



Regulating e-pharmacy: challenges and opportunities for access and quality of care in LMIC health systems

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'Standardised Patient' approach for e-pharmacies

- Covert method adapted to assess the performance of online retail pharmacies
- Researchers posing as patients/consumers attempting to purchase prescription-only medicines according to a fixed 'script'
- Key advantages:
 - Minimises bias from Hawthorne effect
 - Standardization allows direct comparison of case management across different providers

Innovations for conducting SP surveys online

Using diverse case mix to explore range of pharmacy care practices

- 6 different POMs (antibiotic, antihypertensive, opioid, insulin, NSAID, medical abortion)
- Different prescription scenarios (with valid prescription, without a valid prescription, prescription with an error)

Minimising risk of the research activity being detected

- Varying details across cases administered to an e-pharmacy (patient names, email accounts, mobile phone numbers, delivery addresses)
- Using payment methods that do not require personal details (e.g. cash on delivery vs. credit cards)

Preliminary results!

% of 'without prescription'
cases where POM obtained:

38.0% India (N=108)

74.2% Kenya (N=31)

Click here for meds!
**How to effectively govern the
digital transformation of the
pharmacy market**

Friday 22 November 2024

11:40-13:10

Room: 107, Dejima Messe Nagasaki