

# **Digitise** your Prescribing Clinic & **Revolutionise** your Pharmacy

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Presented By **Saam Ali**, CEO @ Pharmacy Mentor

***The Pharmacy Show 2022***

*NEC, Birmingham*

*9.40am, 16th October 2022*

*“I don’t have the time to think about it, nor do you. Stick to your items and MURs”*

# NHS



**Restrictive** -  
Less Room for Growth

# Private Clinics

Independent  
Prescriber



Pneumonia Vaccine



Ear Microsuction



Travel Clinic



Blood Testing

**Innovative** -  
More Room for Growth

*“Nobody will want to use that service”*

*“I don’t have the time to think about it”*

*“My demographic won’t pay for that service”*

- Sphere of Influence
- Private & Digital Healthcare Boom
  - Altered Patient Behaviour
    - Access to Training
    - Revenue Potential
    - Digital Marketing

# Sphere of Influence

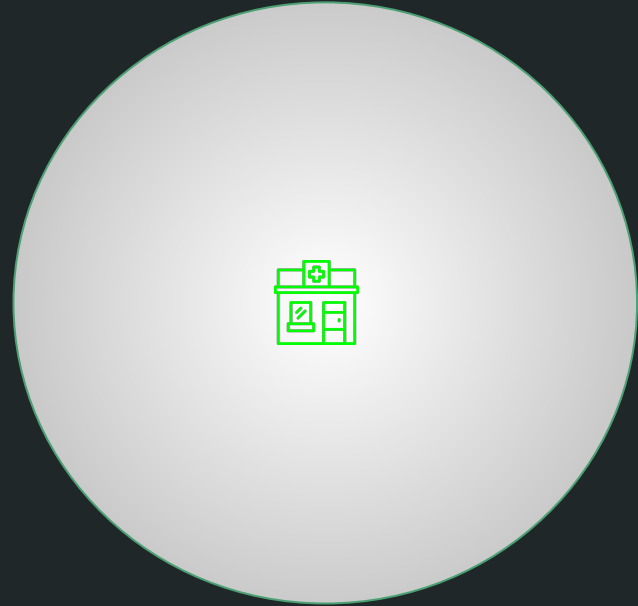
*Example = Sheffield 10 area*

1-mile radius/30,000 people



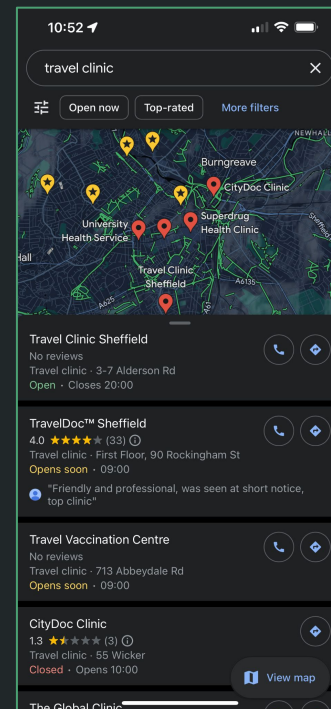
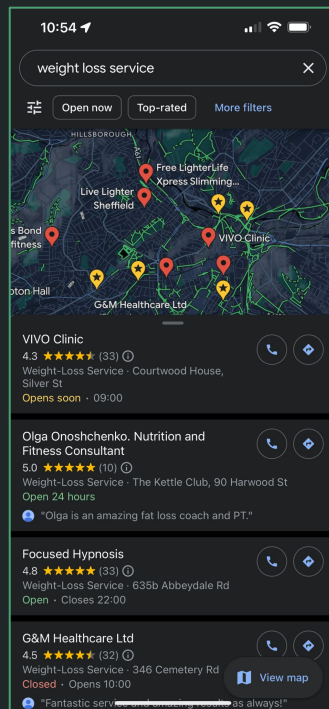
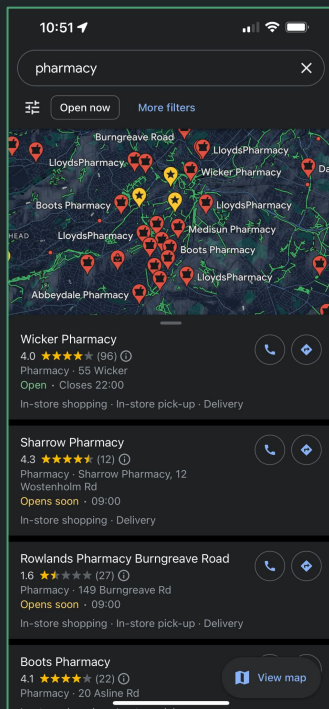
Traditional NHS  
Dispensing Pharmacy

