Key User Roles

Customer: The individual seeking medical consultation and prescription medication.

Admin: The operational staff managing the platform, orders, and customer interactions.

Prescriber: A UK-registered clinician (e.g., doctor or pharmacist) who reviews consultations and issues prescriptions.

Pharmacy Staff: Personnel at the regulated pharmacy who dispense and ship medications.

Courier/Delivery Service: External service responsible for delivering medications to customers.

Customer User Journey

The customer interacts with our website to obtain prescription medications through an online consultation process, bypassing traditional GP visits.

Accessing the Website:

The customer visits our website via a browser or mobile device.

They explore treatment options for conditions like erectile dysfunction, weight loss, hair loss, or asthma, as listed on the site.

Starting an Online Consultation:

The customer selects a treatment area (e.g., weight loss) and initiates a free online consultation. Customers *cannot add to cart or buy product without filling the consultation form.*

They complete a brief (approximately 2-minute) questionnaire, providing symptoms and medical history. This is done via a secure form on the website.

Backend: The questionnaire data is encrypted and stored in a secure database, adhering to UK data protection regulations (e.g., GDPR). The system assigns a unique consultation ID and logs the submission timestamp. The system should also be able *monitor all the customers select on the questionnaire as per our policy even if they change their answers*.

Choosing a Medication:

Based on the consultation, the system presents UK-licensed medication options (e.g., Mounjaro for weight loss). The customer selects their preferred treatment without needing an existing prescription.

Backend: The system cross-references the customer's input with predefined clinical criteria to suggest appropriate medications. This may involve a decision tree or rule-based algorithm to filter options.

Checkout and Payment:

The customer proceeds to checkout, where they enter delivery details and select a delivery option (e.g., Royal Mail 1st Class for £2.90 or Special Delivery for £13.95).

Payment is processed via a secure payment gateway (e.g., Stripe or PayPal), and the customer may apply discount codes (e.g., "LATESTBF26" for 26% off first orders).

Backend: The payment gateway verifies the transaction, and the system generates an order ID. The order status is set to "Pending Clinical Approval." If additional clinical checks are needed, the system flags the order for prescriber review.

Awaiting Approval and Dispatch:

The customer receives an email confirmation that their consultation is under review. Once approved, they get a dispatch notification with tracking details.

Delivery typically occurs the next day (if ordered before 4 PM and approved), using discreet, logo-free packaging. Injectable treatments are shipped in refrigerated packaging.

Backend: The system updates the order status to "Approved" or "Dispatched" and integrates with the courier's API (e.g., Royal Mail) to generate tracking information.

Receiving Medication and Ongoing Support:

The medication arrives, often within 24 hours, and the customer can contact us for follow-up support (e.g., side effect inquiries) via phone, email, or the website's contact form, embedded customer chat at backend.

Backend: The system logs delivery confirmation and stores customer queries in a CRM (Customer Relationship Management) system for follow-up by the support team.

Admin User Journey

Admins manage the operational and customer service aspects of the platform.

Monitoring Orders:

Admins log into a backend dashboard to view incoming orders, their statuses (e.g., "Pending Approval," "Dispatched"), and customer inquiries.

Backend: The dashboard pulls data from the order database and displays real-time updates.

Customer Support:

Admins respond to customer inquiries via email or phone, addressing issues like delivery delays or side effect concerns. They may escalate complex issues to prescribers or pharmacy staff.

Backend: The CRM system (e.g., Zendesk or Salesforce) logs tickets, assigns them to agents, and tracks resolution times. Automated email templates are used for common responses (e.g., order confirmation).

Managing Complaints and Refunds:

If a customer reports an issue (e.g., tampered packaging), admins investigate, request evidence (e.g., photos), and process refunds or replacements if needed.

Backend: The system flags complaints, links them to the order ID, and processes refunds via the payment gateway. Data is stored for audit purposes to comply with Care Quality Commission (CQC) regulations.

Reporting and Compliance:

Admins generate reports on order volumes, delivery performance, and customer feedback for regulatory compliance and internal analytics.

