



**COMPREHENSIVE PROGRAM OVERVIEW OF THE PSNF
EPHARMACY4FP PROJECT (2023 TILL PRESENT)**

April 2023

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ACRONYMS

ACPN	Association of Community Pharmacists of Nigeria
AMX DT	Amoxicillin Dispersible Tablet
APML	Approved Patent Medicine List
BMGF	Bill and Melinda Gates Foundation
CPs	Community Pharmacists
CPR	Contraceptive Prevalence Rate
CSOs	Civil Society Organizations
DMPA-SC	Depot-Medroxyprogesterone Acetate-Subcutaneous
dRPC	development Research and Project Centre
EML	Essential Medicine List
epharm4FP	electronic pharmacyforFamilyPlanning
FMOH	Federal Ministry of Health
FP	Family Planning
GoN	Government of Nigeria
HMH	Honorable Minister of Health
IEC	Information, Education and Communication (Materials)
mCPR	Modern Contraceptive Prevalence Rate
NAPPMED	National Association of Patent and Proprietary Medicine Vendors
NDHS	Nigeria Demographic and Health Survey
NGOs	Non-Governmental Organizations
NSTG	National Standard Treatment Guideline
OTC	Over-the-Counter
PCN	Pharmacy Council of Nigeria
PMS	Patent Medicine Shop

PMV	Patent Medicine Vendor
PPMVL	Patent and Proprietary Medicine Vendors License
PPMV	Patent and Proprietary Medicine Vendors
PSNF	Pharmaceutical Society of Nigeria Foundation
RH	Reproductive Health
SDGs	Sustainable Development Goals
SFH	Society for Family Health
TSTS	Task Shifting and Task Sharing Policy
UHC	Universal Health Coverage

1.0 BACKGROUND

Nigeria is one of the most rapidly growing countries on the African continent, with a total fertility rate of 5.3 live births per woman and 46 million women of reproductive age. The modern contraceptive rate among married women, however, is low at 16.6% nationally, despite efforts to increase contraceptive uptake, and unmet need remains high at 18.9. Both supply and demand side factors contribute to low demand and high unmet need. A 2022 systematic review in Nigeria identified health service-related barriers to FP including the cost of services, difficulty accessing services, procurement difficulties, long distances of sources, poor service of family planning clinics, facility dependence on donor organizations for supply of FP materials, and stock outs. The study also identified client-related barriers including education, desire for more children, uncertainty about the need for family planning, partner disapproval, previous side effects, religious beliefs, culture disapproval, ignorance, and embarrassment. Solutions that can address combinations of supply and demand-side barriers to FP are urgently needed in Nigeria.

Three promising high-impact practices (HIPs) that have recently emerged in the field of family planning include expanding contraceptive choice and access through pharmacies and drug shops, leveraging digital technologies for social and behavior change, and leveraging digital technologies to improve time and resource efficiencies in FP systems. At the intersection of these high-impact practices sits a potential game-changer: the e-pharmacy. In the same way that private pharmacies and drug shops are often the first line of health care in low- and middle-income countries, particularly for underserved populations, e-pharmacies have the potential to meet these needs through widespread distribution models, bulk purchasing to reduce costs, and private delivery to homes and pick up points. Additionally, e-pharmacies have a unique digital platform that can be leveraged to generate awareness and demand for FP and provide counseling and other FP services. Finally, e-pharmacies sit atop digital systems for procurement, distribution, and inventory management, which create opportunities for efficiencies that reduce costs, improve data visibility and quality, and support scale.

As of 2018, nearly 43% of modern contraceptive users in Nigeria purchased their method in the private sector and of these users, 79% purchased their method at a pharmacy or drug shop, indicating high reliance on these sources and a willingness to pay for FP in the private sector. Seeking to serve this sizable and growing private sector market, e-pharmacies have emerged in Nigeria as of 2020 to address the gap in health service delivery and contraceptive access by harnessing the high potential of mobile and internet penetration in key states and the high use of the private sector for accessing modern contraception. The sale of medicines over the Internet represents a major disruption to pharmacy markets across the globe. While initially the preserve of high-income countries (HICs), in the past decade it has been growing rapidly in low-income and middle-income country (LMIC) settings. E-pharmacy presents potential opportunities for enhancing access to medicines. Purchasing medicines online can be quick, simple, convenient, and private. As internet and mobile phone penetration increases, e-pharmacy has the potential to improve the access, transparency, and cost of healthcare. Online health services can bridge the gap for people who may not otherwise be able to access FP products and services (as was the case during the COVID-19 pandemic). Mobile phone ownership, cybercafes, and access to universities or libraries are all positively correlated with online health information