10-mile radius/600,000 people



Private Clinic Pharmacy

# Sphere of Influence



# Private Healthcare Boom

Intended for healthcare professionals

Visit the website  
Beyond Expectations

janssen Immunology

Abbreviation and reference  
CP-330768 | August 2022

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## Pandemic has accelerated demand for private healthcare, report finds

Cite this as: *BMJ* 2022;376:o566

Article Related content Metrics Responses

Gareth Iacobucci

Author affiliations ▾

More UK adults are seeking private healthcare as poor access to care exacerbated by the pandemic threatens to create a two tier system, a report has warned.<sup>1</sup>

Research by the Institute for Public Policy Research (IPPR) think tank found that the long term decline in NHS access and quality had been rapidly accelerated by covid-19, prompting more people to purchase private health insurance or pay for treatment.

Polling by IPPR and YouGov for the report found that of 3466 UK adults surveyed, almost a third (31%) struggled to access the care they needed during the pandemic. Of these, almost one in eight (12%) used some form of paid alternative and one in five considered doing so, with this proportion rising for wealthier people.

Tweet

Discover the evidence behind VEKLURY® (remdesivir)

Find out more here

Intended for healthcare professionals only. Click here for prescribing information and AE reporting. Click here for GIL only. Ask order: RUC-RDY-0245, June 2022

GILEAD

See other articles in issue 8329

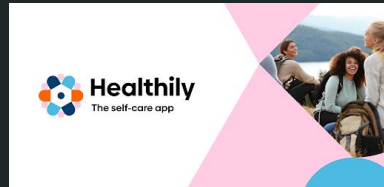
Article tools

PDF 1 response

Respond to this article



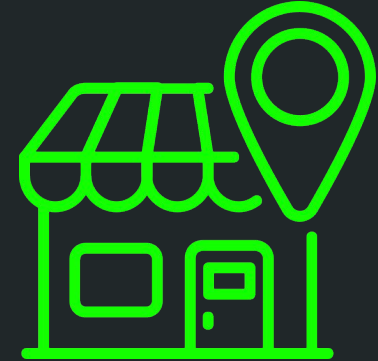
# Digital Healthcare Boom



# Altered Patient Behaviour

*Stats for 2021*

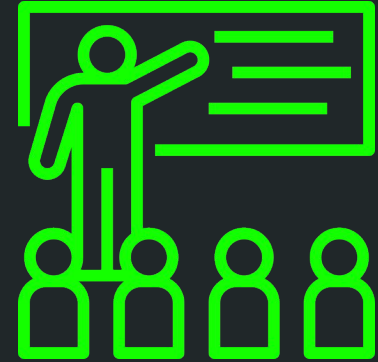
- **67 million** of us used the internet, for longer
- **“Near me”** searches have doubled since 2015
- **44% of internet users** search for online healthcare professionals
- **97% of internet users** who search online looked for local businesses to use



<https://www.ruleranalytics.com>

## Access to Training

- **Independent Prescribing** courses readily available
- **Plenty of PGD firms** like PharmaDoctor for example
- **Vaccination Training** - ECG, Flu Jab Training
- **Plenty of other great firms** - TymphaHealth, Medichecks, Nurokor, Medicspot, Vitajab, MHRx



