



**Want some  
good news?  
Ear it is.**

Introducing the PharmaDoctor Ear Infection eTool.  
A free clinical service package with integrated patient  
group directions (PGDs) and marketing support  
created specifically for pharmacies.

Register at **[pharmadoctor.co.uk/pharmacist](https://pharmadoctor.co.uk/pharmacist)**  
by choosing our ear infection page.

The PharmaDoctor Ear Infection Service Package enables you to offer ear infection treatments to patients in your community and to those visiting your pharmacy.

## PATIENT BENEFITS

- Register and begin an online consultation prior to visiting a pharmacy
- Access to treatment without a GP appointment
- Simple walk-in pharmacy services
- Clinical solutions without the wait

## PHARMACY BENEFITS

- New clinical services can be new sources of income
- Clinically robust decision-making eTool
- Quick and easy to implement
- Free patient referrals

Getting started with the Ear Infection Service Package is easy:

- STEP 1** Register an account with PharmaDoctor or log in at [pharmadoctor.co.uk/pharmacist](https://pharmadoctor.co.uk/pharmacist)
- STEP 2** Choose our service package.
- STEP 3** Follow the online instructions.
- STEP 4** Start advertising and promoting your new service (see the PharmaDoctor website for guidance and tips).

## FREQUENTLY ASKED QUESTIONS

### **How long will my PharmaDoctor Ear Infection eTool and PGDs last?**

12 months minimum, starting from the day you sign your PGDs.

### **Can I use the PharmaDoctor PGD independently without the Ear Infection eTool?**

Using the PharmaDoctor eTool is a mandatory condition of the PGD

### **Which POM product is authorised to be dispensed in the service?**

Ciprofloxacin hydrochloride (Cetraxal®) and fluocinolone acetonide ciprofloxacin hydrochloride (Cetraxal Plus®).

### **Does PharmaDoctor offer marketing support for the service?**

PharmaDoctor manages a range of multi-channel digital marketing campaigns to promote the Ear Infection Service to patients. Our promotional activities drive patients to our website at [pharmadoctor.co.uk/patient](https://pharmadoctor.co.uk/patient), where they can carry out an initial consultation and find the nearest pharmacy offering the Ear Infection Service.