

Cultivating Change, Scaling Impact

# Transforming The Pharma Industry In Southeast Asia









## A Note From MDI Ventures

In our commitment to cultivating positive change and steering towards a sustainable future, MDI Ventures is pleased to introduce the Impact Report 2023. As a strategic investor in impactful ventures such as SwipeRx, our dedication to fostering positive environmental and social transformations is at the core of our mission. Through this report and others in this collection, we aim to showcase members of our portfolio who align with our impact values, and in doing so, inspire similar companies with the potential for meaningful impact. By sharing insights into the companies we've invested in, we aspire to encourage a broader dialogue on how businesses can contribute to a more sustainable and equitable world. MDI Ventures remains unwavering in its pursuit of impactful investments that align with global sustainability objectives, and we invite others to join us on this journey towards creating a better future for all.



"We're all about making a real impact, not just chasing profits. We're helping our portfolio companies be more aware and conscious about impact. It's not about getting a stamp; it's about making a real difference in their businesses."

**DONALD WIHARDJA,**  
**CEO OF MDI VENTURES**

## Our Priority Focus Areas: United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) are at the heart of our purpose, guiding our actions and inspiring our impact initiatives. In this report, we will describe how we are dedicated to digital impact in Indonesia. These themes are central to our mission, reflecting our belief in the power of education, equality, and social inclusion as critical drivers of sustainable progress.

### ENVIRONMENTAL



### SOCIAL



### GOVERNANCE



# Impact Created By SwipeRx

At SwipeRx, our purpose centers around creating impactful change. This report outlines our dedication to driving positive outcomes in Indonesia, focusing on key impact themes like **Health, Access to Quality Education, and Financial Inclusion.**

Our commitment to these impact areas is ingrained in our DNA and reflected in our core business. Join us on this transformative journey as we work towards a more equitable, sustainable, and inclusive future.

## SwipeRx’s Impact Themes And Metrics

Thematics	Key Impact Metrics
Health	<ul style="list-style-type: none"><li>• <b>Estimated patient impact:</b> 144 million patients reached through pharmacies engaged on SwipeRx Community + Commerce</li><li>• <b>Improving healthcare access:</b> 12 public sector projects in 2022 across 7 health areas, including TB, HIV/AIDS, C19, FP, RH, NCDs<sup>1</sup></li></ul>
Access to Quality Education	<ul style="list-style-type: none"><li>• <b>Individual and MSME upskilling:</b> Over 64,000 pharmacy professionals have taken education and upskilling courses on SwipeRx Community in 2022</li><li>• <b>Partnership:</b> Partnered with the leading public universities in Indonesia (Institut Teknologi Bandung, Universitas Airlangga, Universitas Udayana, Universitas Gajah Mada) to advance pharmaceutical best practices in the region</li><li>• <b>Women Empowerment:</b><ul style="list-style-type: none"><li>• 83% of pharmacy professionals trained in reproductive health are women</li><li>• Over 75% of the pharmacy professionals educated about public health through SwipeRx in 2022 are women</li><li>• 79% of the pharmacy professionals using the platform are women, with an average age of 28 years old</li></ul></li></ul>
Financial Inclusion	<ul style="list-style-type: none"><li>• <b>Economic support for MSME/less privileged:</b> Over 25% of all pharmacies in Indonesia received working capital assistance</li></ul>
Sustainability Baseline	<ul style="list-style-type: none"><li>• <b>Diversity &amp; Inclusion:</b> 45% of employees are women</li><li>• <b>Governance:</b> Full compliance with FCPA (Foreign Corrupt Practices Act), Information and Data Security Policy enforcement</li></ul>

<sup>1</sup>TB (Tuberculosis), HIV (Human Immunodeficiency Virus), AIDS (Acquired Immunodeficiency Syndrome), C19 (Covid-19), FP (Family Planning), RH (Reproductive Health), NCD (Noncommunicable Diseases)

# SwipeRx: Improving Health Outcomes By Supporting Pharmacies Across Southeast Asia

SwipeRx (previously mClinica) is a one-stop solution for pharmacists to improve the quality, accessibility, and affordability of medicines in Southeast Asia.<sup>2</sup> With its headquarters in Singapore, the company was founded in 2014 by Farouk Meralli, with a mission to unify the fragmented and disconnected pharmacies in Southeast Asia to streamline their operations and empower them to be the center of care.

