MEDICIRIC

Medicines on Time

# BUSINESS DESCRIPTION

A unique solution in the pharmaceutical market in UK that formats an application that spearheads the recovery of expired drugs, in the most affordable and eco-friendly way. Mediciric utilizes artificial intelligence in order to analyze medical records, medicines, appointments and other personal medical data to effectively schedule reminders for customers nearing the expiry date of their purchased medicines. Mediciric app also allows patients to set reminders to take medicines on time and gives additional instructions and information to improve the effects of the medicines.

A quick study of the UK pharma market will show you the intense requirement for a solution that will handle the estimated £300 million of NHS prescribed medicines are wasted each year. Expired medical products can be less effective or risky due to a change in chemical composition or a decrease in strength. Certain expired medications are at risk of bacterial growth and sub- potent antibiotics can fail to treat infections, leading to more serious illnesses and antibiotic resistance.

Simultaneously we will strategize an agreement with medical suppliers in UK and advertise their companies in Middle Eastern and African markets to increase their sales. In return, they will reduce their medicine selling price to the pharmaceutical companies in UK so that they may be able to cover their revenue loss due to the discounts offered to customers. In this way, we not only promote safe disposal of expired medicine in UK but also promote export of UK medical suppliers in international markets. This healthy cycle we are creating of responsibility, coupled with advanced technology, is a viable venture in the medical and environmental sectors in UK.

# IVS MODEL

## Innovation:

A unique solution to use technology in an eco-friendly and health safeguarding method. Unlike other competitors, it solves several problems in one solution. Lowering the risk of irresponsible medicine wastage in huge medical corporations while incentivizing it in the most affordable way is a creative move in the health industry of UK.

## Viable:

Researchers from the Universities of York, Manchester and Sheffield report that an estimated 712 deaths result from avoidable ADRs. They say, however, that ADRs could be a contributory factor to between 1,700 and 22,303 deaths a year.

Of the total estimated 237 million medication errors that occur, the researchers found that almost three in four are unlikely to result in harm to patients, but there is very little information on the harm that actually happens due to medication errors.

The medical and pharmaceutical industry is itself a guaranteed sustainable one with a steady growth through the years. This ensures a constant need for a solution like Mediciric with a grounded hand in the UK medical market gap.

## Scalable:

Expansion plans include the strategic extension into more sensitive medicines group that require intensive care disposal. We intend to start collaborative partnerships with Psychotherapy, Physiotherapy, Senior citizen care centers in the UK.

# VISION & MISSION

## Vision:

People who take medications are more than just patients—they are our mothers and fathers, sisters and brothers, daughters and sons, partners and friends. They are the source of our joy, our inspiration, and our connection to the world around us.

We believe that helping them is more than just a good idea: it’s how we honor our common humanity.

## Mission:

Our technology fosters patient well-being and saves lives—it helps patients manage their medications and provides visibility into their daily behavior. We use this data, gathered from the actions of millions of patients, to generate insights that promote collaboration and smart decision making at every level of the healthcare industry. This leads to better outcomes for all.

# Mediciric Objectives

We create easy-to-use, personalized technology that helps people better manage their medications, and offers healthcare companies meaningful insight into their daily behavior.

The solutions we co-create with our partners, free patients from the stress of managing complicated medications, enabling them to lead healthier, safer, and fuller lives.We want to continue to grow and evolve as we strive to make healthcare safer and more effective for all.

# STATISTICS

Wasted or unused medicine is a serious and growing problem within the NHS. It has been estimated big value of NHS prescribed medicines are wasted each year with an estimated millions worth of medicine returned to pharmacies, millions worth of unused prescriptions being stored in homes and millions worth of medicines disposed of by Care Homes.

These startling figures don't even take into account the cost to patients' health if medicines are not being correctly taken. If medicine is left unused, this could lead to worsening symptoms and extra treatments that could have been avoided.

