

Study on Awareness, Usage and Perception About
Online Pharmacy Among the Various Stake Holders
in Bangalore City

By

Abhinav Sharma

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Preliminary Competitive Intelligence Landscape
Report for Duchenne Muscular Dystrophy

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Eisai Pharmaceutical India Pvt. Ltd. (EIL), Mumbai



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1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

TO WHOMSOEVER MAY CONCERN

This is to certify that Abhinav Sharma , student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at Eisai Pharmaceuticals India pvt. ltd. from 11th Feb'19 to 10th May'19.

The Candidate has successfully carried out the study assigned to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

A handwritten signature in blue ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula

Dean, MBA Pharmaceutical Management

The IIHMR University, Jaipur

A handwritten signature in blue ink, followed by the date '14/5/2019' written diagonally.

Dr. Saurabh Kumar Banerjee

Associate Professor

The IIHMR University, Jaipur



**Eisai Pharmaceuticals India
Private Limited**

CIN - U24232AP2007PTC053247

6th Floor, A Wing, Marwah Centre, Near Piknik Restaurant,
Krishanlal Marwah Marg, Andheri (East), Mumbai - 400 072.

Tel.: (91-22) - 4075 1311

Website : www.eisai.co.in

May 06, 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhinav Sharma** student of the IIHMR University (2017- 2019 batch) has completed his dissertation with us from 11th February 2019 to 10th May 2019. He undertook **"A Study on Awareness, Usage and Perception about Online Pharmacy among the various stake holders in Bangalore city"** as his dissertation project & successfully completed the requirement of the project.

He comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish him the very best for his future endeavors.

Yours faithfully,

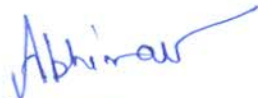
For Eisai Pharmaceuticals India Pvt. Ltd.,

Authorized Signatory,
Human Resources

THE IIMR UNIVERSITY, JAIPUR

CERIFICATE BY SCHOLAR

This is to certify that the dissertation titled "A Study on awareness usage and perception about online pharmacy among the various stakeholders in Bangalore City" and submitted by (Abhinav Sharma) 0090 under the supervision of Dr. Saurabh Banerjee for award of MBA in Pharmaceutical Management of the University carried out during the period from 11/02/2019 to 11/05/2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

A handwritten signature in blue ink, appearing to read 'Abhinav', with a long horizontal stroke extending to the right.

Signature

ACKNOWLEDGEMENT

I would like to express my sincere thanks to **Eisai Pharmaceutical India Pvt Ltd.** For providing me opportunity to complete this project.

I would also like to express my sincere gratitude towards my Academic guide **Dr Saurabh Kumar Banerjee** for his valuable suggestion and guidance throughout the project .

Finally, I would like to express special word of Gratitude towards **Mr. Mukesh Sehgal (BU head CNS EIL) , Mr.Amit More (Zonal Manager), Mr Nikhil Tembey (HR)** Eisai India Pvt ltd and none the less Bangalore team EIL for giving me freedom of thought, work and sparing their time to help and guide me when ever required

Last but not the least; I would like to express my sincere thanks to my Institute **IIHMR** for providing me all kind of support in my dissertation project at Eisai India Pvt Ltd.

Abhinav Sharma
Management Trainee
Eisai India Limited

Table of content

S No	Content	Page number
1	Company profile	7
2	Introduction	8
3	Literature review	11
4	Research design	13
5	Data interpretation (Doctors)	15
6	Data interpretation (chemists)	20
7	Data interpretation (consumer)	23
8	Results and discussion	26
9	References	29

Company profile

Eisai is a Japanese pharmaceutical company having headquarter in Tokyo japan Nihon Eisai Co. Ltd. was established in 1941.

In 1944, merger with Sakuragaoka science laboratory resulted in creation of Eisai Co. Ltd.

The yankee subsidiary of the corporate, Eisai Inc., was established in 1995

Eisai Pharmaceuticals India Pvt. Ltd. (Eisai India) came in India in 2004 and current headquartered at Mumbai Eisai India products includes medicines in several therapeutic areas such as central nervous system disorders, metastatic breast cancer, benign prostrate hyperplasia, muscle spasm, vertigo, gastrointestinal disorders, diabetes and peripheral neuropathy.

Eisai India has a dedicated team of well dedicated team which works for its mission of human health care

Eisai India's integrated Manufacturing and Research complex at Visakhapatnam (Vizag), Andhra Pradesh and has state of the art technology

Eisai India's Vizag facility manufactures Drug Substances (Active Pharmaceutical Ingredients), Drug Products and carries out Developmental Research of Active Pharmaceutical Ingredients (APIs).

The facility is registered as a pharmaceutical manufacturer at regulatory agencies viz USFDA, PMDA, MHRA and WHO.

Research labs at Vizag facility square measure recognized by the Department of scientific and industrial analysis (DSIR).

Facility also received the Certification of ISO 14001:2004 for (EMS) from TUV SUD.

Eisai's s corporate philosophy and mission on the "hhc" concept. hhc stands for human health care (hhc) which means all the members at Eisai are committed to first work for the patient health, it is a patient centric organization having the main area of work in CNS segment, MS segment and oncology segment in India. Eisai have been regularly involved in various kind of CSR activities too like providing free medicines in the needed areas. While from working culture, it has received awards like "great place to work with".

Introduction

With the advent of technology and penetration of technology in lives of people online has become the buzz word now just with a click you could get your favorite food, dress, anything what a person wants and no need of going to the stores physically this has now started in case of pharmaceutical too

Various online pharmacy / e pharmacy has come up there are more than 270 service providers on a click the medicines get ordered and it is delivered to you at a price which is sometimes cheaper than the MRP. n on-line pharmacy, net pharmacy, or mail-order pharmacy could be a pharmacy that operates over the web and sends the orders to customers through the mail or shipping firms.