SwipeRx first launched its Community platform to connect pharmacy professionals on a single unified place; once connected, they launched B2B (business-to-business) Commerce capabilities. This brought together individual pharmacies to be a part of a broader ecosystem, giving them purchasing power as a unified whole. As part of the platform, SwipeRx also provides specialized healthcare logistics solutions, compliance, negotiated pricing, and financing to create the largest digital pharmaceutical purchasing network in Southeast Asia through a community-driven commerce model. It has engaged pharmacists across Cambodia, Indonesia, Malaysia, the Philippines, Thailand, and Vietnam. Across these countries, the platform is used by up to 70% of all registered pharmacists, representing a digital community of care and procurement tools that pharmacy professionals know and trust.<sup>3</sup>

In less than a decade, SwipeRx has grown to be the largest pharmacy network and digital education provider in Southeast Asia. **“1 in every 3 pharmacists in Southeast Asia is on SwipeRx.”**



## Headquarters

Singapore

## Geography Focus

Southeast Asia

## Sector

Health & Pharmaceutical

## Founding Year

2014

## Funding

Seed: US\$500K

Series A: US\$6.3M

Series B: US\$37M

## Mission

To improve the quality, availability, and affordability of medicines by unifying the pharmacy channel across Southeast Asia



<sup>2</sup>SwipeRx Website (2023). About SwipeRx

<sup>3</sup>Research data provided by SwipeRx to Accenture (2022)

The SwipeRx mobile platform connects more than 250,000 pharmacy professionals and 50,000 pharmacies across the region, with 38% of pharmacy professionals from rural areas. It reaches an estimated 144 million end patients. In addition to receiving multiple honors, SwipeRx was named a "Technology Pioneer" by the World Economic Forum.

## Need For Change: Pharmacists' Challenges And Industry Fragmentation

**In Southeast Asia, patients visit pharmacies 12 times per year, but physicians only 1.2 times per year.** This highlights the important role that pharmacies play as a critical point of care in the communities they serve. However, challenges in health literacy, stockouts of medicines, and high prices prevent pharmacies from delivering optimal care to their patients by affecting their ability to provide high-quality, consistent, and affordable healthcare.

The **standard of care** is a major challenge. Communities in developing nations primarily rely on pharmacists for primary healthcare due to limited access to licensed physicians. There are only 6.2 doctors per 10,000 people in Indonesia versus the global average of 16.4 doctors per 10,000 people.<sup>4</sup> However, pharmacists in some countries, such as Indonesia, are unable to provide the same expected level of care as they may not have equivalent access to information or education.<sup>5</sup> This limits their ability to consult patients, diagnose illnesses, and make proper dispensing decisions. In addition to lacking information, pharmacists often lack the

necessary tools to manage chronic illnesses, such as blood pressure and blood glucose monitoring.

**Operational inefficiencies** pose another significant challenge to pharmacies, with **financing and supply chain management** as two primary areas of concern. First, as small, family-run businesses may not have formal credit histories or banking relationships, obtaining trade financing is a problem. This limits the variety and quantity of drug stock that is available as they must pay upfront for their purchases. Second, transportation and logistics can be challenging, especially in rural areas where infrastructure is poor or lacking, and varied topography is at play.

