



# Dispensing Knowledge.

## 2025

THE ADOPTION AND IMPACT OF M-LEARNING  
AMONG PHARMACY STAFF IN SOUTH AFRICA



grow together®

# Foreword from Cnnect (Pty) Ltd

At Cnnect, we are committed to transforming the way healthcare professionals engage with knowledge. Mobile learning is more than just a technological advancement, it is a critical enabler of professional growth, ensuring that pharmacy staff across South Africa can stay informed, improve their skills, and deliver better patient care. This white paper, *Dispensing Knowledge: Empowering South African Pharmacies through M-Learning 2025*, presents the latest insights into the adoption, effectiveness, and impact of mobile learning within both large-scale corporate and independent pharmacy settings. Our research is grounded in real-world data, reflecting the voices, experiences, and learning behaviours of pharmacy professionals who rely on digital education for their career development.

The findings in this report highlight key trends in engagement, usability, and the role of organisational support, helping us understand how mobile learning can be further optimised to enhance pharmacy operations and patient interactions. We believe that by fostering a culture of continuous learning, we empower pharmacy staff to provide exceptional service and drive meaningful change in the healthcare landscape.

We extend our gratitude to all the participants who contributed their insights, as well as to our partners who continue to support the evolution of mobile education in the pharmacy sector.

**- The Cnnect Team**

# Executive Summary

Mobile learning is rapidly reshaping the pharmacy sector, offering pharmacy professionals greater accessibility, engagement, and flexibility in their professional development. This report presents the findings of a comprehensive survey conducted by Cnnect, analysing the use and perception of mobile learning among pharmacy staff in Clicks pharmacies and independent pharmacies across South Africa.

The key findings include:

## Enhanced Performance

Mobile learning significantly boosts workplace knowledge, skills, and overall job performance. While Clicks pharmacy employees overwhelmingly recognise its benefits (over 90% agreement across all factors), independent pharmacies exhibit a more mixed response, with some uncertainty about its full potential.

## User Experience & Engagement

Clicks employees report high levels of usability and accessibility, with over 90% agreeing that mobile learning is easy to use. Independent pharmacies, however, show a more neutral response, indicating an opportunity to improve engagement strategies.

## Social Dynamics & Recognition

Peer influence and managerial encouragement play a significant role in driving mobile learning adoption. 80% of Clicks employees feel encouraged by store managers and colleagues, whereas independent pharmacies display neutral engagement in this area.

09:15

Audit Form

Audit Form

Audit date

**Inventory**

Are all products adequately stocked?

Are there any out-of-stock items? If so, please indicate each item below along with the pack size(s):

**Merchandise Presentation**

Are all displays neat and attractive?

Are sale items properly highlighted?

**Safety and Compliance**

Are all fire extinguishers in place?

Upload images of each fire extinguisher for this store below:

No files selected.

Are all fire extinguishers in place?

Upload Images of each fire extinguisher for this store below:

No files selected.

Are all emergency exits clearly marked?

Upload images of each exit for this store below:

No files selected.

### Support & Data Accessibility

Organisational support is crucial for mobile learning success. 90% of Clicks employees feel supported, whereas independent pharmacies show a more varied response, with only half feeling supported by their organisation.

### Preferred Learning Locations

Clicks employees engage with mobile learning across multiple environments, including work, commuting, and home. In contrast, independent pharmacy employees primarily engage in learning at home (100%), indicating a lack of workplace integration.

### Engagement Drivers

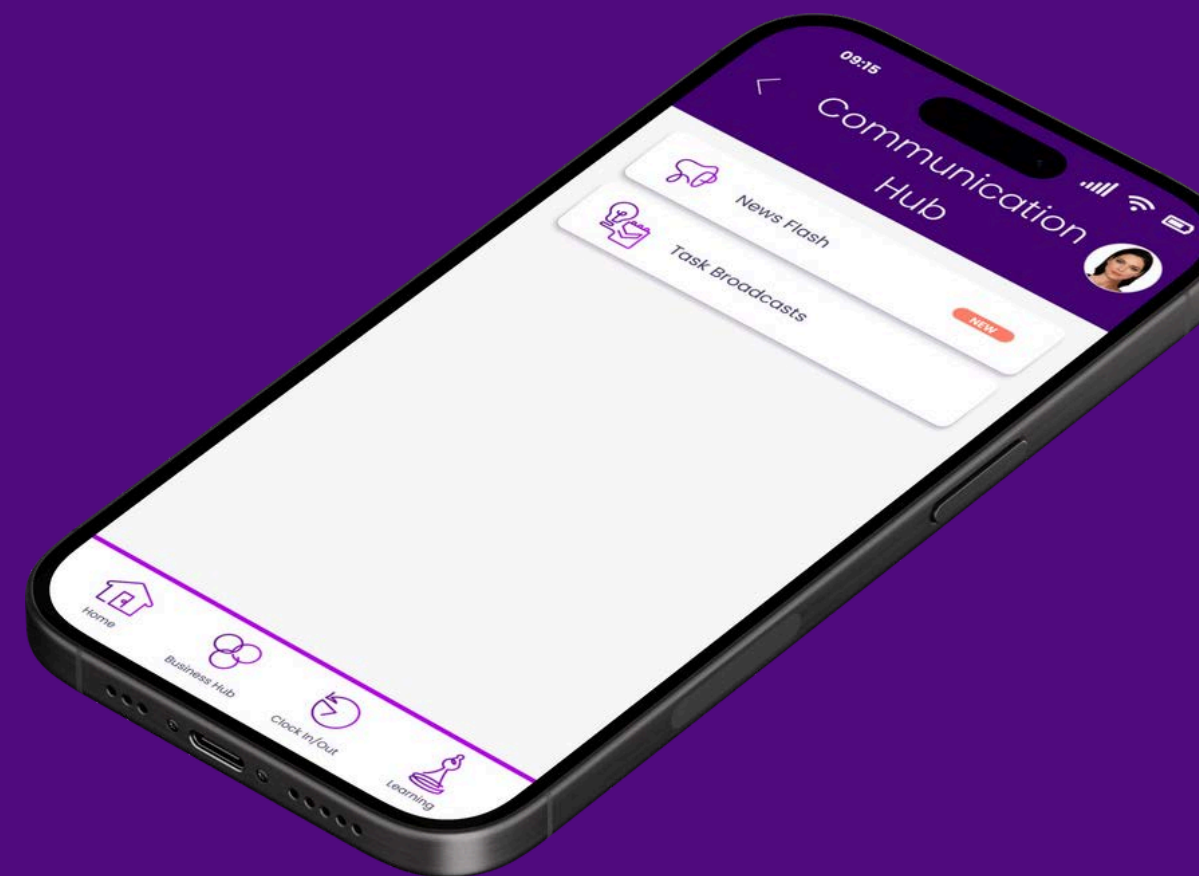
97% of Clicks employees believe learning is necessary for improvement, showing a strong commitment to professional development. Independent pharmacy employees recognise its importance (100%), but their engagement with mobile learning applications is more balanced, suggesting that adoption strategies could be strengthened.

