

PM SOCIETY DIGITAL AWARDS 2020
MARKET ACCESS GOLD AWARD WINNER

Digital pharmacy service ecosystem



Campaign objectives

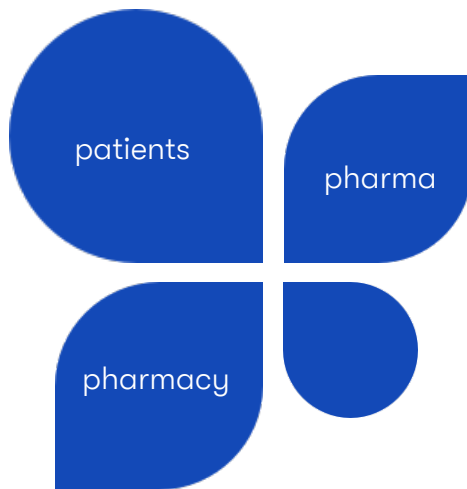
1. OPEN UP OPPORTUNITIES FOR PHARMA

To provide pharmaceutical companies with a unique private market access solution for new-to-market medicines which are not in guidelines yet or are not widely available through the NHS

2. PROVIDE PATIENTS WITH ACCESS

To create a wide range of clinically robust private pharmacy services to provide patients with convenient access to consultations and associated treatments (including treatments not yet available on the NHS) without the need for a GP appointment.

Campaign strategy and CSFs



Create an end-to-end digital solution
to connect patients with treatments

4

pharma partners to launch services with

1,000

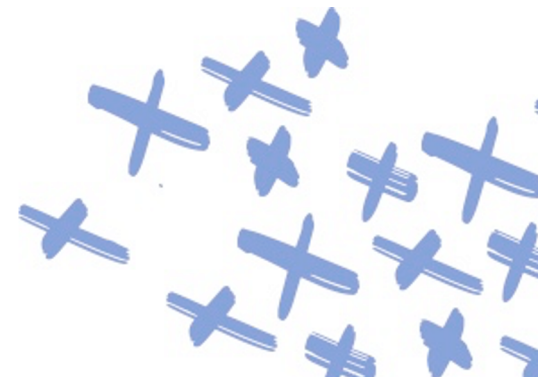
pharmacies to sign up

50,000

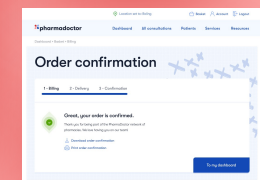
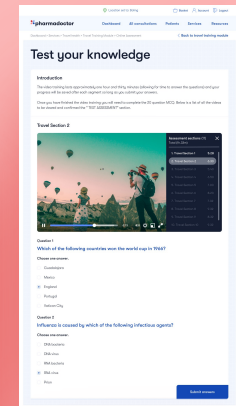
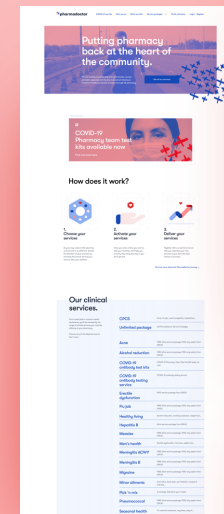
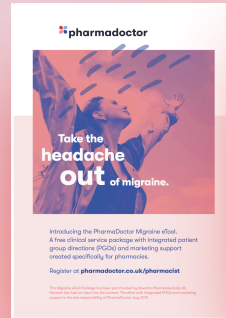
POMs to be administered and dispensed by pharmacists

