

mPharma

Impact Performance Report



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60dB Perspective

mPharma is having a strong positive impact on customer's lives. Here are the top insights we found interesting:

Nearly three-quarters of customers report using mPharma's medical products for the first time. Most customers we spoke to said it would be difficult to find alternatives to mPharma's services. This indicates you're providing a valuable service to a highly underserved market!

mPharma's Net Promoter Score® (NPS), a barometer of customer loyalty and satisfaction is 34, is favorable but below 60dB's Africa Benchmark of 45. Promoters, those who are very likely to recommend mPharma, love the customer service and the affordable prices of medicine. Detractors, those who are not likely to recommend mPharma, would like to see more branches opened and improved marketing.

Nearly 9 in 10 customers report quality of life improvements. Improved health and reduced medical expenses are top outcomes. We also see mPharma being particularly valuable for customers who report a medical condition. Almost all customers who report a medical condition mention that their knowledge and ability to manage medical conditions improved because of mPharma.

We recommend looking into these areas to further increase your impact:

- While you have a healthy gender mix, the average customer is in an urban/peri-urban area with only 5% in rural areas. We also see that 59% of your customers live on less than \$6.85 per day compared to 80% which is the national average in Nigeria. Is there an opportunity to serve more rural customers and/or less wealthy customers, if that's a priority?
- Given the strong positive impact and satisfaction, can mPharma [use these insights](#) to drive positive word of mouth referrals?
- Most customers are happy, and you have a low challenge rate. Of the minority who report challenges, top areas related to availability of medicine and medical equipment, and limited opening hours. Focus on these to deepen your impact.

Keep up the good work!



“

The drugs worked very well for me and my children, I really appreciate that. Compared to the other pharmacy, they give a lot of discounts, During last December when I wanted to travel, I bought drugs for my mum at a very good discount.
– Male, 40



mPharma's Performance Snapshot

Performance Relative to Benchmark indicates where mPharma falls in the ranking relative to other companies in the health sector and across Africa:

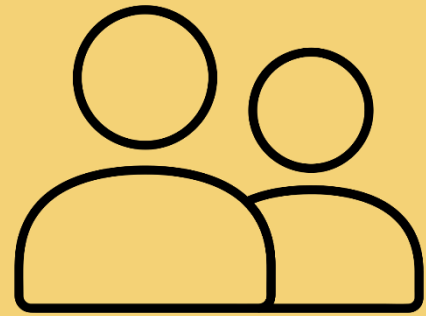
Performance vs 60dB Benchmarks

- ○ ○ ○ ○ BOTTOM 20%
- ● ○ ○ ○ ○ BOTTOM 40%
- ● ○ ○ ○ ○ MIDDLE
- ● ● ○ ○ ○ ○ TOP 40%
- ● ● ● ○ ○ ○ ○ TOP 20%

Benchmark Overview

Africa geographical focus
Health sector focus
273 companies included
81,707 voices listened to

Indicator	Description	mPharma	60dB Africa Benchmark	60dB Health Benchmark	Performance Relative to Africa Benchmark
Profile & Access					
First Access	% accessing the service for the first time	74%	70%	53%	● ● ● ● ○ ○
Alternatives	% without access to good alternative	86%	76%	49%	● ● ● ● ● ● ○ ○
Female Reach	% female customers	51%	36%	73%	● ● ● ● ● ● ○ ○
Equitable Access	Inclusivity Ratio (normalized)	0.38	0.75	0.51	● ○ ○ ○ ○ ○
Impact					
Quality of Life	% whose lives 'very much improved'	42%	48%	48%	● ● ● ● ● ● ○ ○
Satisfaction					
Net Promoter Score	NPS Score, -100 to 100	34	45	41	● ● ● ● ○ ○ ○ ○
Challenges	% experiencing challenges	12%	25%	15%	● ● ● ● ● ● ● ●

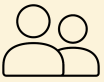


01: Profile

This section helps you understand your customer base, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Inclusivity Ratio:** Are you reaching less well-off customers? How representative is your customer base of the national population of the country you are working in?
- **First Access:** What proportion of your customers are accessing a similar product/service for the first time?
- **Access to Alternatives:** Do your customers have access to alternatives? Is there competition in the market?

