



MEDIRX™

CHEMIST ▶ DOCTOR ▶ PATIENT



HEALTHCARE AI.ML.IOT.RPA

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WHY SHOULD YOU DO MEDIRX

Each brand is Unique and Different, and So is its challenges for Chemist and Doctors.



MEDIRX™ is India's Most Advances & Customized Digital Chemist Engagement Platform addressing the below Brands Challenges.

CASE STUDY

Industry has witnessed many real-time implementation of customized solution for their respective brands in addressing their brands challenges as mentioned above. For more details, please feel free to ask for the demonstration/case studies.

BEST ROI

Best ROI based Campaign with average Return of Investment : **22x** *

- To Gain share of wallet for the your brand at **Chemist level**
- To address the issue of Substitution
- To Launch a New Product and Ensuring its Availability
- To leverage the opportunity of Season and it's related Brands. **(OTC/OTX/Seasonal)**
- To inform Doctors about his/her own clinic/hospital's attached chemist's Stock Availability
- To retail Merchandise for Shell/Window Display & Audit.

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Chemist Gratification Campaign

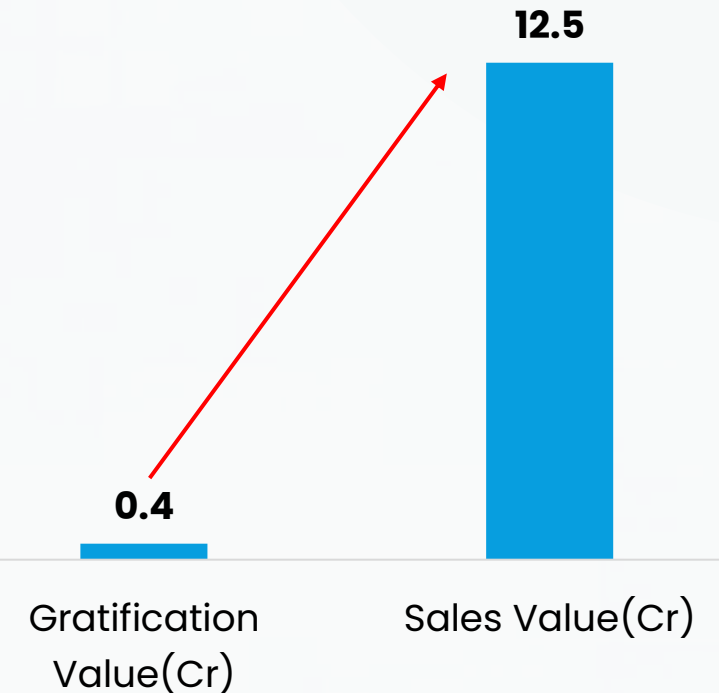
GENERATE REVENUE \$ FOR YOUR MEGA/TOP BRANDS

- 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



CHEMIST FLOW

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What Chemist
Needs to Do ?

CHEMIST FLOW



By Chemist



Raise Product Requirement



Generate Invoice Copy

1

Chemist to send the invoice photo

+

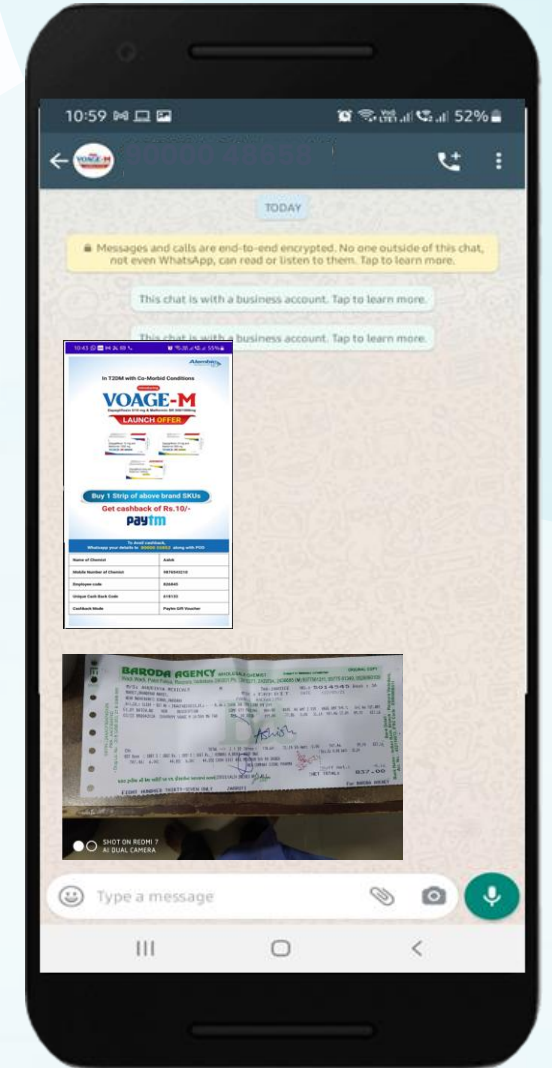
2

Cashback coupon photo (received from PSR/SBO)

