



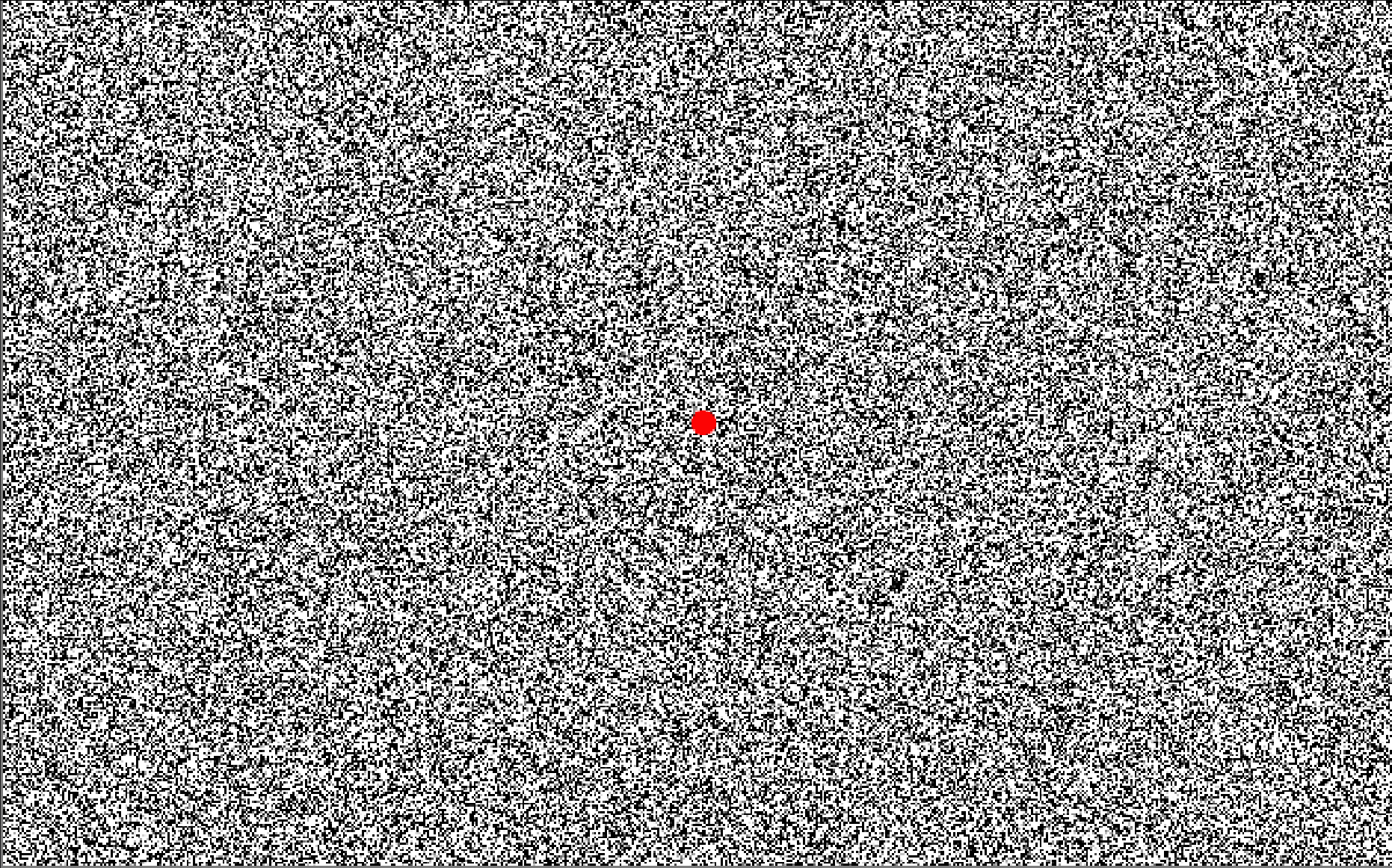
عہد
EHAD
Better Health. Better You.