# Revenue Potential

## Performance

EXPORT



Search type: Web

Date: May 14, 2020-Sep 13, 2021

+ NEW

Last updated: 11 hours ago

☒ Total clicks

70K

☒ Total impressions

2.05M

☐ Average CTR

3.4%

☐ Average position

17.5

Clicks

900  
600  
300  
0

Impressions

30K  
20K  
10K  
0

3/27/21

4/14/21

5/2/21

5/20/21

6/7/21

6/25/21

7/13/21

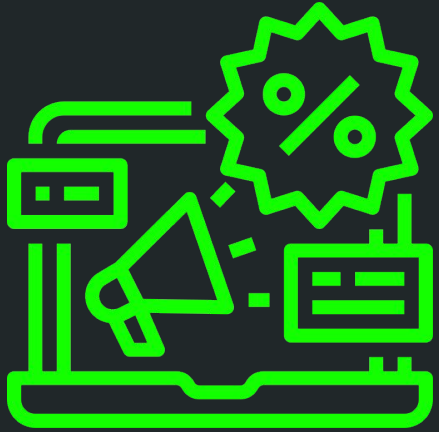
7/31/21

8/18/21

9/5/21

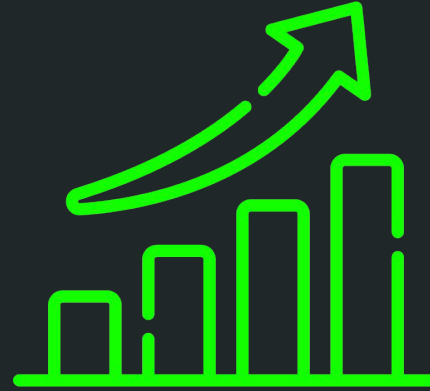
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# Digital Marketing



Digital Ecosystem +  
Active Marketing

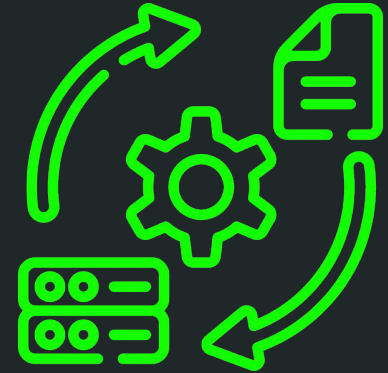
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Maximise Service Offering +  
Business Growth

# Private Clinic Digital Transformation

- **Prescribing & Dispensing POMs** -  
Through an IP qualification or PGD
- **Invasive Clinics** - Vaccinations, Blood Testing, Weight Management, Ear Health Checks etc



# Digitise your IP Clinic

## Private Treatments

Get private treatments quickly and securely through our website with online ordering.

[Private Treatments](#) →



General  
Pharmaceutical  
Council



## Our Services



# Digitise your IP Clinic

## Popular Conditions

### WOMEN'S HEALTH

Period Delay (1) →  
Menopause (23) →  
Thrush (6) →

### GENERAL HEALTH

Hayfever (3) →  
Migraine (5) →  
Quit Smoking (1) →

### DIGESTION

Irritable Bowel Syndrome (IBS) (3) →  
Irritable Bowel Syndrome (1) →

### GENERAL

### MEN'S HEALTH

Erectile Dysfunction (9) →  
Premature Ejaculation (1) →

### SKIN CARE

Acne (13) →  
Psoriasis (1) →  
Rosacea (7) →

### EYE HEALTH

Eye Infections (1) →

### SEXUAL HEALTH

Chlamydia (1) →  
Genital Warts (3) →

### TRAVEL

Jet Lag (1) →  
Malaria Prevention (2) →  
Traveller's Diarrhoea (2) →

### RESPIRATORY

Influenza (1) →  
Hay Fever (11) →

## All Conditions

View the carefully curated list of conditions that our staff is amply qualified to treat.

[View all Conditions](#)



## OTOMIZE EAR SPRAY

£15.00

Select Strength


Bottle

Select Quantity

1 Spray

Otomize Ear Spray contains three active ingredients, dexamethasone, neomycin and acetic acid. These ingredients are used for reducing inflammation in the ear may be a result of damage, irritation or infection of the skin inside the ear:

Product supplied may be from a different manufacturer

 [View Condition to Start Consultation](#)



Fastest delivery: Thursday  
Order within 23 hours 0 minutes



## Ear Infection

Ear infections can be extremely painful. The main symptoms of an ear infection include an earache, difficulty hearing and a feeling of pressure or fullness in your ear.

Please fill out the form below so that our clinicians can determine if the treatment will be suitable for you to take.

### About your condition and treatment

To help us understand that this treatment is the right option for you, please answer the following questions. If you get stuck or need any help, you can [contact us](#).

Can we share this information with your General practitioner?

Providing us with your physician's address means that you allow us to share this information with him/her for updated medical records if need be. It also allows our clinician to access your medical records if there is a need for that. We advice you share this treatment with your doctor for him/her to update your medical records.

For how long has the consumer of this medicing experienced these symptoms?

Please select your option

- ☐ At least 72 hours
- ☐ A week
- ☐ A month
- ☐ More than a month

0%

ERROR fo  
toulid do

Thanks for filling out the consultation form. The pharmacist has received your information and is now reviewing it. Please select the medication you wish to purchase so that we can then review your order.