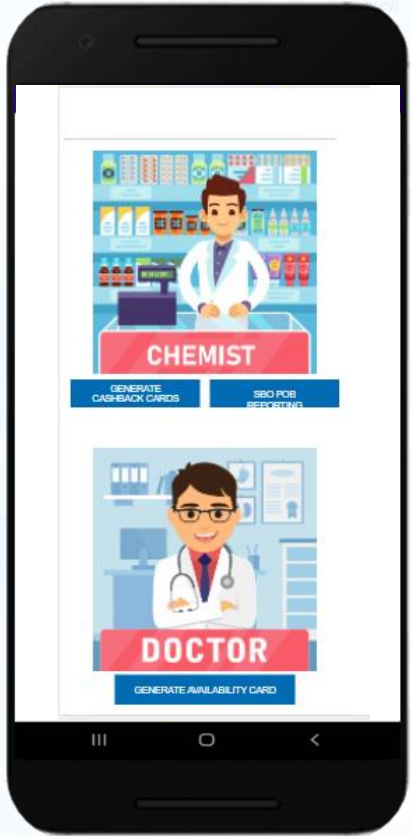
To campaign WhatsApp number



90000 19532



PSR LOGIN



Fill the details



Take Screenshot

Take Screenshot



With Chemist



WhatsApp to Chemist

PSR - Patient Service Representative MR - Medical Representative

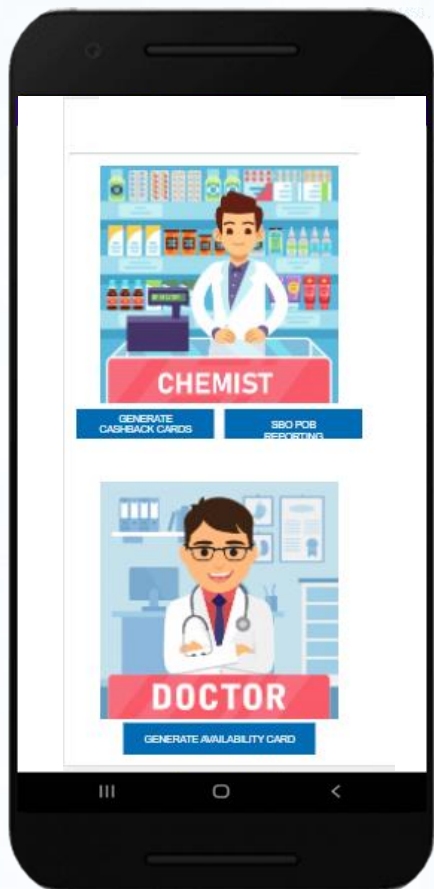
SBO - Significant Beneficial Ownership

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New Product Launch Specialist

