



Putting **pharmacies**
back into the heart of
the **community.**

nationwide
network of

12k+

pharmacists

new patient
website featuring

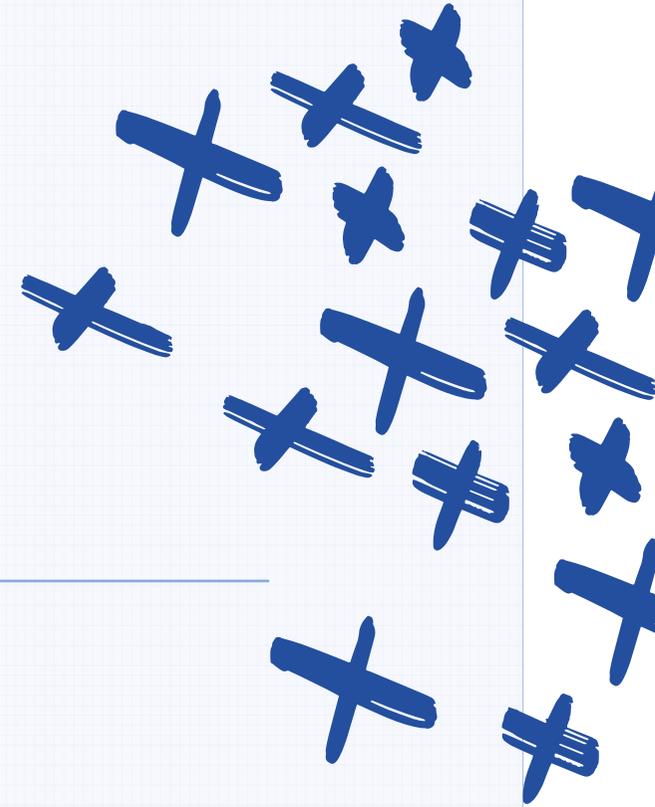
55+

clinical services

in 2018 alone
delivered

1m+

consultations



Clinical Support

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Patient Group Directions (PGDs)

- ✓ The UK's largest choice of PGD Packages
- ✓ 55+ clinical services covering 150 POMs

2

eTools (online consultation platforms) with integrated PGDs

- ✓ Ensures 100% compliance and fully auditable
- ✓ Cross references patients' medication with integrated PGDs, product SPCs and national guidelines to ensure 100% accurate recommendation is given in every consultation

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Test 'n Treat services (including supply of test kits)

- ✓ Services include Flu, Strep A, UTIs, Chlamydia
- ✓ Supply of all necessary rapid test kits (including HIV)

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Full range of Clinic packages

- ✓ Healthy Living Pharmacy Clinic
- ✓ Travel Clinic
- ✓ Vaccination Clinic
- ✓ Seasonal Health Clinic
- ✓ Men's Health Clinic
- ✓ Women's Health Clinic
- ✓ Sexual Health Clinic
- ✓ Skincare Clinic
- ✓ Minor Ailments Clinic

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Free clinical service packages

- ✓ Acne, Flu, Pneumococcal, Meningitis ACWY, Meningitis B, Weight Loss, Measles, Migraine (valued at over £1,400)
- ✓ Each package comes with a free eTool, free integrated PGDs and free marketing support

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Clinical advice telephone support line

- ✓ Serviced by our multi-disciplinary team of HCPs
- ✓ 9-5 clinical support

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Pharmacist training (in partnership with ECG Training Ltd)

- ✓ RPS endorsed face to face and online training
- ✓ Practical clinical skills training, product training, CPD learning modules

8

Support to become a registered yellow fever centre

- ✓ Support to register with NaTHNaC or Health Protection Scotland
- ✓ PharmaDoctor Medical Director to support as Responsible Supervising Clinician



Business Development & Marketing Support

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Business development support

- ✓ 1:1 support and advice from our team of Business Development Managers and Marketing professionals
- ✓ Service revenue calculator tool to help pharmacists choose the right services for their pharmacy business
- ✓ Pharmacy business planning support (via our partner, Pharmacy Complete)



Patient website with remote online consultation function directly connected to partner pharmacies

- ✓ Connecting patients to over 55 clinical services provided by over 12,000 pharmacists
- ✓ Patients can begin their consultation online at pharmadocor.co.uk/patient, then complete it when the patient reports in pharmacy

Free national multichannel digital marketing support

- ✓ Online service promotional campaigns expected to drive 1m patients into pharmacy services each year via pharmadocor.co.uk/patient
- ✓ No patient referral fees charged

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Clinic finder website marketing support

- ✓ Partner pharmacy Travel Clinic services will be listed in PharmaDoctor's clinic finder websites (MCB / Encephalitis Society)
- ✓ Partner Travel Clinics will be listed on Beware of the Bugs

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Local marketing support via PharmaDoctor

- ✓ Online / offline marketing materials (e.g. videos / posters)
- ✓ Website development (Patient Gateways)

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Local marketing support via partners

- ✓ Online / offline local bespoke marketing packs (via our partner, Pharmacy Mentor)
- ✓ In-store marketing (via our partner, Healthpoint TV)
- ✓ EPS and Services app (via our partner, Healthera)

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Added-value products

- ✓ Best in class service add-on products sourced to help increase service basket sizes
- ✓ Healthcare / OTC and POM products

Strategic Partnerships



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Membership discounts

Exclusive pharmacy service partner to Numark – discounts available on all PharmaDoctor service packages for Numark member pharmacists

All services:

Acid reflux
Acne
Alcohol reduction
Altitude sickness

Back pain

Chickenpox
Chlamydia
Cold sore
Conjunctivitis

Dermatitis

Ear infection
Erectile dysfunction

Facial hair removal
Flu vaccination & treatment
Fungal infection

Gonorrhoea

Haemorrhoids
Hair loss
Hay fever
Hepatitis B
Hives
HPV vaccine

IBS
Impetigo

Jet lag

Malaria
Measles/MMR
Meningitis ACWY
Meningitis B
Migraine
Morning after pill

Nausea and sickness

Oral contraception

Period delay
Period pain
Plaque psoriasis
Pneumococcal
Premature ejaculation

Respiratory
Rosacea

Scalp psoriasis
Shingles
Smoking cessation
Strep A

Thrush
Tuberculosis
Travel health
Travellers' diarrhoea

Urinary incontinence
UTI

Weight loss



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