## Treatments for Ear Infection



**Otomize Ear Spray**

**From £15.00**

[Learn More](#)

## My Prescription Bag

Thanks for using our pharmacy! Please scroll down and take a look at your order summary. Once you're happy, proceed to check out and we'll get your order ready.

[Not Finished Shopping ?](#)



[Treatment Details](#) [Select Delivery Method](#) [Select Delivery Address](#) [Make Payment & Place Order](#)

| Product Name                | Strength | Quantity | Price  | Total  |                        |
|-----------------------------|----------|----------|--------|--------|------------------------|
| Otomize Ear Spray / 1 Spray | Bottle   | 1        | £15.00 | £15.00 | <a href="#">Remove</a> |
| Standard Delivery           |          |          |        | £4.99  |                        |
| Grand Total                 |          |          |        | £19.99 |                        |

| Selected Delivery Address   | Postcode |
|---|----------|
| 6 Barney Lane, Sheriff Hutton, Ryedale, Yorkshire and The Humber, YO60 7RS, , |          |



## Hello, Saam Ali

Responsible pharmacist today (Wed 05/10/2022) is : Saam Ali

Check your activities in this dashboard

### Treatment Orders

Orders you have placed through our online doctor

| ID | Order Status                                  | Ordered On |              |                      |
|----|---|------------|--------------|----------------------|
| 60 | The pharmacist is reviewing your order        | 05/10/2022 | VIEW DETAILS | MESSAGE US           |
| 58 | Dispatched - Your Medicine Is Being Delivered | 12/09/2022 | VIEW DETAILS | MESSAGE US           |
| 57 | Completed                                     | 29/08/2022 | VIEW DETAILS | MESSAGE US GP LETTER |
| 52 | Completed                                     | 15/08/2022 | VIEW DETAILS | MESSAGE US GP LETTER |

VIEW MORE

FIND A TREATMENT

### My Prescription Orders

Your prescription reorder history. In case you want to reorder your prescription you can click the reorder button next to each prescription.

# Digitise your IP Clinic

## Pharmacist Order Dashboard

### Manage Your Custom Orders

#### Bulk Actions

Waiting

SAVE

#### Show

10

entries

Search:

| <input type="checkbox"/> | ID | Status  | Payment Status | User          | User Email                 | Contact Number | NHS Number | Consultation                         | Tracking Details | Created On          |  |
|--------------------------|----|---|----------------|---------------|----------------------------|----------------|------------|--------------------------------------|------------------|---------------------|--|
| <input type="checkbox"/> | 60 | Waiting                                       | Succeeded      | Saam Ali      | priyank@pharmacymentor.com | +919913811822  | 123ABC123  | Ear Infection                        |                  | 05/10/2022 12:22 PM | <a href="#">VIEW</a>                                 |
| <input type="checkbox"/> | 59 | Completed                                     | Pending        | Darren Taylor | dmtaylor377@gmail.com      | 07799334872    | NHS12345   | This is Free Prescribed Prescription |                  | 29/09/2022 03:27 PM | <a href="#">VIEW</a>                                 |
| <input type="checkbox"/> | 58 | Dispatched - Your Medicine Is Being Delivered | Succeeded      | Saam Ali      | priyank@pharmacymentor.com | +919913811822  | 123ABC123  |                                      |                  | 12/09/2022 07:44 AM | <a href="#">VIEW</a>                                 |
| <input type="checkbox"/> | 57 | Completed                                     | Succeeded      | Saam Ali      | priyank@pharmacymentor.com | +919913811822  | 123ABC123  | Asthma                               |                  | 29/08/2022 09:42 AM | <a href="#">VIEW</a><br><a href="#">PRESCRIPTION</a> |



**Patient Name :** Saam Ali

**Patient Email :** priyank@pharmacymentor.com

**Patient Contact :** +919913811822

**Patient Date Of Birth :** 17/10/1990

#### Private Prescription

**Order Id :** 60

**Order Creation Date :** 05/10/2022 12:22 pm

**Current Order Status :** Processing

**Delivery Address :**

Darren Taylor,  
6 Barney Lane  
Sheriff Hutton  
Ryedale Yorkshire and The Humber  
YO60 7RS

#### Prescribed Treatments

| Product Name                      | Strength | Quantity | Directions | No. of Packs | Price for single pack | Total  |
|-----------------------------------|----------|----------|------------|--------------|-----------------------|--------|
| <a href="#">Olomize Ear Spray</a> | Bottle   | 1 Spray  |            | 1            | £15.00                | £15.00 |
| Standard Delivery                 |          |          |            |              |                       | £4.99  |
| Grand Total                       |          |          |            |              |                       | £19.99 |

**Added and Verified By :** Saam Ali

**Contact Number :** +919913811822

**Email :** priyank@pharmacymentor.com

**Address :** Test Address

**Gphc registration number :**

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Powered by Pharmacy Mentor.

