



MEDIRX™

CHEMIST ▶ DOCTOR ▶ PATIENT



HEALTHCARE AI.ML.IOT.RPA

USA : 71 Woodridge Lane, Lexington Virginia 24450

India : am@10, Banjara Hills Road No 10,
Hyderabad
Call : 9000019532, Email : info@tecmctis.com





MEDIRX™

India's Most Advances & Customized Digital Chemist Engagement Platform

New Product
Launch

Mass
Communication



Retail
Merchandising
and Audit
Services



PLUS



SMART SMS



BEAT

MEDIRX™ PLUS



Chemist Gratification Campaign

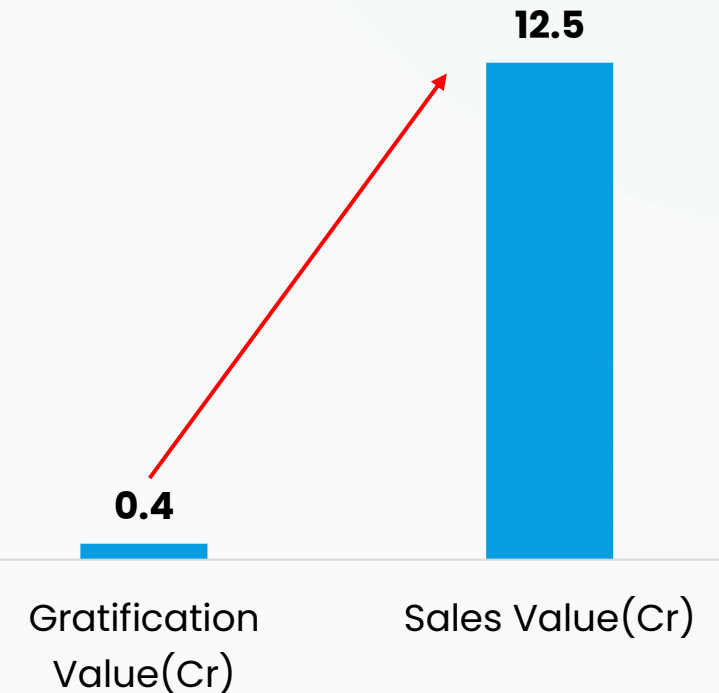
GENERATE REVENUE \$ FOR YOUR MEGA/TOP BRANDS

- Ideal for OTC/OTX/Seasonal brands.
- Increase your Retail Market Share.
- Stock More to Sell More (Fast Moving Items)
- Dependable incremental business on and above prescription business.
- Instant Result in Sales Trend
- Highest Return of Investment

Case Study Indian Client

Campaign Period	: Apr'21 to Sept'21
Total Chemist Engages	: 6058
Total Units Booked	: 50.17 Lac
Voucher Released	: 60.45 L
Total POB Value	: 12.5 Cr
ROI Ratio	: 22 X

Campaign Period : 6 Months



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Chemist Gratification Campaign



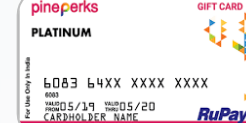
Benefits for
Chemist?



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Chemist Gratification Campaign

280+
Gift Brands



Start

POB Benefit (Based on Min Order Value)
Circular to Chemist by PSR* /SBO**

Chemist Purchased Stock and
Send the invoice to →

Dedicated WhatsApp Number
Assigned for this Campaign

End

- Customized SMS to Chemist
- Daily Report
 - PSR/SBO Wise Sale
 - Internal Content
 - Open/Closed Tickets (Grievances)

Release e-Vouchers
(Amazon/Paytm/GPay)

Metis Team will validate
Each Invoice
Min. Order Value

* Patient Service Representative ** Significant Beneficial Ownership

CHEMIST FLOW

...

What Chemist
Needs to Do ?