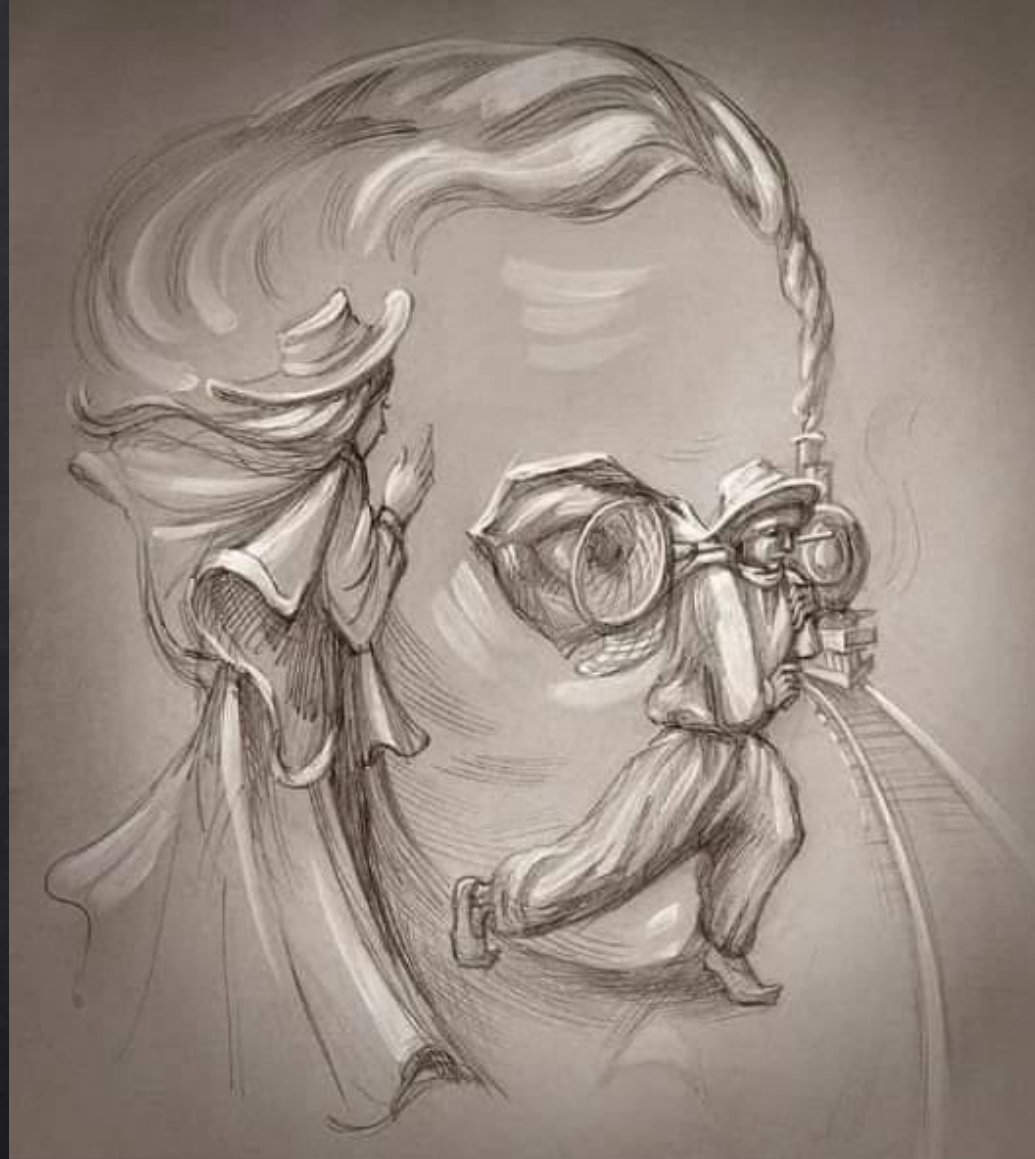
Retail Pharmacy and Last Mile Access to Medicine

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CEO, Ehad Healthcare

1st Pakistan Future of Retail Summit, March 2022

Stare at the red dot for a while
Can you see a shark?



