

Practicum Title: Feasibility study on SwipeRx Procurement Tool (PT Tool) in Thailand

Please write a brief description of the organization you will be working with:

mClinica is a tech company dedicated to revolutionizing the pharmacy in emerging markets. They improve patient health by administering patient programs, building the capacity of the pharmacy workforce, improving the pharmaceutical supply chain, and generating data starting from the smallest pharmacy to the biggest chain.

Please write a brief description of the practicum project:

- Work with the local market team to review current market analysis to-date
- Interview pharmacy owners, purchasing pharmacists, and suppliers in metro Bangkok and other key cities to assess the feasibility of bringing the PT tool to this market.
- Understand and document all legal requirements of e-commerce related to Thailand's pharmaceutical channel
- Present analysis and recommendations on how best to proceed

How is the project of strategic significance to the host organization?

mClinica has recently entered the Thai market and is looking for ways increase the benefits provided by their main mobile application, SwipeRx. In other markets, SwipeRx is able to provide free accreditation credits to pharmacists so they don't have to travel to a larger city for courses. However, in Thailand accreditation credits are already available free online through the government. mClinica must find another angle to make their app useful to their user population.

What type of orientation or resources will this organization be providing you (e.g. work space, access to equipment, training, etc.)

- Work space in the Bangkok, Thailand office, access to public health data sets that no one else has, and field-level training in public health practice
- A collaborative and team-oriented approach with a focus on exceeding personal and company-wide goals
- Small, supportive office
- Pre-approved business travel and other approved out-of-pocket expenses will be covered by mClinica

How is the project relevant to public health?

mClinica's tools for pharmacists aim to improve health/drug knowledge in order to improve overall health outcomes. They connect smaller pharmacists to training programs about pharmaceuticals and best pharmacy practice, accreditation programs, and a safe, easy to access supply of pharmaceuticals.

What type of competencies (e.g. knowledge, skills) do you expect to develop?

- Knowledge of pharmaceutical regulation in an emerging market
- An understanding of mClinica's business model
- Qualitative skills related to market research, focus group discussions, topic-guide creation
- Quantitative skills related to market research and business development

- Writing and presentation skills

Final product or deliverable and due dates:

Present final recommendations for the Procurement Tool by 8/16/19