

# Thriving Pharmacies: Smart Business for Better Care

## Training Package Roadmap 2026-2030



### Context

The Post-Medication Abortion Contraception (PMAC) Project (2018-2026), implemented by Ipas in partnership with Population Council–Kenya, Nivi, Impact for Health (IHI), and ThinkPlace, worked to strengthen the delivery of PMAC through community pharmacies. Over seven years, the project demonstrated that pharmacy-led family planning is feasible and impactful, while also highlighting gaps in the business and operational skills needed to sustain high-quality services.

### Training Purpose

To address these gaps, the *Thriving Pharmacies: Smart Business for Better Care* training package was developed to strengthen the business acumen of community pharmacists and position family planning (FP), including post-MA FP, as both a vital health service and a sustainable business opportunity. The training package integrates entrepreneurship, financial management, and operational planning through practical, applied learning.

### Training Package Summary

	Module	Description	Format
	Module 1: Stock & Inventory Management	Teaches forecasting, Economic Order Quantity/Reorder Point, and stock analysis to reduce waste and improve availability.	In Person
	Module 2. Financial Management	Builds skills in record keeping, budgeting, pricing, and cash flow management.	In Person
	Module 3. Strategic Planning & Expansion	Guides participants to develop business plans, manage risks, and assess growth opportunities.	In Person
	Module 4. Marketing & Customer Engagement	Focuses on customer service, branding, outreach, ethical promotion, and digital tools for loyalty.	Self-Directed (available on the MoH Academy)
	Module 5. Leadership & Human Resource Management	Covers staff motivation, labour law, fair pricing, budgeting, and team leadership.	Self-Directed (available on the MoH Academy)

# Three-Phased Roll-Out | 2026-2030

## 2026 Early Roll-Out



## 2027-2029 Expansion



## 2030 Institutionalization



### Description

**Launch a focused, early-stage deployment** to validate the accredited training package in select high-need counties. Refine delivery models, digital components, and facilitator capacity as part of a controlled, learning-oriented implementation.

**Scale the training package to additional counties**, supported by a stronger trainer network, digital infrastructure, and an emerging sustainable business model. Deepen partnerships to ensure consistent training quality across geographies. This will require aligned policies, sustainable financing, strengthened institutional capacity, and strong M&E systems to support scale-up.

**Fully integrate the training package into national systems**, policy, accreditation, financing, QA, and data systems. Establish the structures needed for long-term sustainability and sector leadership, through supportive regulation, long-term domestic financing, strong leadership, and clear accountability and monitoring mechanisms.

### Key Milestones

- Curriculum accredited (MoH).
- CPD points assigned by PPB.
- Participation incentives finalised (e.g. certification benefits).
- Feedback, follow-up and recertification mechanisms established for iterative improvement.
- Validated curriculum and delivery model

- Training active across 5+ counties.
- Training-of-trainers (ToT) model functioning.
- Curriculum iteration based on evidence and cost data.
- Costed scale model & trainer pipeline.

- Training embedded in MoH and regulatory frameworks.
- Policy integration and financing mechanisms established.

### Evidence Generation Focus

- Feasibility and acceptability in diverse pharmacy settings.
- Early business outcomes.
- Training quality and user experience.

- Cost-effectiveness & pharmacy-level ROI.
- Training adoption and business performance improvements.

- System-level outcomes and national cost implications.
- Documentation of national adoption pathway.

### Strategic Partnerships

- MoH for accreditation.
- KPA and PSK for CPD.
- MOH, KPA and PSK for trainer pools.
- County health departments for coordination and site selection.
- Implementing partners for training delivery and monitoring.
- MoH Academy for digital learning.
- Pharmacists for piloting and learning.

- MoH Academy for digital learning scale-up.
- MoH and professional associations for trainer pipelines and QA.
- Implementing partners to support wider roll-out and supervision.
- Women's groups, pharmacy owners and social marketing organizations to drive awareness.

- National MoH and regulatory bodies (e.g. PPB, DRNBCAH) for policy and system integration.
- Development partners for sustainable financing frameworks.
- Implementing partners for long-term support to institutionalization and scale.
- Regulators, pharmacy schools and financing actors to embed the training in policy, education, and national systems.

Interested to Partner on this Roadmap?

Reach out to Steve (bikos@ipas.org)



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