search and use. In 2021, 92% of men and 88% of women owned a mobile phone and 54% of men and 34% of women used mobile internet. While the gender gap for mobile internet use remains significant, an additional 18% of Nigerian women own smart feature phones which can be a stepping stone to normalizing women's use of smartphones and accessing more life-enhancing services. Additionally, given that the youth proportion of Nigeria's population is expected to reach 81% by 2030 and young people are early adopters of technology, internet use will likely play a significant role in the socioeconomic development of the country going forward. Finally, mobile internet use is substantially higher for both men and women in more digitally connected states such as Lagos where this proof-of-concept investment will take place.

E-pharmacy also presents opportunities to generate evidence for supportive medicine regulation. PCN is responsible for licensing and regulating pharmacists, pharmacy technicians, and PPMVs, as well as the premises where these practitioners operate. The vision of the PCN is to create an enabling and regulated environment for the provision of quality pharmaceutical service for sustainable health care delivery. Through effective discharge of its regulatory mandate, PCN aims to contribute to the attainment of the main objective of the National Health Policy, which is to provide adequate access to primary, secondary, and tertiary healthcare services for all Nigerians. In 2022, PCN institutionalized the first guideline for e-pharmacy regulation. However, the implementation is still nascent, with several gaps. Bearing in the mind the importance of an enabling regulatory environment for e-pharmacy to thrive, this project will help set the stage for the appropriate regulatory framework for e-pharmacy in Nigeria by supporting PCN to review and update the current guidelines. By adopting lessons from countries that have successfully implemented e-pharmacy models and sharing regular updates on the evidence generated through this investment, the project will support PCN to understudy strategies that will facilitate e-pharmacy and FP interventions in Nigeria.

To be sure, e-pharmacy is nascent in Nigeria. However, given the rapid growth of mobile and internet penetration, the high reliance on the private sector for FP, and the interest and momentum of state and federal regulators in providing guidance in this space, there is strong potential for scaling this hybrid product and service delivery channel which can also potentially generate demand through referrals from other product categories. This investment will explore whether and how this novel e-pharmacy channel can effectively expand access to FP, for whom, and at what cost.

Throughout the four-year duration of this project, PSNF will advocate for policy change, and work closely with regulators and other government officials to develop new or improved guidelines and regulations for selling FP products on a hybrid e-pharmacy platform. The current PCN guidelines are still nascent, with several gaps and inconsistencies. For example, the guidelines do not specifically allow prescriptions via telephone or online consultation, yet this is a common practice. It also restricts the quantity of prescription medication that can be delivered through online platforms, which may impact FP products that are prescribed for multiple months, such as birth control pills. Finally, the guidelines lack clarity on policies and regulations around digital advertising for FP products. This project will seek to address these types of gaps, thus strengthening the overall policy environment for the safe, widespread distribution and use of FP products and services.

HealthPlus currently partners with Outpost Health to bring telemedicine to clients via a mobile application. Through this app, clients can consult a doctor via a virtual visit, digitally fulfil a prescription, and maintain private and secure health records. Clients can also chat with a pharmacist between 8am and 8pm 24 hours 7 days a week through an online chat platform. HealthPlus also recently partnered with 3rd Party Logistics companies Nationwide such as with Jumia, KWIK, and Konga's delivery services to improve the speed and efficiency of product delivery to clients.

HP e-pharmacy was launched in Q4 2021 and has had 380k patient sessions since inception growing at 25% per month and projecting to reach 2 million by June 2023. This innovation enhances access to professional health services and has a multiplier effect on the health and well-being of Nigerians. For instance, HP are a significant source for those seeking care for those in need of family planning products and are often the first line of health care, especially in areas that lack public or private health facilities and services. HP plays an important role in meeting health care needs across urban and rural settings not only through its brick-and-mortar footprint but also through its highly accessible e-pharmacy virtual consultation and counselling services by providing high-impact services that can expand contraceptive choice and access. HP e-pharmacy data analytics is developed to be largely beneficial in the areas of risk prediction, diagnostic accuracy, and patient outcome improvement. This empowers health care providers to make timely and truly evidence-based informed decisions to provide more effective and personalized treatment while reducing the costs of this care to patients especially useful in chronic disease management. HP e-pharmacy digital network creates value by facilitating connections through partnerships such as telemedicine, and laboratory services thereby aggregating and curating results, making it easier for customers to find what they need as a one-stop shop and reducing search costs. Hence are the providers of e-pharmacy to patients on this project.