CHEMIST FLOW



By Chemist



Raise Product Requirement



Generate Invoice Copy

1

Chemist to send the invoice photo

+

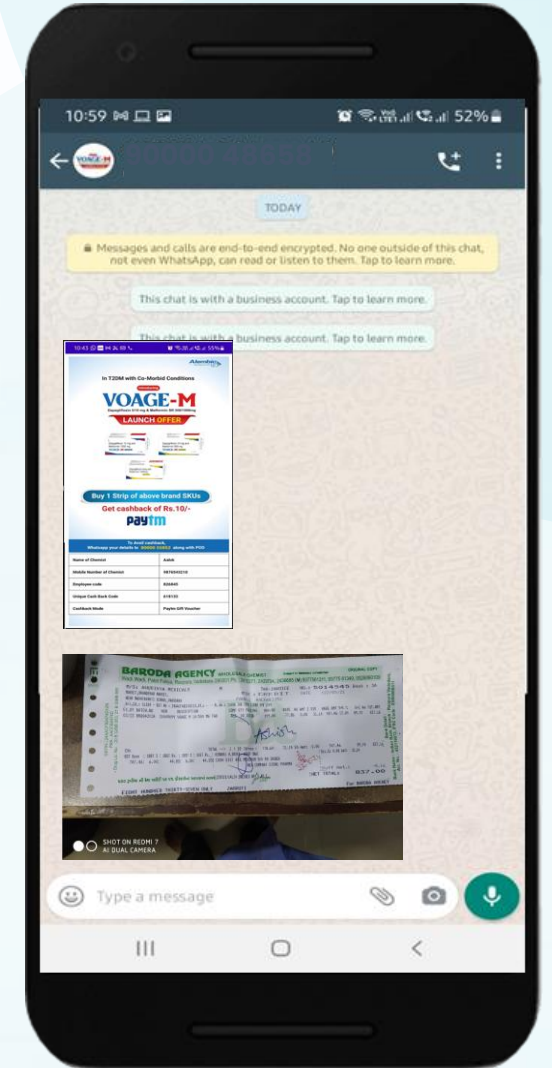
2

Cashback coupon photo (received from PSR/SBO)

To campaign WhatsApp number



90000 19532



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Chemist Gratification Campaign

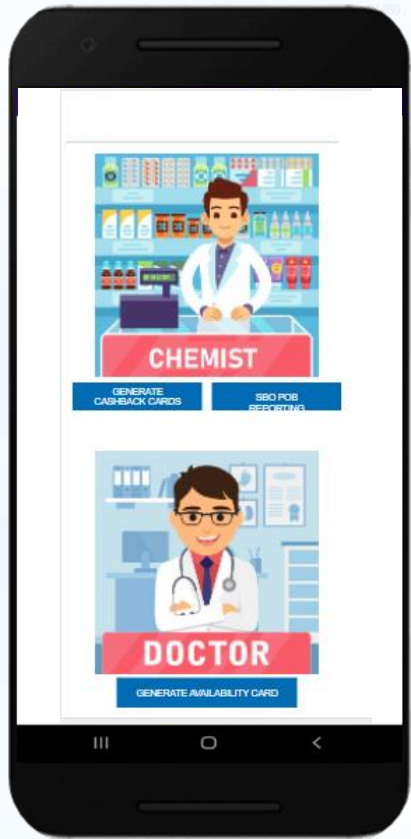


What are my benefits?



What's my Job?

PSR LOGIN



Fill the details



Take Screenshot

Take Screenshot



With Chemist



WhatsApp to Chemist

PSR - Patient Service Representative MR - Medical Representative

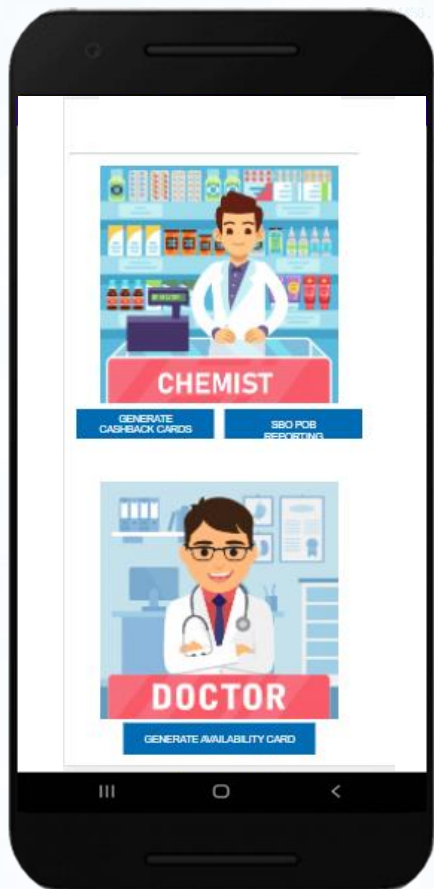
SBO - Significant Beneficial Ownership

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New Product Launch Specialist