Independently owned small businesses make up a majority of the pharmaceutical industry in many Southeast Asian countries, so the **fragmented nature of the market** also presents a significant challenge. For instance, in 2019, around 30,000 community pharmacies had a workforce of approximately 62,000 individuals, encompassing both pharmacists and support staff. This makes it one of the largest healthcare environments in the nation.<sup>5</sup> This impedes information sharing between pharmaceutical companies, governments, non-governmental organizations (NGOs), and pharmacists. The paucity of data hinders governments from making quality health decisions and restricts pharmacists' capacity to give clients access to the most recent data and industry best practices, including the newest and most potent medications and therapies.

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<sup>4</sup>Research data provided by SwipeRx to Accenture (2022)

<sup>5</sup>Andi Hermansyah, Luh Wulandari, Susi A. Kristina, Sherly Meilianti (2020). [Primary health care policy and community pharmacy and pharmacists in Indonesia](#)





## Transforming & Digitalizing The Pharmacy Practice

SwipeRx establishes its **'Theory of Change'** in alignment with its "North Star", which is centered around three key pillars:

### QUALITY

Improving quality of care through knowledge and education, and quality of medicine

### AVAILABILITY

Increasing the availability of medicines to pharmacies and their patients

### AFFORDABILITY

Reducing prices through grouping demand, while increasing access to credit

The team takes great pride in the impact they have created to date. Farouk shares that **"since the beginning, SwipeRx was designed to be a strong business, generating massive and sustainable public health impact."** This means that SwipeRx has been focusing on impact for years, and impact agenda and business model are considered to be inseparable; however, the path wasn't always clear. "When we started, we had a lot of hypotheses with respect to our impact. But only after multiple iterations, we arrived at a fixed measurement framework, indicating the maturation of both our business and impact model," said Farouk. Through these iterations, SwipeRx honed in on a set of key impact metrics that can be tracked and monitored continuously. The impact metrics reports produced by SwipeRx measure the impact it generates in a manner that is indispensably linked with business metrics and consistent with financial results.<sup>6</sup>

These are shared with investors and stakeholders to ensure they remain aligned to their core mission.

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<sup>6</sup>Impact metrics are attached to the Supplement

## Two-Pronged Approach to Capital

Since its inception, SwipeRx has benefited from taking **both impact and commercial capital**. The advantage of commercial capital was that it allowed for early validation of the business model, enabling rapid expansion of the pharmacy network. As the business grew quickly, commercial investors were also able to offer experienced operational and strategic direction. Alternatively, SwipeRx's primary goal of enhancing healthcare outcomes for target beneficiaries was reinforced by its impact investors. It supplied "patient" capital, giving the startup time to hone its business plan. The dual emphasis on impact and commercial returns concurrently made SwipeRx attractive to both types of investors.



"In every investing round we do, we try to balance having private capital investors and impact investors. That helps in getting the right partners to the table, the right type of capital, and enables us to continue our mission to improve the quality, availability, and affordability of medicines."

**FAROUK MERALLI,  
FOUNDER AND CEO OF SWIPERX**



## Unleashing the Power of Supply Chain Activation

Independent pharmacies outside of major cities struggle with sourcing stock and securing favorable prices. The complexity and fragmentation of the supply chain leads to varied product prices, terms, delivery types, and reliability. The SwipeRx platform **uses digital capabilities to help pharmacies be better stocked, educated and managed to ultimately improve patient care at scale.**

SwipeRx Commerce enables pharmacies with a B2B e-commerce platform, featuring direct credit, deliveries, and digital payments. Pharmacy professionals can access pre-negotiated prices from diverse suppliers, enhancing the affordability and efficiency of the procurement process. Marketed as "SwipeRx Belanja," (*meaning shopping*) SwipeRx represents the largest purchasing network of pharmacies in Indonesia.<sup>7</sup> SwipeRx also equips pharmacies with customized e-tools for more efficient screening, diagnosis, referral, and reporting practices at the pharmacy.

