



Technology-enabled sales and marketing solutions for Pharmacies

The considerable investment and overheads required for the development of new drugs mean that pharmaceutical companies must establish brand loyalty throughout a product's lifecycle in order to protect introduction of new products onto pharmacists' shelves and protect sales at patent expiry.

While marketing has always been a key element to this, the advent of the Internet has meant that there are now a whole host of new opportunities for influencing market trends.

IMSPharmacart[®] is available to pharmacists and pharmaceutical companies for extending sales of products, concentrating on how the use of websites and online techniques to educate and inform patients and physicians, so encouraging them to switch from an original product to a new formulation, generic equivalent or follow-on-product.

IMSPharmacart[®] can be easily customized to create an integrated product offering for select pharmaceutical companies of their respective online products and services. It can provide a comprehensive online solution enabling pharmacists to reach their clients with specific online product information, medicines management projects, relevant medical information and enhance their visibility and reputation.

Its advantages are:

- Pharmaceutical companies can be first provider of integrated product database and health care programs to a pharmacists website
- IMSPharmacart[®] pays attention to the advantages of person-to-person contact with a pharmacist, an important professional that can protect them from prescribing errors and other drug errors which can happen in the prescription and over-the-counter delivery system.
- Online access to important information approved via the pharmacist and their healthcare team is sometimes much easier than direct access within a busy pharmacy.
- Although a pharmacist can communicate better in person, a dynamic content enriched website and exchange of e-mails can provide significant extension of that communication.
- IMSPharmacart[®] allows a neighborhood pharmacist together with their store of information about a client's medical history, prescription history, and personal preferences to know and better advise a client than some distant Internet pharmacist.
- IMSPharmacart[®] is designed to simplify the process of organizing, building and maintaining an electronic pharmacy storefront on the Web.
- Customizable and dynamic patient record forms, survey forms, etc can be easily integrated.
- Allows customers to discreetly and confidentially order their prescriptions from the privacy and comfort of their own home.
- Integrated email and newsletter program to keep clients readily informed

With IMSPharmacart[®] not only can prescriptions be renewed online for delivery or pick-up but also action forms can be filled in online allowing pharmacists to help them talk to patients about symptoms they might be experiencing, or problems with their medication.

Pharmacists are increasingly challenged to enhance their client relationship programs. The development of pharmacy web sites using IMSPharmacart[®] will provide valuable online services to their clients, such as access to drug product information, online detailing and continuing medical education and provide both them and pharmaceutical companies a means to further strengthen marketing relationships.

A more detailed guide to this document is available online. at http://www.imscart.com/articles/a_rx.PDF