

Omni-channel pharmacy


Our added value for our customers

Ramin Mohadjeri
Head Amavita & Sun Store

Galenica Investor Day, 25 June 2019

Omni-channel ?





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Omnichannel is a cross-channel content strategy that organizations use to improve their user experience. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate.



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Omnichannel - Wikipedia

<https://en.wikipedia.org/wiki/Omnichannel>

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Omni-channel Marketing

3 IN 4

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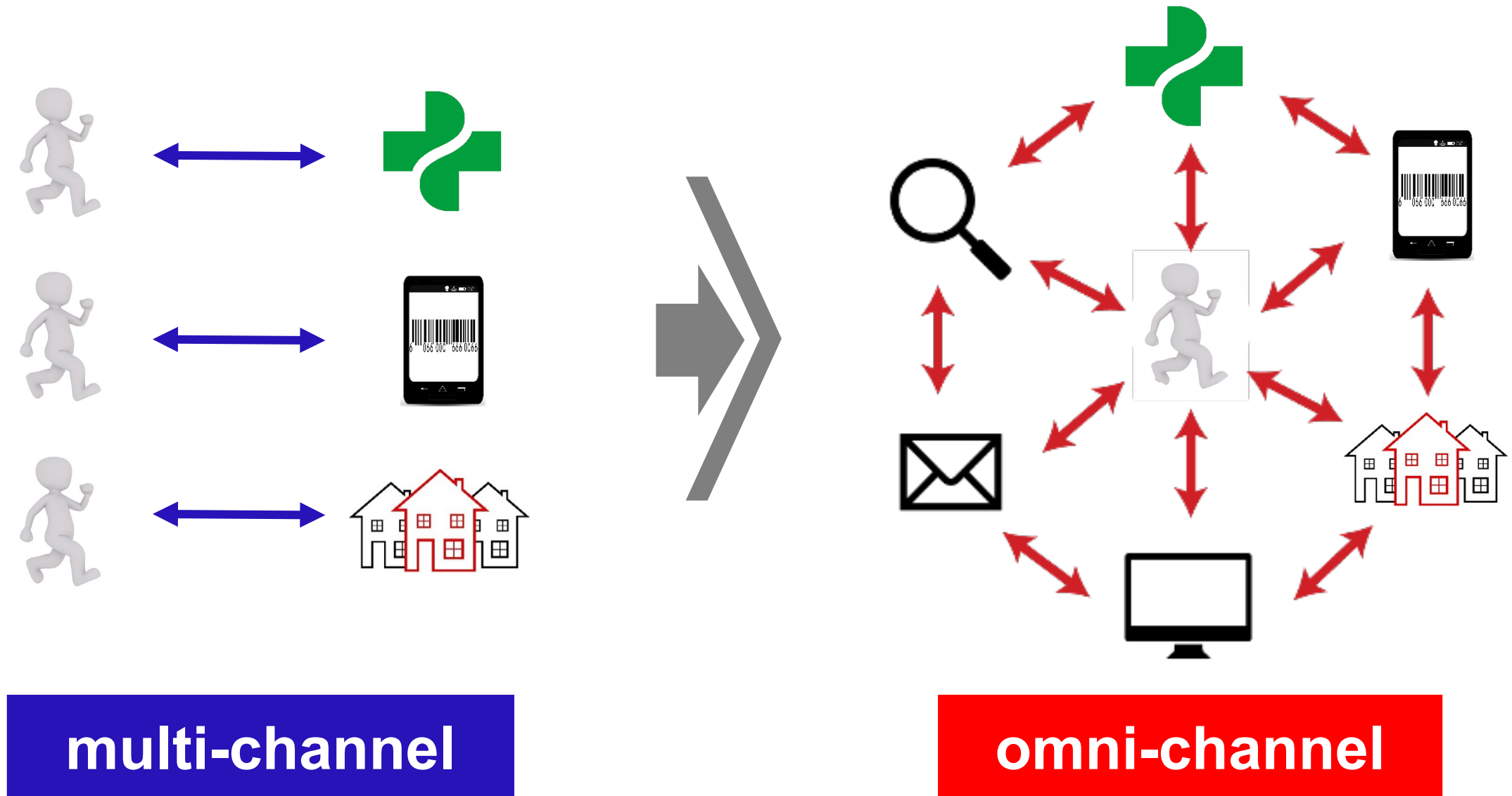
Omni-channel

Omni-channel is a cross-channel content strategy that organizations use to improve their user experience. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate. [Wikipedia](#)