SwipeRx has partnered with benshi.ai, leveraging artificial intelligence and machine learning to assist pharmacies with predicting demand and deliver behavioral interventions for pharmacists.<sup>8</sup>

<sup>7</sup>SwipeRx Website (2023). [Partnership between SwipeRx and Benshi](#)

<sup>8</sup>Research data provided by SwipeRx (2022)



## Impact Themes

Building upon the theory of change, SwipeRx revolutionizes the contribution of the pharmacy to public health in Southeast Asia. As a top online education provider, SwipeRx has enabled pharmacies to play an expanded role in national health systems, pandemic preparedness, and antimicrobial resistance. Additionally, in collaboration with the Gates Foundation, SwipeRx pioneered trade financing for small pharmacies in Southeast Asia and actively promotes women's health and empowerment in the industry.<sup>9</sup>

## Health

### *Revolutionizing Community Well-being with Public Health Initiatives*

In 2019, SwipeRx launched its public health practice, offering a digital pharmacy network through which governments and NGOs could address public health challenges. SwipeRx **led 24 projects with global health organizations**, including USAID<sup>10</sup>, the Bill and Melinda Gates Foundation, the World Bank, the Global Fund, FIND Diagnostics, FHI360, and others. SwipeRx focused on digital research, awareness, education, e-Referral, and supply chain programs. These initiatives targeted issues like COVID-19, contraceptive choice, tuberculosis, HIV/STI, antimicrobial resistance, and non-communicable diseases.<sup>11</sup>

One example of a public health program is the 2020 partnership with Cambodia's Ministry of Health and the National Center for HIV/AIDS, Dermatology, and STIs (NCHADS) to utilize the SwipeRx analytics engine to rapidly execute

and analyze a digital survey. The objective was to better comprehend the challenges and potential for pharmacies to play an expanded role in preventing the spread of HIV and other STIs. The survey revealed that 39% of respondents were unaware of the connection between STIs and an elevated risk of HIV transmission. While most interviewed pharmacy operators engaged in counseling and referrals for clients at risk of HIV and other STIs, those uncomfortable with HIV/STI care cited a lack of training as the primary barrier. Turning these research findings into action, the collaboration devised and implemented the inaugural SwipeRx awareness campaign and Continuing Professional Development (CPD) training module. The focus was on enhancing the contribution pharmacies make to reducing the spread of HIV and other STIs.<sup>12</sup>

Becoming the largest implementing organization for pharmacy-based public health programs in Southeast Asia, SwipeRx continued to ramp up its impact in 2021. In nine weeks, pharmacy professionals in Cambodia were educated about diabetes and blood glucose monitoring via the SwipeRx platform. This represented 43% of the active SwipeRx users in Cambodia at the time. Among the 1,124 pharmacy professionals educated, 81% were women and 74% were pharmacists. Knowledge levels improved substantially in 10 out of 14 learning areas following completion of the SwipeRx education module.<sup>13</sup> In 2022, the company collaborated with the Novartis Foundation, the Swiss Tropical and Public Health Institute, and PATH to scale pharmacy screening for hypertension and other cardiovascular disease risks.<sup>14</sup>

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<sup>9</sup>SwipeRx and Gates Foundation. [SwipeRx - Gates SIF \(gatesfoundation.org\)](https://www.gatesfoundation.org/our-work/programs/swiperx)

<sup>10</sup>SwipeRx website (2022). [PowerPoint Presentation \(swiperxapp.com\)](https://www.swiperxapp.com/)

<sup>11</sup>Research data provided by SwipeRx (2022)

<sup>12</sup>SwipeRx website (2020). [Pharmacies are Key to Stopping HIV in Southeast Asia - SwipeRx \(swiperxapp.com\)](https://www.swiperxapp.com/)

<sup>13</sup>SwipeRx website (2021). [Improving Diabetes Care through Pharmacies with SwipeRx - SwipeRx \(swiperxapp.com\)](https://www.swiperxapp.com/)

<sup>14</sup>SwipeRx website (2022). [Scaling Cardiovascular Disease Risk Screening at Pharmacies in Viet Nam - SwipeRx \(swiperxapp.com\)](https://www.swiperxapp.com/)