Online pharmacies would include:

Pharmacy profit manager – an oversized administrator of company prescription plans
Legitimate net pharmacy within the same country because the person ordering.
Legitimate net pharmacy in an exceedingly completely different country than the person ordering. This pharmacy sometimes is authorized by its home country and follows those laws, not those of the international orders.
Illegal or unethical net pharmacy. the online page for associate black-market pharmacy might contain lies concerning its home country, procedures, or certifications. Conventional stationary pharmacies sometimes have controlled drug distribution systems from the manufacturer. Validation and smart distribution practices area unit followed. Home delivery of prescribed drugs may be a fascinating convenience however typically there may be issues with uncontrolled distribution.

The cargo of medication through the mail and mail is usually a priority for temperature-sensitive prescribed drugs. Uncontrolled shipping conditions will embody high and low temperatures outside of the listed storage conditions for a drug. for instance, the United States agency found the temperature in an exceedingly mail hold in the sun may reach 136 °F (58 °C) whereas the close air temperature was a hundred and one °F (38 °C)[1]

Shipment by mail and couriers reduces transit time and infrequently involves delivery to the door, instead of a mail box. the utilization of insulated shipping containers conjointly helps management drug temperatures, reducing risks to drug safety and effectivity.

There are several other factors also which fuel the gearing up of e pharmacies like increased population more younger people connected with technology increased pattern of chronic diseases(pain, obesity, stress, dyslipidemia, diabetes, epilepsy dementia) long term illness people living at place far from there near and dear ones so ordering a medicine becomes a good option internet penetration (% of Population) was 0.5% in 2000 and reached to 56.8% in 2017

Some of other factors leading for popularity of e-pharmacies are time saving, cost saving, round the clock access, transparency, convenience, etc.

But the things are not too much simple there have been many complications in the online pharmaceutical business due to many factors major one includes lack of a proper regulatory frame work, illegal drugs marketing cross borders , giving medicine without prescription , fake prescription uploading

The laws governing Pharmacies in India are derived from Drugs and Cosmetics Act, 1940; Drugs and Cosmetics Rules, 1945; Pharmacy Act, 1948; Indian Medical Act, 1956 and Code of Ethics Regulations, 2002, etc. These all laws were written before the era of internet services so the don't have any direct regulation and the matter goes up into the judicial system where sometime bans are imposed and sometime taken off.

There has been significant growth prediction done for the online pharma business in India and it will grow on a greater extent.

Literature review

Online pharmacy becoming convenient

Insights by Gursimran ,Shubham borkar E pharma in India (27 December 2018)

There has been a significant change in market E-Pharmacies/ online pharmacy has made access to medicine highly fast and convenient, now a person can order a medicine online from any part of the world and that would be supplied as per the requirement with the

increase in use of technology at patient need not have to go from one shop to another in search of a particular medicine. This E- pharmacy industry has become a lucrative sector in the past few years, with surge in cheap data usage and widening reach of e-commerce. It has been estimated that more than 270 plus online pharmacies have grown up in India in recent years, cornering Rs1,100 crore of the Indian drug market. Through on-line web site corporations sell everything selling from prescription to alternative tending product. Indian tending market is growing at smart speed and presently each on-line and offline pharmacies do business. The Indian pharmacy market is large, calculable by business to be around Rs one.2 hundred thousand large integrin size and out of that the net pharmacy market, calculable to be a fraction of that at Rs 700-800 large integer, is sufferer by restrictive problems that square measure currently showing signs of easing. (Economic Times, 2017) The growths of on-line corporation's square measure imposing vast threat to those offline corporations. As a results of this offline pharmacies square measure united along and on Oct 2015 the retailers shut their outlets as a mark of protest the net drug retail business. This strike was nationwide and AICOD (Organization of Chemists and Druggists) members took participation in it because the Health Minister of India failed to assure AICOD against their grievances. the most objection against them is pharmaceuticals square measure sold through these on-line corporations while not prescription. The sale and distribution of medication within the country falls underneath the medicine and Cosmetics Rules.

Growth of e pharmacy in India

Insights by PWC The pharma future

E pharmacy business is supposed to reach the value of 3 billion dollars by 2024 India's pharmaceutical sector was valued at \$33 billion in 2017 and is expected to grow at a compounded annual growth rate of 22.4% over 2015–20 to reach \$55 billion, according to India Brand Equity Foundation. Even the technological drift is providing the boost to business and people can get the medicines at a cheaper price than the traditional medicine Online Pharmacy would be a lot of help in the coming days due to the development of more nuclear families and providing the care to elderly patients .

Care giver burden reduction

Insights by Kumar vimal monga , S A gayatri down to earth health publication (3rd January 2019)

As there has been significant increase in the chronic disease segment like the dementia, epilepsy cancer and various other ailments it has lead a reduction in the life style of the care givers which may include children, spouse, or other relatives As per the recent health master survey 2017 it was seen that out of the 10 person acting as care giver were on the maximum chances of developing anxiety and depression due to increase stress conditions So online pharmacy can help in significant reduction of the caregiver burden as it will reduce the time in visits of sore and the medicines could be delivered online at door step . No doubt E-Pharmacy improves shopper convenience and access and this can offer advantages to old patients plagued by chronic ailments as a result of they have to go to pharmacy to shop for medicines. at the present there's a great deal of bewilderment regarding e-Pharmacies significantly those do offline business during this section. at the present the leading ePharmacy players are-1mg, Netmeds, MChemist, Myra, Medlife etc. these days around a hundred and fifty startups square measure presently operative as on-line pharmacy. Asian nation wants a good restrictive mechanism relating to this facet. this analysis specialize in the current scenario of retail pharmacy sector of Asian nation. company retail trade is sensitive zone as a result of it's associated with patients' health. Second we've got analyzed the benefits and downsides of company retail trade. Third as no such tips square measure there significantly from Government level. Therefore, Government ought to take care of the matter fastidiously. Fourth as retail company chains square measure returning out(Offline) and much of starts up business square measure already there, so a way to reach a lot of range of consumers, generate revenues and whole development is extraordinarily vital and strategy formulations are very important.