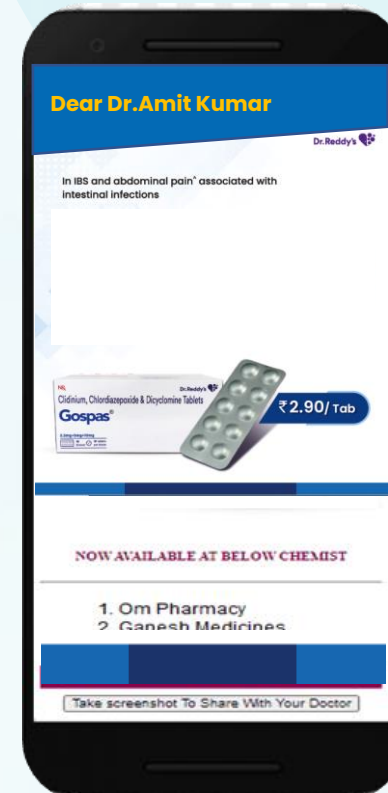
PSR LOGIN
PAGE



CUSTOMIZED
DOCTOR CARD



Select Chemist
Enter Doctor Name
Click Generate



Take Screenshot To
Share With Doctor

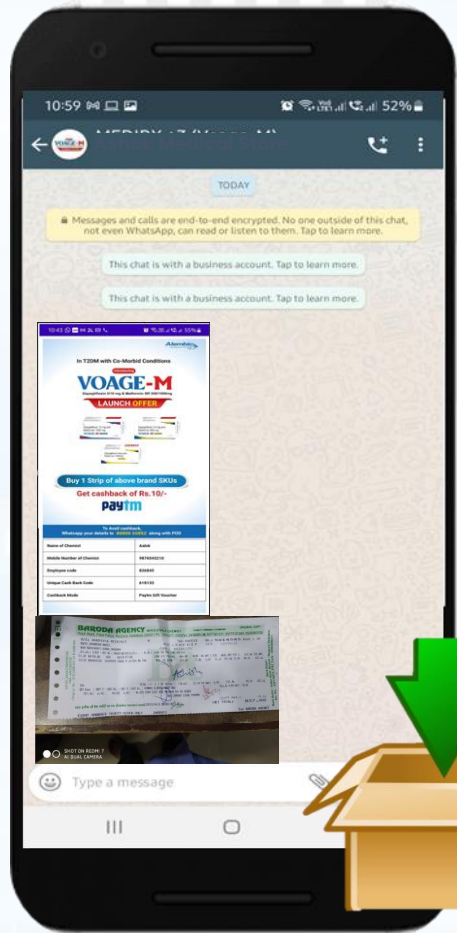
VALIDATION TEAM

...

What Medirx team will do?

