The pharmacy – first point of contact for healthcare advice

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First point of contact for healthcare advice
Four examples of how we implement this and develop it further

1. Location optimisation
2. Omni-Channel
3. Primary Care
4. Potential: existing expertise
1. Location optimisation
We are close by and customer-friendly

- Openings
- Layout
- Restructurings

2020: 17 new pharmacies
2021: +5-15 pharmacies
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
3. Primary Care –
ongoing expansion of algorithms for Primary Care

2019
- Allerg. Rhinitis
- Eye redness
- UTI

Q1 2020
- Diarrhoea
- Constipation
- Upset stomach

Q2 2020
- IBS
- Reflux
- Nausea

Q3 2020
- Tick bite
- Headache

Q1 2021
- Sinusitis
- Earache
- Lower back pain

Planned in 2021
- Morning-after pill
- Erectile dysfunction
- netCare algorithms

Source: Medinform

Sources: Medinform / NetCare
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