Expansion of business

Insights by Tasmila khan

Many of the pharmaceutical companies work on the traditional practice of running their business offline through the channel and managing the supply chain network ,with the advent of online pharmacy many of the pharmaceutical companies have entered the online channel providing the medicine through the online pharmacy channels which have lead to a greater penetration in the market 1mg in June raised \$15 million in series-C funding from HBM Healthcare Investments and existing investors Sequoia Capital,

Maverick Capital and Kae Capital. PharmEasy in March closed a \$17-million series-B fundraise from Bessemer Venture Partners. Many of the Indian pharmaceutical houses have started selling the medicines in these online platforms and are receiving the good amount of prescription. So online pharmacy can become a way of business expansion and entering into a new market.

While on-line pharmacies may be a boon for shoppers, these have nonheritable a not-so-commendable name thanks to numerous reasons, the first of that is that the unregulated manner of functioning. The scope of services offered by the net pharmacies isn't restricted to India alone. As per associate estimate, there are between thirty,000 and 50,000 on-line pharmacies in operation within the USA. Most based mostly faraway from the jurisdiction people officers, in Russia, China, India, or Turkey. The Alliance for Safe on-line Pharmacies, a noncommercial organization focuses on raising client awareness concerning on-line pharmacies, states that many of those mercantilism to yankee shoppers are illegitimate. Off-shore consumers will get prescribed drugs like antidepressants, antianxiety medications, antihypertensives, medical termination of physiological state kits, weight loss pills, and virility drug change state containing merchandise simply. Fatality and severe adverse reactions thanks to consumption of diet pills, counterfeit medicines, formulations contaminated with lead and alternative serious metals, wrong medicines or dose distributed on-line while not a prescription, and nonlegal use of medicines that are famous to be habit forming are rumored. Most of those reports originate from the West, however we would witness similar reports from India moreover, considering the growing use of on-line pharmacies within the country.

RESEARCH DESIGN

OBJECTIVE OF THE STUDY

“To Study the Awareness, Usage and Perception about Online Pharmacy among the doctors”

“To Study the Awareness, Usage and Perception about Online Pharmacy among the chemists”

“To Study the Awareness, Usage and Perception about Online Pharmacy among the consumers”

RESEARCH PLAN

1. SECONDARY RESEARCH

Secondary data was collected before designing the questionnaire, the survey was done with Doctors, chemist ,consumer

Other Information was collected through various sources which include medical journals, websites and articles

2. PRIMARY RESEARCH

TYPE OF DATA	:	Primary data.
TOOL OF DATA COLLECTION	:	A survey questionnaire was prepared, and responses were taken from all the involved stake holders
TYPE OF QUESTIONNAIRE	:	Semi structured
MODE OF DATA COLLECTION	:	One to one interview.
INTERVIEW TECHNIQUE	:	In depth interview was conducted by using probing method for each question.
TYPE OF RESEARCH	:	Quantitative research.
RESEARCH AREA:		North Bangalore (Yeshwantpur , Rajaji nagar ,hebbal)
SAMPLE SIZE	:	Doctor/physicans -80 Chemist -40 Patients / Consumers-80
SAMPLING TECHNIQUE	:	Non Probability convince sampling
ANALYSIS OF DATA	:	Was performed in Microsoft Excel.

LIMITATIONS

- The interviewer bias may be reason as the respondents might have understood the question in a different manner.
- The research was carried out in north Bangalore and its surrounding areas. The primary data collected may not be a representative of other geographical areas.

Data management

The data once collected had been analysed and stored securely. Data analysis was done through the MS Excel and confidentiality of the data has been maintained.

Ethical Concerns

Before starting the survey, informed consent was taken from all the respondents. Privacy confidentiality has been maintained for the sake of keeping anonymity. confidentiality of the data given was maintained

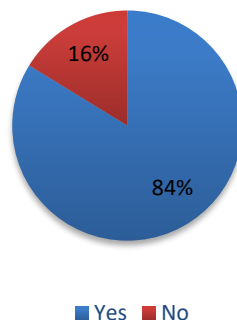
Data interpretation

1 . For Doctors / Physicians

Sample size – 80

- Doctor are you aware about online pharmacy / e-pharmacy services?

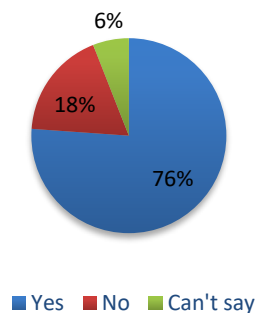
Awarness about online pharmacy



- ❖ Inference – 67 out of 80 doctors said that they are aware or have a knowledge about online /e pharmacy services ,13 doctors were not aware about the e pharmacy services.

- Do you think online pharmacy helps to increase the medicines accessibility?