## Access To Quality Education

### *Leading the Charge as the Largest Provider of Digital Education for Pharmacists*

In 2022, SwipeRx educated 64,000 pharmacy professionals through its courses, making it **the largest provider of digital professional education for pharmacy professionals in Southeast Asia**.<sup>15</sup> On priority public health topics alone, SwipeRx educated more than 10,828 individual pharmacy professionals in 2022. These courses included topics such as tuberculosis, HIV and other STIs, COVID-19, and quality-assured blood glucose monitoring and diabetes risk management.<sup>16,17</sup> Through educational courses conducted in 2022, SwipeRx generated 13,947 public health education units as pharmacy professionals completed 14 accredited, mobile-friendly courses. Assessments taken after course

completion indicated immediate changes in comprehension, with digital surveys indicating longer-term shifts in patient engagement practices. This includes Cambodian data from 2023 indicating SwipeRx-educated pharmacists are more likely to adhere to clinical care and stock management standards than their non-SwipeRx educated peers.

SwipeRx plays a pivotal role in shaping the future of aspiring pharmacy professionals by offering comprehensive education and training programs. Additionally, collaboration with national pharmacy associations ensures that SwipeRx's Continuing Professional Development (CPD) modules, webinars, and quality assurance tools are accredited, and help pharmacies meet licensing requirements. SwipeRx education tools use interactive, practical exercises, games, and questionnaires to encourage competency-based learning. All

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<sup>15</sup>Research data provided by SwipeRx (2022)

<sup>16</sup>Includes pharmacists and pharmacy assistants

<sup>17</sup>SwipeRx website (2023). [Scaling Quality Improvement at the Pharmacy in Southeast Asia through SwipeRx - SwipeRx \(swiperxapp.com\)](https://www.swiperxapp.com)



CPD content deployed through SwipeRx is developed to align with local guidelines and regulations and deployed in local languages. SwipeRx also collaborates with universities, aiding in the dissemination of the latest research conducted by faculty members to pharmacy professionals on a national scale. In addition to its educational initiatives, SwipeRx facilitates an internship program, providing students with invaluable practical experience that serves as a stepping stone toward their future careers. Through these multifaceted efforts, SwipeRx not only contributes to the academic growth of students but also fosters a bridge between educational institutions and the evolving landscape of pharmacy practice.<sup>18</sup>

### ***Fostering Women's Participation and Leadership for a Brighter Future***

Within the SwipeRx network, the influence of women is undeniable and transformative. This extends beyond the workforce, as one-third of all pharmacy owners in Southeast Asia are women, showcasing their entrepreneurial spirit and leadership. As you'd expect, the **SwipeRx user base is correspondingly female-dominated, with 79% of SwipeRx pharmacy professionals being female**, averaging 28 years old.<sup>19</sup> However, for SwipeRx, the commitment goes beyond statistics; it is deeply rooted in impact. The initiatives transcend traditional pharmacy roles, focusing on crucial aspects of women's health, maternal and child well-being, and family planning. The company strives to make essential products in the women's care spectrum readily accessible, ensuring

a comprehensive approach to reproductive health and beyond. SwipeRx stands at the forefront of empowering women within the pharmaceutical realm, fostering a community that not only reflects their presence but actively champions their prosperity and well-being.<sup>20</sup>



"I had never attended a family planning training before completing the SwipeRx CPD course in May 2021. Thanks to SwipeRx I can now help my clients choose the best contraceptive method for their individual needs."