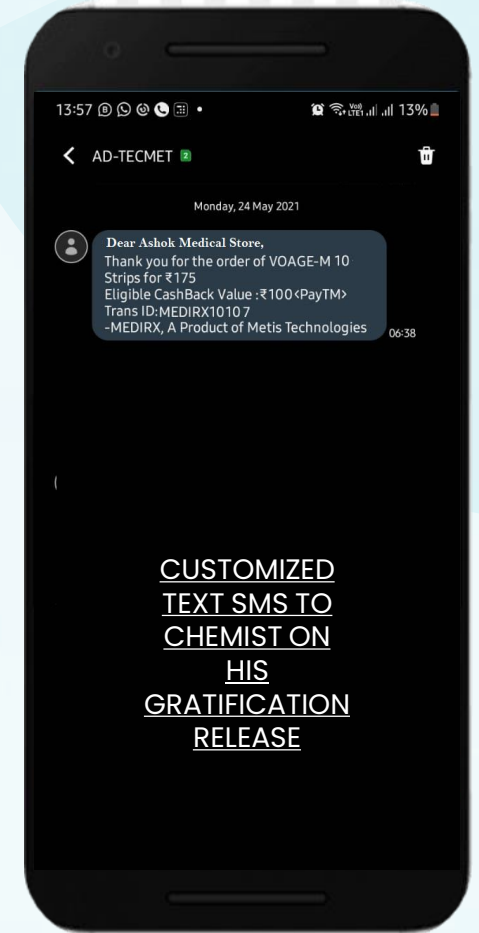


VALIDATION & DISBURSEMENT PROCESS



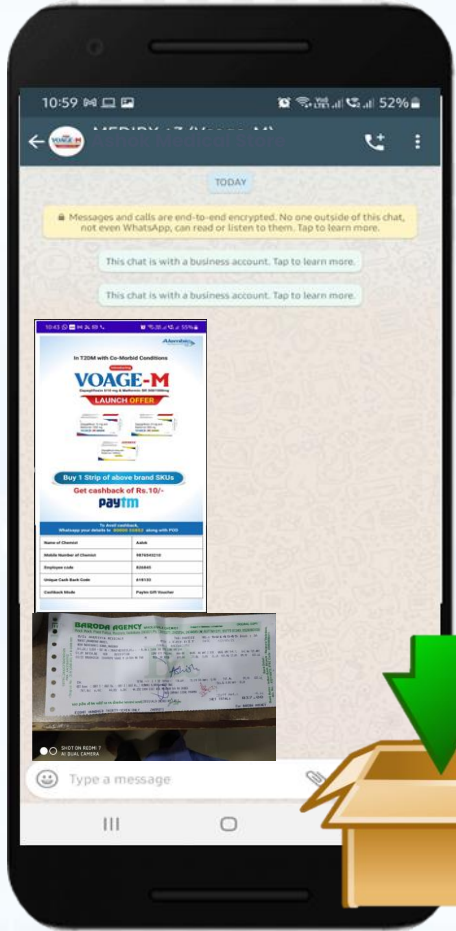
Medirx Team Will

- Validate eligibility
- Data entry
- Invoice Upload
- Data Validation
- Cashback process
- Customized SMS to chemist
- Disbursement in 48 hours based upon Client Requirement



CUSTOMIZED
TEXT SMS TO
CHEMIST ON
HIS
GRATIFICATION
RELEASE

PROJECT MANAGEMENT PROCESS



Project leader will assign the

- Project executive for data entry
- Audit executive

IT Team/ AM Team

- Android Developer
- IOS Developer
- Web Developer
- Compatibility Tester
- SMS Consumption
- Dedicated WhatsApp
- Payment API Charges
- Server Maintenance

Data Entry



Validation Team



Finance / Audit



Disbursement Communication



Helpdesk



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Chemist Gratification Campaign PHARMA COMPANY

How to
increase
Brand ROI?

How to
increase
Brand POB?