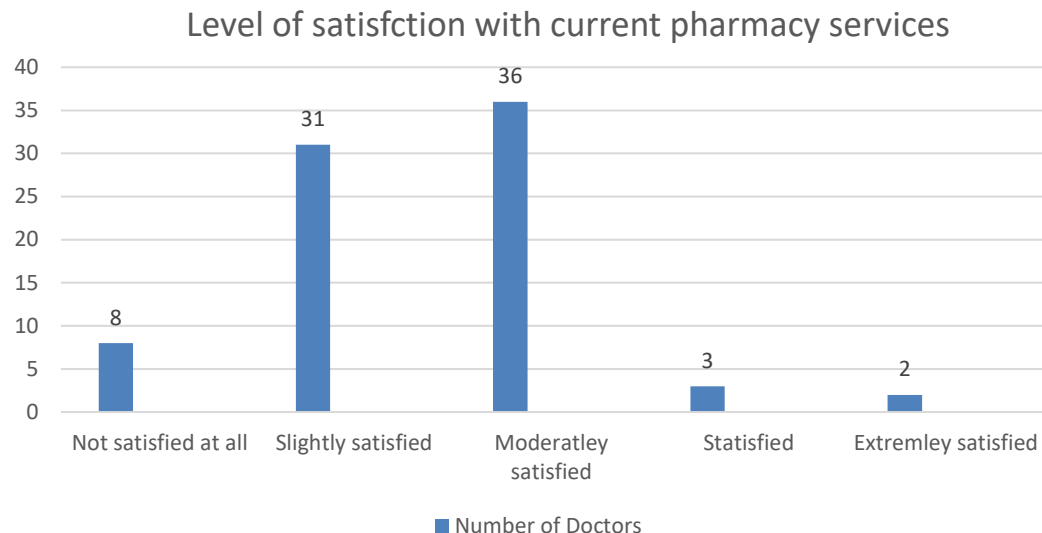
Accessibility of medicines



- ❖ Inference – 51 doctors had a positive view that online pharmacy increases the accessibility of medicine while 12 doctors did not feel

the same and 4 doctors were not sure whether online pharmacy increases the accessibility or not

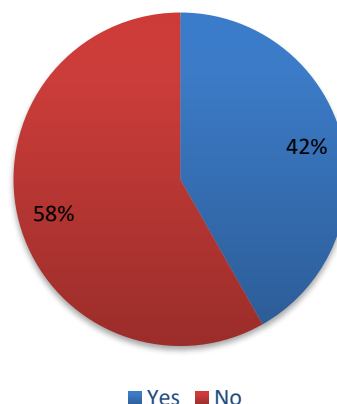
- How much you are satisfied by current pharmacy services rating from 1to 5 where 1 is not at all satisfied and 5 is fully satisfied?



- ❖ Inference - Most of the doctors are only moderately satisfied with the current pharmacy services while some of the doctors are not at all satisfied with current pharmacy services

- Do you recommend your patients to purchase medicines online?

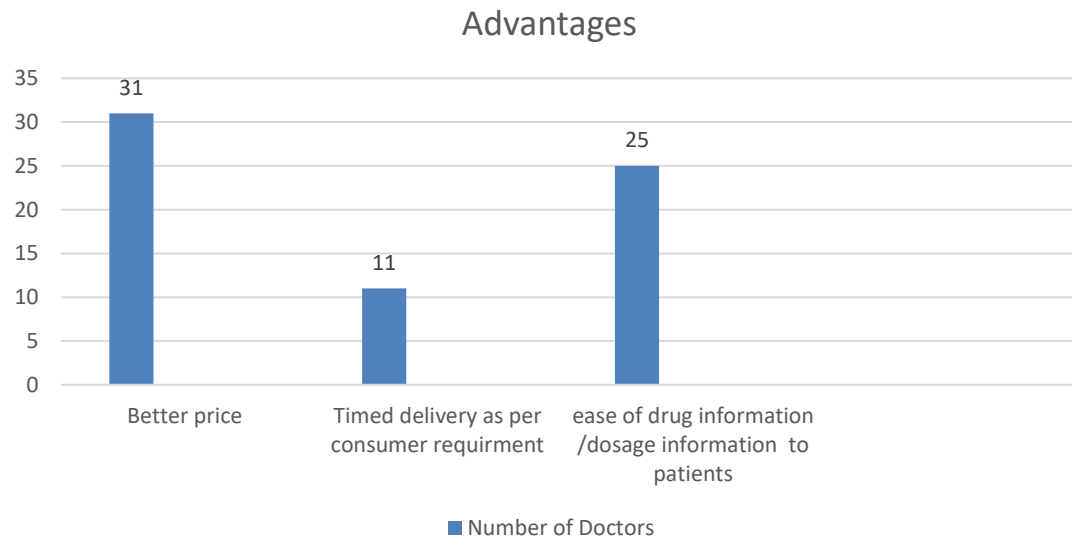
Recommend patient to go for online pharmacy



- ❖ Inference – Out of 67 doctors 28 doctors recommended patients to go for online pharmacy in case of long-term illness while remaining 39 did not recommend the patient

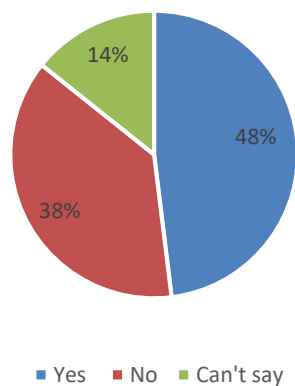
to go for online pharmacy instead they preferred the traditional pharmacy practices

- What do you think are the major advantages of online pharmacy?