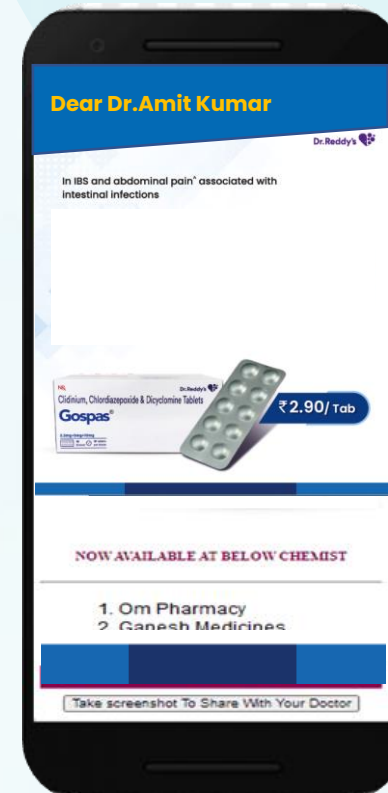
PSR LOGIN
PAGE



CUSTOMIZED
DOCTOR CARD



Select Chemist
Enter Doctor Name
Click Generate



Take Screenshot To
Share With Doctor

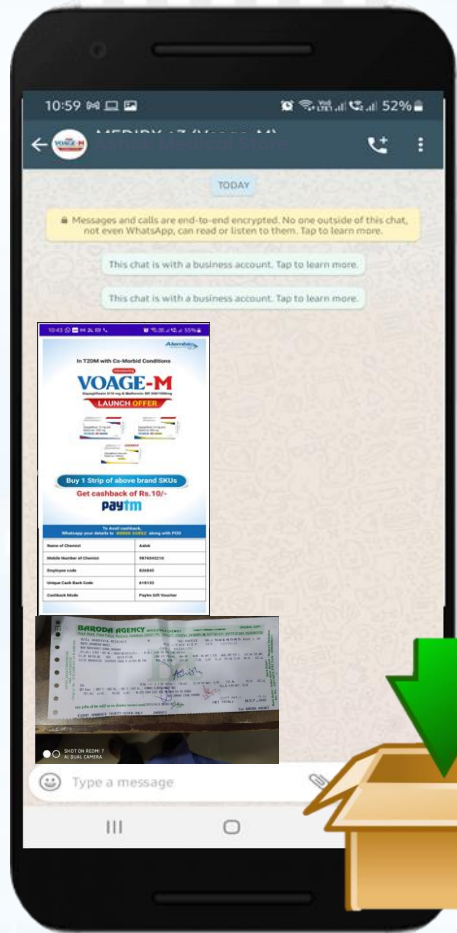
VALIDATION TEAM

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What Medirx team will do?

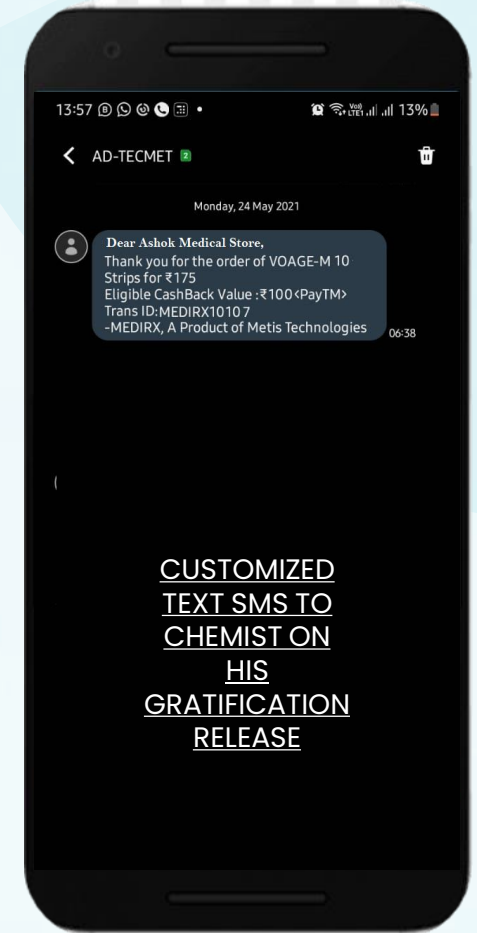


VALIDATION & DISBURSEMENT PROCESS



Medirx Team Will

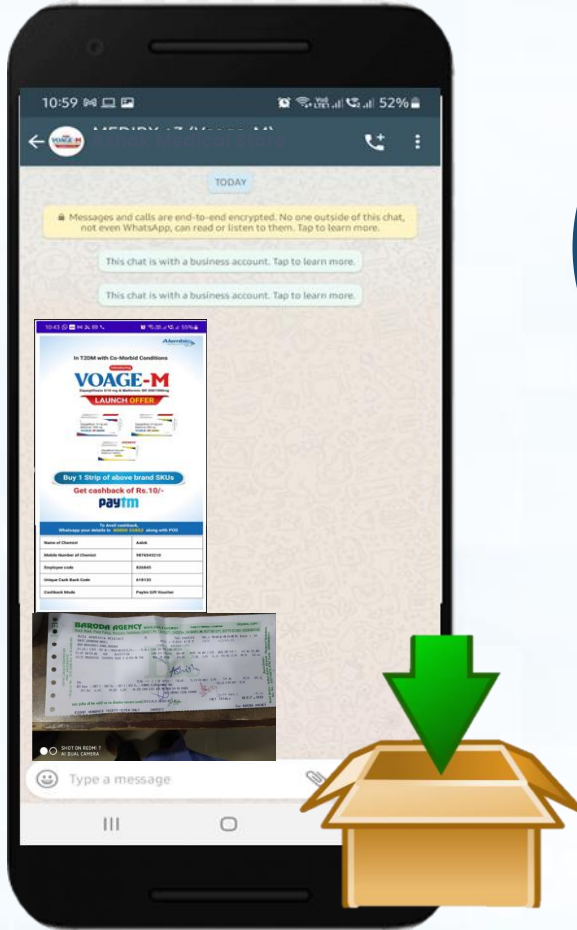
- Validate eligibility
- Data entry
- Invoice Upload
- Data Validation
- Cashback process
- Customized SMS to chemist
- Disbursement in 48 hours based upon Client Requirement



CUSTOMIZED
TEXT SMS TO
CHEMIST ON
HIS
GRATIFICATION
RELEASE

PROJECT MANAGEMENT PROCESS

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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

Three person icons arranged vertically, representing the Data Entry team.