The findings in this report highlight the effectiveness of mobile learning in pharmacies, particularly when organisations actively support and integrate digital education into daily workflows. Clicks pharmacies have successfully embraced mobile learning, while independent pharmacies show potential for growth with better integration and engagement strategies.

To further enhance mobile learning adoption, Cnnect recommends:

- **Strengthening workplace advocacy** – Encouraging managers and peers to actively support mobile learning.
- **Optimising usability** – Addressing neutral responses from independent pharmacies by improving accessibility and content delivery.
- **Enhancing workplace integration** – Encouraging mobile learning during work hours, rather than relying solely on at-home engagement.
- **Providing data access support** – Addressing potential barriers related to data availability, ensuring all employees can engage seamlessly.

By continuing to refine mobile learning strategies, we can empower pharmacy professionals to stay ahead in a rapidly evolving healthcare environment, ultimately benefiting both their careers and the patients they serve.

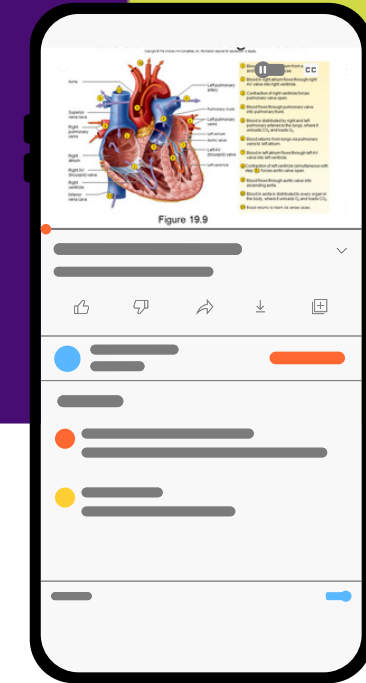


# How Effective is M-Learning<sup>1</sup>

The use of technology in education brings significant benefits, empowering students to develop 21st century skills, such as critical thinking and problem solving. It also opens up new opportunities for formal education and innovative learning practices. This empowerment allows students to plan their own learning autonomously and actively, transforming content production, fostering collaborative inquiry, and supporting contextualised and authentic learning.

Similarly, m-learning is a catalyst for enhanced student engagement and motivation. By integrating multimedia, immersive elements, and gamified learning experiences, among others, m-learning makes the educational process more engaging and effective.

After analysing ~50 empirical studies that provided evidence of the impacts of m-learning integration. Overall, it is concluded that m-learning has the potential to improve both learning outcomes and critical thinking skills of students. These findings reinforce the claim that m-learning provides effective tools for improving various academic competencies.



In terms of critical thinking, the results indicate that strategies facilitated by mobile devices, such as peer assessment, inquiry, and gamification, have a positive impact on the development of critical skills.

# Survey Overview

## Methodology

This report is the culmination of a comprehensive survey initiative undertaken by Cnnect, leveraging our bespoke digital platforms to gather valuable insights into the adoption and impact of mobile learning across various pharmacy settings in South Africa.

The survey targeted a wide array of pharmacy staff, from those on the frontlines of dispensary and front shop operations to clinic personnel, and extending to managerial and head

office staff. Our aim was to capture a holistic view of mobile learning utilisation and its perceived value among different roles within the pharmacy sector.