Busara Center for Behavioral Economics has worked extensively to develop novel measurement tools and an innovative experimental approach to understanding human behavior. This unique experimental behavioral approach is complemented by teams specialized in innovative qualitative methods, behavioral design, data analytics, evaluation and strategic communications. With the rapid development of technology, accelerated by COVID 19, Busara has revolutionised a new age of research with Busara Online - a package of interactive, integrated, and improved research, and experimentation and design systems. These are delivered through a fusion of digital and traditional offline tools and methods, compatible with both remote and in-person engagements. They have been designed and tested through an iterative process to ensure that quality, rigor, and robustness are not compromised in remote work. The package includes a range of digital tools (apps, website, and offline tools), frameworks, and guides for remote methods, and Busara Live Support. One innovation is the proprietary Busara KITE app, which enables remote data collection and experimentation through participant recruitment and referral for snowball sampling, survey creation, self-administered surveying and polling, experimental A/B testing of content, and real-time participant incentive payments. Busara are experts in designing and implementing long-term learning agendas and strategies, infusing different types of organizations and teams with behavioral science capacity. Hence, are the research and measurement partner on the project.

SFH is the consortium lead coordinating all the partners on the EP4FP project.

The data source for background: epharma4FP Concept note

Figure one: The theory of change for the EP4FP for achieving the above outcomes which is driven by three main complementary strategies is shown below



Source: The epharma4FP Project Document

Then epharma4FP project which is supported by the Bill and Melinda Gates Foundation (BMGF) was approved and commissioned for implementation in November 2022.

The epharma4FP project is implemented by three complementary project work streams supported by SFH and other consortium partners (Busara, Pharmacy Council of Nigeria (PCN), Pharmaceutical Society of Nigeria Foundation (PSNF), and HealthPlus Pharmacy), with SFH responsible for overall management of the project.

Project Locations



Figure two: A map showing the epharma4FP implementation State (Lagos State)

The rationale for the selection of the project location on the project were:

- **BMGF high investment States and availability of funds- Lagos State**

1.1 Overview of the epharma4FP Project

Table one: Overview of the epharma4FP Project

Project title	Optimizing e-Pharmacy for Family Planning (epharma4FP) in Nigeria
Donor Agency	The Bill and Melinda Gates Foundation (BMGF)
Consortium Lead	Society for Family Health (SFH)
Other Consortium Partners	PSNF, Busara, & HealthPlus Pharmacy
Advocacy thematic areas	Work Stream A creating Enabling Environment
Duration	November 2022- October 2026 (5 years)
Project Locations	Lagos State and National.

Source: The IntegratE Project Document

2.0 PSNF epharma4FP: PROJECT OVERVIEW (2022-2026)

The Pharmaceutical Society of Nigeria Foundation (PSNF) commenced the implementation of the epharma4FP project in **December 2022** with the inception phase work plan and budget development meetings. The key Staff was recruited and commenced project implementation on the **1st December 2022** using the **PSN National Building (Pharmacy House) Gudu, Abuja**, as the project office.

2.1 PSNF epharma4FP 2022-2023 Staffing Plan

The composition of the team during the 2022-2023 implementation year is presented in the table below:

Table two: Composition of PSNF Team in 2022-2023


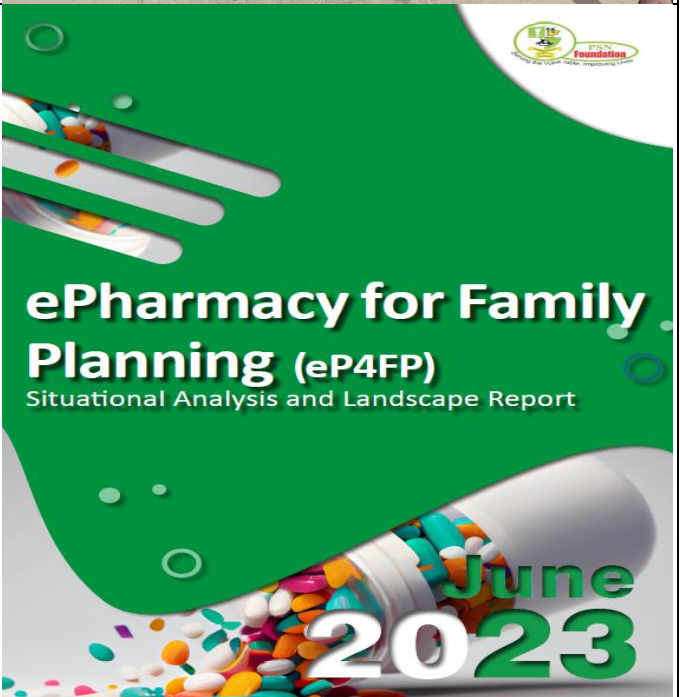
S/N	NAME OF OFFICER	DESIGNATION
1.	Pharm. (Prof.) Cyril Usifoh FPSN	Chief Executive Officer
2.	Pharm. Munir Elelu FPSN	Program Director
4.	Dr. Chidi Agbanye	Program Officer (till January 2023)
5.	Dr. Nseabasi Ekanem	Program Officer (From March 2023)
6.	Dr. Faith Eromon	Monitoring & Evaluation Officer
7.	Mr. Olafusi Samuel Olasehinde	Finance & Admin Officer
8.	Miss. Sunkanmi Omotayo	Accountant

Source: PSNF Staff Records

2.2 Overview of Conducted PSNF epharma4FP 2023 Program Activities

The table below gives a brief synopsis of key activities, successes recorded, and milestones achieved during the 2023 implementation of the PSNF epharma4FP project.

Table three: PSNF epharma4FP Conducted Activities in 2023

<p>In the month March 2023, the PSNF under the epharma4FP project supported the PCN to convene a planning meeting for the review of the PCN Strategic Action Plan (2022-2026).</p> <p>A successfully planning meeting was convened for the review of the PCN Strategic Action Plan.</p>	
<p>Under the epharma4FP project, the PSNF also conducted a situational and landscape analyses of the e-pharmacy policy environment in Nigeria.</p> <p>The PSNF produced a robust report to enable the PSNF to create the enabling environment for the successful implementation of the epharma4FP project.</p>	

The PSNF from Tuesday 11th April to Saturday 15th April 2023 participated in the EP4FP quarterly meeting at the Sheraton Hotel Ikeja, Lagos.

The team provided programmatic updates involving the PSNF scope of work during the meeting and was also present at the joint advocacy visit to the Permanent secretary LSMOH as part of the creating enabling environment for the project.



In the month of May 2023, the PSNF on the epharma4FP project, supported the PCN to convene a 2-day stakeholders' meeting for the review of the draft PCN Strategic Action Plan.

A successful review meeting which had about 65 participants from PCN and PCN-related council supported to attend, was held with the draft document reviewed and awaiting validation and finalization.



The PSNF in June 2023 supported the PCN to Validate and finalize the draft PCN Strategic Action Plan.

The document was validated by 60 participants from PCN and other government pharmaceutical agencies.



In August 2023 the PSNF team in collaboration with the SFH epharma4FP chief of party had an engagement with the PCN registrar Pharm Ahmed Ibrahim to discuss the Project Advisory Committee (PAC) set up and chairing by the PCN.

After a very robust discussion the PCN registrar was informed about the PAC set up and the prayers for the PCN to chair the committee in order to provide advisory support and buy-in to the project.



Source: PSN epharma4FP Program Records

2.3 PSNF epharma4FP 2023 Key Achievements

Some of the key achievements of the PSNF EP4FP project in 2023 were:

- **Successful waiver collection.** The PSNF was able to secure a waiver extension from Lagos State for the EP4FP project implementation by CPs in Lagos State.
- **Review of PCN Strategic Action Plan 2022-2026):** The PSNF EP4FP project in collaboration with the IntegratE project supported the PCN to review its Strategic Action Plan.
- **Conducted situational and landscape analyses to determine the e-pharmacy policy environment in Nigeria.**

2.4 PSNF epharma4FP 2024-2025 Staffing Plan

The composition of the team during the 2024-2025 implementation year is presented in the table below:

Table four: Composition of PSNF Team in 2024-2025

S/N	NAME OF OFFICER	DESIGNATION
1.	Pharm. Ayuba Tanko Ibrahim FPSN	Chief Executive Officer
2.	Pharm. Munir Elelu FPSN	Team Lead
3.	Dr. Nseabasi Ekanem	Program Officer (From March 2023)
6.	Dr. Faith Eromon	Senior Monitoring & Evaluation Officer
7.	Mr. Olafusi Samuel Olasehinde	Senior Finance & Admin Officer
8.	Mrs. Sunkanmi Omotayo	Accountant

