

Dissertation at Eisai Pharmaceutical India Pvt. Ltd.



**A Study on Awareness, Usage and Perception about Online
Pharmacy among the various stake holders (Physicians,
Chemists ,Patients/consumers)in Bangalore city**

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MBA Pharmaceutical Management
(2017-2019)**



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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



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

*Survey report by national herald January ,2017

Literature review

- Grazia Orizio, Anna Merla, Peter J Schulz, Umberto Gelatti Quality of Online Pharmacies and Websites Selling Prescription Drugs: A Systematic Review (2011) Jimer publication Institute of Communication and Health, University of Lugano

In this research article it was concluded that Online pharmacies are an important phenomenon that is continuing to spread, despite partial regulation The first level should focus on policy, with laws regulating the phenomenon at an international level. The second level needs to focus on the individual. This approach should aim to increase health literacy, required for making appropriate health choices, recognizing risks and making the most of the multitude of opportunities offered by the world of medicine 2.0

- Ravinder K. Saha , Rakhamaji D. Chandanea Umesh Suranagia , Sachin Manochab , Ajita Kapura and Priyanka European journal of pharmaceutical and medical research (2018)

In this article it was cited that Online pharmacies providing an easy opportunity to purchase large variety of medicines. These offer various advantages like lower costs, easy accessibility, doorstep delivery etc. Online pharmacies also carry with them disadvantages like lack of interaction with physician, dispensing of drugs without prescriptions, selling of substandard medicines etc. There is lack of study about consumer's awareness regarding online pharmacy in India

- G.Prashanti, S.Sravani, Saleha NoorieA Review on Online Pharmacy Journal of Pharmacy and Biological Sciences (IOSR-JPBS) e-ISSN:2278-3008, p-ISSN:2319-7676. Volume 12, Issue 3 Ver. IV (May – June 2017), PP 32-34

Online pharmacy is one of the technology advancements that is about to create a huge demand in the upcoming days. Though it is convenient to get them, there is high risk of self medication and misuse of drugs especially that come under schedule H and X. This article contains insights about the advantages disadvantages of online pharmacy

Objective of the study



To Study the Awareness, Usage and Perception about Online Pharmacy among Doctors

To Study the Awareness, Usage and Perception about Online Pharmacy among Chemists

To Study the Awareness, Usage and Perception about Online Pharmacy among consumers / patients

RESEARCH PLAN

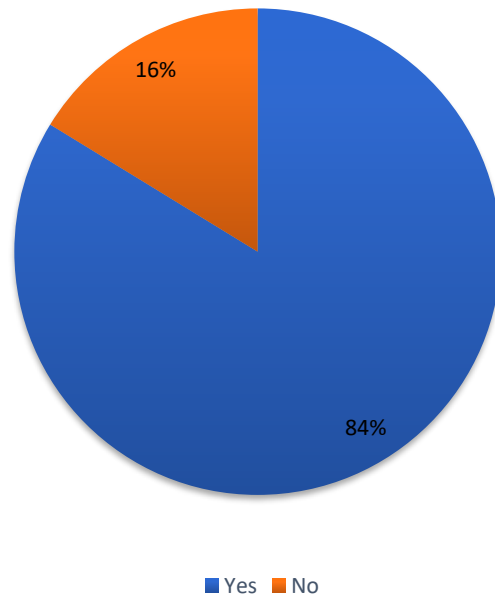
PRIMARY RESEARCH

- **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

- **RESEARCH AREA:** North Bangalore (Yeshwantpur , Rajaji nagar ,hebbal)
- **SAMPLE SIZE** :
Doctor/physicians -80
Chemist -40
Patients / Consumers-80
- **SAMPLING TECHNIQUE** : Non Probability convenient sampling
- **ANALYSIS OF DATA** : Was performed in Microsoft Excel.