## Sample and Participants

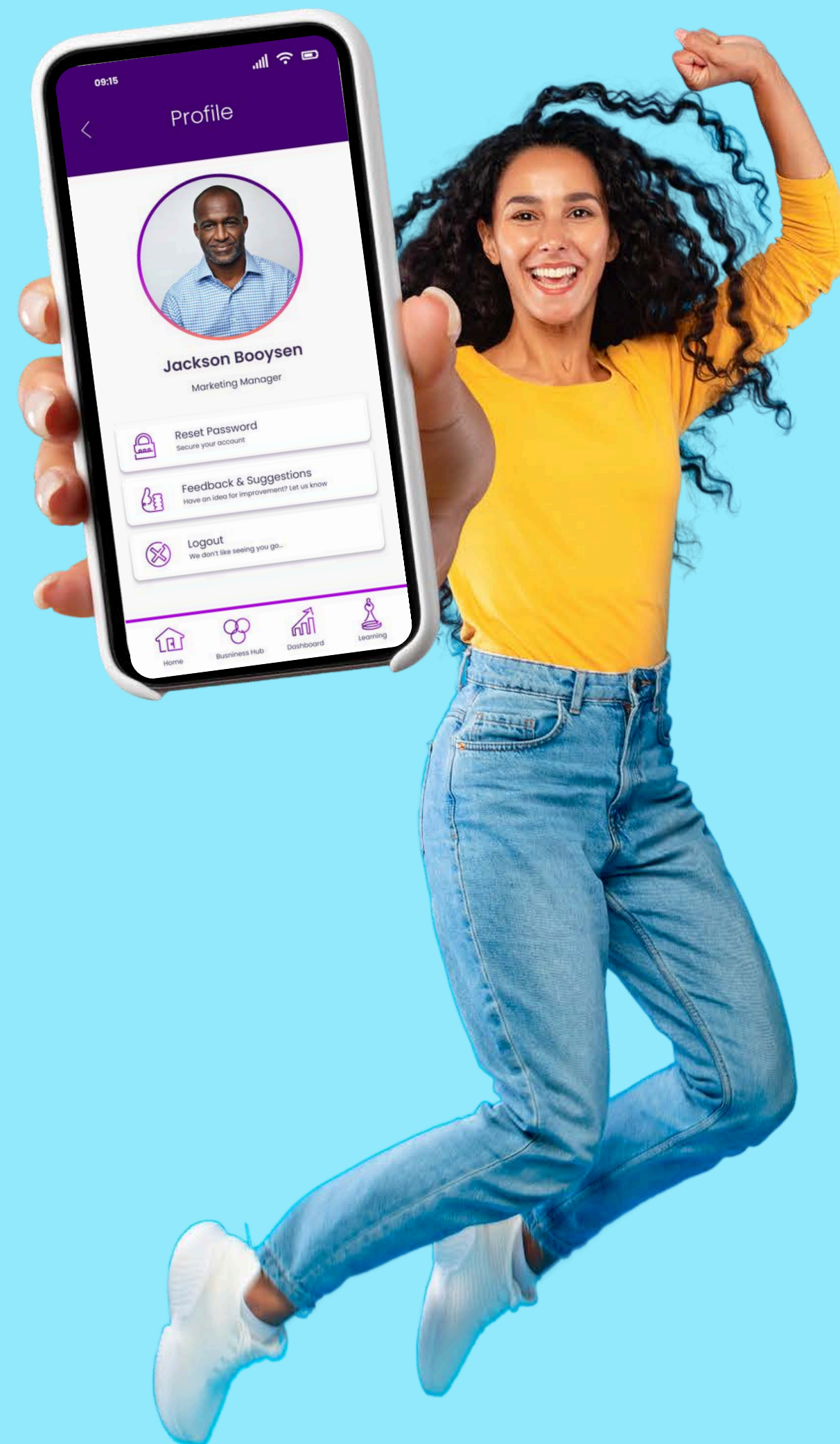
The survey successfully engaged with a significant cross-section of the pharmaceutical community. Within the Clicks group, we received responses from 553 users spread across 363 stores, providing a robust dataset reflective of a large corporate pharmacy environment. From the independent

pharmacy segment, we garnered participation from 10 users representing 10 distinct pharmacies, offering insights into the mobile learning landscape in smaller, more individualised settings.

## Objective

The primary objective of this report is to gain a nuanced understanding of the efficacy and engagement associated with mobile learning among pharmacy staff. By dissecting the usage patterns, preferences, and feedback from a diverse cohort of

pharmacy professionals, we aim to shed light on how mobile learning tools are being utilised for professional development and the betterment of service delivery in the health sector.



“

**The application is very encouraging with all the knowledge that we acquire it's exceptionally mind blowing, to know that you can provide respectable information to our customers without any hesitation is mind blowing....**

- CLICKS DISPENSARY USER

”

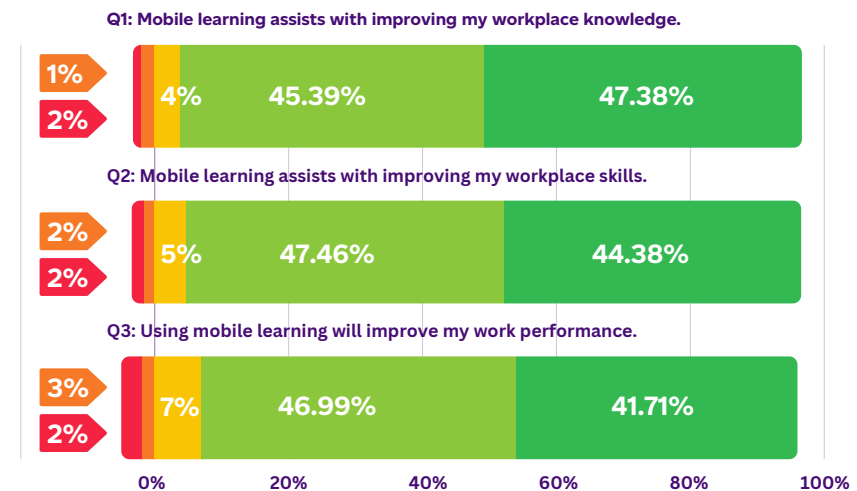
# Enhancing Performance

Mobile learning has demonstrated a significant impact on workplace performance across different pharmacy sectors, though perceptions vary. At Clicks pharmacies, the majority of respondents strongly agree that mobile learning enhances workplace knowledge (47.38%), improves workplace skills (44.38%), and boosts work performance (41.71%), with minimal disagreement across all categories. In contrast, responses from independent pharmacies show a more divided sentiment regarding knowledge and skill enhancement, with opinions evenly distributed (25% in each category), indicating uncertainty or variability in perspectives. However, when assessing mobile learning's role in improving work performance, independent pharmacies showed unanimous agreement, with 50% agreeing and 50% strongly agreeing. These insights highlight a broader acceptance of mobile learning's value in performance improvement, while independent pharmacies may require further engagement or tailored solutions to recognise its full potential in knowledge and skill development.