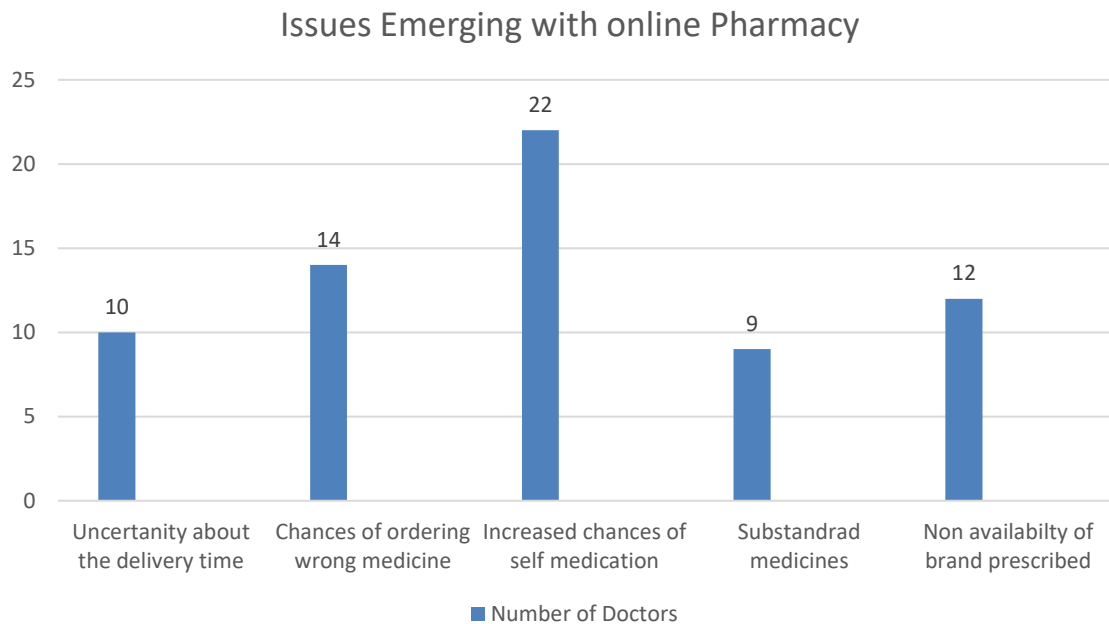


- ❖ Inference - Most of the doctors(31) had view that online pharmacy provides the medicines at a better price than the traditional pharmacy the other advantage was that online pharmacy provides more precise information about the dosing and the medicine, as the patient can read the information online at his ease rather than traditional pharmacy where pharmacist explain and some time the patient forgets the information .
- Doctor do you think it is safe to buy medicine online by patients?

Safe to order medicine online

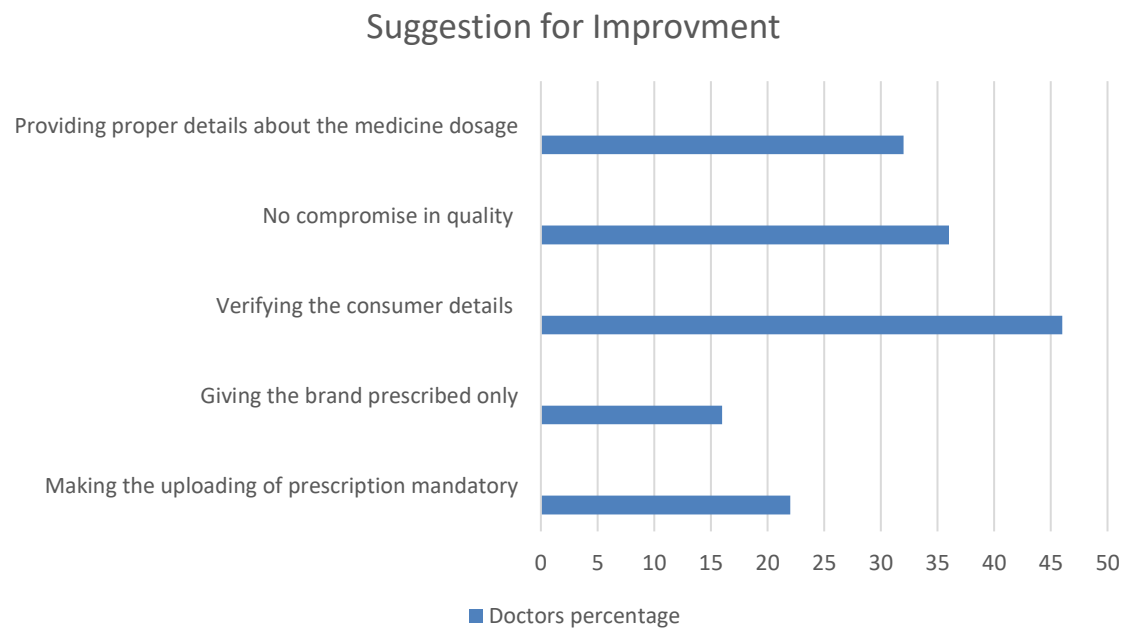


- ❖ Inference – 48 % of doctors say that it is safe to order medicine online while 38% of doctors don't find online pharmacy safe
- What are issues that you think emerge due to online pharmacy?



- ❖ Inference – Most of the doctors feel that online pharmacy can lead to increased chance of self-medication as the patient would order the medicine and some are even supplied without any proper prescription and sometimes fake prescription are also uploaded the chances of ordering a wrong medicines are also there , as the person ordering may not have a proper knowledge about medicines, some time the prescribed brand is not available then some of companies give the replacement in the form of other alternative.

- Doctor can you please give some suggestion about the online pharmacy for improvement.



- ❖ Inference – Most of the doctors have a view that verifying the consumer details should be done properly then after proper prescription then only the medicine should be delivered.