Researchers estimate that, in terms of health benefits, the potential savings from optimal medicines taking could amount of coast money in just five therapeutic areas: asthma, diabetes, hypertension, vascular disease and schizophrenia.

Expired medical products can be less effective or risky due to a change in chemical composition or a decrease in strength. Certain expired medications are at risk of bacterial growth and sub- potent antibiotics can fail to treat infections, leading to more serious illnesses and antibiotic resistance.

The number of wholesalers of pharmacological goods in the United Kingdom has generally increased year-on-year and amounted to approximately 2.8 thousand enterprises in 2017. In the same year, there were 637 businesses in the manufacture of pharmaceutical products and preparations in the UK. Additionally, the number of pharmacists in the UK was approximately 66 thousand in 2018.

# PRODUCT DEVELOPMENT

## Basic components:

1. Navigation: Navigation is one of the important Components of a website as it helps users in easily navigating the complete site and it also helps the search engine to get an idea of the structure of the website.
2. Webhosting: Every website has a set of files and folder in the backend which makes the site possible to be accessible by everyone in the world and those files have to be stored somewhere, for that web hosting are used.
3. Call-To-Actions: CTAs are visually different from all other components of a page and they are clearly visible. Make sure that your CTA is big enough on every type of device and use simple text only, don’t make the copy of CTA complicated. Example of a CTA can be, “Call us now”, “Sign Up Now”, “Try it for free”, etc.
4. Headlines: Headlines are a part of viral marketing and play a crucial psychological role. Most of the books that are published have a very attractive book cover. The book cover impresses the reader and him or she buys the book. Headlines are like the attractive book covers.
5. User-Friendliness: Responsive sites automatically adjust on different screen sizes. Everything from headlines, text, images, CTAs etc. must be optimized for small screen devices. Google is also ranking websites based on their mobile factors so this is something which you cannot ignore.

An application contains the following 4 parts which are as follows:

## Services:

Services contain the business logic and data sources for the app. Apps talk to these services through an Application Programming Interface (API), which you can think of like the cord that plugged into the back of Neo’s head. When folks talk about “the cloud”, this is what they’re typically referring to. These services may be first-party (built by the app’s company), or third- party (using one or more services made by someone else).

## Libraries:

Libraries are usually third-party “packages” of code that the app’s developers use to enable specific functionality out of the box. Developers use libraries so that they don’t have to write that functionality from scratch. For example, Android and iOS have proprietary libraries for built-in operating system features that developers can take advantage of, like using the operating system’s GPS capability or the fingerprint reader.

## App’s Code Base:

This is the code that one or more developers are writing to build the app’s features and functionality. The code will reference the services’ APIs and will include the libraries that the developers use. The code also implements the user interface and interactions that the designer builds.

## User Interface & Experience:

Designers are responsible for the crucial task of creating the look, feel, and experience of the app, which strongly influence how the user feels about it. The designer’s work is directly coded into the code base by the developers, as I mentioned just previously.

## AI Tech Data Analysis

Data mining delivers vast quantities of data, often unstructured. The goal is to aggregate data in order to report a result, search for a pattern and find relationships between variables.

## Predictive Analysis

Predictive analytics using collected data to predict what might happen. Predictions are based on historical data and rely on human interaction to query data, validate patterns, create and then test assumptions.

## Virtual Assistance

AI assistant, an application program that understands natural language voice commands and completes tasks for the user.

