

# Poster Size 1m x 1m

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MAHARASHTRA STATE INTER-UNIVERSITY RESEARCH CONVENTION

CATEGORY:  
CML

LEVEL:  
PG

## MARKETING STRATEGY FOR TELEPHARMACY

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.

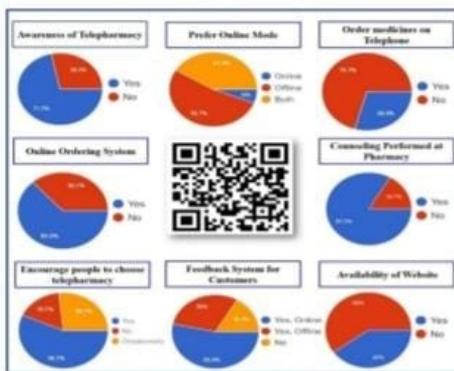
### Introduction

✓ 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.

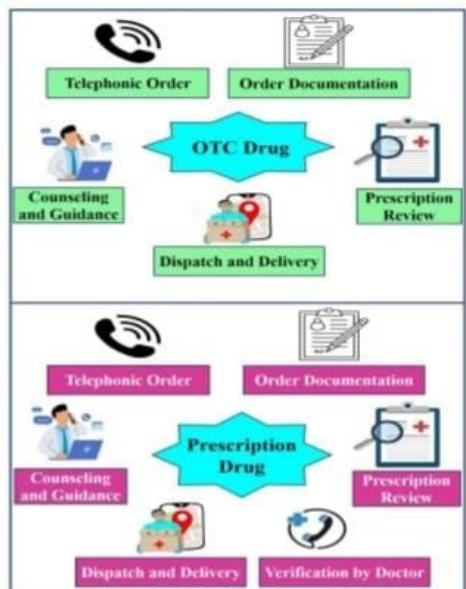
### Survey Insights



### 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.