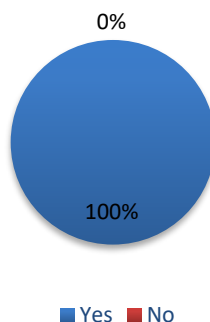
Proper information about the dosing should be given when the medicine is supplied along and there should be no compromise in the quality of the medicines

2 . Chemist / Retailers and wholesalers

Sample size – 40

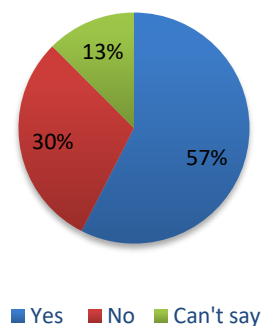
- Are you aware about online pharmacy / e-pharmacy services?

Awarness about online pharmacy



- ❖ Inference – All the chemist were aware of the online pharmacy / e pharmacy bussiness
- Has online pharmacy impacted your business?

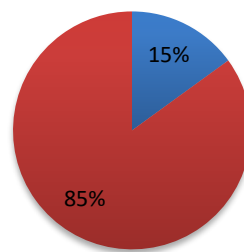
Impact on business



- ❖ Inference - 57% of chemist say that online pharmacy has impacted their business while 30% don't feel that and 13 % are not sure about any such impact

- Does your pharmacy provide home delivery facility?

Home delivery facility

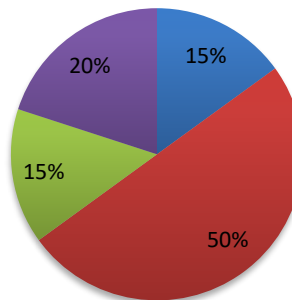


■ Yes ■ No

- ❖ Inference- Out of 40 chemist surveyed only 6 were having option of home delivery of medicine 34 chemists did not have home delivery

- How much duration stock of medicine is usually taken by patients suffering from chronic ailments like diabetes, epilepsy, dementia etc ?

Stock of medicine taken

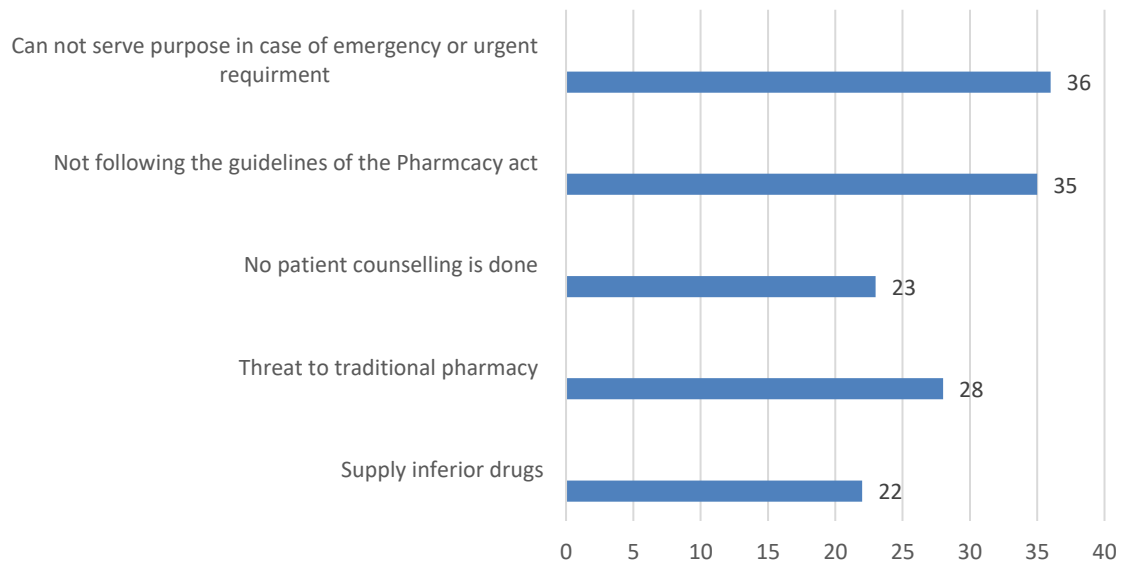


■ Less than 15 days ■ 15 days to a month ■ Two months ■ Greater than 6 months

- ❖ Inference- Maximum number of people suffering from chronic diseases usually take medicines stock from 15 days to one month

- What are your views on the risk associated with online pharmacy ?

Risk associated with online Pharmacy



- ❖ Inference – The major risk came out of the supply of emergency care medicine ,More over it can also be seen that most of chemsit think that online pharmcies don't follow the Pharmacy Act and other regulation by Government properly,some also had a view that they also have the impacton the business of traditional pharmacy.

- Do you have any suggestion regarding the online pharmacy ?

- ❖ They should follow the gulidined propley .
- ❖ No medication should be given up without proper perscription

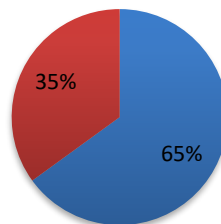
- ❖ Tie ups to be made with local Chemists

3 . Consumers / Patients and their care givers

Sample size – 80

- Are you aware about online pharmacy / e-pharmacy services?