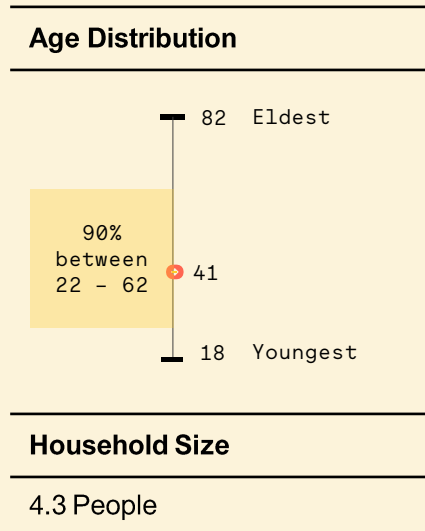


A typical mPharma customer is aged 41 and living in a 4-member household in an urban area.

Demographics

Gender Breakdown	
Female	51%
Male	49%

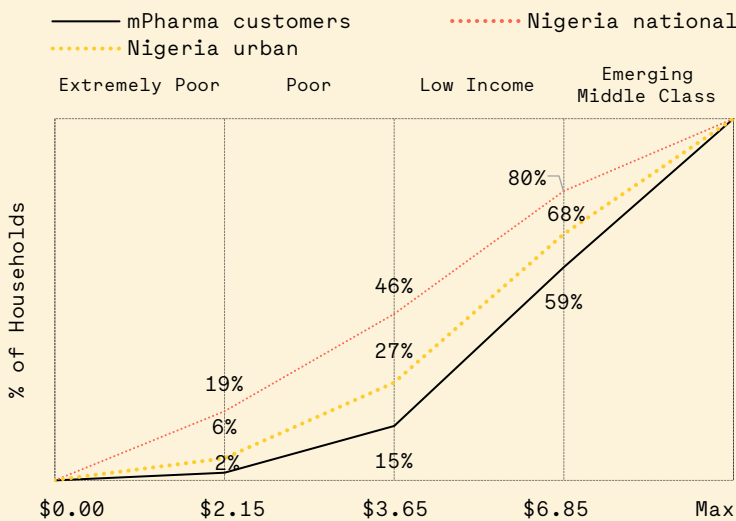
Location	
Urban	60%
Peri-Urban	35%
Rural	5%



59% of customers live on less than \$6.85 per day, compared to 80% nationally.

Customers' Income Distribution Relative to Country Average

% living below \$x.xx per person per day (2017 PPP) (n = 204)



Inclusivity Ratio

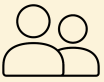
Degree to which mPharma is reaching low-income customers in Nigeria (n = 204)

0.38

1 = parity with population;
 > 1 = over-serving;
 < 1 = under-serving.
 See Appendix for calculation.



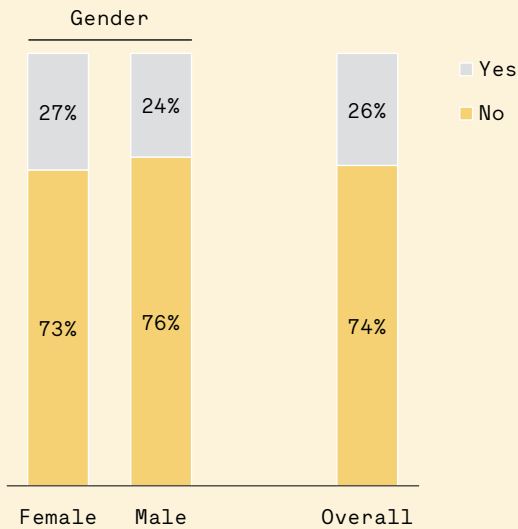
BOTTOM 20% - 60dB Benchmark



Nearly 3 in 4 customers say they had no prior access to medication similar to the one that mPharma provides.

