

Poster Size 1m x 1m

AVISHKAR 2023-24

MAHARASHTRA STATE INTER-UNIVERSITY RESEARCH CONVENTION

CATEGORY:
CML

MARKETING STRATEGY FOR TELEPHARMACY

LEVEL:
PG

CODE NO.:

Abstract

This study outlines a comprehensive marketing strategy tailored specifically for Telepharmacy services, aimed at enhancing awareness and patient compliance. Telepharmacy is not commonly practiced in India. So, a survey was done to check the awareness and use of telepharmacy. Based on the survey insights, it was seen that most people prefer traditional medical services and counseling. The survey serves as a foundation for the adoption and utilization of Telepharmacy services by bridging the gap between healthcare providers and patients.

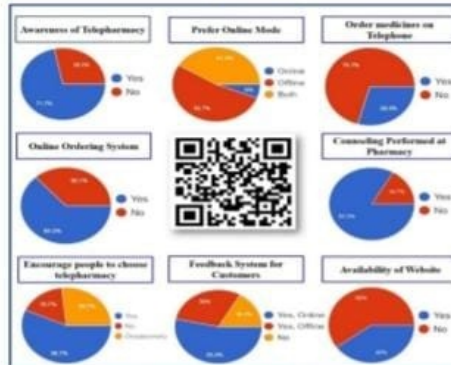
A general marketing strategy has been developed including offline and online methods which will help in transitioning from fully offline to either hybrid mode or complete online mode i.e. telepharmacy.

Introduction

✓ Telepharmacy is the delivery of pharmaceutical care via telecommunications to patients in locations where they may not have direct contact with a pharmacist.

✓ Telepharmacy services include drug therapy monitoring, patient counseling, prior authorization and refill authorization for prescription drugs and monitoring of formulary compliance with the aid of teleconferencing or video conferencing.

Survey Insights



News in Print Media



Process of Telepharmacy



Marketing Strategies (Offline and Online)

Offline

- Word-of-mouth
- Counseling Counter
- Positive Customer Experience
- Display in front of pharmacy
- Patient phone call
- Pamphlets and banners
- Flex and Bill board
- Referrals Discount



Online

- Basic Website
- Google My Business
- Social Media Pages
- Groups on social media
- Frequent posting
- Interactive posts
- Online Referral Discounts
- Location Targeted Ads

Conclusion

- Convenience to public
- Accessibility of intervention
- Greater Compliance by Patient
- Personalized Care
- Simple and Wholesome
- Widely Applicable for the Practicability of Telepharmacy.

Future Perspectives

- ❖ Improvement in the Patient Care
- ❖ 24x7 Availability
- ❖ Integrate to Telehealth
- ❖ Enhanced Accessibility
- ❖ Automated Reminders
- ❖ Dosage Tracking
- ❖ Collaborations
- ❖ Specialized Medication Services.