



The Pharmacy Centre Pharmacy Website Specification

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Specification

- Free Hosting and domain name
- Multiple exclusive website design template choices pre-loaded
- Integrated MedicineChest pharmacy optimised health content. Proven to sales. All content has “when to consult your pharmacist” section + NHS Choices content. No need for customers to look anywhere else for health information.
- Online shopping from up to 15000 products – otc and Pmeds, health and beauty, toiletries, electricals, pets
- Reserve in-store offers module

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Specification – Customer Health Wallet

- Customer registration and online nomination
- On-line repeat prescription ordering
- Automated prescription reminders
- Online repeat prescription order history, optional appointments history, optional MUR history, risk assessments history
- Blood pressure / cholesterol / peak flow / blood glucose records
- Vaccination records
- Chronic pharmacy treatable conditions
- Family health details the customer is ok to share with pharmacist
- Risk assessors to help drive appointment booking for tests
- Customer relationship marketing tools –
drill down to individual patients,
build patient profile mailing lists based on all health wallet data, last mur date, prescription data etc (depending on customer permission) to send tailored advice or product offers eg. hayfever offer to all sufferers before season starts
get reports on emails read / unread etc

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Revenue

- “White label” e-commerce inc Pmed sales –
 - 10% commission on retail value (net of VAT) from registered customers
 - 5% commission on guest customers (most likely non-local who found a product on your site through Google)
- Immediate huge range, specialist items, supermarket competitive pricing
- Registered customer transaction data owned by member pharmacy.
- Use white label solution first to gain customer insight and marketing data at no expense / risk
- Potential to plug in central fulfillment / your own store when ready
- Optional Integration with payment gateway(s) for on-line appointment booking sales, non exempt and private prescription orders , pet prescriptions etc...
- Option to join in forthcoming co-operative cost per click campaigns (Google Adwords, Facebook etc) to drive e-commerce and other non NHS revenues. ROI driven, work with agency partner that currently turns approx \$100 million of client spend into over \$1 billion in online sales
- Online service / programme affiliate sales revenue – e.g. proven online weight loss, exercise and smoking cessation programs, private prescriptions coming soon

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Specification cont.

- Health Advice and Pharmacy Leaflet download libraries
- Health calendar
- Google map pharmacy locator – includes store directions
- Easily editable About us and Services pages
- Content management system with MS Word style editor for non-technical users to edit pharmacy specific pages
- Optional Website / Intranet multi-user type data infrastructure (public, customer, counter staff and pharmacist views)
- Optional Multi sites capability (easily manage separate sites for each store with content pulled in from main / corporate site - useful for natural search and also for members with multiple stores with different names)
- Optional Mini Chain setup
- Pharmacy and Customer data security backup and SSL encryption

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Optional Member Pharmacist/staff Intranet

- Internal staff email messaging – ssl encrypted
- Staff directory
- Optional Multi user level views; CAs / Pharmacists etc**
- Upcoming events
- Optional custom staff reporting / compliance tools
- Private news
- Private links
- Growing OTC treatment and product guide
- Loggable download libraries (training, SOPS, forms etc)
- Optional Custom Data Display
- Staff calendar
- MUR Forms