Data interpretation For Doctors

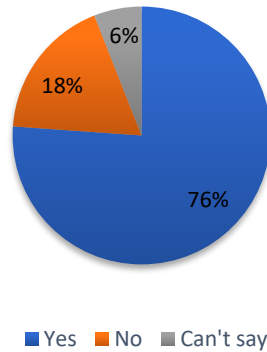
Awariness about online pharmacy



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

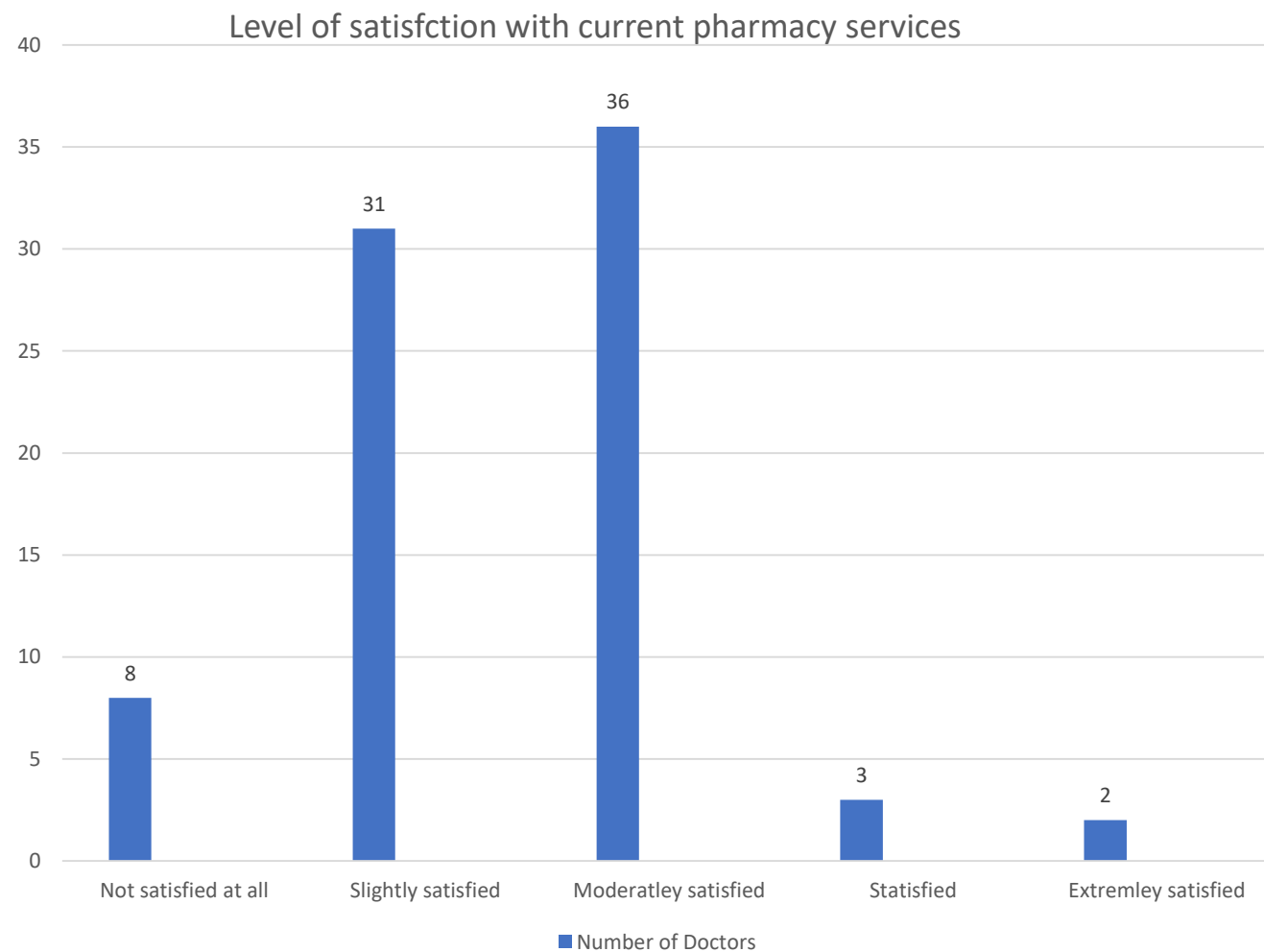
- Do you think online pharmacy helps to increase the medicines accessibility?