First Access

Q: Before mPharma, did you have access to medication like mPharma provides? (n = 206 | Female = 106, Male = 100)



Insight

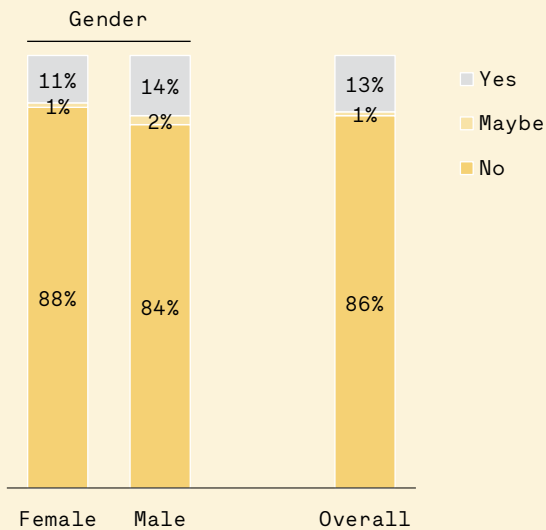
74% of customers report not having prior access to medication like mPharma provides. This suggests that you are serving an under-served market.

●●●○○
MIDDLE - 60dB Benchmark

86% of the respondents say that they cannot easily find a good alternative to their mPharma.

Access to Alternatives

Q: Could you easily find a good alternative to mPharma? (n = 206 | Female = 105, Male = 101)



45%

mention buying from general pharmacies (6% of all respondents)

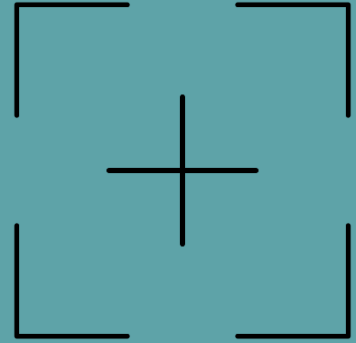
38%

report purchasing from private hospitals and clinics (5% of all respondents)

7%

say they buy from their insurance providers (1% of all respondents)

●●●●○
TOP 40% - 60dB Benchmark



02:

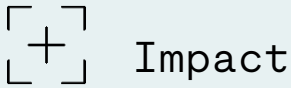
Impact

We believe that the best way to understand the social impact that you are having, is to simply ask customers whether their quality of life has changed as a result of access to the mPharma medical services, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are customers experiencing, in their own words.

The key indicators in this section are:

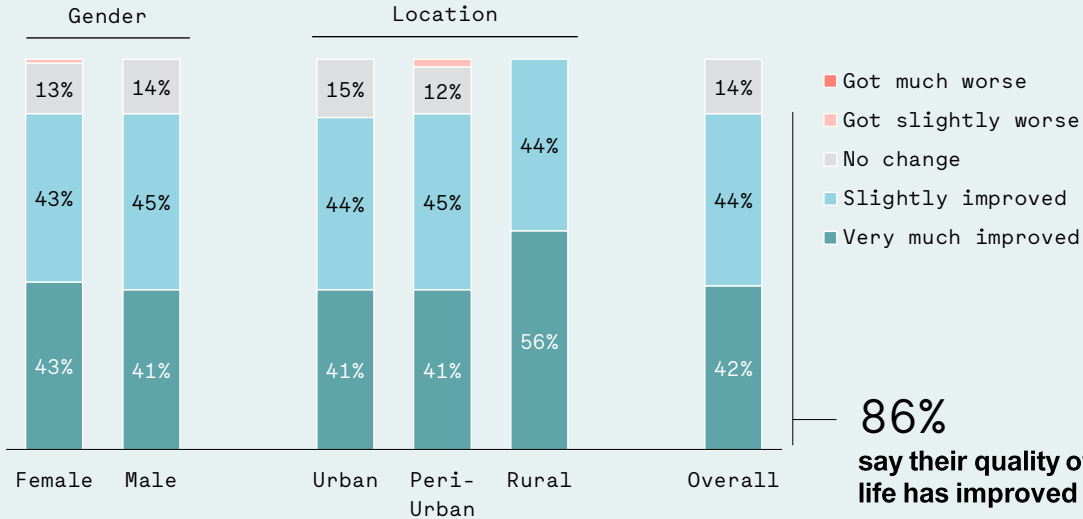
- **Quality of Life Change:** To what extent has the quality of life of your customers changed as a result of your offering?



