



Hello healthier drinking.

Introducing the PharmaDoctor Alcohol Reduction eTool. A free clinical service package with integrated patient group direction (PGD) and marketing support created specifically for pharmacies.

Register at pharmadoctor.co.uk/pharmacist by choosing our Alcohol Reduction page.

The PharmaDoctor Alcohol Reduction eTool leads you through a step-by-step consultation with patients requiring support to reduce their consumption of alcohol. Assuming conditions are met, you'll be authorised to privately dispense Selincro® to patients under a PharmaDoctor PGD using our online clinical consultation platform, the eTool.

PATIENT BENEFITS

- Register and begin an online consultation prior to visiting a pharmacy
- Access to treatment without a GP appointment
- Simple walk-in pharmacy service

PHARMACY BENEFITS

- New proven source of income
- Clinically robust decision-making eTool
- Quick and easy to implement
- Free patient referrals

Getting started with the Alcohol Reduction eTool is easy:

STEP 1 Register an account with PharmaDoctor or log in at pharmadoctor.co.uk/pharmacist

STEP 2 Choose our Alcohol Reduction eTool Package.

STEP 3 Follow the online instructions.

STEP 4 Promote your new service to customers requiring treatment.

FREQUENTLY ASKED QUESTIONS

How long will my free PharmaDoctor Alcohol Reduction eTool and PGD Package last? 12 months minimum, starting from the day you sign the PGD.

Can I use the PharmaDoctor PGD independently without the Alcohol Reduction eTool? Using the PharmaDoctor eTool is a mandatory condition of the PGD.

Which POM product is authorised to be dispensed in the service? Nalmefene hydrochloride dihydrate (Selincro®)

Does PharmaDoctor offer marketing support for the service? PharmaDoctor manages a multi-channel digital marketing campaign to promote the Alcohol Reduction service to patients.

Our promotional activities drive customers to our patient-facing website at pharmadoctor.co.uk/patient, where they can carry out an initial consultation and find the nearest pharmacy offering the Alcohol Reduction eTool service.