Accessibility of medicines

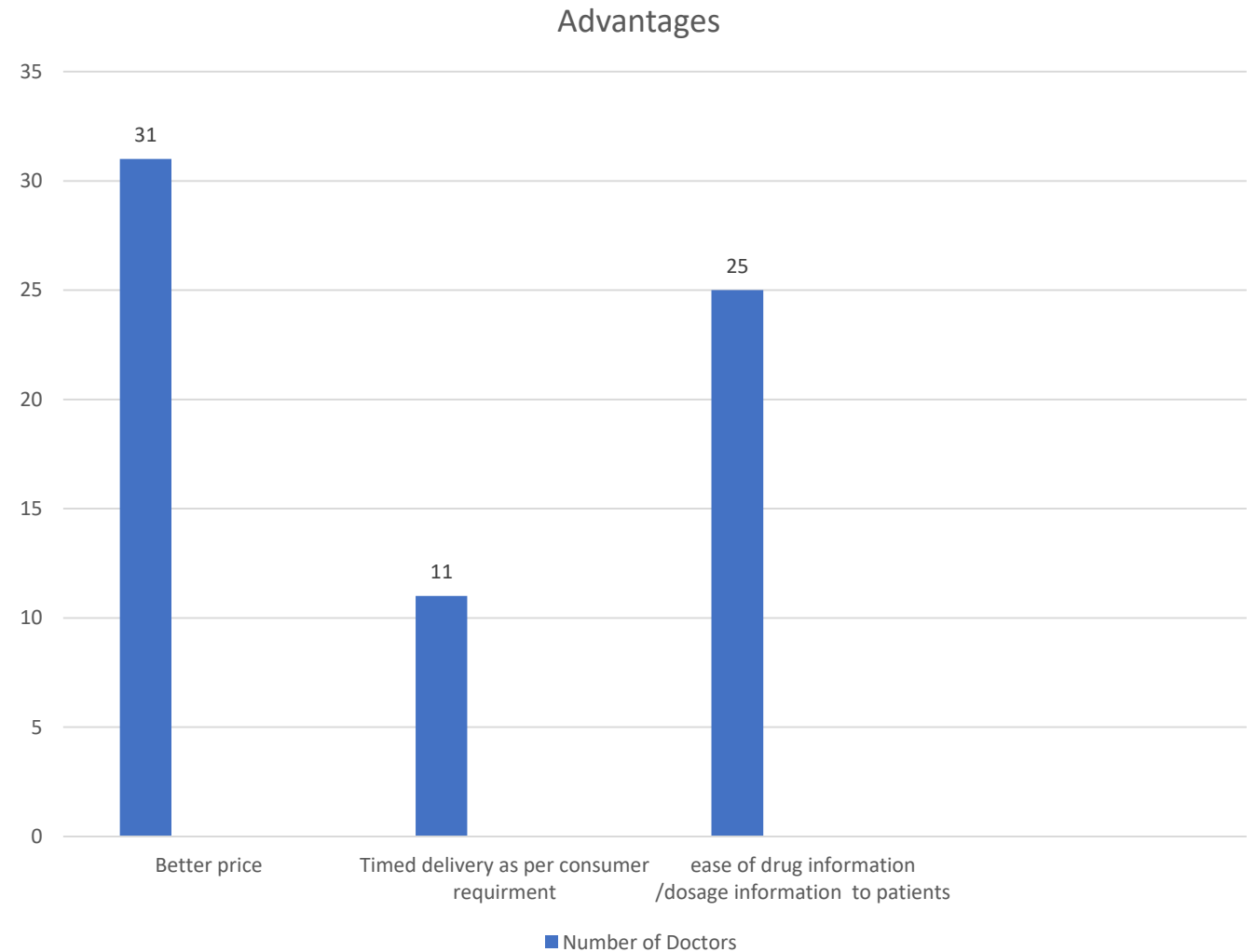


Inference – 51 doctors had a positive view that online pharmacy increases the accessibility of medicine while 12 doctors did not feel the same and 4 doctors were not sure whether online pharmacy increases the accessibility or not