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People also ask

Our vision of omni-channel pharmacy



Expectations of our customers

Wishes



Needs

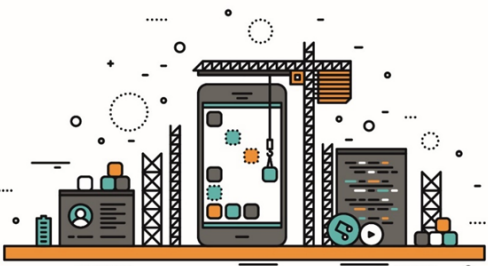


We have all the skills to fulfil them

More than 350 retail pharmacies



Logistic & Supply chain skills



HCI Solutions

Content & IT skills

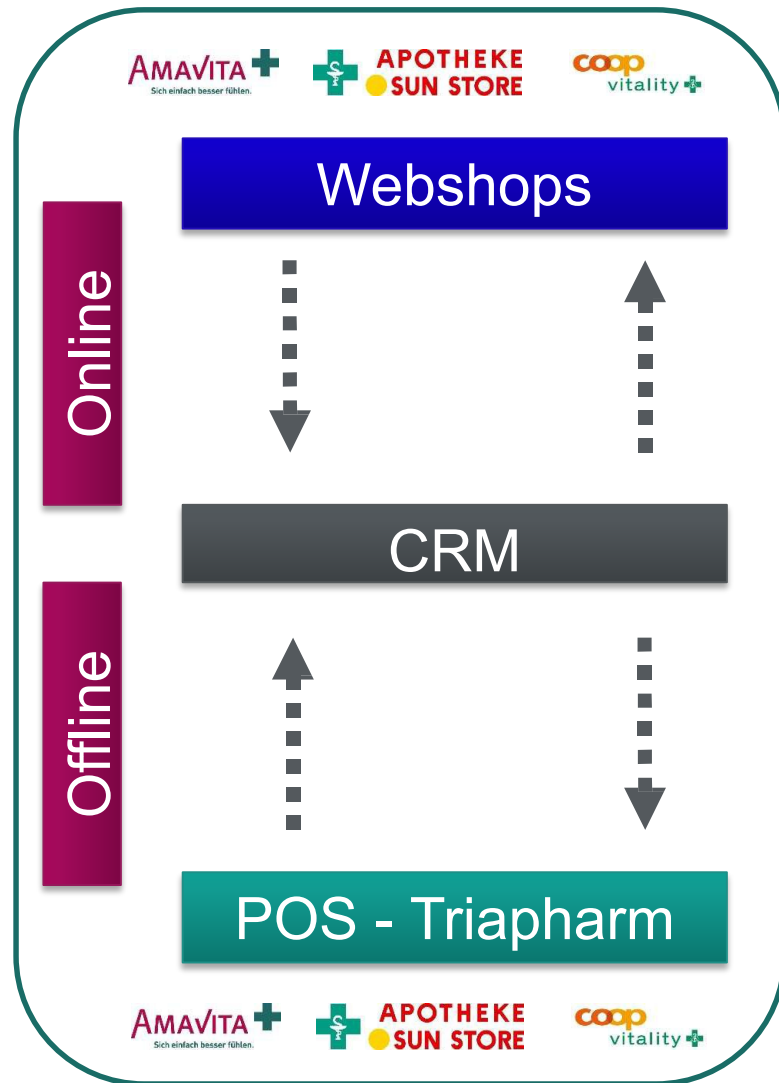


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- Availability

Our new App, a further step to omni-channel pharmacy



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For Patients: The intelligent overview of your medication



Peter Muster
01.01.1990 (M)
3000, Bern / +41 79 123 45 67

Körpergröße / Gewicht : 180 cm/ 81 kg
Niereninsuffizienz : leicht
Allergie(n) : Penicillin-Allergie