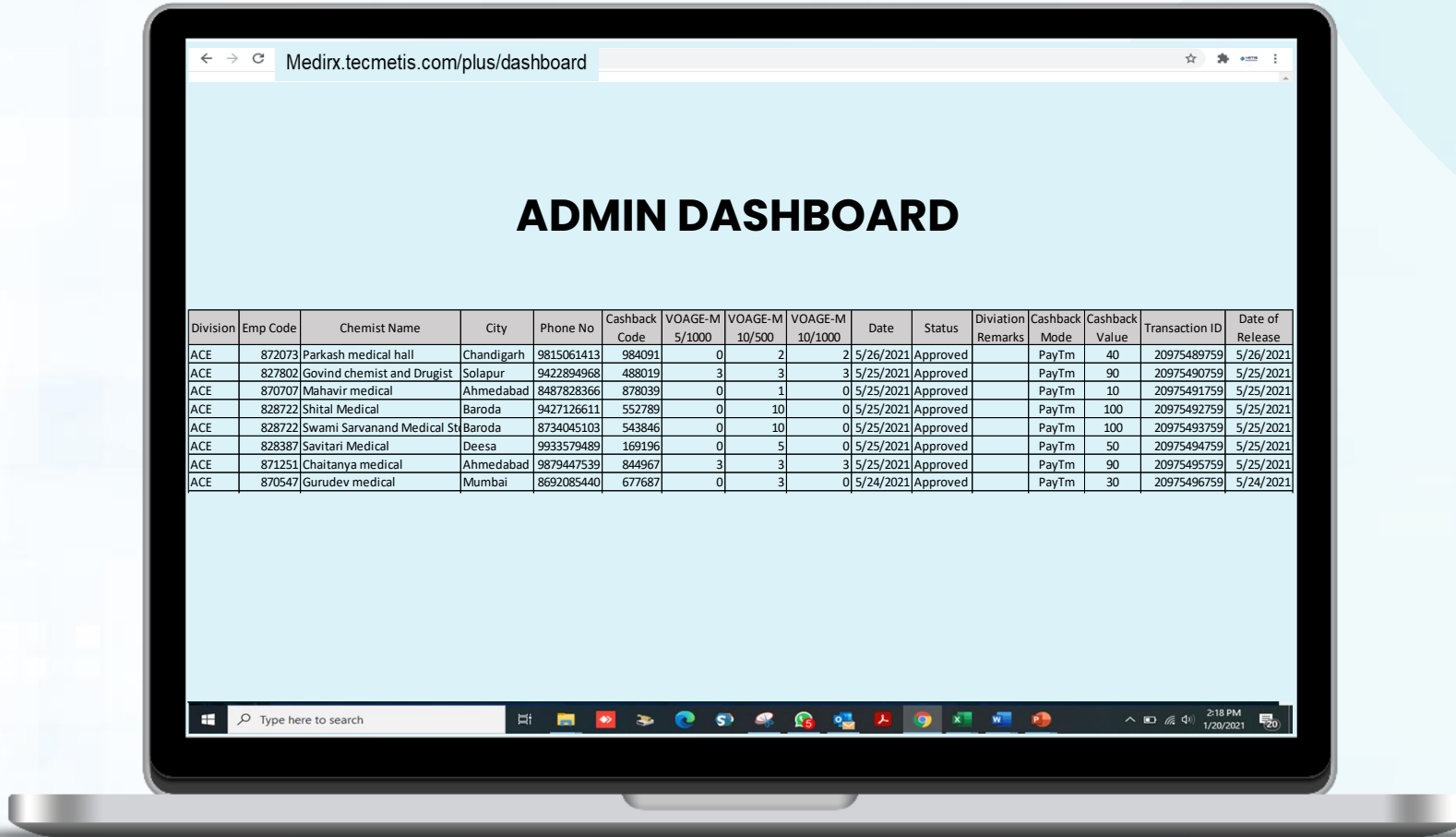
How to track
my chemist
sales?



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TRACE, TRACK , AUDIT of Brand Expenses





