
The pharmacy – first point of contact for healthcare advice

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Media and analysts' conference, 9 March 2021

First point of contact for healthcare advice

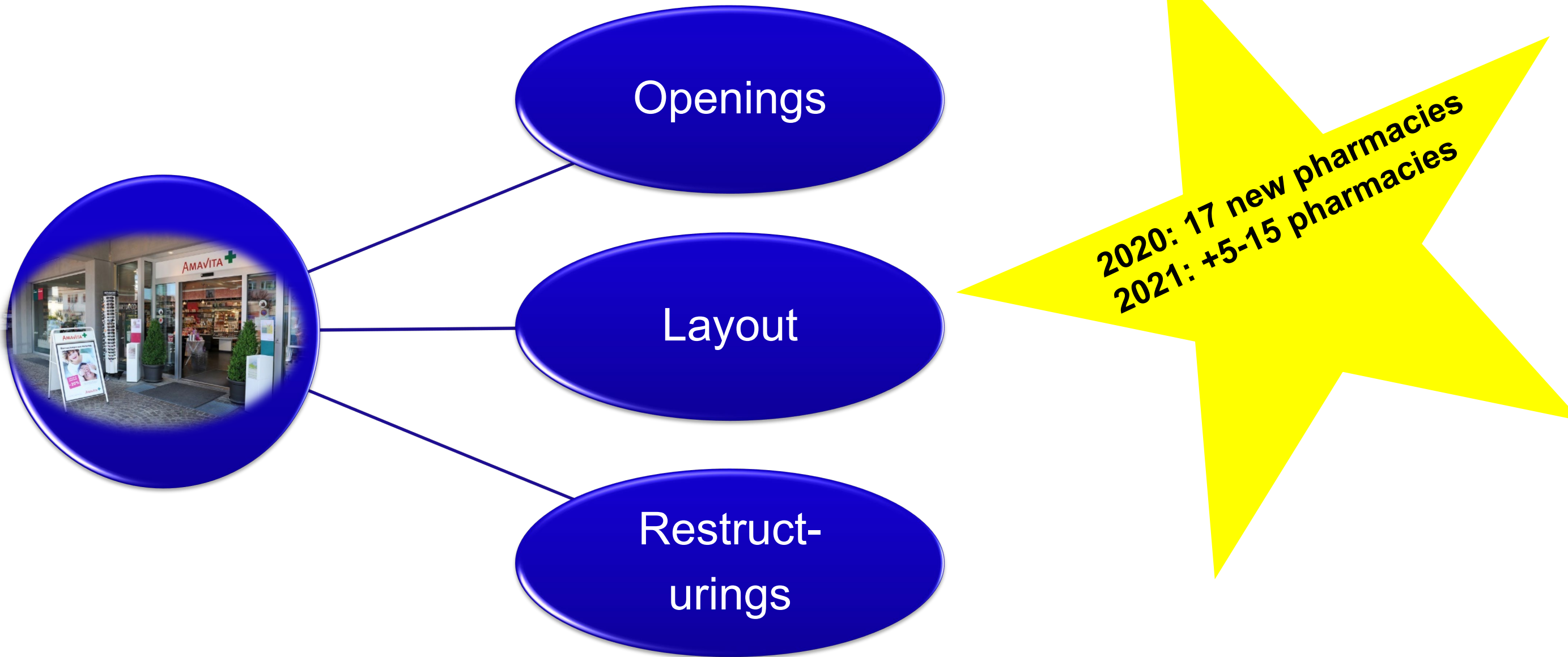


Four examples of how we implement this and develop it further



1. Location optimisation

We are close by and customer-friendly



1. Location optimisation

Modern layout and robot technology



2. Omni-Channel

Three key elements of this strategic programme



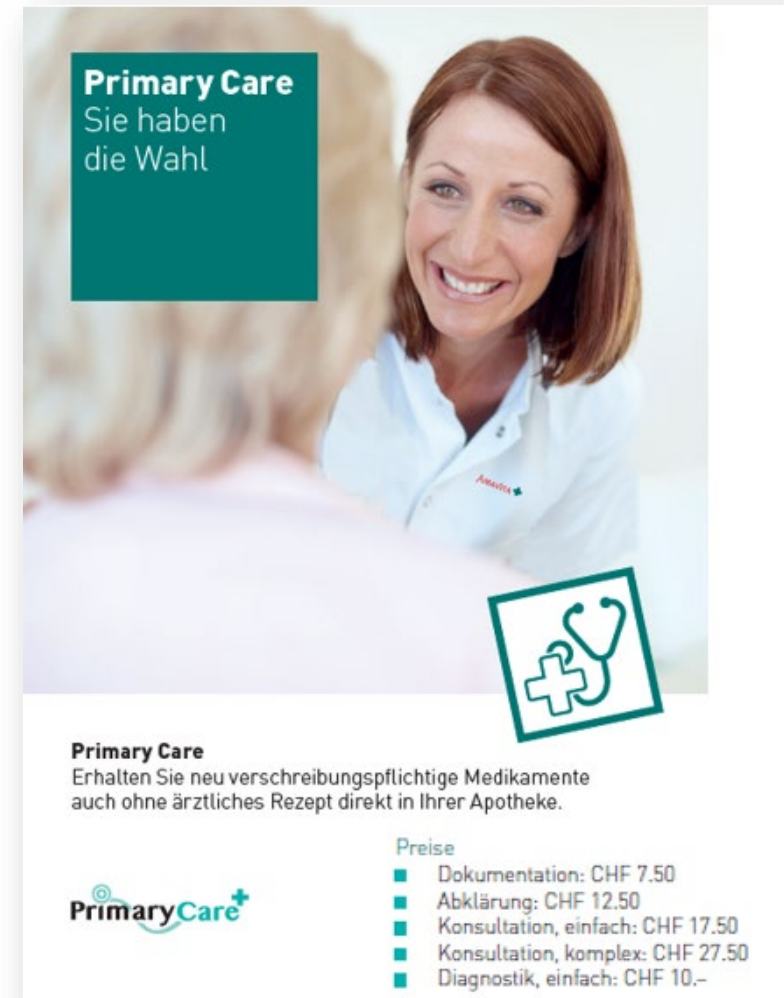
Online offering

Mail-order
pharmacies

Customer journey

3. Primary Care – the service that strengthens the role of the pharmacist

- Dispensing of **Rx drugs without prescription**
- **Clarification and documentation needs a lot of resources:**
time, expertise, IT support (algorithms / standardised forms)
- **Benefit for customers:**
fast, competent, cost-effective
- **Transparent information in advance:**