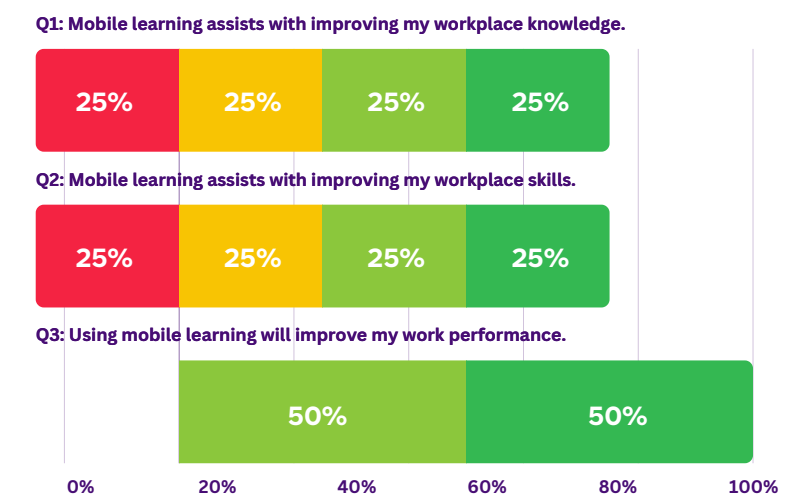
**100%** of respondents from independent pharmacies agree that mobile learning improves work performance.



CLICKS+



Independent Pharmacies



“

**I gain product knowledge so it's going to be easy to help customers seeking help on weight loss or management.**

- CLICKS PHARMACIST

”

# User Experience & Engagement

The effectiveness of mobile learning is closely tied to its usability, accessibility, and content clarity. The survey results from Clicks pharmacies and Independent pharmacies highlight key differences in user experience and engagement with mobile learning platforms.

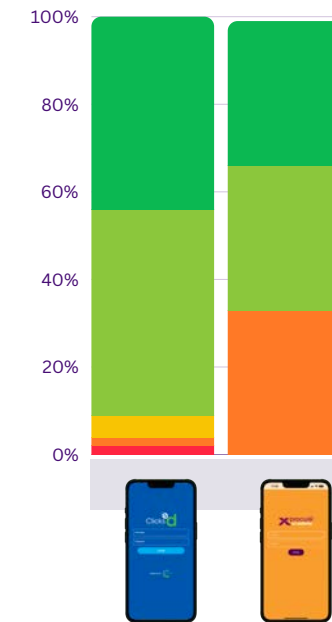
At Clicks pharmacies, the response was overwhelmingly positive, with over 90% of respondents agreeing or strongly agreeing that mobile learning is easy to use (44.18% strongly agree, 47.82% agree) and that they can access learning materials easily (52.00% strongly agree, 52.09% agree). Similarly, content clarity was well received, with 33.70% strongly agreeing and 57.27% agreeing that the content is easy to understand. These results indicate that Clicks users find mobile learning highly accessible, well-structured, and user-friendly.

In contrast, independent pharmacies exhibited a more varied response. While perceptions of content clarity and bite-sized learning were generally positive.

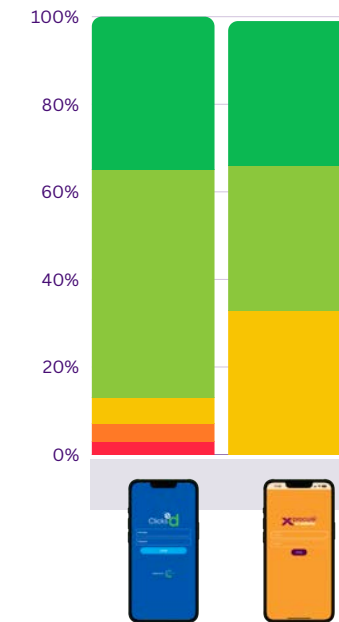
**Over 90% of Clicks pharmacy respondents agree that mobile learning is easy to use and accessible, while independent pharmacies show mixed engagement, indicating a need for tailored usability improvements.**



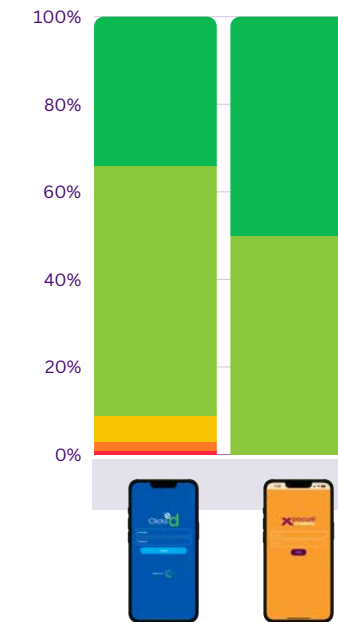
Q1: Mobile learning is easy to use.



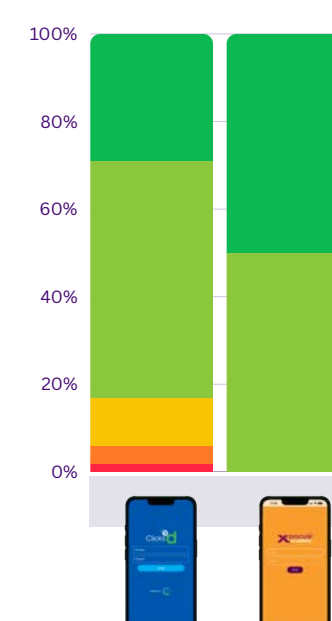
Q2: I can access what I need to learn easily.