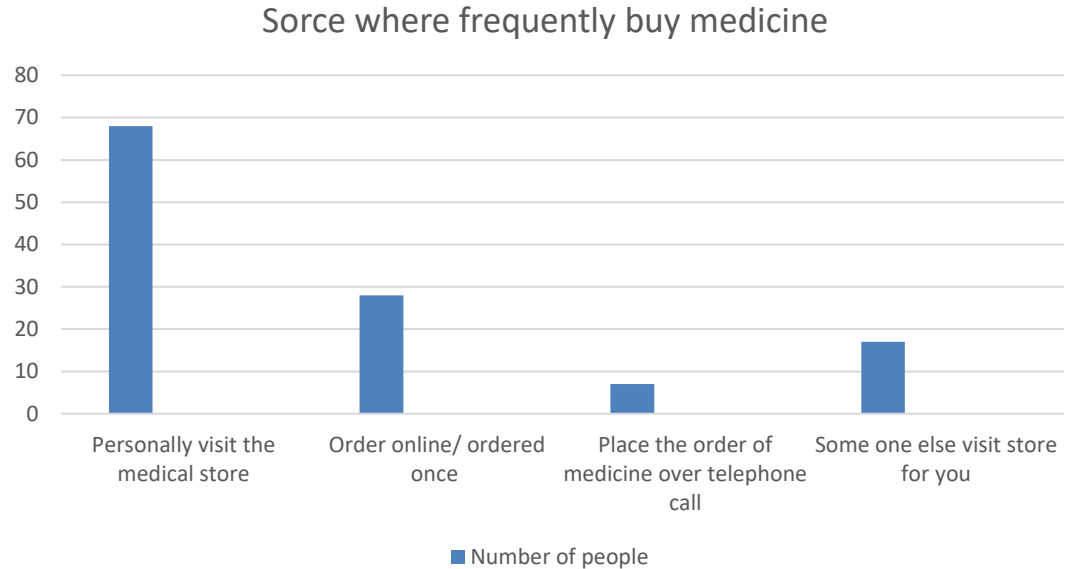
Awareness



■ Yes ■ No

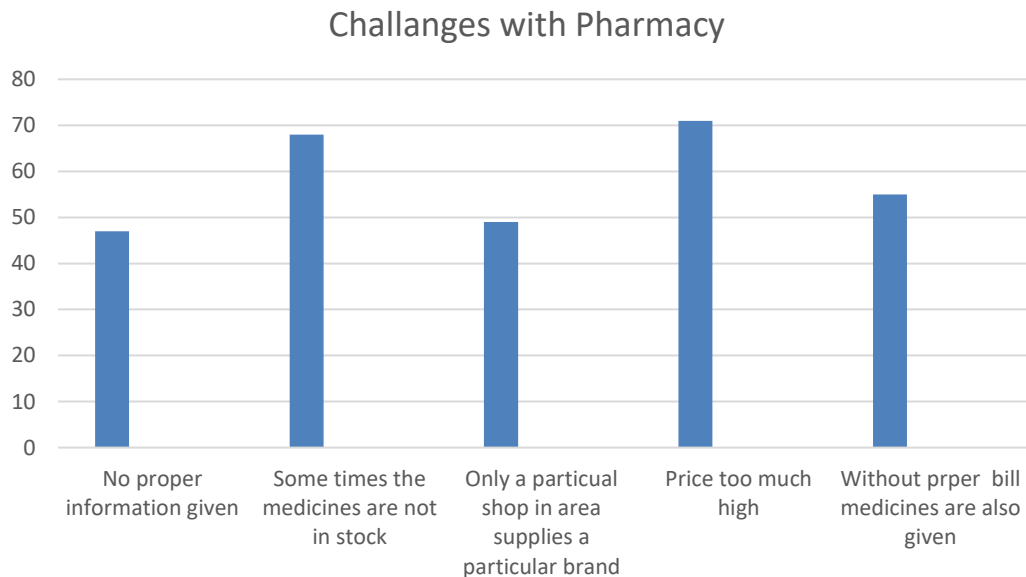
- ❖ Inference – 65% of the consumer were aware about online pharmacy while 35 % were not aware.

- Sources where you frequently buy medicines?



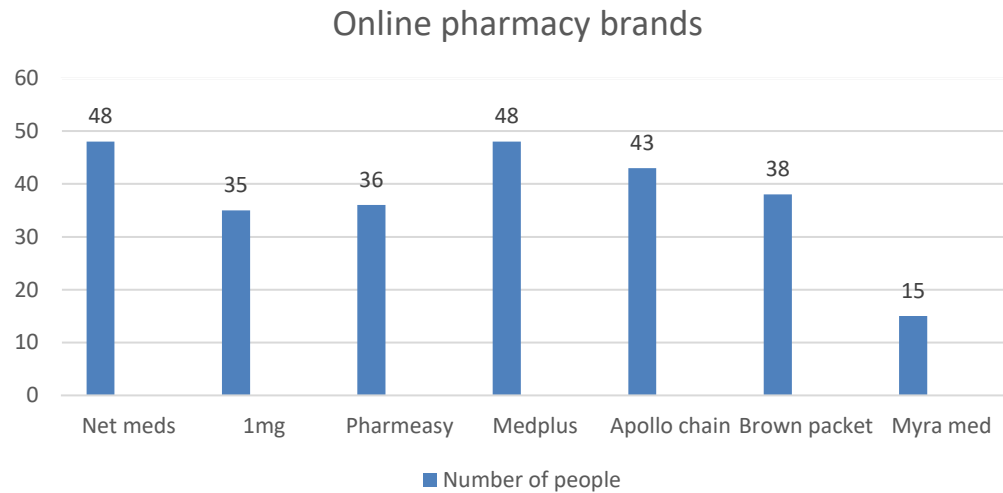
- ❖ Inference – Most of the consumer prefer to visit the medical stores .28 consumer have order the medicines online while a very few have done it over a telephone call

- What are the major challenges you face in the pharmacy stores?



- ❖ Inference- Price issue and medicine not in stock were the major challenges faced and even the medicines are given sometime without the proper bills.