* 100% Accurate Scheduler
* 20% off restock purchase
* Virtual Assistance
* Medical Records Integration
* Personalized Reminders/Alerts
* Real Time Pharmacy Traffic Viewer
* Best Time Slots Available
* Prescription based + OTC

# OUR SOLUTIONS

* A pioneering solution to effectively dispose expired medicine
* Environmentally friendly
* Affordability
* Health Driven motive
* Technology based
* User ease personality
* Strong brand image
* UK export enhancement

# SOT ANALYSIS

## Strengths:

* Unique concept
* Incentivized production
* Eco-friendly
* Affordable
* Export Promotion

## Opportunities:

* Potential Partnerships mentioned
* Sensitive Medicine market
* Global expansion

## Threats:

* Ignorance to put in effort for disposal
* Competitors
* Startup Costs

COMPETITIVE ANALYSIS

Based on application, clinical or assistance in diagnosis is the dominating segment with 41% market share followed by references segment in mobile medical application owing to rising obesity levels, spending countless hours gawking at our smartphone displays, continually playing borderline-addicting games and watching videos that may actually have adverse effects on our health in the long run giving rise to mobile medical application market.

Mobile Medical Applications Market Outlook 2016-2024, has been prepared based on an in- depth market analysis from industry experts. The report covers the competitive landscape and current position of major players in the global Mobile Medical Applications Market. The report also includes porter’s five force model, SWOT analysis, company profiling, business strategies of market players and their business models. Global Mobile Medical Applications Market report also recognizes value chain analysis to understand the cost differentiation to provide competitive advantage to the existing and new entry players.

**Place**: A unique solution to use technology in an eco-friendly and health safeguarding method. Unlike other competitors, it solves several problems in one solution. Lowering the risk of irresponsible medicine wastage in huge medical corporations while incentivizing it in the most affordable way is a creative move in the health industry of UK. Mediciric believes in increased globalization and has utilized this concept to create a global presence in the international market with a digital platform.

**Promotion**: Mediciric has a powerful brand name which signifies the Industry it caters and will have an influential global presence. The company will aim to go for full-scale marketing activities in order to maintain its huge client base and demand. Our Marketers will use various tools at its disposition for meeting demands triumphantly.

# SALES STRATEGY

1. A clearly defined and tested product value proposition.
2. Tested price points for the product including quantity discounts.
3. Adaptive pricing options along the adoption lifecycle.
4. Clear competitor differentiation.
5. A set of sales collateral built on the above points and supported by testimonials from pilot projects.
6. A clear target profile of the early and late majority customers to aid in the tactical implementation of the product sales.
7. Timelines for product release based on a realistic product development strategy.
8. A clearly defined plan for ongoing customer service.

## AI-powered assistants and messaging apps

Droves of businesses across the globe are using messaging apps including Facebook Messenger or WhatsApp to engage with prospects and spark up meaningful dialogues. For our industry, this trend presents a unique opportunity to hold personal conversations with our prospects or partners.

## Influencers

There’s a great opportunity for brands that work with respected industry influencers and thought-leaders. While working with influencers, our sales team will make sure we take the time to foster meaningful professional relationships that will benefit our brand on a long-term basis.

## Direct Mail

While this might seem outdated it is actually a great way to engage with potential clients when they subscribe to our site by emailing and postal mail. It will be a great opportunity to show off our competitive prices, any offers or discounts Mediciric have running.

And it has been trailed and proved! One practice found that for every 5,000 postcards sent Mediciric can received an average of 35 phone calls and 7 new prospects, all at a very small effort of sending out an email/ postcard.

## New Facebook Messaging Ads

This is a new type of marketing strategy which will be completely focused on engaging with our clients. Interested prospects will be able to “send a message” on Facebook messenger as a CTA (call to action) on our ads which would take the prospect to messenger. This will be very likely to initiate an immediate response and encourage consumers to take action. Another great idea is to add a live chat to our Facebook and website to encourage client conversation in order to help them better. Mediciric will it a step further and add a booking system through chat (Chabot), which makes it easier for potential clientele who don’t want to call and have to wait to speak to the receptionist for an appointment.

## Click to call Ads

Most interior designers use online platforms to search for gigs and projects and therefore adding click-to-call ads to our page available through Facebook and Google Ads (on mobile, desktop and tablets) will enable easier calling for clients. This extension can also be added to any of our existing ads or Mediciric will alternatively create call-only campaigns which will bid to drive calls to Mediciric instead of just relying on clicks to our website.