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**MS. TEANG KAHNA,  
A SWIPERX USER SINCE APRIL 2020,  
RECEIVED ACCREDITATION CREDIT  
FROM THE PHARMACY COUNCIL  
OF CAMBODIA AFTER PASSING THE  
SWIPERX MODULE.<sup>21</sup>**

Another area of concern for women in developing countries is access to contraceptive information and services. It is estimated that this impacts over 220 million women, contributing to pregnancy-related risks such as maternal and infant mortality, and safeguarding reproductive health. Despite

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<sup>18</sup>SwipeRx has recently partnered with the leading public universities in Indonesia, including Institut Teknologi Bandung, Universitas Airlangga, Universitas Udayana, and Universitas Gajah Mada to advance the practice of pharmacy

<sup>19</sup>Research data provided by SwipeRx (2022)

<sup>20</sup>Investing in Gender Equality Podcast (2021). [Podcast- Investing in Gender Equality - \(Farouk\) Transcript ; SwipeRx Website \(2023\). Five Ways Women Pharmacists Make A Difference](#)

<sup>21</sup>[Leveraging SwipeRx to expand contraceptive choices at pharmacies - SwipeRx \(swiperxapp.com\)](#)

pharmacies being vital for reproductive health counseling, they are often overlooked in public health investments. SwipeRx is addressing this gap by leveraging its digital pharmacy network to **meet the public need for contraceptives and enhance overall reproductive healthcare accessibility.**<sup>22</sup> In 2022, the company trained 4,300 pharmacy professionals in reproductive health with 83% of those being women.<sup>23</sup> Women make up over three-fourths of SwipeRx pharmacy professionals, engaged in topics like COVID-19 and family planning.



"Family planning is sensitive in my community given religious and cultural views, but thanks to SwipeRx I have learned the value of providing non-judgmental and client-centered counseling for clients of all ages."

**NORHAYAH DATUMANONG IS A SWIPERX USER SINCE 2017. AFTER COMPLETING THE SWIPERX TRAINING MODULE SHE FEELS MORE CONFIDENT DISCUSSING FAMILY PLANNING WITH ALL CLIENTS, INCLUDING YOUTH.**<sup>24</sup>

## Financial Inclusion

### *Securing Economic Prosperity Through Innovative Financing Solutions*

Navigating the challenge of securing trade financing for small, family-owned pharmacies in developing Southeast Asia, SwipeRx **champions SME empowerment through reduced prices and increased availability of lending.** SwipeRx offers pharmacies an average discount of 9.1%, contributing to healthcare accessibility and inclusivity. This savings is often passed to the end consumer, with 62% of pharmacies offering discounts in 2022. In the same year, SwipeRx began providing working capital assistance to over 25% of all pharmacies in Indonesia.<sup>25</sup> Furthermore, SwipeRx provides free delivery and extends payment terms to all its pharmacies to help their working capital needs. Offering inclusive credit access to pharmacists, the platform employs a dedicated credit team and proprietary credit scoring algorithms to provide comprehensive financing services, including risk evaluation, inventory financing, and payment handling. This financial support enhances pharmacy liquidity, allowing for a more consistent medication supply to customers while optimizing cashflows and inventory management. This strategic initiative reshapes the financing landscape for pharmacies, fostering inclusivity and sustainable impact in underserved regions.

<sup>22</sup>SwipeRx website (2021) Source: [Leveraging SwipeRx to expand contraceptive choices at pharmacies - SwipeRx \(swiperxapp.com\)](https://www.swiperxapp.com/leveraging-swiperx-to-expand-contraceptive-choices-at-pharmacies)

<sup>23</sup>Research data provided by SwipeRx (2022)

<sup>24</sup>[Scaling Quality Improvement at the Pharmacy in Southeast Asia through SwipeRx - SwipeRx \(swiperxapp.com\)](https://www.swiperxapp.com/scaling-quality-improvement-at-the-pharmacy-in-southeast-asia-through-swiperx)

<sup>25</sup>Research data provided by SwipeRx (2022)



## Sustainability Baseline

### *A Commitment to Diversity, Customer Satisfaction, and Ethical Governance*

In addition to its impact themes, SwipeRx is committed to sustainability best practices such as diversity & inclusion and good governance. In pursuit of fostering a **diverse and inclusive workplace**, the company proudly manages a workforce where 45% of its employees are women.

