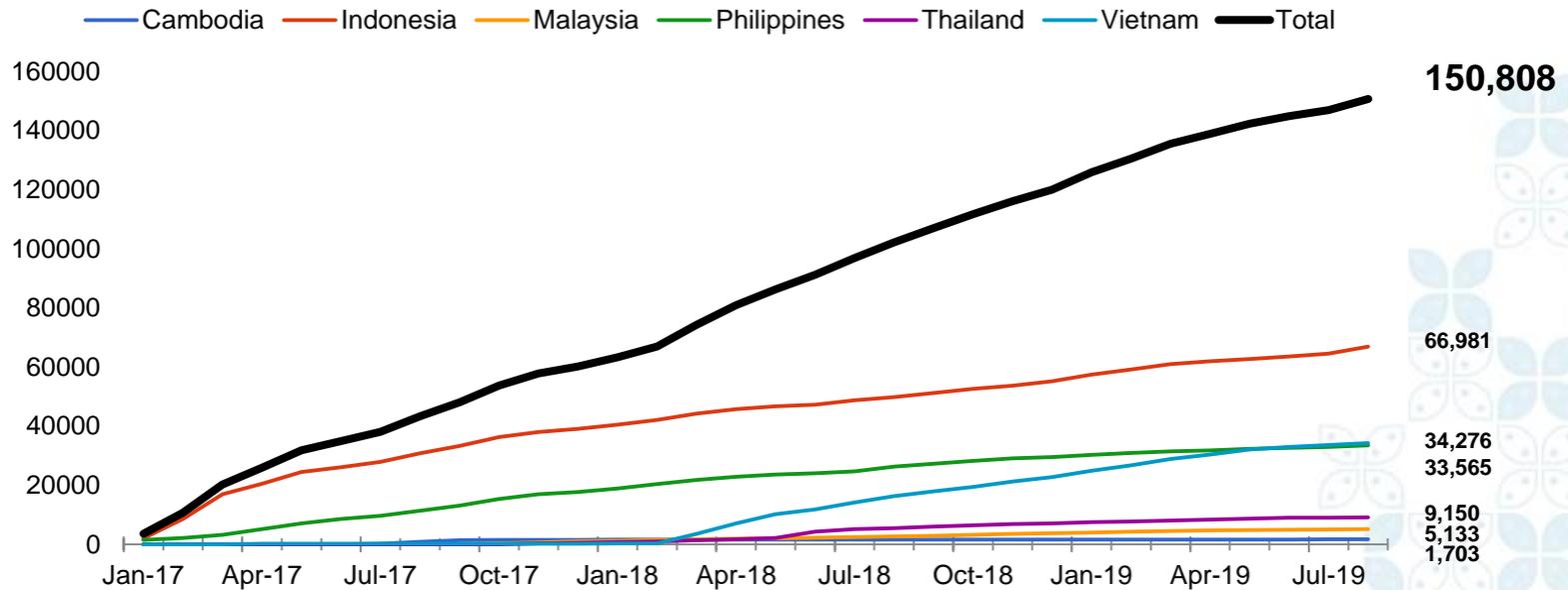


Research surveys

SwipeRx provides pharmacy professionals a single platform with many tools useful to their daily practice. We are rapidly advancing capacity of the pharmacy workforce, who in turn deliver better care to their patients.

Our Countries

We operate SwipeRx, the largest social network app for pharmacy professionals and their pharmacies connecting **150,000 users** from **40,000 pharmacies**.



Our Countries

1 in 3 Pharmacists in

 Indonesia

1 in 3 Pharmacists in

 Vietnam

1 in 2 Pharmacists in

 Philippines

1 in 4 Pharmacists in

 Thailand

1 in 4 Pharmacists in

 Cambodia

1 in 4 Pharmacists in

 Malaysia

Our highest adopters are women

70% of SwipeRx users are female

We empower women pharmacists by giving them free continuing education, professional recognition, and a digital community – anytime, anywhere, and however they choose to learn. Around 50% of our own mClinica team are women.

Young pharmacy professionals are the core demographic

Average Age of 28 years

We believe that young pharmacists will become tomorrow's public health leaders. Providing them with the latest news, drug data, education and other information is important to furthering their practice.