1m

patients to be reached



Tactical implementation

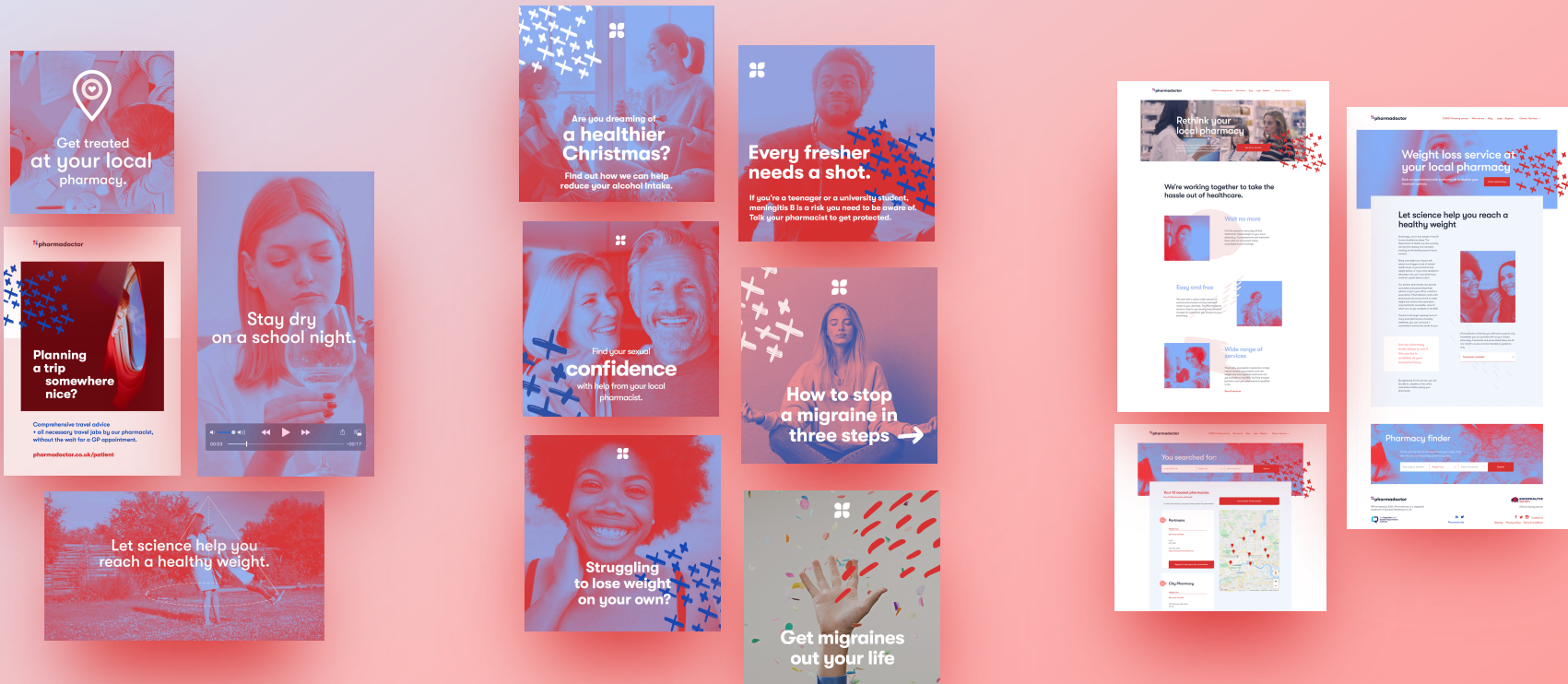


1 Medically robust eTools empowering pharmacists to assess patients and provide medicines

2 Digital marketing campaigns targeting pharmacists

3 Pharmacist website with registration, ordering and online CPD training

Tactical implementation

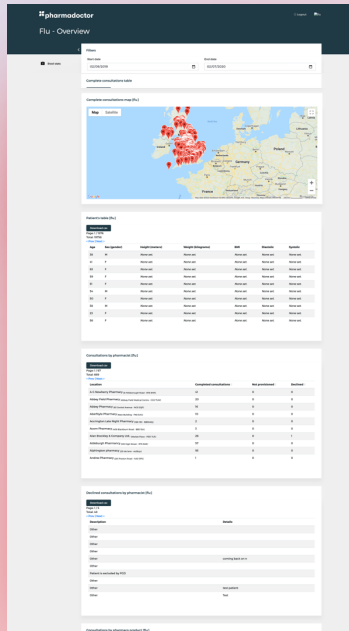


4 Pharmacists are provided with promotional assets

5 Digital marketing campaigns targeting patients

6 Patient website with pharmacy finder and pre-consultation

Tactical implementation



7 Data dashboards
for sponsor pharma
companies



Effectiveness

9

services launches with pharma partners
(against target of 4)

3,025

pharmacies signed up
(against target of 1,000)

120,000

POMs administered and dispensed by pharmacists
(against target of 50,000)

1.5m

patients to be reached
(against target of 1m)



Creativity and innovation

9 bespoke eTools were created
(intelligent digital consultation and
clinical decision-making tools),
supported by 9 custom CPD modules