**Private Prescription**  
**Generation** that will  
allow you to dispense  
the medication



# Digitise your PGD Offering

# Norethisterone for Period Delay

- **Optimised local content** for the treatment and condition on your website
- **Digital patient interaction:**
  - Redirect to PGD portal
  - Go through PM's ultimate software
  - Online booking calendar



# Norethisterone for Period Delay



[Contact](#) [Blog](#) [Services](#) [Prescriptions](#) [Clinic](#) [Conditions](#) [Shop](#) [Cart\(1\)](#) [My Account](#) [Log Out](#)

## Let's get you booked in...

Whether you're looking to get protected from the flu this season, need a vaccination before you travel, or are looking to treat that chest infection quickly, you can rely on us. Take a look at what services we offer and book today.



Please select service:

### Service

- ✓ Select service
- Travel Clinic
- NHS Flu Jab
- Period Delay (Norethisterone)
- Chest Infection (Amoxicillin)
- Weight Management (Saxenda)

NEXT




# Digitise your **Invasive** Clinics

# 1. Consider building subsites for big clinics



## 2. Online Booking System

*Embed into all subsites and main website*

[Contact](#) [Blog](#) [Services](#) [Prescriptions](#) [Clinic](#) [Conditions](#) [Shop](#) [Cart\(1\)](#) [My Account](#) [Log Out](#)

### Let's get you booked in...

Whether you're looking to get protected from the flu this season, need a vaccination before you travel, or are looking to treat that chest infection quickly, you can rely on us. Take a look at what services we offer and book today.

1. Service

2. Time

3. Details

4. Payment

5. Done

Please select service:

Service

✓ Select service

Travel Clinic


NHS Flu Jab

Period Delay (Norethisterone)

Chest Infection (Amoxicillin)

Weight Management (Saxenda)

NEXT



### 3. Consider building subsites for big clinics



Live Chat Support

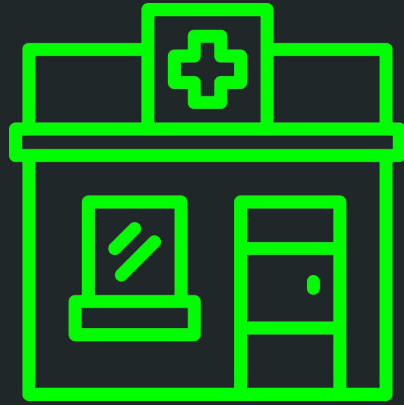


Pop-ups & Lead Generation

It's time to **Market** our  
Services **Digitally**



# What's the best way of marketing these services?



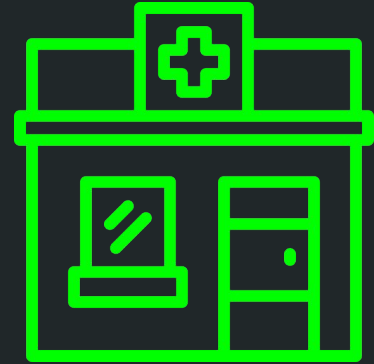
Internal Marketing



External Marketing

## Internal Marketing

- Harness your **existing patient database**  
i.e. on your PMR system. Get them onto  
your website, WhatsApp, SMS or email
- **TV Screens** e.g. Healthpoint TV
- Train your team to become clinical service  
“**champions**”



## External Marketing

- **Search Engine Optimisation (SEO)** - biggest opportunity for local pharmacy
- **Paid Ads** on Google, Facebook & Instagram. LegitScript.
- **Social Media Marketing** - Facebook, Instagram, Google Business, Nextdoor & TikTok



# External Marketing

- **Search Engine Optimisation (SEO)** - biggest opportunity for local pharmacy
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# How to get started...

- Ability to deliver clinical services in the first place. Get trained and set up on the ground.
- Digital Diagnosis with the Pharmacy Mentor Team
- Execution and Delivery
- Analyse and Review



Are you ready  
to **innovate**?

# THANK YOU!

Questions - We're at **Stand H53**

For more **free advice** on how to grow your pharmacy, be sure to check out our website ([www.pharmacymentor.com](http://www.pharmacymentor.com)) and follow us on Social!