We serve pharmacists working in underserved and unserved communities

66% Urban

34% Rural

In rural areas support for education and collaboration is traditionally challenging. Rural pharmacists can now access online education and tap a larger knowledgebase which helps them better serve patients in these often neglected areas.

Pharmacy professionals receive answers to their professional questions leading to improved delivery of patient care

47,000+ answers

Answers are now being provided to questions that remained previously unanswered helping to educate pharmacy professionals at scale. Pharmacists ask questions on issues such as reading a doctor's handwriting, patient symptoms, government licensing and regulation, and drug information. This new crowdsourced knowledge helps reduce patient medication errors and improve patient safety.

We are providing online mobile-based Continuing Professional Education for pharmacists in Southeast Asia

**17,000+ pharmacists
educated**

Since the release of the feature in October 2017, over 17,000 pharmacy professionals have now been educated on the platform, impacting an estimated 20 million patients.

Pharmacy professionals are frequently using the drug information tool leading to increased patient safety

31,000+ pharmacy professionals

Over 31,000 pharmacy professionals have used our user-friendly drug information tool. With easy access to basic drug information such as indications, contraindications, pregnancy categories and other information, pharmacists can better counsel patients and make less mistakes.

We have shared relevant news articles and announcements from governments and association

100,000+ posts

Users can now access to real-time and up-to-date government regulation announcements, pharmacy-related news and events, and public health posts from partners like the WHO – all in a single mobile platform. Prior to SwipeRx, these critical notifications largely went unnoticed.

**We help address the challenges of health
human resources in developing countries**

10,000+ job posts

We've helped organizations reach pharmacy professionals and provided pharmacy professionals opportunities to serve in the healthcare field.

Case Study: SwipeRx in Action - Education

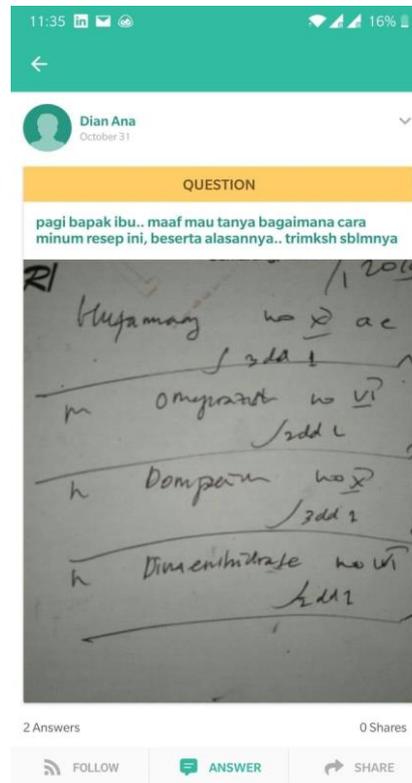
mClinica empowers women pharmacists in rural areas leading to increased healthcare services in isolated and disadvantaged communities.



Like many other women, Nora balances her role as a new mother and a pharmacist. According to state law, in order for her to renew her pharmacist license and continue working and earning, she needs to attend CPE courses and earn units. However, Nora lives in a rural area in Indonesia, almost 6 hours away from a nearby city. She can't easily leave town to attend her CPD classes because she has a newborn to take care of and a pharmacy to cater to. With the introduction of SwipeRx mobile app, she doesn't need to travel anymore. She can now access to online education modules and earn units at the same time – anytime, anywhere, and however she chooses to learn. Now, she has more time for her patients and her family.

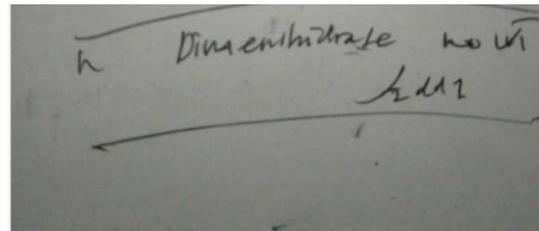
Case Study: SwipeRx in Action – Crowdsourcing Answers

SwipeRx helps answer pharmacy professionals' key questions



Case Study: SwipeRx in Action – Crowdsourcing Answers

SwipeRx helps answer pharmacy professionals' key questions



2 Answers

0 Shares



FOLLOW



ANSWER



SHARE



Adelina Sisilia

hufamag dan omeprazole, tdk apa diminum 30-1jam sbllm makan. domperidone 15mniit sbllm makan. dimenhidrinat sifat nya berlawanan dgn domperidon (prokinetik), dimana memperlambat gerakan peristaltik. shg tidak tepat di kombinasikan dg domperidone