Validation Team

Two person icons arranged vertically, representing the Validation Team.

Finance / Audit

One person icon, representing the Finance / Audit team.

Disbursement Communication

One person icon, representing the Disbursement Communication team.

Helpdesk

One person icon, representing the Helpdesk team.

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Chemist Gratification Campaign PHARMA COMPANY

How to
increase
Brand ROI?

How to
increase
Brand POB?

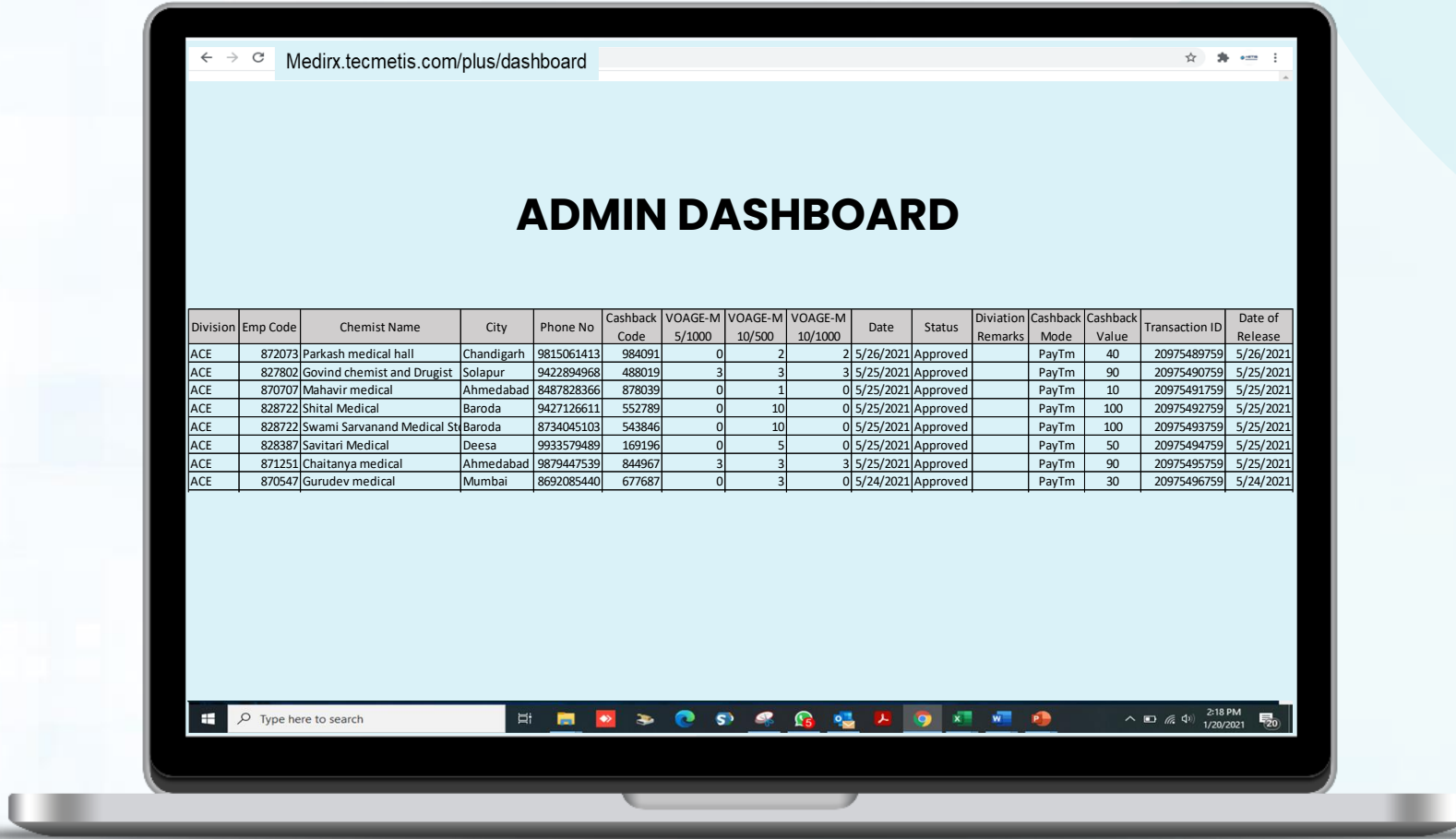
How to track
my chemist
sales?



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TRACE, TRACK , AUDIT of Brand Expenses





THANKS!

Do you have any questions?

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www.tecmetis.com