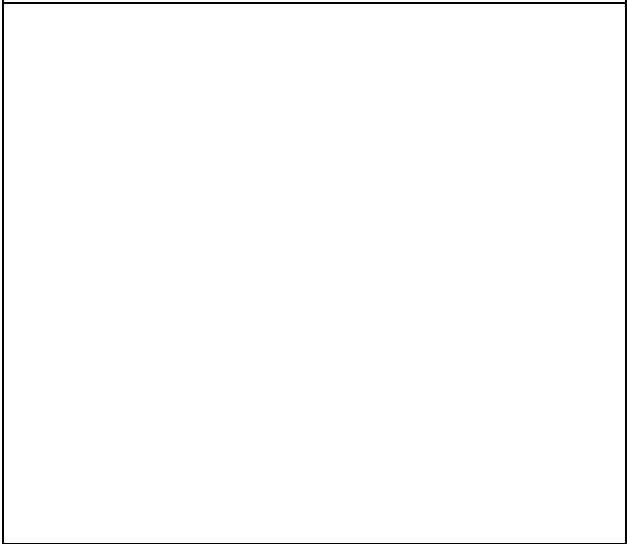
2.5 Overview of Conducted PSNF epharma4FP 2024-2025 Program Activities

The table below gives a brief synopsis of key activities, successes recorded, and milestones achieved during the 2024-2025 implementation of the PSNF epharma4FP project. The epharma4FP project closed-out earlier than scheduled, due to internal restructuring by the Gates Foundation in November 2025.

Table five: PSNF epharma4FP Conducted Activities in 2024-2025

<p>The PSNF embarked on several consultative visits to various stakeholders towards the convening of the policy dialogue and the inauguration of the epharma4FP Project Advisory Committee (PAC). These engagements happened between January and early February 2024.</p> <p>These stakeholders comprised the Directors of FmoH&SW (FDS, FH, and DHPRS), PCN Registrar, LSMoH Directors (DPS, DFH&N, DHPRS), ACPN Lagos Chairman and the SA to the Lagos State Governor on Health.</p> <p>All stakeholders were engaged and committed to attending the policy dialogue and their buy-in was obtained to be members of the PAC.</p>	
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The PSNF team engaged the Special Adviser on Health to the Lagos State Governor, Dr. Kemi Ogunyemi on the 21st of February 2024. The engagement aimed to secure buy-in of the SA and to provide more information about the epharma4FP project. The purpose of the meeting was met as the team enlightened her about the project and also obtained her buy-in and support for the seamless project implementation in the State.



The PSNF participated in the study learning tour to Ghana to understudy the National Electronic Pharmacy Platform (NEPP) led by PCN's Registrar. The study tour was held from Sunday, 12th to Friday, 17th May 2024.

The delegates who went to Ghana were from PCN, SFH, PSNF, and Salient Advisory.

At the end of the 5-day tour, the team obtained useful insights from the PCG in Ghana about epharmacy regulation, how they collaborated with other stakeholders to set up the NEPP, and got a first-hand user experience of the workings of the NEPP platform as demonstrated by the host country.



The PSNF supported the PCN to convene a pre-stakeholder meeting towards the development of the e-pharmacy guidelines. The two-day review meeting was held from Thursday, 20th to Friday, 21st of June 2024 at Grand Bohabs Hotel, Mabushi, Abuja.

After the review meeting, the guidelines was place on hold for the development of the epharmacy policy by the FMoH&SW so that it would have an overarching document to draw its strength for its effective implementation.

Hence, after the completion of the epharmacy policy the document development process resumed in October 2025 and was validated in November 2025.



The PSNF attended the Africa Digital Health Summit 2024. The 2nd Africa Digital Health Summit was held between the 27th and 28th of June 2024 at Eko Hotel & Suites, Victoria Island Lagos with the theme: Digital Transformation of Health System; What, Why and How?

The e-pharma4FP project hosted a side session with the theme Leveraging Digital Technology for the Optimisation of e-Pharmacies; Innovations, Regulations and Implementation Considerations. The side meeting portrayed the huge potential domiciled within the ePharmacy space through digital innovation, and stakeholders and partners were encouraged to key into the digital drive for a transformative health system in the country.