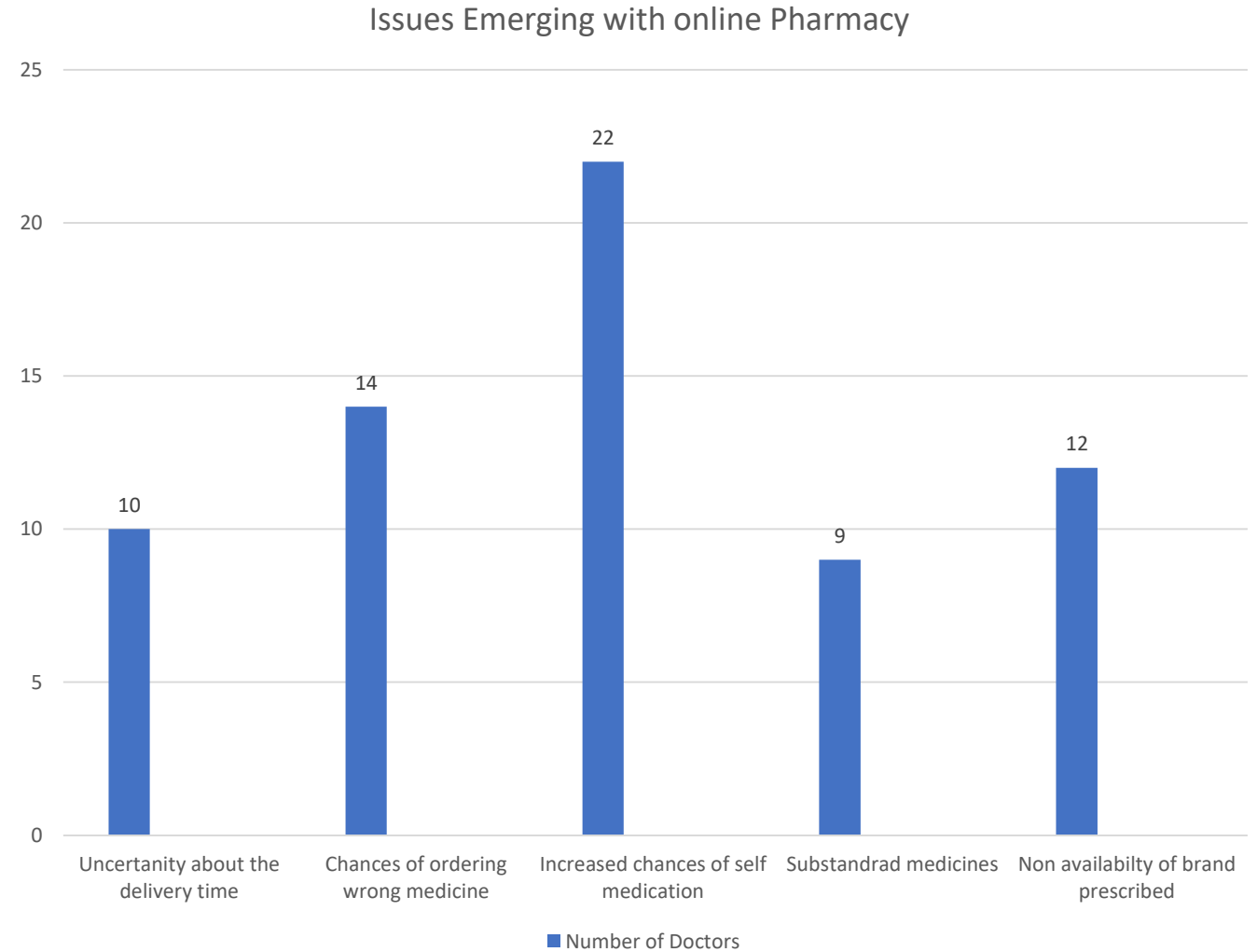
How much you are satisfied by current pharmacy services rating from 1 to 5 where 1 is not at all satisfied and 5 is fully satisfied?