Creativity and innovation

Use of new development technologies:
single page application with Angular
front end, Laravel API connecting to
database, headless CMS (GraphCMS)
for content management

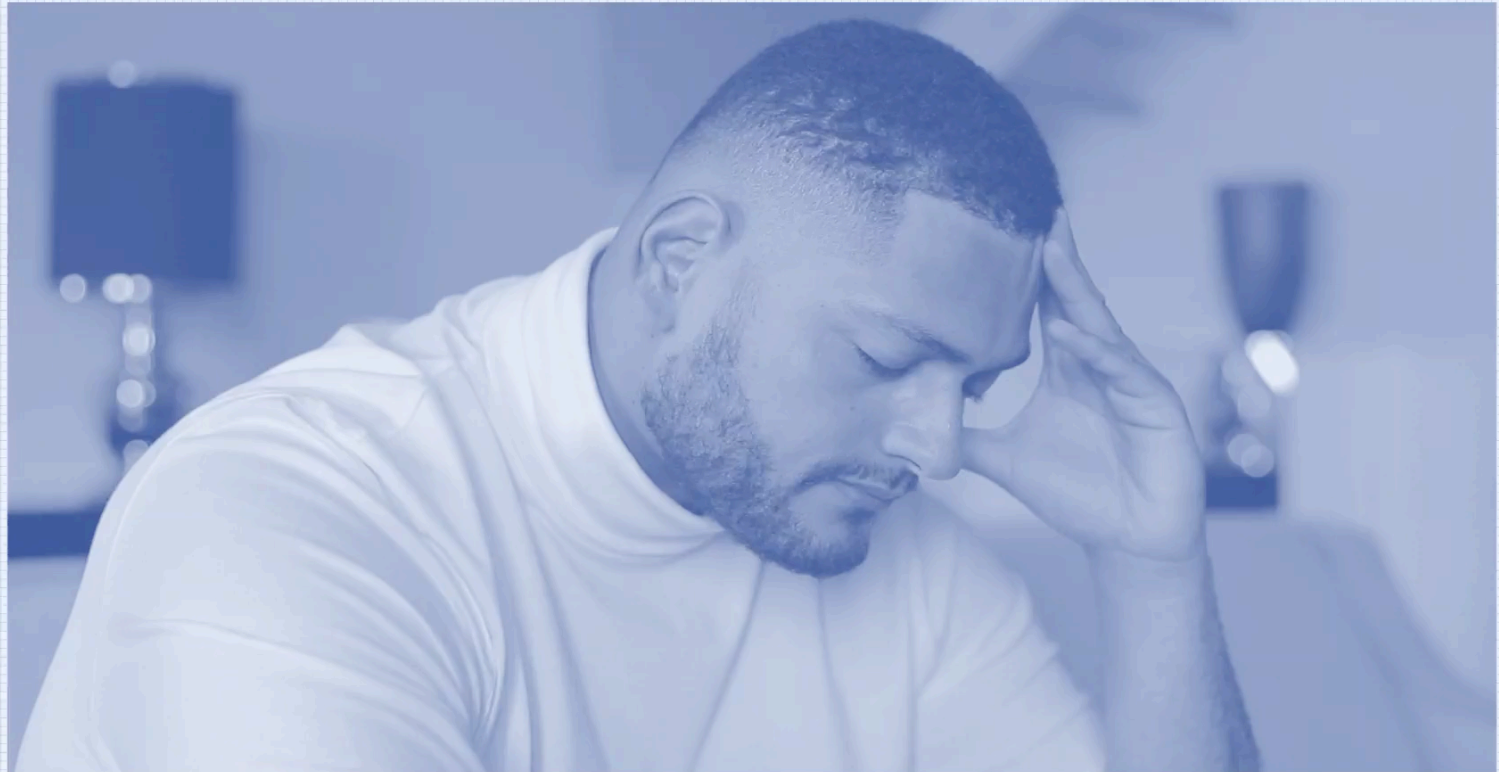
Creativity and innovation

Over 150 individual promotional assets were developed in record time (including for each campaign: video / animation / social media carousels / website assets)

Creativity and innovation

Pharmacy website plug-ins were developed enabling patients to begin their consultations via pharmacy websites

Explainer video



Thank you.