86% of customers reported that their quality of life has improved as a result of mPharma services.

Quality of Life Change

Q: Has your quality of life changed because of mPharma? Has it:
 (n = 207 | Female = 178, Urban = 125 ; Peri - Urban = 73, Rural = 9)



●●●○○
 MIDDLE - 60dB Benchmark

Top three self-reported outcomes for 86% of customers who say their quality of life improved.

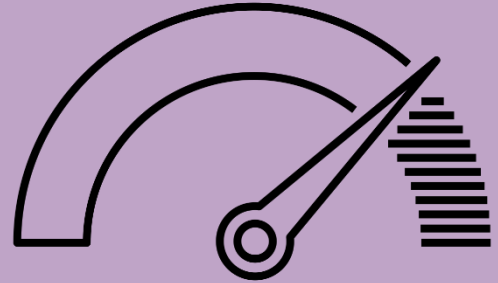
Open-ended question, responses coded by 60dB (n = 178)

61%
 mention improved health
 (52% of all respondents)

30%
 talk about reduced medical expenses
 (26% of all respondents)

17%
 report increased savings
 (15% of all respondents)

“
 I have access to original drugs that are affordable and available. This has improved my health and I have peace of mind and good health now.
 - Female, 49



03:

Satisfaction

If your customers are unhappy, it's unlikely they will continue to choose your medical services or recommend them to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of customer satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

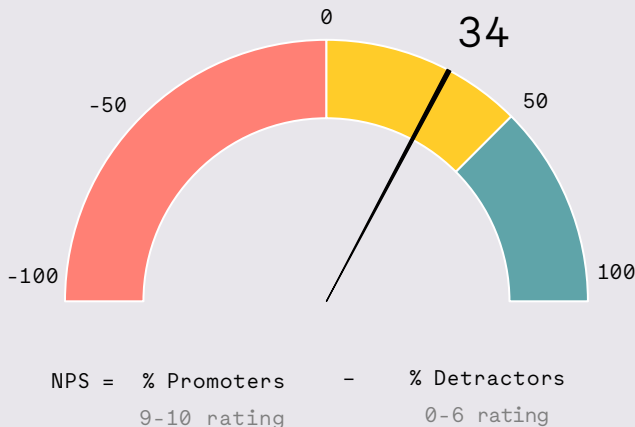
- **Net Promoter Score:** How likely are your customers to recommend your company to a friend?
- **% Experiencing Challenges:** What proportion of customers experience challenges with your services?

Satisfaction

mPharma has an NPS of 34, which is favorable but lower than the 60dB Africa Benchmark of 45.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend mPharma to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 207)



The Net Promoter Score® (NPS) is a gauge of customer satisfaction and loyalty. The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. mPharma in Nigeria has an NPS of 34, which is fair.

Segments	NPS
Female	36
Male	32

●●○○○
BOTTOM 40% - 60dB Benchmark

Promoters and passives value good customer service, affordable prices, and quality of medicine.

41%
are Promoters 😊

They love:

1. Good customer service (85% / 35% of respondents)
2. Affordable price (60% / 25% of respondents)
3. Good quality of medicine (51% / 21% of respondents)

52%
are Passives 😐

They like:

1. Good customer service (82% / 43% of respondents)
2. Good quality of medicine (36% / 19% of respondents)
3. Cheaper/Affordable Drugs and Tests (19% / 10% of respondents)

7%
are Detractors 😞

They want to see:

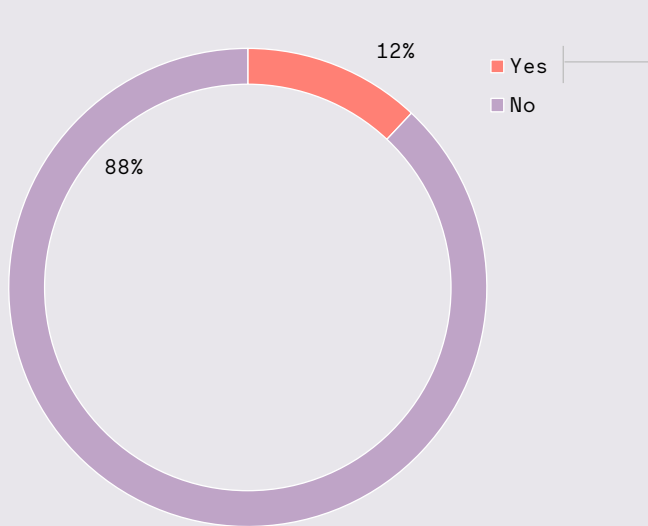
1. More branches (27% / 2% of respondents)
2. Improved marketing (20% / 1% of respondents)

Satisfaction

Only 12% of customers report facing challenges with mPharma.