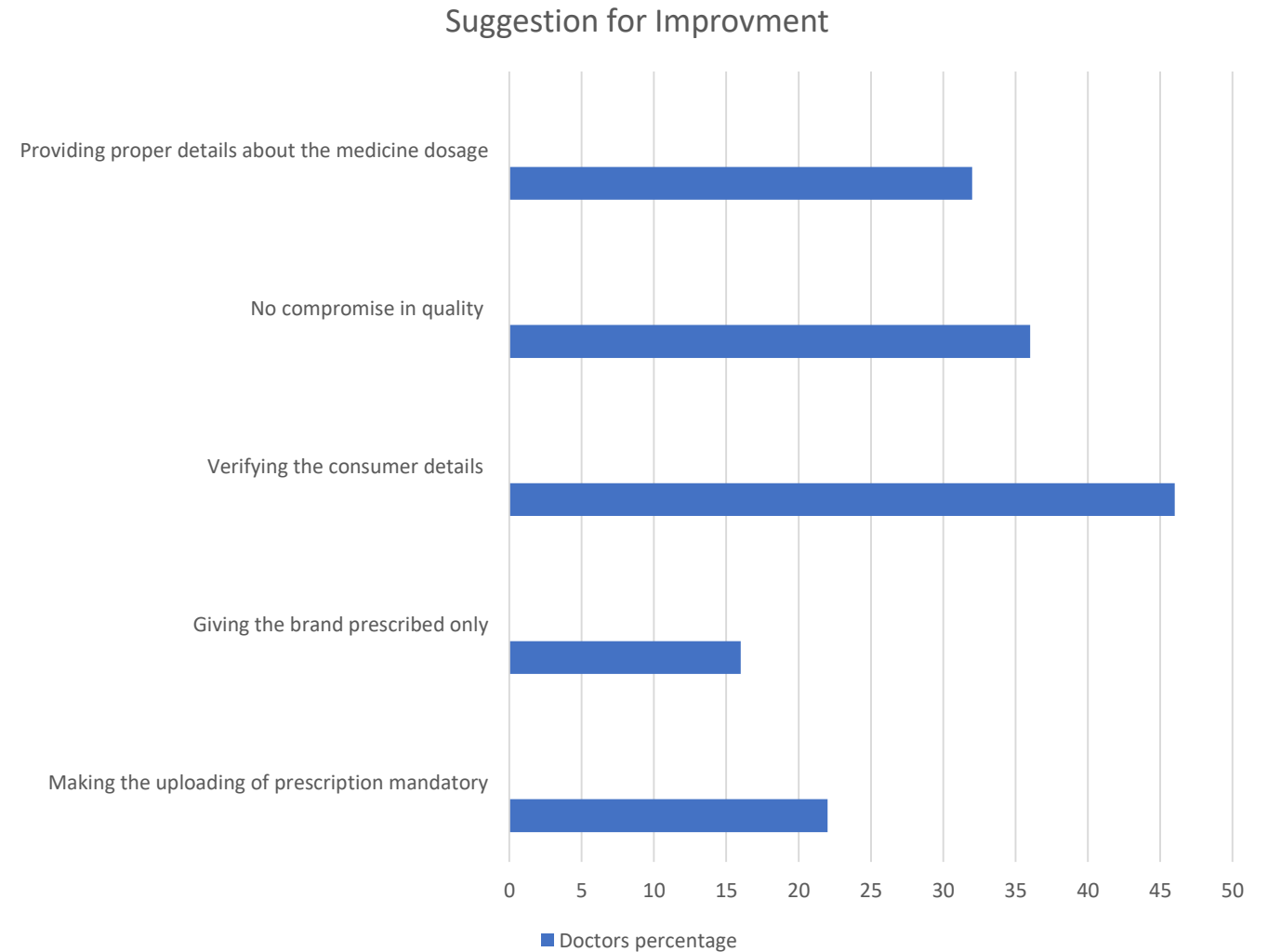
What do
you think
are the
major
advantages
of online
pharmacy?