0 Comments Reply November 1



Dian Ana

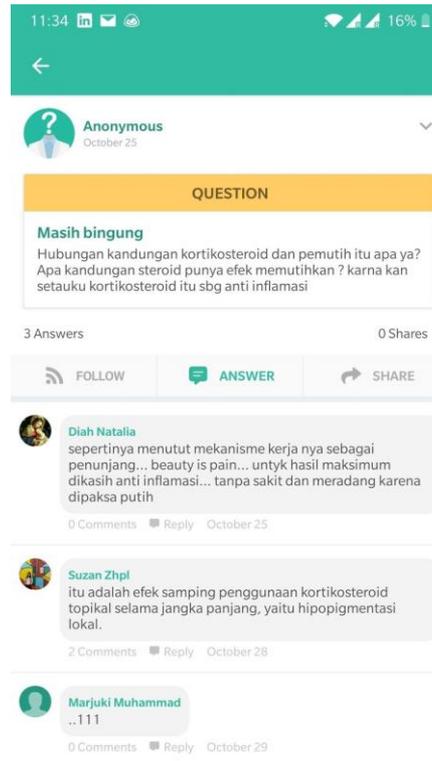
trimkasih bu adelina

0 Comments Reply 6 days ago

Write Something...

Case Study: SwipeRx in Action – Crowdsourcing Answers

SwipeRx helps answer pharmacy professionals' key questions



11:34 [social icons] [signal icons] 16%

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 **Anonymous**
October 25

QUESTION

Masih bingung
Hubungan kandungan kortikosteroid dan pemutih itu apa ya?
Apa kandungan steroid punya efek memutihkan ? karna kan
setauku kortikosteroid itu sbg anti inflamasi

3 Answers 0 Shares

 FOLLOW  ANSWER  SHARE

 **Diah Natalia**
sepertinya menutut mekanisme kerja nya sebagai
penunjang... beauty is pain... untyk hasil maksimum
dikasih anti inflamasi... tanpa sakit dan meradang karena
dipaksa putih
0 Comments  Reply October 25

 **Suzan Zhpi**
itu adalah efek samping penggunaan kortikosteroid
topikal selama jangka panjang, yaitu hipopigmentasi
lokal.
2 Comments  Reply October 28

 **Marjuki Muhammad**
..111
0 Comments  Reply October 29

Case Study: SwipeRx in Action – Tuberculosis

Problem:
**Southeast Asia accounts for 41% of the
global burden of disease incidence.**

Case Study: SwipeRx in Action – Tuberculosis

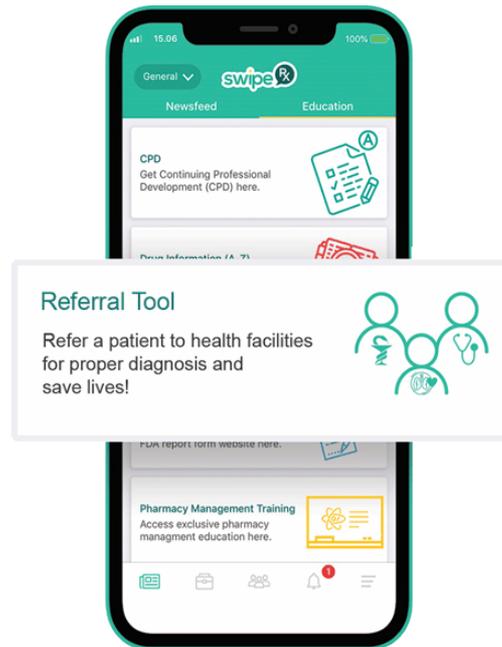
Problem:
**40% of Patients in the Philippines with
TB Self-Medicate**

Case Study: SwipeRx in Action – Tuberculosis

What if pharmacists could help find cases of TB in their communities?



Case Study: SwipeRx in Action – Tuberculosis



Screen | Swipe | Send

Case Study: SwipeRx in Action – Tuberculosis





Case Study: SwipeRx in Action – Tuberculosis

Since the start of the program 67% of cases referred to health facilities were confirmed as positive for TB.

Pharmacists are incredible screeners of TB patients.

**Pharmacists are critical to
public health.**

