

# Expanding Quality Family Planning in Pharmacies: From Evidence to Practice

## The Business Case: Why Should Pharmacies Care about Family Planning



DMPA-SC unit. (Photo: PATH/Will Boase)

Pharmacies can strengthen their business models by integrating family planning (FP) services and products, including those for self-care such as DMPA-SC for self-injection, into their service offerings. Evidence and lessons from [inSupply Health's](#) Market Test project show that benefits to pharmacies can include:

- Diversified revenue streams to drive growth,
- Lasting client relationships by meeting essential FP needs with professionalism and care,
- Value to a growing population segment, namely professional, middle-class urban and semi-urban women, who seek the convenience and privacy offered by private pharmacies and self-care methods
- Increase in clinical consultation requests and client confidence as a result of the “The safe space” and injection skills, potentially leading to increased sales

Achieving the full potential of pharmacies for FP services requires addressing key supply and demand challenges. High contraceptive costs, limited counseling time due to client volumes, and financial incentives favoring other services are major barriers. Additionally, limited counseling skills and subsidized public-sector products may lead to underestimated demand. This checklist provides practical steps for pharmacies and stakeholders to expand quality FP services and products.

### Checklist: Key Considerations for High-Performing Pharmacies

#### Ownership and Business Operations

Owner-operators are customer-focused and committed to client outcomes. They ensure consistent messaging, quickly identify gaps, and make agile decisions. Their deep understanding of customers, inventory, and finances enables effective pricing and discounts.

#### Strategic Location

Pharmacies near institutions of higher learning, markets, and bus stations have high sales due to strong demand for family planning. DMPA-SC self-injectables, preferred by young women, offer convenience, privacy, and fewer clinic visits.

#### Business Longevity and Community Trust

Experienced providers with a strong local presence build trust through consistent, client-centered care.

## Digital Marketing and Awareness

Use of social media and digital marketing strategies can raise awareness and drive more clients to pharmacies. Engagement on platforms like WhatsApp, Facebook, and Twitter attracts and retains younger and middle-aged customers, while online counseling promotes family planning services.

## Availability & Choice of FP Methods

Offering a variety of FP methods and minimizing stockouts minimizes the risk of losing clients by ensuring choice and consistent service. Providers offering both types of injectables built trust and maintained reliable, long-term relationships by reassuring clients that their FP needs would always be met.

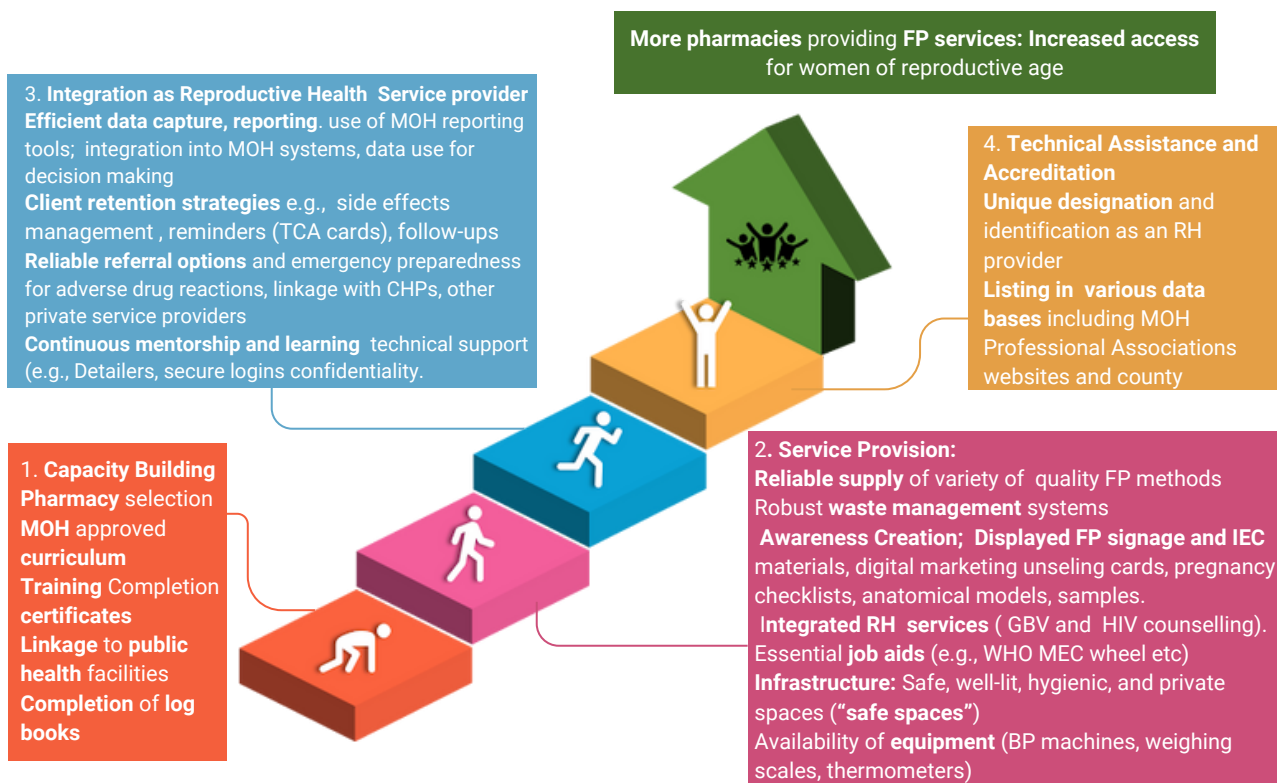
## Provider's Attitude and Initiative

Providers with a positive attitude and a proactive approach to educating clients about family planning tend to succeed by achieving high onboarding and retention rates. These providers are curious and continuously learn about FP services, maintain accurate records, and actively share new insights. They go the extra mile in counseling, handle challenges with a client-centric approach, and are quick to adopt and innovate, fostering strong customer acceptance.

## Client Retention Strategies

Providers with effective client retention systems excel in offering FP services. For example, maintaining client records with scheduled return dates and sending timely reminders keeps clients engaged, while customized pharmacy-branded packaging with provider contact information ensures easy follow-up. Whatsapp groups that deliver women-centered information fosters trust.

# Key Implementation Tips for Family Planning in Pharmacy



Additional Considerations: a) Future-ready support: user friendly data capture, interoperable POS b) Linkage to Community Health Promoters