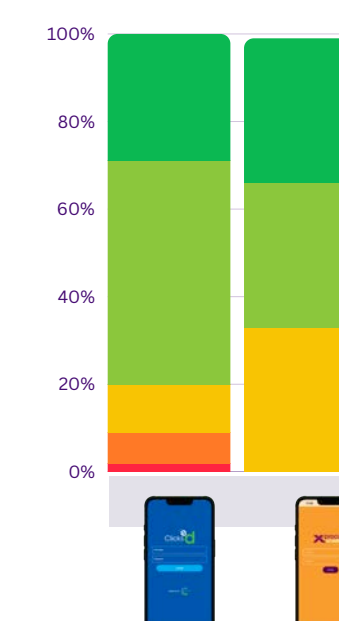
Q3: The content is easy to understand.



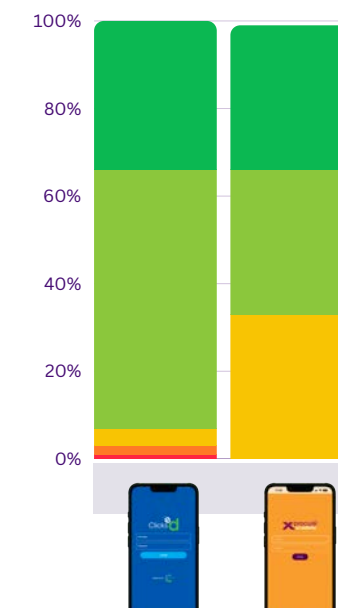
Q4: The bite-sized learning is just enough.



Q5: I prefer short learning content.



Q6: Learning to operate mobile learning applications is easy.



“

**Please continue with the prizes it's  
encouraging staff to do their courses  
as well.**

- CLICKS FRONTSHOP ASSISTANT

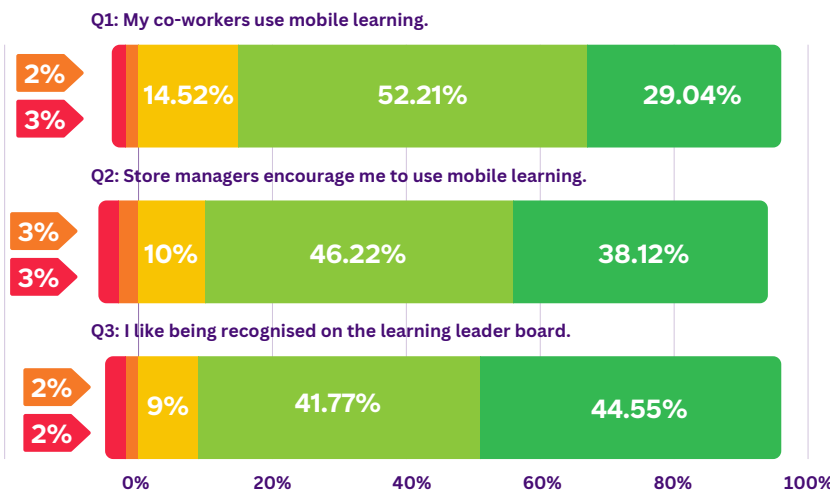
”

# Social Dynamics & Recognition

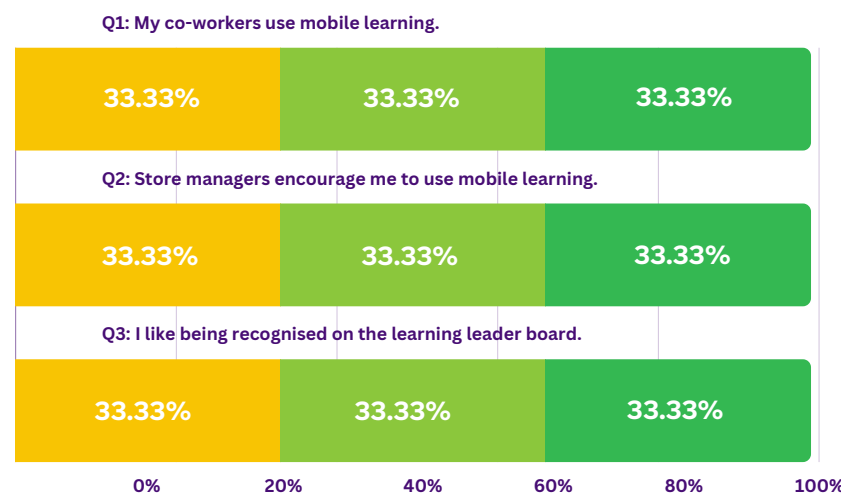


Strongly disagree Disagree Neutral Agree Strongly agree

CLICKS+



Independent Pharmacies



Social influence plays a crucial role in the adoption and engagement of mobile learning. **At Clicks pharmacies, the data highlights that mobile learning is well-integrated within the workplace environment:**

- 81.25% of respondents agree or strongly agree that their co-workers use mobile learning regularly.
- 84.34% feel encouraged by store managers to engage in mobile learning, reinforcing top-down support.
- 86.32% appreciate leaderboard recognition, indicating that gamification elements foster engagement.

By contrast, responses from independent pharmacies show a more evenly distributed sentiment across all aspects of social dynamics and recognition. 33.33% of respondents in each category strongly agree, agree, or remain neutral regarding co-worker engagement, managerial encouragement, and leaderboard recognition.

Over **80%** of Clicks pharmacy employees report strong peer and managerial encouragement for mobile learning, while independent pharmacies show neutral engagement, indicating potential for increased workplace advocacy.