Proportion of Customers Reporting Challenges

Q: Have you experienced any challenges with mPharma? (n = 207)



Benchmark Comparison

This is lower than the Africa and Health Benchmark of 24% and 15%, respectively.



TOP 20% - 60dB Benchmark

Of the 12% who experience a challenge, the most common one is related to the shortage of medicine and medical equipment.

Most Common Challenges

Q: Please explain these challenges. (n = 25). Open-ended, coded by 60 Decibels.

28%

talk about medicine and medical equipment shortage

(3% of all respondents)

There was a time I was looking for a particular drug, but I couldn't get it. It was out of stock.
- Female, 22

16%

mention limited opening hours

(2% of all respondents)

I needed to visit them on Sunday, and they were not open.
- Female, 45

16%

say its difficult to access mPharma services

(2% of all respondents)

I moved to a new location, and now I'm not able to access their services easily.
- Female, 45

 Satisfaction

1 in 5 customers are happy with mPharma. Of those who shared a suggestion, top ones are mentioned below.

Suggestions for Improvement

Q: What about mPharma or its services can be improved? (n = 207) Open-ended, coded by 60 Decibels.

14%

mention improving customer service

“

They should attend to customers very well and give them drugs that will work specifically for that ailments.
- Female, 54

13%

talk about improving mPharma marketing

“

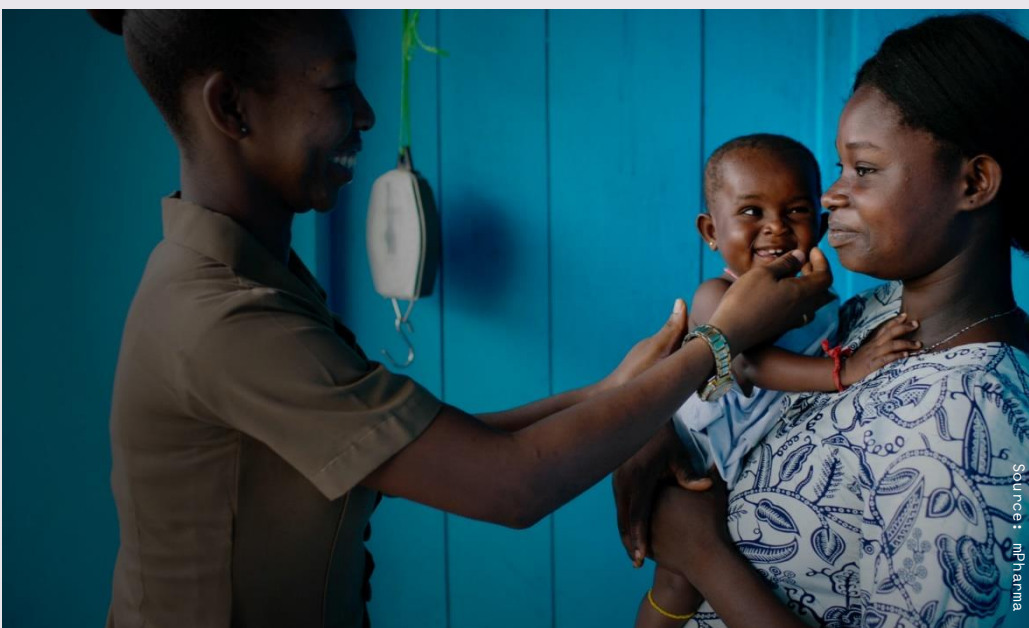
They should possibly print and share fliers so that more people can be aware of the services they provide and benefit from them. - Male, 41