In terms of **good governance**, SwipeRx upholds a stringent adherence to ethical practices, ensuring full compliance with the Foreign Corrupt Practices Act (FCPA) and enforcing a robust Information and Data Security Policy. By incorporating these principles into its Sustainability Baseline, SwipeRx not only establishes a solid foundation for responsible business practices but also sets a standard for excellence in the pharmaceutical industry.



## The Way Forward

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### *Empowering Tomorrow: A Call to Action for a Healthier Future*

SwipeRx last raised a Series B funding round of \$37 million to accelerate the growth of its **B2B (Business-to-Business)** pharmacy platform across Southeast Asia. The investment is to be deployed towards expanding B2B commerce for pharmacies, investing in specialized healthcare logistics and financing, and accelerating the adoption of its new point of sale and inventory management solutions.<sup>26</sup>

Farouk explains that the focus now is on accelerating growth through adoption, boosting scale, which in turn further reduces prices for pharmacies and patients. The goal is to enhance quality by ensuring full traceability of the supply chain across countries like Indonesia, which still faces challenges given its size and complexity.

Farouk has advice for early-stage companies, saying **“it’s crucial to differentiate between real impact and pseudo-impact.”** He continues, “the ESG wave has brought about more alignment for investors who prioritize impact, which is a positive development for the world. **Now, it’s a matter of distinguishing between genuine impact and superficial impact.** Certain companies genuinely contribute to this, and they should be the focus, as not every company may require it. With the increased sophistication in ESG measurement, it’s now easier to discern who is genuinely making a real impact and who is merely doing it for the sake of appearances.”

## Closing

As SwipeRx continues its remarkable journey as the largest digital pharmacy in Southeast Asia, its profound impact extends across health, quality education, and financial inclusion. However, this journey is not without its challenges. The pharmacy landscape grapples with issues of health literacy, operational inefficiencies, and a fragmented industry structure. SwipeRx acknowledges these hurdles and remains steadfast in its commitment to overcoming them, employing technology and forging strategic partnerships. The call to action is unmistakable – empower tomorrow by sustaining and expanding SwipeRx’s transformative initiatives so the world can realize a future where quality healthcare is accessible to all.

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<sup>26</sup>SwipeRx Website (2023). [SwipeRx boosts Series B to \\$37 Million to accelerate its B2B pharmacy platform across Southeast Asia](#)



# Supplement

The tables below provide in-depth insight into the impact metrics tracked by SwipeRx in 2022.

## PATIENT IMPACT

Metrics	2022
Estimated Patients Reached	144,369,803
Percentage of Patients in Rural Areas	41%
Number or Percentage of patients served:	
Living on \$5 or less per day	34%
Living on \$6 - \$10 per day	14%
Living on \$11-\$15 per day	42%
% of Pharmacies that offered discounts to patients because of SwipeRx	62%
% of Pharmacies that offered discounts that will continue to provide discounts because of SwipeRx	97%

## QUALITY

Metrics	2022
# of SwipeRx Pharmacy professionals taking education courses on SwipeRx	64,441
# of Drugs listed in the Drug Information Directory	67,069
% of Questions on Newsfeed answered	94%
# of Engagements (Likes, Comments, Shares) by pharmacy professionals on published posts	406,082
% of medicines approved by the local FDA	100%
% of medicines with batch, lot and expiry traceability	100%
% compliance to Good Distribution Practices	100%

## AVAILABILITY

Metrics	2022
Stock-out Rate versus Average wholesaler	1.85% vs 21%
% of essential medicines (Ministry of Health defined) carried on formulary	92%
# of Pharmaceutical Companies represented on platform	214

## AFFORDABILITY

Metrics	2022
% Discount versus list price	9.10%
% of Pharmacies given credit	100%
# of Days provided as credit terms	30
Interest Rate charged to pharmacies	0%
Delivery Fees charged to pharmacies	0