The PSNF attended and participated in the 5th Africa Digital Health Summit. This event was held from Thursday, 26th to Friday, 27th June 2025, at the Eko Hotels and Suites, Victoria Island, Lagos State.

The summit was attended by a wide array of stakeholders both locally and internationally in the digital health space, including PSNF, SFH and HealthPlus.

The conference aimed to provide a platform for networking and for stakeholders to showcase their work, share knowledge about digital health and disseminate information.



The SFH epharma4FP convened a plenary panel discussion 6 on “The Digital Shift: Shaping the Future of a Healthcare Access and Delivery through e-pharmacies”. The panellists were SFH, PSNF and HealthPlus. The session was moderated by Pharm Dennis Aizobu, MD SFH Access. The PSNF during the panel discussion provided insights into the policy and advocacy work of creating an enabling environment through securing waivers from the government and also supporting the development of key policies that will outlive the project as a means of ensuring sustainability.



In July 2024, the Honourable Minister for State on Health mandated the FDS of the FMOH&SW to develop a prescription and dispensing policy for Nigeria. A committee was set up to fulfil this mandate, comprising representatives of the various health cadres and professionals, and led by the chairman, Prof. Afolabi Lesi. The mantle fell on the PSNF, the policy and advocacy partner of the epharma4FP consortium, to support and coordinate the FMOH&SW for the development of the NNPDP. The PSNF began the engagement with stakeholders, including the FMOH&SW, towards this cause.

The PSNF visited the Food and Drugs Services Director of the FMOH&SW. This meeting was held on Thursday, 6th June 2024, at the FMOH&SW Secretariat in Garki, Abuja, to commence the process for the development of the Nigeria National Prescription and Dispensing Policy (NNPDP).



The process began in September 2024 with a planning meeting, which was followed by a first, second, and third stakeholders meeting, which ended with a validation and finalisation meeting that took place in Abuja in May 2025. Representatives from various departments of the FMOH&SW, but led by the Food and Drug Services (FDS) Department, PCN, NMA, MDCAN, MDCN, NMCN, ODOBRN, MRTB, NAFDAC, NSN, Implementation partners such as WHO, SFH, RTSL, and PSNF.

At the end of the review meetings, a validated and finalised document was developed, which is awaiting the Coordinating Minister of Health's approval for its printing and launch by the FMOH&SW.





The PSNF was part of the member of the smaller committee tasked to review the draft SIP and M & E framework developed for the NNPDP.





The PSNF supported the FDS of the FMOH&SW to develop the 1st Epharmacy policy in the country through the epharma4FP project. The process started with a consultative engagement with the director of FDS. This was followed by a planning meeting, which was held in Abuja in October 2024. A first stakeholder meeting was held in December 2024, then a second stakeholder meeting in April 2025, and then the validation and finalisation meeting was held in August 2025.





The PSNF, through the project, supported the printing of 200 copies of the epharmacy policy, which was delivered to the FMOH&SW for the launch of the policy.



The epharmacy policy was launched by the Coordinating Minister of Health on Monday, 22nd of December 2025 at Wells Carlton Hotel, Asokoro, Abuja.



The PSNF attended and participated in the International Conference on Family Planning (ICFP).

The conference was held from Saturday, 1st November to Thursday, 6th November 2025, at the Agora Convention Center, Bogota, Colombia.

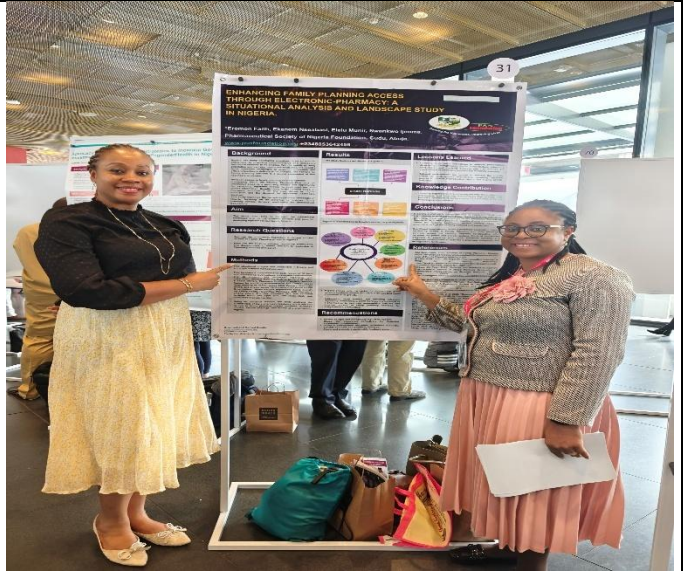
The conference, themed “Equity through Action: Advancing Sexual and Reproductive Health and Rights for All,” was attended by a vast array of delegates from various countries across America, Africa, Europe, Asia, and even Australia. The PSNF was privileged to be part of the delegation from Nigeria.