“

**Cnnect offers some exciting ways to multiply the impact of mobile learning.**

- CLICKS USER

”

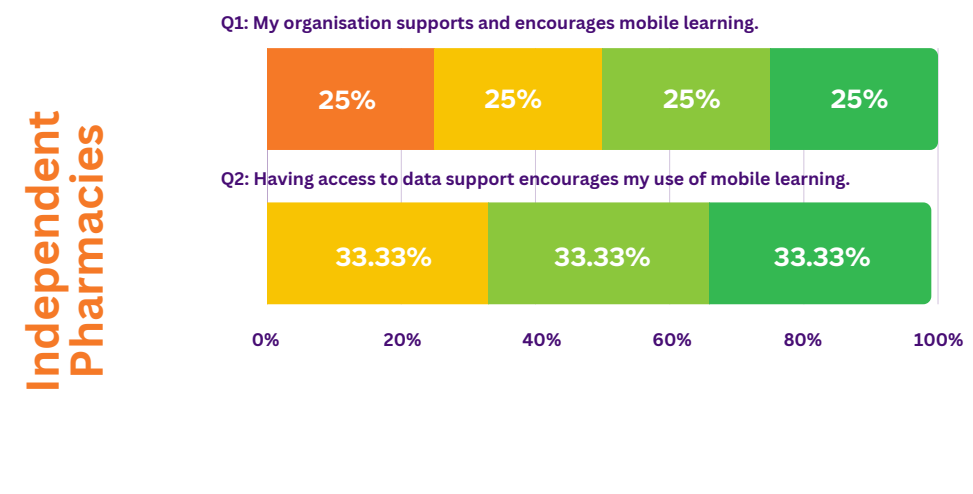
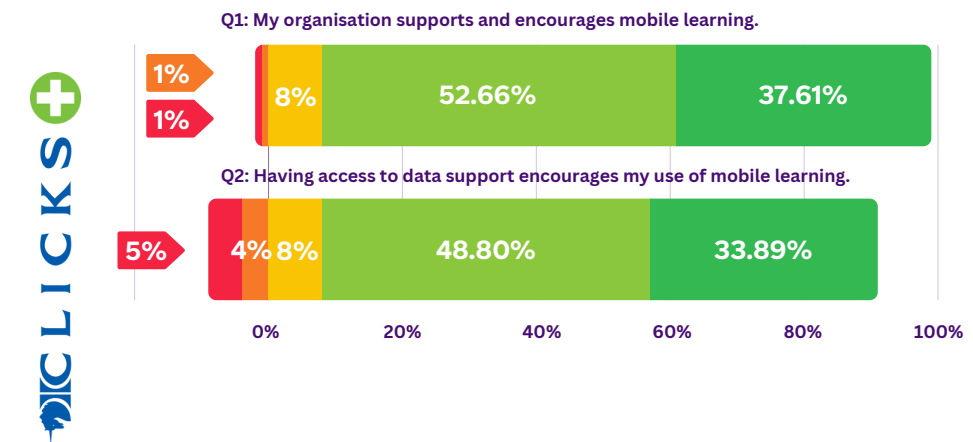
# Support & Data Accessibility

The effectiveness of mobile learning is significantly influenced by organisational support and access to data. The survey results highlight strong institutional encouragement for mobile learning at Clicks pharmacies, whereas independent pharmacies display a more varied stance, with a significant portion expressing neutrality. **At Clicks pharmacies, employees report high levels of organisational backing:**

- 90.27% of respondents agree or strongly agree that their organisation supports and encourages mobile learning (37.61% strongly agree, 52.66% agree).
- Similarly, 82.69% state that having access to data supports their use of mobile learning, reinforcing the role of data accessibility in engagement.

These findings emphasise that while Clicks pharmacies have successfully integrated mobile learning into their organisational culture, independent pharmacies may require more structured support and improved data accessibility to increase adoption rates.

**90%** of Clicks pharmacy employees feel supported in using mobile learning, while independent pharmacies show mixed responses, suggesting a need for stronger institutional backing.



Understanding where employees prefer to engage with mobile learning provides key insights into accessibility and engagement. The survey data reveals notable differences between Clicks pharmacies and independent pharmacies in terms of learning environments.