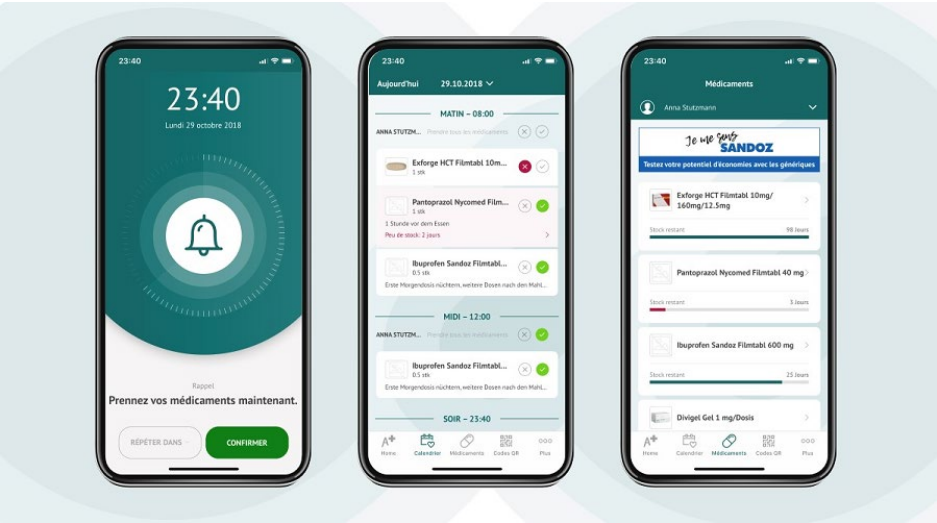


Letzter Stand: 05.09.2017 16:57

Medikament	Morgen	Mittag	Abend	zur Nacht	Einheit	Art der Medikation	Von bis u. mit	Anleitung	Grund	Verordnet durch
CANDESARTAN Sandoz Tabl 8 mg Candesartan cilexetil		1				täglich	05.09.2017		Bluthochdruck	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
CALCIUM D3 Sandoz Kautabl 500/440 Orange Calcium, Colecalciferol (Vitamin D3)	1					täglich	05.09.2017		Vitamine / Mineralien	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
CLARITHROMYCIN Sandoz Filmtabl 250 mg Clarithromycin	1		1			täglich	05.09.2017 15.09.2017		Infektion	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
PANTOPRAZOL Sandoz Filmtabl 20 mg Pantoprazol		1				täglich	05.09.2017 04.10.2017	1h vor dem Essen	Sodbrennen	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
Reservemedikation										
DICLAC Sandoz Lipogel 1 % Diclofenac natrium						täglich	05.09.2017	Bei Bedarf	Rheuma / Arthritis	Selbstmedikation

Bemerkung :

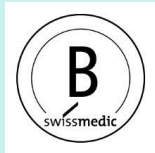
Der Patient ist vom Medikationsplan begeistert!



- All the medication at your fingertips
- Reminder to take your medication
- Quantity monitoring
- Refill reminder

New regulation for drugs since 1 January 2019

With medical prescription (or pharmacist's decision)



Specialised advice essential
from a medical professional



Without medical prescription



Specialised advice
essential



No specialised
advice required

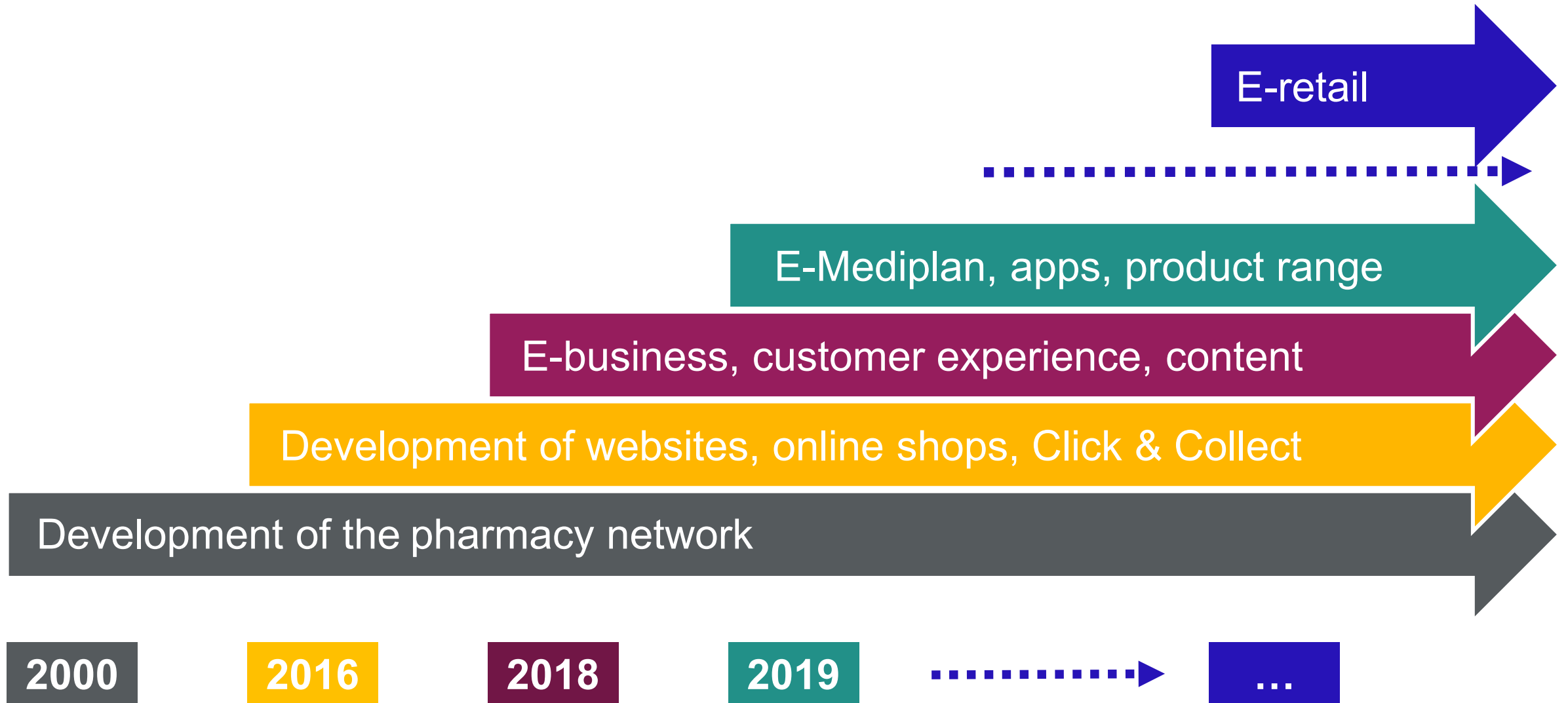


New role for pharmacies and a step forward for pharmacists
to be the first point of contact for health issues

Opportunity for further developments



Our stages of digitalisation



We have to break ground and anticipate changes ...



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