Backend: Analytics tools (e.g., Google Analytics or custom reporting modules) aggregate data. Compliance reports are submitted to the CQC and General Pharmaceutical Council (GPhC).

Prescriber User Journey

Prescribers are UK-registered clinicians (e.g., GMC-registered doctors) who review consultations and issue prescriptions.

Reviewing Consultations:

Prescribers log into a secure portal to access queued consultation submissions. They review the customer's medical history and symptoms to assess suitability for the requested treatment.

Backend: The portal retrieves consultation data via a secure API, ensuring compliance with GDPR and CQC standards. The system may flag high-risk cases (e.g., contraindications) using automated checks.

Issuing Prescriptions:

If the treatment is deemed safe, the prescriber issues a same-day private prescription, which is sent electronically to the pharmacy. They may also notify the customer's GP for continuity of care (e.g., for weight loss medications like Mounjaro).

Backend: The prescription is generated as a digital record, signed electronically, and transmitted to the pharmacy's dispensing system. The system logs the prescriber's GMC number for traceability.

Handling Follow-Ups:

Prescribers may respond to customer queries about side effects or dosage adjustments, often via the admin team.

Backend: Queries are routed to the prescriber's portal, and responses are logged in the CRM for documentation.

Pharmacy Staff User Journey

Pharmacy staff at office regulated pharmacy (based in London) handle dispensing and shipping.

Receiving Prescriptions:

Staff receive electronic prescriptions from prescribers via the pharmacy management system.

Backend: The system integrates prescriptions with inventory data, checking stock availability for medications sourced from regulated UK wholesalers.

Dispensing Medications:

Staff prepare the medication, ensuring proper packaging (e.g., refrigerated for injectables like Mounjaro). They verify the prescription against the order details.

Backend: The system updates the order status to "Dispensing" and deducts stock from inventory. Barcodes or QR codes may be used for tracking.

Preparing for Delivery:

Medications are packed in discreet, logo-free packaging and handed over to the courier (e.g., Royal Mail).

Backend: The system generates a shipping label via the courier's API and updates the order status to "Dispatched."

Courier/Delivery Service User Journey

The courier service is an external partner responsible for delivering medications.

Receiving Shipments:

The courier receives packaged medications from the pharmacy with tracking details.

Backend: The courier's system integrates with MedExpress's platform to receive shipping instructions and delivery addresses.

Delivering to Customers:

The courier delivers the package, often requiring a signature for high-value or controlled medications. Delivery times range from next-day to a few days for remote areas (e.g., Scottish Highlands).

Backend: The courier updates the tracking status, which is synced with our system and relayed to the customer via email.

Backend Breakdown

The backend of MedExpress is a complex system designed to handle secure consultations, prescriptions, inventory, and delivery while ensuring regulatory compliance. Here's how it likely works:

Frontend:

Features include consultation forms, treatment selection, and checkout pages.

Consultation API: Submits questionnaire data to prescribers.

Payment API: Integrates with Stripe or PayPal for secure transactions.

Courier API: Syncs with Royal Mail for tracking and delivery.

Security and Compliance:

Encryption: HTTPS and SSL/TLS ensure secure data transmission. Customer medical data is encrypted at rest.

Regulatory Compliance: The system adheres to CQC and GPhC standards, with audit logs for prescriptions and inspections. The last GPhC inspection in September 2023 confirmed all standards were met.

Authentication: Prescribers and admins use multi-factor authentication to access secure portals.

Workflow Automation:

Order Processing: Automated workflows move orders through stages (e.g., "Pending Approval" to "Dispatched") with status updates sent to customers.

Clinical Checks: Rule-based algorithms flag consultations for manual review if certain criteria (e.g., high-risk conditions) are met.

Inventory Management: Real-time stock updates prevent overselling, with alerts for low stock.

CRM and Support:

A CRM system (e.g., Zendesk) manages customer interactions, tickets, and follow-up emails.

Automated emails (e.g., order confirmation, dispatch notifications) are triggered by order status changes.

Analytics and Reporting:

Tools like Google Analytics track website usage, while custom reports monitor order volumes and compliance metrics.

Data is anonymized for reporting to regulators like the CQC.