13%

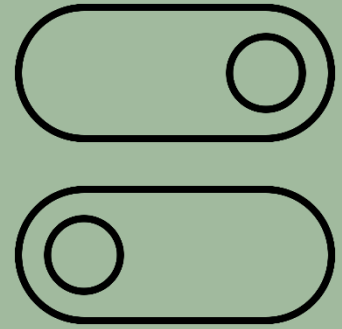
suggest opening more pharmacies

“

They can try to have branches in each LGAs so that more people in remote areas can access them.
- Male, 64



Source: mPharma



04: Bespoke Questions

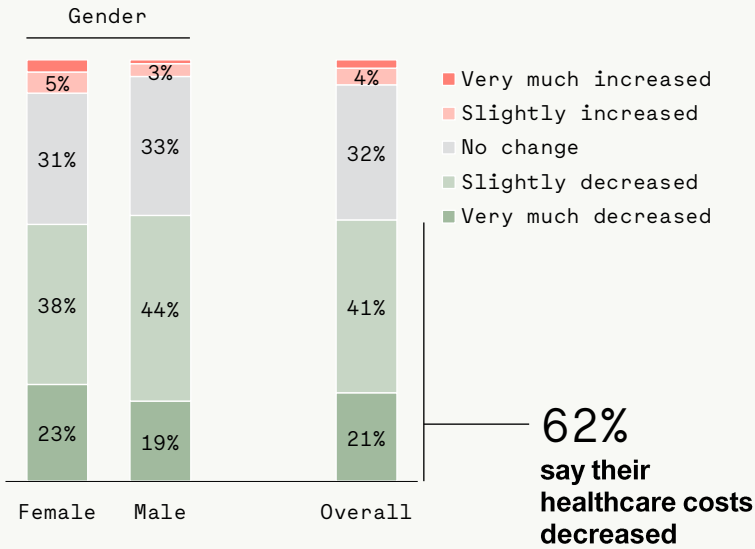
This section covers bespoke questions that addressed specific areas of interest regarding your company's services.



Nearly 2 in 3 customers report that their healthcare costs decreased as a result of using mPharma.

Healthcare Costs

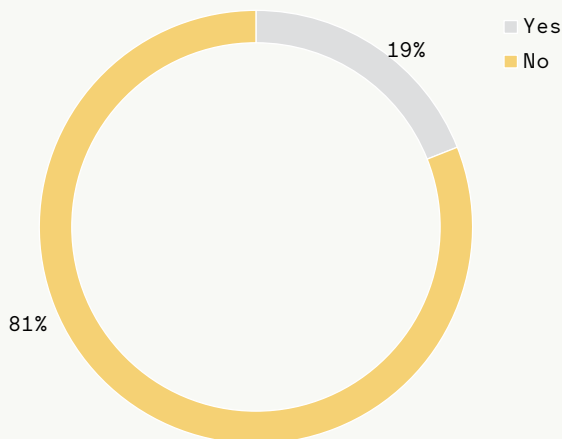
Q: Has mPharma affected your healthcare costs? Have your healthcare costs:
(n = 206 | Female = 105, Male = 101)



Only 19% report that they have a medical condition.

Medical Condition

Q: Do you have any medical condition? (n=174)

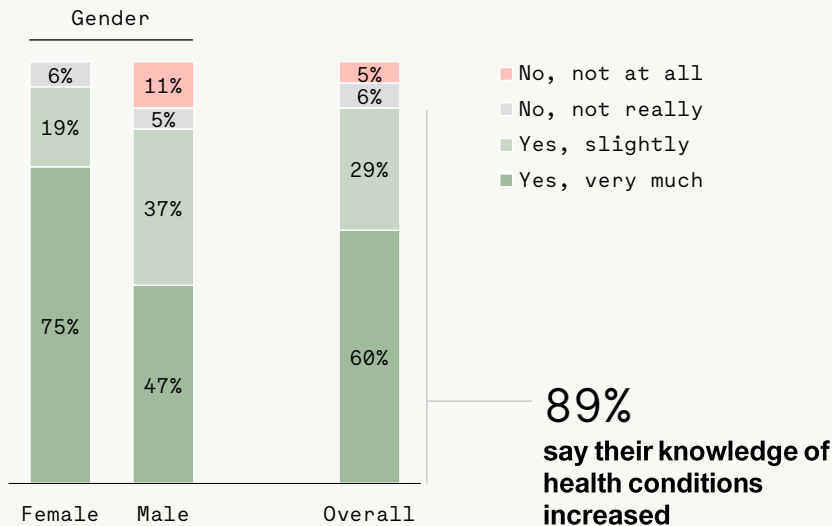




Of those who have a medical condition, 89% say that their knowledge and insight into their health condition has increased.