the customer has the choice



Primary Care
Sie haben
die Wahl

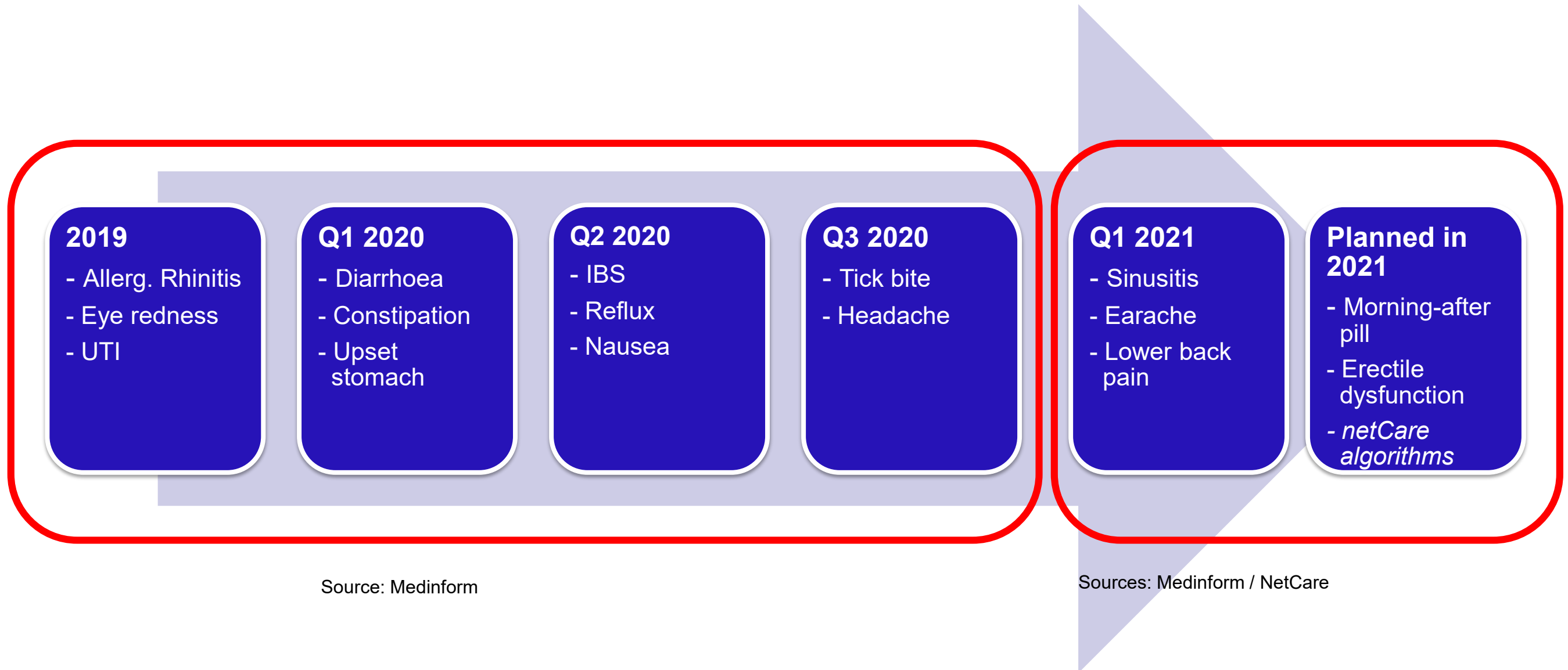
Primary Care
Erhalten Sie neu verschreibungspflichtige Medikamente
auch ohne ärztliches Rezept direkt in Ihrer Apotheke.

Preise

- Dokumentation: CHF 7.50
- Abklärung: CHF 12.50
- Konsultation, einfach: CHF 17.50
- Konsultation, komplex: CHF 27.50
- Diagnostik, einfach: CHF 10.-

PrimaryCare+

3. Primary Care – ongoing expansion of algorithms for Primary Care



3. Primary Care – We've done pioneering work



4. Potential to leverage existing expertise

e.g. COVID-19: tests and vaccinations

TESTING

- Launched in the first pharmacies on 13 November
- Rapid antigen tests and PCR
- Switzerland-wide offering in 46 pharmacies
- Tests performed as of end-February 2021: ~28'000

VACCINATIONS



"We could vaccinate 4,500 patients a day."

We are and remain the **FIRST POINT OF CONTACT**



QUESTIONS

Q & A

ANSWERS