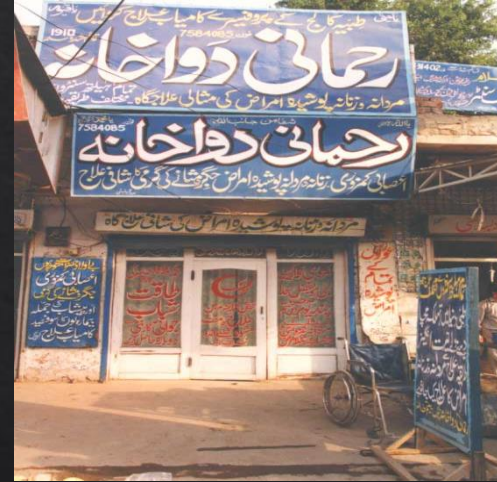


The more u look the more
u see

Some Facts

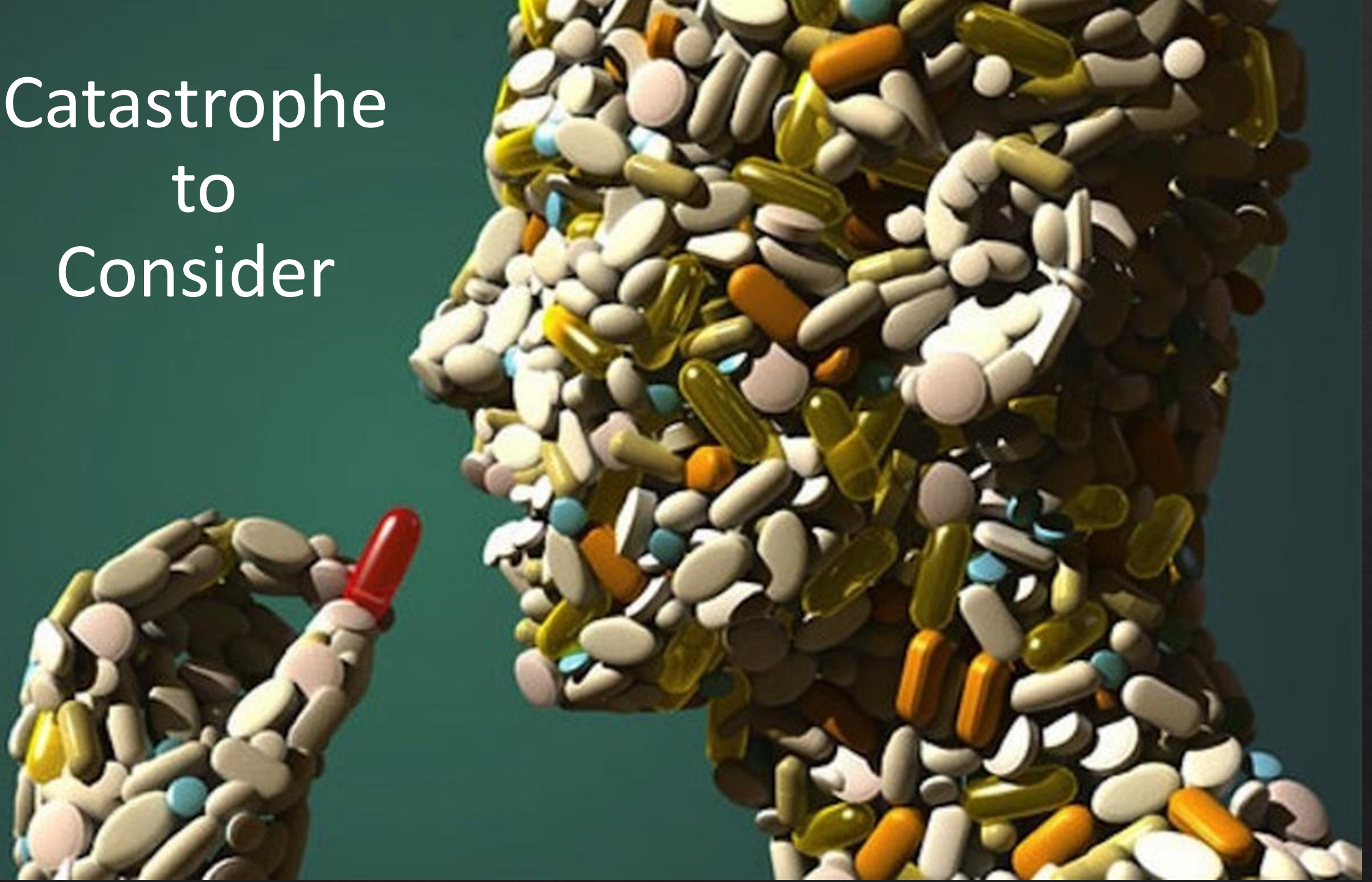
- ◆ Pharmaceutical sector is estimated Rs. 700 billion in 2020 which is doubled since 2011
- ◆ Exports are Rs. 40 billion which is 0.9% of total exports of Pakistan
- ◆ 1,369 people die everyday in Pakistan due to medication “errors”
- ◆ Estimated 50,000 pharmacies in Pakistan, 5% are with qualified graduates
- ◆ 5.4% medical stores are airconditioned in Karachi
- ◆ 1.4% medical stores have temperature recording devices in Karachi
- ◆ Compromised regulations, their implementations and industry norms
- ◆ Transformation of healthcare from service & right to commodity
- ◆ Health is low in priority and preferences