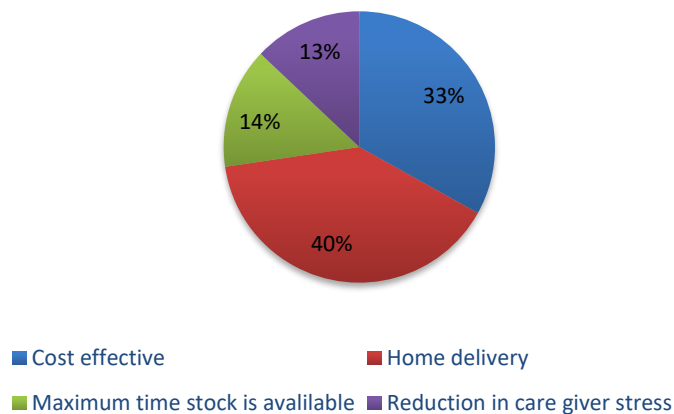
- Which of the online pharmacy channels or brand you have heard about?



- ❖ Inference -Medplus & Net Plus were most heard apps for online pharmacy among the people of Bangalore city

- What do you think about advantages of online Pharmacy?

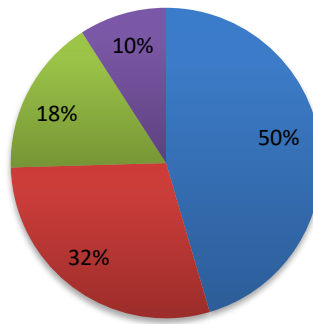
Advantage of online pharmacy



- ❖ Inference -Maximum people like the advantage of home delivery along with cost effectiveness as online pharmacy provides cost effective medicines with discounted prices.

- What are the improvement or suggestion you wish to see in online pharmacy?

Suggestion /improvement



■ Availability of all brands and dosage ■ Improved delivery time
■ Creating more user friendly app ■ Providing better quality and packaging

- ❖ Inference – Most of consumer at least 50% are more focused on availability of all the brands with their dosage and 32% have a view on improving the time of delivery

Results and discussions –

- The present study revealed that 83 % of stakeholders which included physicians, chemist, consumers were aware about the online pharmacy services it may be due to increased technological exposure 76 % Physicians have agreed that online pharmacy helps in increasing the accessibility as people are now easily able to get medicine.
- Current pharmacy services in India are not too much satisfactory they need a lot of improvement.
- The biggest advantage which emerged about the online pharmacy included the price, delivery services .It can be seen from the data that 85 % of the pharmacy stores do not have the facility of any home delivery so it becomes difficult for the elderly patients/ disabled patients and they have to frequently visits the pharmacy stores
- From the data it can also be observed that most of the patients purchase the medicine or therapy for 15 days to one month of stock in case of chronic ailments so that they don't have to visit the store again here the online pharmacy can play effective role as people could order medicines online and some online pharmacy even provide the same day delivery services
- Issues which arise with the traditional pharmacy includes price are high as compared online, sometimes no proper bills are given and less or no patient counselling.
- Issues emerging with online pharmacy are increased chances of self-medication, chances of ordering wrong medicine , supply of inferior quality of medicine Some of the chemists have also a view that the online pharmacy services do not follow the Pharmacy Act and other regulations this has also started impacting their business

- Majority of people still depend on traditional pharmacy and visit the stores self to purchase the medicines.
- Majority of people believe that online pharmacy is more convenient method of purchasing the medicines with many discount vouchers offered.
- Net meds Apollo and Medplus emerged out to be leading players in e pharmacy services in banglore city .
- Focusing on the availability of the brand, improving the delivery time, verifying the customer details, no compromise in the quality and tie ups with the local chemists came out to be major suggestions for improvement in the online pharmacy services

As there has been significant increase in the technology and everything now comes in hand these online pharmacy services have also made their way people are more to purchase the medicines online , price comparison has also been one of the factor a recent survey report of medical journal publications has shown that before visiting any pharmacy store people tend to search information about the medicine online including the pricing information and dosing pattern , now the online pharmacy market has started covering around 1100 crore of business in India

But there have been some of the serious challenges faced by online pharmacy as there are no proper rules and regulations governing the pharmacy services in India all the Acts including the pharmacy Act 1948 , Drugs and magic remedies act were made before the advent of online Pharmacy hence it does not get covered under it and other techno legal requirements are also compromised some ties which includes encryption , data privacy, cyber laws, cloud computing , internet obligations , currently due to the absence of proper cyber law diligence requirements some times the IT act 2000 is breached.

So a requirement of proper law is also there which could prevent the misuse of the online pharmacy practices and there remains no issues of privacy and security and maximum utilization of the resources could be done

Recommendation -

➤ For Companies providing online pharmacy services –

- a. Making more user-friendly Apps which should have more customized option as per the needs and requirements of the consumer
- b. Providing the quality medicines
- c. Providing medicines only with a proper prescription
- d. Following the laws and rules as per the required standards
- e. Maintained privacy and security
- f. Tie ups with the local pharmacy so that customer need could be fulfilled at all the times
- g. Timed delivery and providing the full dosing pattern in a written format so that patient could keep it for future help
- h. Setting up of ADR reporting helpline along with customer support services round the clock
- i. Tracking facilities to be improved
- j. Improved supply chain visibility
- k. In case of sedative and narcotic, habit forming drugs prescription cross verification should be done

➤ For Pharmaceutical companies

Companies which provide their products in online pharmacy services must also ensure that

- a. The online firm is an established brand
- b. It should cater the need of maximum people
- c. Proper quality of goods to be supplied
- d. Proper stock should be made available
- e. Full drug information should be given and that must be reflected in online pharmacy providing platforms
- f. Helpline via a company should also be provided in case of some serious ADRs

It can also reduce the expense for the company, and it could add to the sale growth of company as the product would be readily available online , help in the business expansion and providing health care facilities to the large number of people.

All the dosage form should be made available online, company dealing with chronic drug therapy segments should ensure that the medicine is available online as people tend to purchase the huge stocks in case of chronic therapy .

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