Knowledge of Health Condition

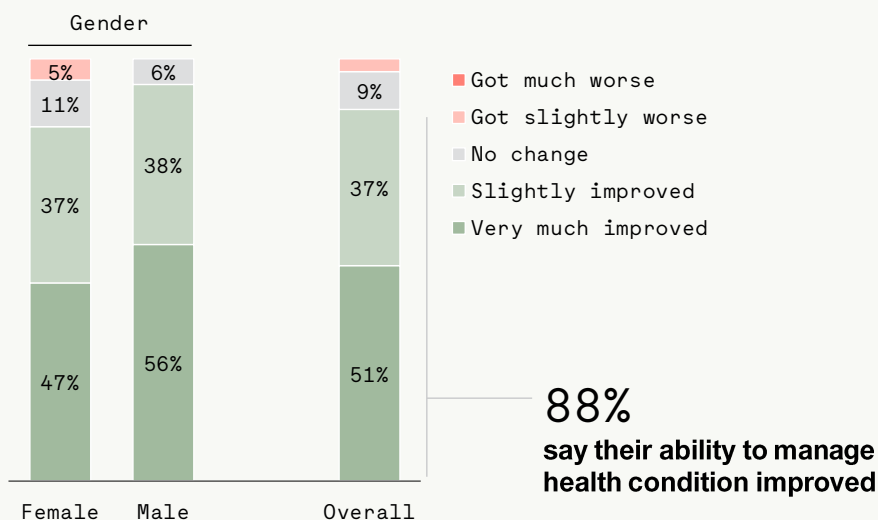
Q: Has your knowledge and insight of your health condition changed because of mPharma? (n = 35 | Female = 19, Male = 16)



Of those who have a medical condition, 88% say that their ability to manage their health condition has improved.

Ability to Manage Health Condition

Q: Has your ability to manage your health condition changed because of mPharma? (n = 35 | Female = 19, Male = 16)





Appendix

Methodology

About the 60dB Methodology

In January 2023, 60 Decibels' trained researchers conducted 207 phone interviews with mPharma service customers. The customers were randomly selected from a random sample of mPharma's customer database. Here is the breakdown of how we collected this data:

Country	Nigeria
Customer Population	8,371
Interviews Completed	207
Response Rate	61%
Languages	English, Pidgin, Igbo, Hausa, Yoruba
Average Survey Length	23 mins
Confidence Level	85%
Margin of Error	5%

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric

Calculation

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off customers. It is calculated by taking the average of Company % / Country %, at the \$2.15, \$3.65, and \$6.85 lines for low income and low-middle income countries. The formula is:

$$\sum_{x=1}^3 \frac{([\text{Company}] \text{ Poverty Line } \$x)}{([\text{Country}] \text{ Poverty Line } \$x)} / 3$$

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of customer satisfaction and loyalty. It is measured by asking customers to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- Review your results and qualitative responses. There's a lot of juicy feedback in there!
-

Engage Your Team

- Send report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
 - Set up team meeting & discuss what's most important, celebrate the positives & identify next steps.
-

Spread The Word

- Reach a wider audience on social media & show you're invested in your customers.
-

Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ
 - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
-

Take Action!

- Collate ideas from team into action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.



“

mPharma drugs are good quality. Most of the drugs they offer, you can't find in other pharmacies. I always tell my friends they should patronize them because their drugs are effective.

- Female, 32

60 _decibels

About 60 Decibels

We're a tech-enabled impact measurement company, working in over 70 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 640 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here!](#)

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

Thank you to mPharma for their support throughout the project. This work was generously sponsored by British International Investment.