Diversified Healthcare System In Pakistan



Healthcare is low in priority in most cases

Catastrophe to Consider



Mistaken "6" ?

Tab Xanax 0.5mg

$\frac{1}{2} + 6 + \frac{1}{2}$

⑥ 100?? E 20
⑦ 400? 400? 200? 100? 100?
⑧ INVANZ? 1 60 10 60

IV Vancomycin (VANC)
Or
INVANZ (Ertapenem)??

Ramiprilone 400g po TID

Tab. Amiodaron or
Trazodone?



Quinine

Adrenaline

Vitamin K

Atropine

Lasix

Unstructured Pharmacy and its impact

PILFERAGE

UNCONTROLLED
FORMULARY

NO/LESS DISCOUNTS & CREDIT
LIMITS

CARRYING COST

COMPROMISED
QUALITY OF PATIENT
CARE

PHARMACY

REVENUE LOSS

EXPIRED DRUGS

OUTDATED
DRUGS

DEAD STOCKS

FAILURE OF SALES FORECASTING
NON-AVAILABILITY ISSUES

KEY FACTORS RESHAPING PHARMACY

1. ADOPTION OF TRUE MULTI-CHANNEL RETAIL PRACTICES AND DIGITAL CONSUMER ENGAGEMENT WITH WIDER RANGE OF HEALTH-RELATED SERVICES

2. EXPANDING ROLE OF THE PHARMACIST AS A FOCAL POINT IN THE LOCAL COMMUNITY

3. IMPROVEMENT IN MEDICAL RECORDS MANAGEMENT

4. NEW APPROACHES TO MONITORING PATIENT HEALTH AND MEDICATION

5. NEW ANALYTICAL TECHNIQUES THAT TRANSFORM THE WAY PHARMACIES WILL ENGAGE WITH THEIR LOCAL COMMUNITIES

COMMUNITY PHARMACY

A futuristic Pharmacy, with a diversified range of products

Medical care products, personal care items, surgical equipment and other consumer goods, Customized extempore compounding, Baby and mother care products, Diabetes care products, Nutritional products

Online Pharmacy with registered Pharmacist guidance and Drug and Posion Information

Profession of Pharmacy; Journey Through the odds

Compounding and dispensing

Compounding, dispensing and **Counseling**

Compounding, dispensing, counseling and
"Pharmaceutical Care"

Compounding, dispensing, counseling, "Pharmaceutical Care"

Medication Management & Quality

Disease Management

Prescribing

Administration



NEW ERA INITIATIVES

- ◆ Extended Pharmacy Services
- ◆ Improved Patient Safety via use of technology
- ◆ Patient Centric approach
- ◆ Customer Loyalty Programs
- ◆ Patient Education Programs
- ◆ Telemedicine
- ◆ Screening of chronic disease
- ◆ Medication therapy management (MTM)
- ◆ Chronic disease management (CDM)
- ◆ Home medicine review (HMR)



TECHNOLOGY SUPPORT

- ◆ Patient Records data maintenance & reminders for Prescription refill
- ◆ Health Mobile Application for easy ordering /re-ordering of medicines
- ◆ Use of QR codes for Medication Charging at Pharmacies under the supervision of qualified pharmacist.
- ◆ Customized software for POS, including Clinical data recommendation
- ◆ Immunization programs for the healthcare consumers
- ◆ Anticoagulation monitoring, asthma clinics, women health initiatives, and treatment of minor illnesses.
- ◆ Ever improving bio-gadgetry
- ◆ Inertia driven approach of HCPs is delaying adoption of technology
- ◆ Skewed focus of technology towards business improvement rather than patient care



Ehad Healthcare is a futuristic rendition of healthcare & pharmacy. It is a one stop digital platform for all your healthcare needs, taking the experience of a hospital and giving people the comfort of having it from their homes.



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