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**Mass
Communication**



SMART SMS

MEDIRX™ SMART SMS

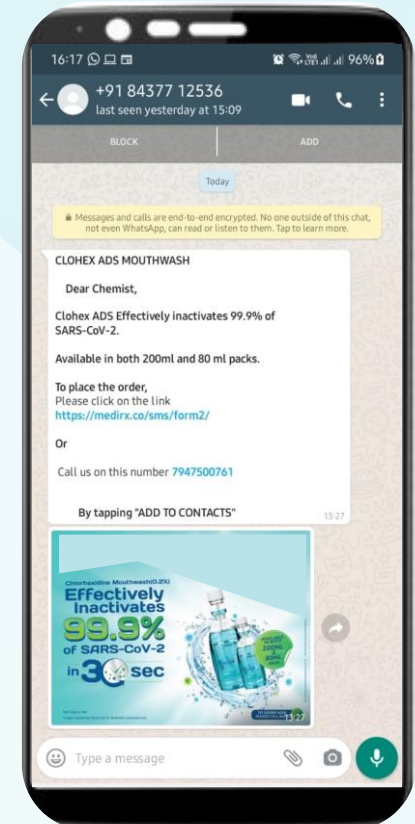
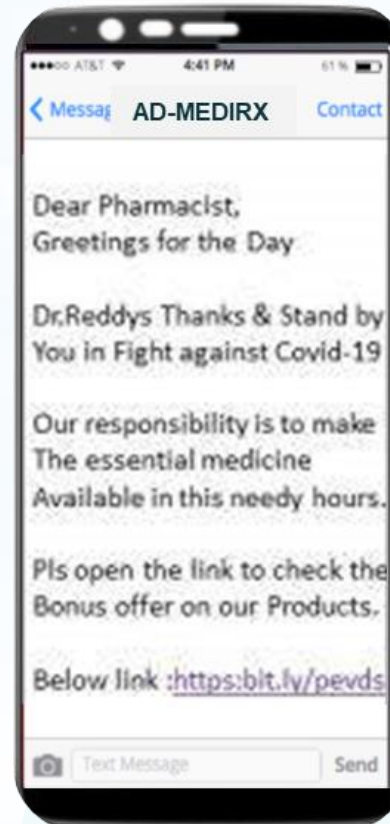
SMS Communication Campaign With Realtime ROI Tracking

STILL SENDING SMS WITHOUT ROI ???

Use MEDIRX Smart SMS Campaign with Realtime POB Booking Reports, Analytics & High Return of Investment along with Product Awareness.

- Data Base of 4.5 Lac Retailers of India.
- SMS, WhatsApp, Responsive IVR, Tele Calling.
- Awareness, Lead Generation , POB Booking
- Realtime Analytics substantiating the impact of campaign.

ANALYSE YOUR ROI ALONG WITH REALTIME ORDERS FROM SMS CAMPAIGN



Demo Link :
<https://medirx.co/sms/form6/>

MEDIRX™ SMART SMS

SMS Communication Campaign With Realtime ROI Tracking

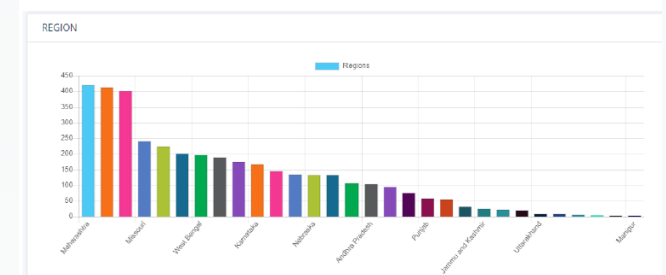
ANALYTICAL REPORT & POB ORDER

Campaign Report:

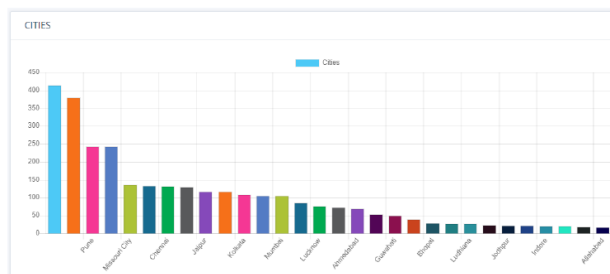
NAME	TOTAL CHARGES	REPORTS RECEIVED	DELIVER	DETAILS	STATUS
APR_18_WIN_CH_8	10438.0000	100%	16430/16431	81%	Success Sent: 2023-04-18 12:09:46
APR_18_WIN_CH_7	16251.0000	100%	16240/16241	86%	Success Sent: 2023-04-18 12:08:55
APR_18_WIN_CH_6	16619.0000	100%	16610/16611	71%	Success Sent: 2023-04-18 12:04:42
APR_18_WIN_CH_5	18720.0000	100%	18710/18711	61%	Success Sent: 2023-04-18 12:04:01
APR_18_WIN_CH_4	19633.0000	100%	19530/19531	81%	Success Sent: 2023-04-18 12:03:20
APR_18_WIN_CH_3	17670.0000	100%	17550/17551	88%	Success Sent: 2023-04-18 12:02:34
APR_18_WIN_CH_2	18755.0000	100%	18720/18721	87%	Success Sent: 2023-04-18 11:52:03
APR_18_WIN_CH_1	18901.0000	100%	18880/18881	74%	Success Sent: 2023-04-18 11:50:21
REDDYS	ALL SENT MESSAGES	100%		88%	Success Sent: 2023-04-18