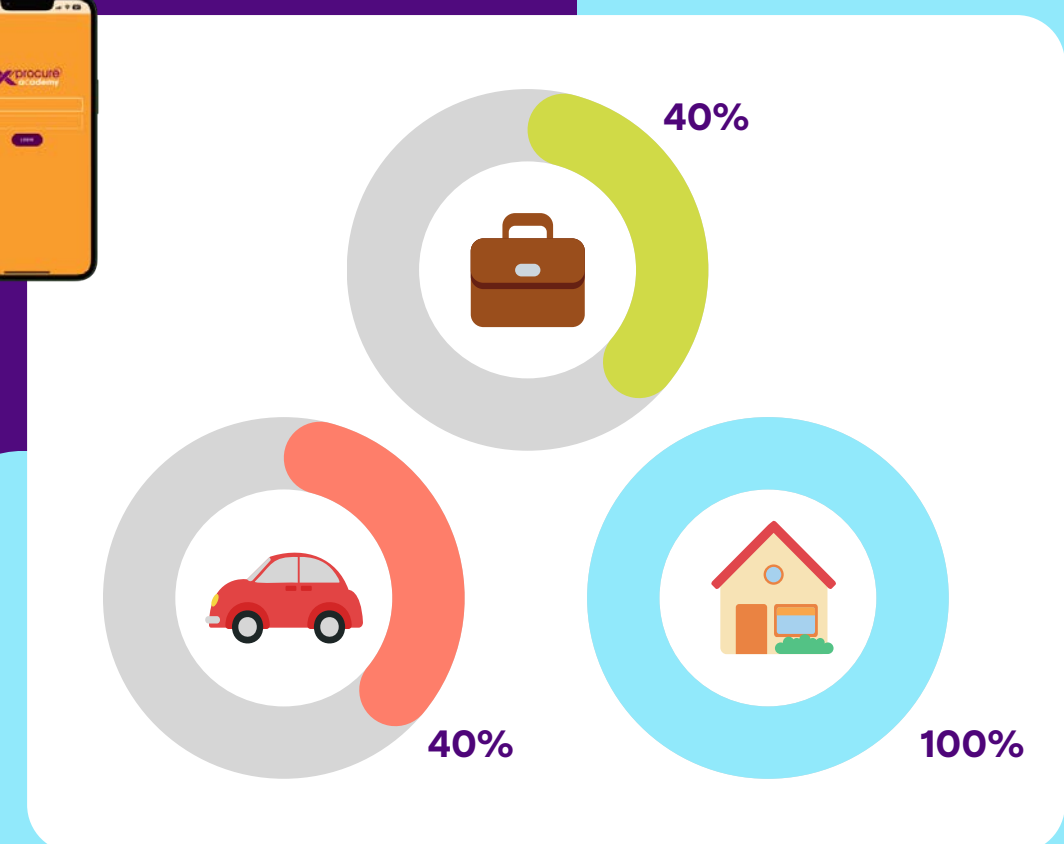
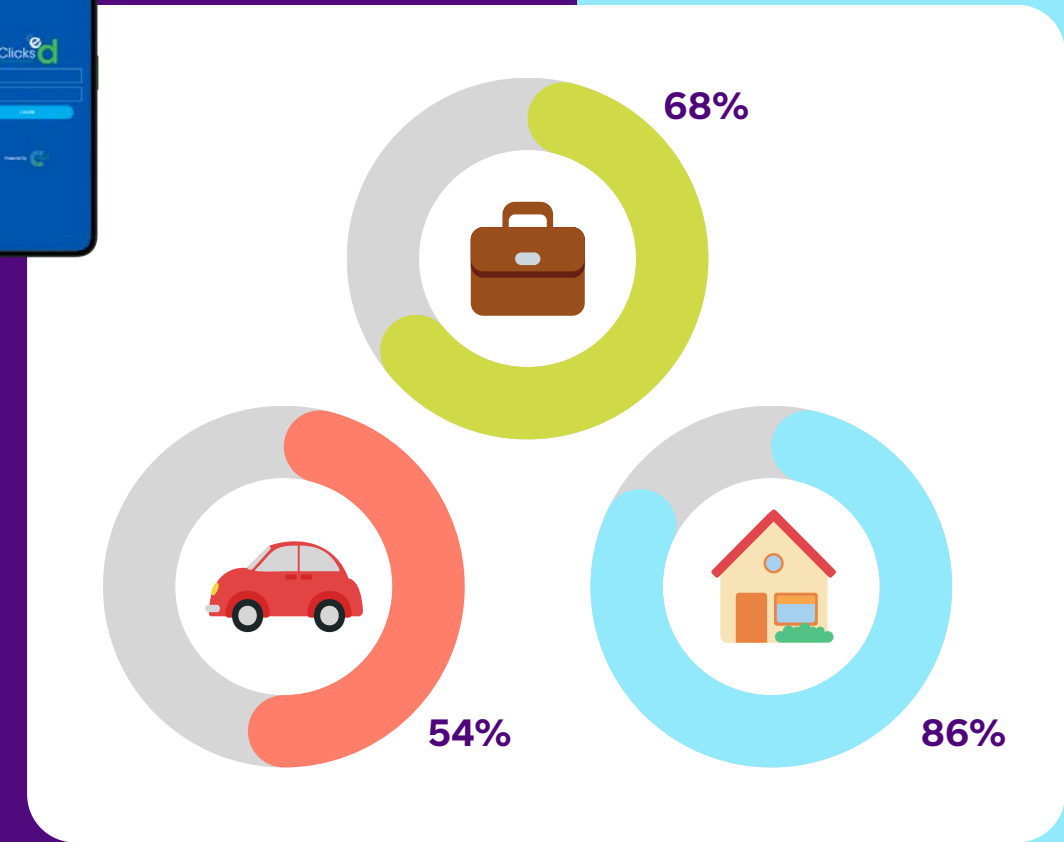
**At Clicks pharmacies, learning preferences are distributed across multiple environments:**

- 68% prefer learning at work, indicating that mobile learning is well-integrated into their workflow.
- 54% engage in mobile learning while commuting, highlighting a need for on-the-go accessibility.
- 86% prefer learning at home, suggesting that flexible learning options outside of working hours are essential.

**For independent pharmacies, preferences are slightly different:**

- Only 40% prefer learning at work, suggesting that workplace integration of mobile learning is lower than at Clicks.
- 40% also engage with mobile learning while commuting, showing a similar but less pronounced trend compared to Clicks employees.
- 100% prefer learning at home, emphasising that independent pharmacy employees may rely more on personal time for professional development.

These insights suggest that Clicks pharmacies have successfully embedded mobile learning into the workplace, while independent pharmacy employees primarily engage with learning outside of working hours. This highlights the potential to further support mobile learning within independent pharmacy environments, ensuring accessibility and workplace encouragement.



“

**Awesome team from Cnnect, keep up  
the good work!**

- CLICKS REGISTERED PHARMACIST

”

