



## Says

Availability  
of the  
specific  
drug

Genuine (i.e)  
Trustful Brand  
and Legal  
Drug  
Administration

How safe  
and fast  
delivery it  
would be

Service  
charges  
and delivery  
option

To Check the  
medicine  
before making  
the payment

## Thinks



Expiring date  
and the  
quality of the  
product

Whether it  
covers under  
Regulations  
and Insurance

To Track  
To Trace  
and  
Takeaway

Before/after  
the meal  
and Effects  
of the Drug



## DRUG TRACEABILITY

The  
Manufacturer  
to the Drug  
Wholesaler

The Drug  
Wholesaler  
to the  
Pharmacist

The  
Pharmacist  
to the  
Patient

Establishing  
the  
Serialization  
Process

Recording and  
Maintaining  
the Processing  
History

Emergency  
and Critical  
cases and the  
response  
measure

Door step  
delivery Too  
tired or for the  
Senior Citizens

Distribution  
and location  
of the product  
or service

To track the  
location of  
the product  
and delivery

About lack of  
Anti-  
counterfeiting  
agencies



## Does

## Feels