NO OF POB – CHEMIST WISE/ BRAND WISE/ SKU WISE

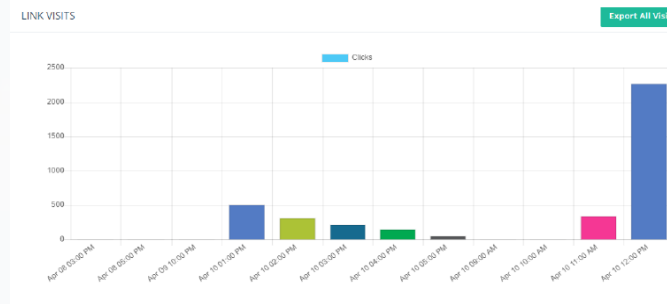
NO OF CLICKS – STATE WISE



NO OF CLICKS – CITYWISE



NO OF CLICKS HOURLY REPORT





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**Retail
Merchandising
and Audit
Services**



BEAT

DASHBOARD



Dashboard Download

S. No	Date	No. of Retailer's Approached	Merchandising Completed	Conversion Rate
1	06-01-2022	136	132	97.06%
2	07-01-2022	521	336	64.49%
3	08-01-2022	739	505	68.34%
4	09-01-2022	917	828	90.29%
5	10-01-2022	1116	1018	91.22%
6	11-01-2022	1117	1055	94.45%
7	12-01-2022	1095	1053	96.16%
8	13-01-2022	1296	1210	93.36%
9	14-01-2022	1265	1195	94.47%
10	15-01-2022	1510	1434	94.97%
11	17-01-2022	423	385	91.02%
12	19-01-2022	1	1	100%
Total		10136	9152	



DASHBOARD



Select report to change **Rebalanz** ADD REPORT +

Action: 100 of 100 selected [Select all 1982 reports](#)



<input checked="" type="checkbox"/>	CHEMIST NAME	CHEMIST MOBILE NUMBER	LOCALITY	CITY	PINCODE	CHEMIST ALLOWED FOR MERCHANDISE	UPLOAD PHARMACY IM
<input checked="" type="checkbox"/>	Vijay kumar	93917508132	Dr As Rao Nagar	Hyderabad	500062	Yes	pharmacy/IMG-20220
<input checked="" type="checkbox"/>	Bhaskar reddy	6303964297	Dr As Rao Nagar	Hyderabad	500062	Yes	pharmacy/IMG-20220
<input checked="" type="checkbox"/>	Ramakrishna	8317661439	Miyapur	Hyderabad	500049	No	pharmacy/IMG_2022
<input checked="" type="checkbox"/>	Ganesh medical	9010084356	Balanagar Township	Hyderabad	500037	Yes	pharmacy/16453678
<input checked="" type="checkbox"/>	Vasu medical hall	9849384243	Balanagar Township	Hyderabad	500037	Yes	pharmacy/16453674
<input checked="" type="checkbox"/>	Vijaya medical general stores	9848292135	Balanagar Township	Hyderabad	500037	Yes	pharmacy/16453670
<input checked="" type="checkbox"/>	Sal Bhavani medical hall	9676448119	Balanagar Township	Hyderabad	500037	Yes	pharmacy/16453666

RETAIL RETAIL MERCHANSIDE & AUDIT



- POP/POP Material Merchandising
- Window Display Negotiation
- Surveys/ Mystery Audits
- Data Collection
- Validation of Invoices
- Disbursement /Monthly Payout
- Plug & Play Mobile App to track & Map with your field employees



-  Area of Operation
-  Area of Expansion