# Engagement Drivers

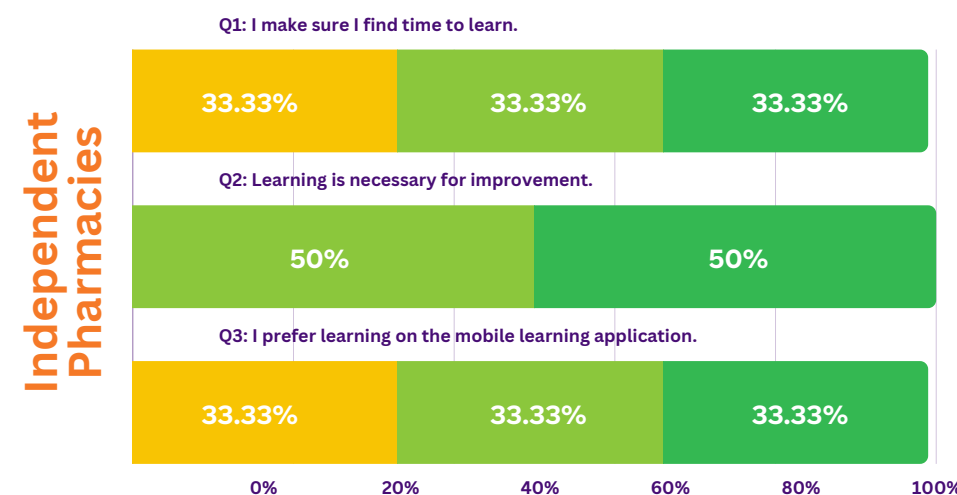
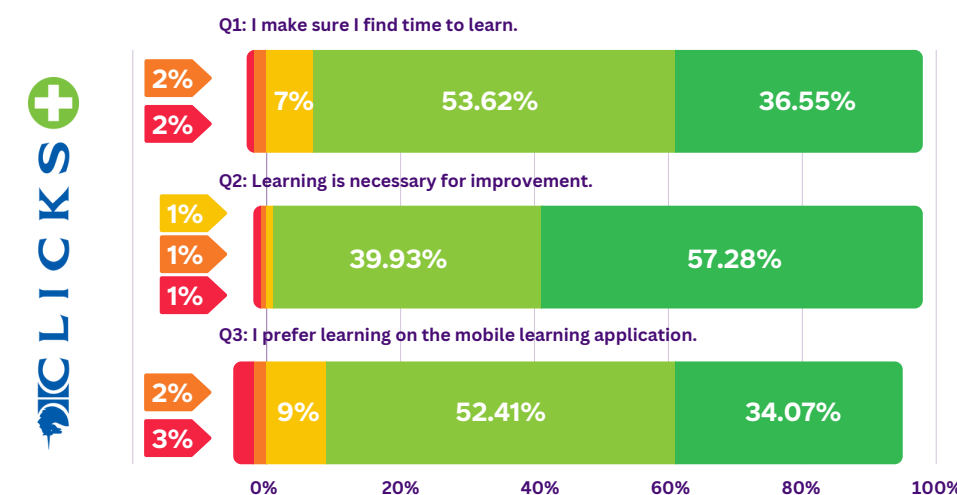
The success of mobile learning depends on how well employees prioritise learning, perceive its necessity, and prefer engaging with digital platforms. The survey results show stronger engagement at Clicks pharmacies, while independent pharmacies exhibit a more neutral stance across all factors.

## At Clicks pharmacies, the commitment to learning is evident:

- 90.17% of respondents agree or strongly agree that they make time to learn, showing that learning is a priority in their work routine.
- 97.21% believe that learning is necessary for improvement, reinforcing a strong culture of continuous professional development.
- 86.48% prefer mobile learning applications over other learning methods, indicating high acceptance of digital learning platforms.

## For independent pharmacies, engagement levels are more evenly distributed:

- Only 66.66% agree or strongly agree that they prioritise time for learning, with 33.33% remaining neutral; suggesting potential barriers such as workload constraints.
- 100% acknowledge the necessity of learning for improvement, indicating a universal understanding of its importance.
- Engagement with mobile learning applications is balanced, with 33.33% in each category (neutral, agree, strongly agree), suggesting that mobile learning adoption is not yet fully embedded.



“

**Empowering pharmacy professionals through knowledge is not just an investment in learning, it's an investment in better patient care, stronger teams, and a more resilient healthcare system. Together, we are building a smarter, more connected industry, one lesson at a time.**

- HEAD OF CONTENT, CNNECT

”

## NOTICE OF CONFIDENTIALITY AND DISCLAIMER

This presentation is furnished to you solely in your capacity as a customer or client or partner of Cnnect (Pty) Ltd. By accepting this presentation, you acknowledge that the information contained herein (the "Information") is confidential and subject to the confidentiality restrictions contained in Cnnect's operating regulations and/or other confidentiality agreements, which limit your use of the Information. You agree to keep the Information confidential and not to use the Information for any purpose other than in your capacity as a client of Cnnect (Pty) Ltd, or as a participant in any of the Cnnect (Pty) Ltd bespoke systems. The Information may only be disseminated within your organisation on a need-to-know basis to enable your participation in any of the Cnnect (Pty) Ltd bespoke systems. Case studies, statistics, research and recommendations are provided "AS IS" and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice. Assumptions were made by us in light of our experience and our perceptions of historical trends, current conditions and expected future developments and other factors that we believe are appropriate under the circumstance. Recommendations are subject to risks and uncertainties, which may cause actual and future results and trends to differ materially from the assumptions or recommendations. Cnnect (Pty) Ltd is not responsible for your use of the information contained herein (including errors, omissions, inaccuracy or non-timeliness of any kind) or any assumptions or conclusions you might draw from its use. To the extent permitted by applicable law, Cnnect (Pty) Ltd shall not be liable to a client or any third party for any damages under any theory of law, including, without limitation, any special, consequential, incidental or punitive damages, nor any damages for loss of business profits, business interruption, loss of business information, or other monetary loss, even if advised of the possibility of such damages. Please note that whilst reasonable endeavours have been taken to ensure that the information in this document is accurate, Cnnect (Pty) Ltd does not accept any responsibility or liability (whether arising due to breach of contract, negligence or any other reason) for any incomplete or inaccurate information; or for any loss which may arise from reliance on or use of information contained in this document. All brand names and logos are the property of their respective owners and are used for identification purposes only.

CNNECT (PTY) LTD DISCLAIMER All the data used in the analysis for this report has been anonymised to protect personal and other client/user information and privacy. Cnnect (Pty) Ltd is not legally responsible for any misrepresentations in the document. Cnnect (Pty) Ltd, Registration number 2021/648620/07.



**grow together<sup>®</sup>**