The international conference provided an opportunity for stakeholders in the family planning sector to present their work, share knowledge, and exchange recommendations for advancing sexual and reproductive health and rights for all.

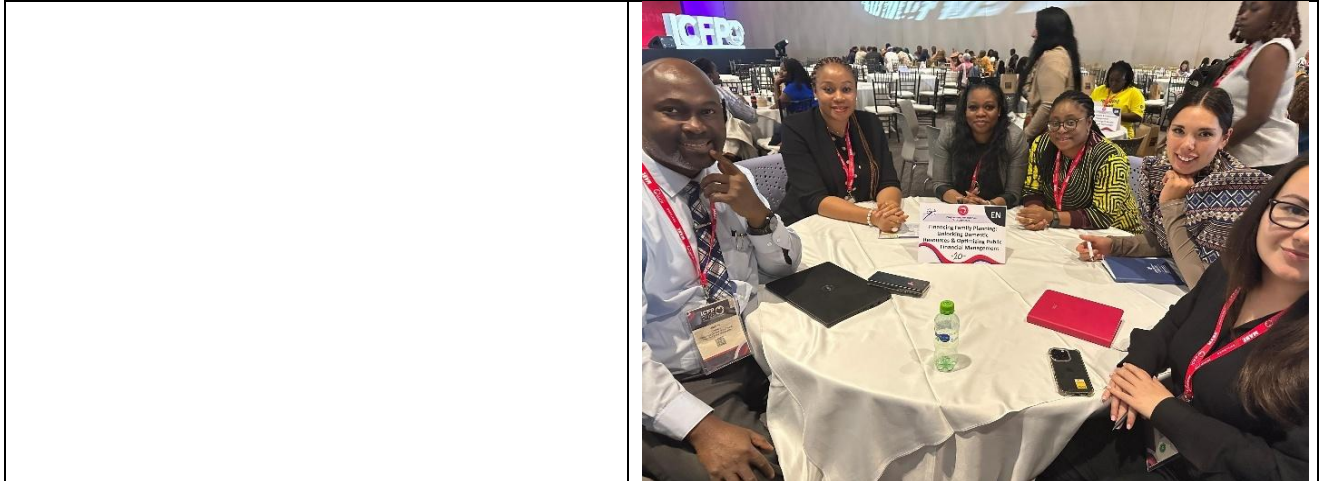
The PSNF had the opportunity of presenting the work on Enhancing Family Planning Access through Electronic-Pharmacy: A situational Analysis and Landscape Study in Nigeria through a poster presentation at the conference.

It was a memorable experience of sharing knowledge and insights into the work whose findings and recommendations helped shape the e-pharmacy landscape and regulatory ecosystem in Nigeria.









Source: PSN epharma4FP Program Records

2.6 PSNF epharma4FP 2024-2025 Key Achievements

Some of the key achievements of the PSNF Epharma4FP project in 2024-2025 were:

- Successfully convened a policy dialogue.
- Successfully supported the constitution and inauguration of the epharma4FP Project Advisory Committee (PAC).
- Supported the FMoH&SW to develop and launch the first Epharmacy policy in Nigeria.
- Supported the Pharmacy Council of Nigeria PCN to develop the Epharmacy Guidelines for the country.
- Supported the development of the first ever Validated and finalized Nigeria National Prescription and Dispensing Policy (NNPDP), which is awaiting ministerial approval and launch.
- Presented Research findings at the International Conference on Family Planning (ICFP) in Colombia and created visibility internationally for the PSNF and the epharma4FP project.

3.0 ANNEXURE

3.1 PSNF epharma4FP Project: 2024-2025 List of Information Education & Communications (IEC) Materials Produced

S/N	TITLE OF IEC MATERIALS	DATE PRODUCED
1	Brief on the situational analysis and landscape report.	February 2024
2	A flyer for the poster presentation distributed in 2025 ICFP Bogota, Colombia.	October 2025