**CHAPTER 1: INTRODUCTION**

* 1. Introduction :

Medication adherence relates to the concept of compliance to a medicine regimen and is defined as ‘the extent to which a patient acts in accordance with the prescribed interval and dose of a dosing regimen’. Often desired health outcomes are not achieved due to patients, not taking their prescribed medication or taking them incompletely or inconsistently. This results in higher negative health outcomes and increasing cost of care and is therefore a growing global concern. Tackling the problem of non-adherence requires a collaborative, patient-centric approach and can be guided by modern technologies that offer efficient ways to managing healthcare. Over the last two decades, the internet has revamped the way information is accessed and mobile devices have taken this a step further by allowing users to access any and every information they want at their fingertips. The availability of over one and a half million applications or apps for download endorses the growing interest in the technology (Bexley et al., 2010). Mobile apps can provide an opportunity for both the healthcare professional and the patient to access user-friendly ways of accessing important medical information quickly, for improving patient health and advancing support and care.

According to the eMarket , 2014, about 58.2% of the global population was using mobile phones in 2012; this percentage increased to 61.1% in 2013 and is further expected to increase to 69.4% of the world’s population by 2017. As of April 2014, 62% of smartphone users have searched for health information using their devices. Evidently, mobile is rapidly becoming the preferred consumer channel for communication including health services. Mobile-HealthNews.com2 highlights that the Apple App Store already has about 6,000 mobile health related apps, indicating consumers’ interest in a more active role in their own health management.

For pharmacies in particular, mobile applications can advance their connection with patients and improve the overall customer experience (Kony-Whitepaper). Most importantly, they present an opportunity to tackle the medication non adherence problem by avoidable hospitalizations that results in heavy costs for the healthcare industry each year. While it is easy to use mobile apps, getting patients to remain compliant with their medications by using them, to improve their healthcare results and thereby lowering costs, can be very challenging (Kony-Whitepaper). Therefore, in this whitepaper, we will discuss medication adherence with smart phone apps with a particular emphasis on pharmacy driven apps, how these are perceived by patients for their benefits, barriers and desired features.

The Shriprasad Medi App is a userfriendly app which is easy to handle for the users. This app helps the user to refill medicines, search for medicines, upload prescription and the main functionality is to provide customers the medicines in wholesale rate. Today everyone is busier than ever, that’s why this app offers you a user-friendly app to order your medicines at your convenience, without ever having to leave your home or office.

**2.2 Objectives:**

It is the user friendly application for pharmacist which reduces the burden and helps to manage all sections of pharmacy like medicine management and billing etc. which improve the processing efficiency .It deals with the automating tasks of maintaining of bills. In pharmacy, billing management is the key process. Including safe data store about medicine as well as fast searching, delete and update of medicines. This application is easy for use so the user can do pharmacy actions without any ambiguities.

The main objective of this application is making the pharmacy system computerized by creating neat walk through minimizing or eliminating wasting of time as well as removing the resources such as papers for data saving since now a day is paper based, decreased malfunction works on medical usage by giving correct information on each medicine.

The pharmacy application is built for the sake of ensuring for effective and clear data saving and manipulating as well as neat work on pharmacy medical products, this refers the pharmacy application highly minimize time and resources by which searching the medicine data you get the data in quickest time. And there is a message alert for the users if the stock holding quantity reaches low level. Thus the pharmacist will need to replenish the drugs.

* 1. **Scope:**

If we consider this application, it seems to be integration of functions. As there is lot of work performed by application that produces some product but here only the concern is with product service and maintenance.

This software in its current scope, basically enables to automate stock records and ensures smooth management of product service and maintenance .This android application will be a substitute for the official website of this pharmacy in mobile view. Specifically the application is designed to communicate and notify the medicines purchased by the customers. The aim to ensure optimum drug therapy both by contributing to the preparation, supply and control of medicines and associated products, and by providing information and advice to those who prescribe or use pharmaceutical products.