



mPharma

Piloting the QualityRx model for PPMVs

- **Implementing partner:**
Society for Family Health Nigeria
- **Locations served:**
Lagos State (Alimosho and Ikorodu)

Background

mPharma improves access to medicines by providing innovative financing and inventory management solutions to hospitals, pharmacies, and patients. We achieve lower prices by aggregating and predicting demand across our network of providers. mPharma was founded in 2013 and has since expanded to Ghana, Nigeria, Zambia, Zimbabwe, and Kenya, serving over 400,000 patients.

In Nigeria, mPharma works with 80+ hospitals and retail pharmacies to eliminate stock-outs and provide more affordable drugs to patients. Our operations span Lagos, Abuja, Port Harcourt, Warri and Kano. In all our facilities, providers pay on dispensation, meaning they can provide treatment without taking on additional inventory risk.

In addition to inventory management, mPharma partners with retail pharmacies through its QualityRx brand by providing interest-free financing for store renovation, organizing community health screenings and conducting customer service trainings. We also support patients directly through our Mutti loyalty program and innovative patient support programs for chronic and non-communicable diseases.

GoodHealth for PPMVs

In 2019-20, the Bill and Melinda Gates Foundation will fund a one-year pilot in Lagos to test mPharma's QualityRx model in Patent and Proprietary Medicine Vendors (PPMVs) under the brand "GoodHealth".

PPMVs are classified by the Pharmacist's Council of Nigeria (PCN) as "a person without formal training in pharmacy who sells orthodox pharmaceutical products on a retail basis for profit." PPMVs are critical for improving health outcomes because of their number, market share, and geographic distribution in Nigeria as compared to formal hospitals and pharmacies. These facilities are at the frontline of healthcare provision for up to 50% of cases of fever, malaria, and other common diseases – especially those that affect mothers and children.

With learnings from this pilot, mPharma hopes to strengthen the capacity of PPMVs to deliver improved health outcomes for communities throughout Nigeria.

GoodHealth's Value Proposition for PPMVs



Renovation

- mPharma renovates the PPMV to be an attractive, clean facility to attract patients and provide safekeeping of drugs



Inventory Management

- mPharma provides high-quality drugs to PPMVs at no upfront cost (pay upon dispensation only)
- mPharma optimizes stock levels based on historical data to prevent stock outs



Mutti

- Mutti is mPharma's patient rewards programs, which provides discounts and offers credit to customers, offering competitive edge to GoodHealth PPMVs

Milestones

- Completed renovations for 20 PPMVs and launched each new store with health screenings
- Defined a PCN-approved formulary of products of 200+ products in high demand
- Launched a proprietary POS system for the first time among PPMVs. This allows us to track and share dispensation data in real time
- We opened bank accounts for PPMVs to deposit revenues; for many, it was the first time they opened an account for their business

Major Challenges

- **ACCESS:** PPMVs are often located in areas that are far and difficult to reach from main roads
- **RUDIMENTARY BUSINESS PRACTICES:** PPMVs are not used to keeping sales records, making bank deposits, and various other best practices essential to the partnership
- **TECHNOLOGY:** We must design software that can be understood and useful to PPMVs, who often have a very basic level of education

IN GOOD HEALTH!