What are issues that you think emerge due to online pharmacy?



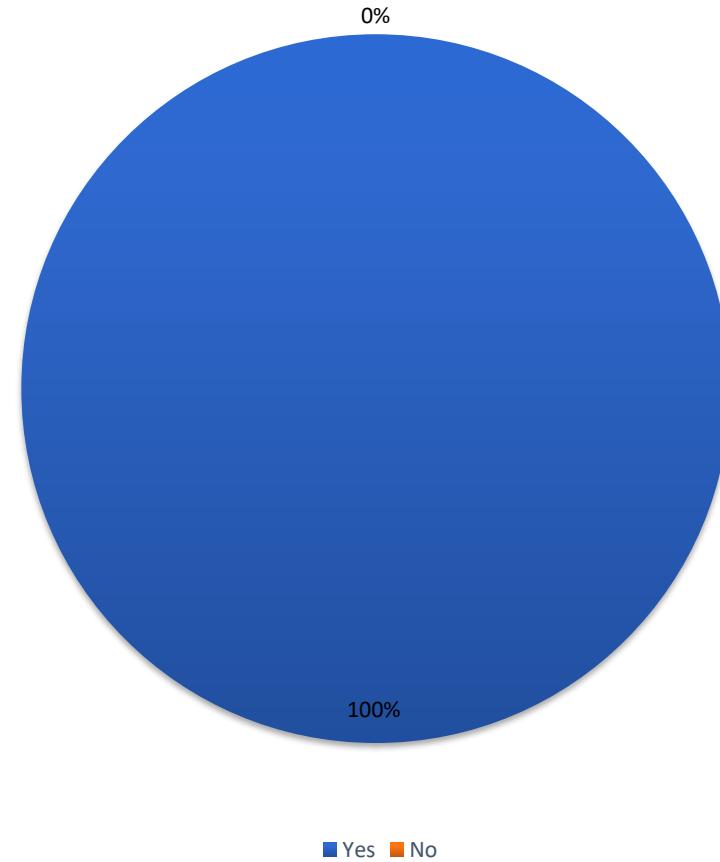
Doctor can
you please
give some
suggestion
about the
online
pharmacy for
improvement.



For chemists

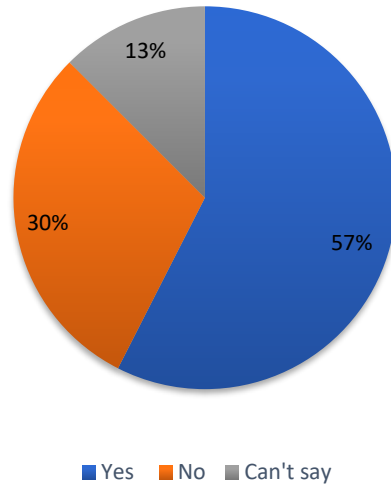
- Are you aware about online pharmacy / e-pharmacy services?

Awariness about online pharmacy



Has online pharmacy impacted your business?

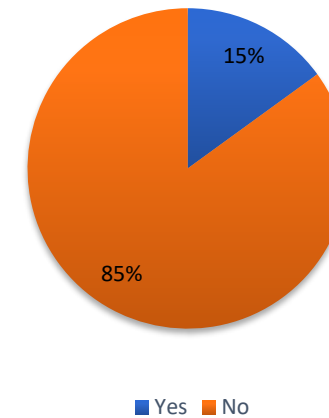
Impact on business



- ❖ 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

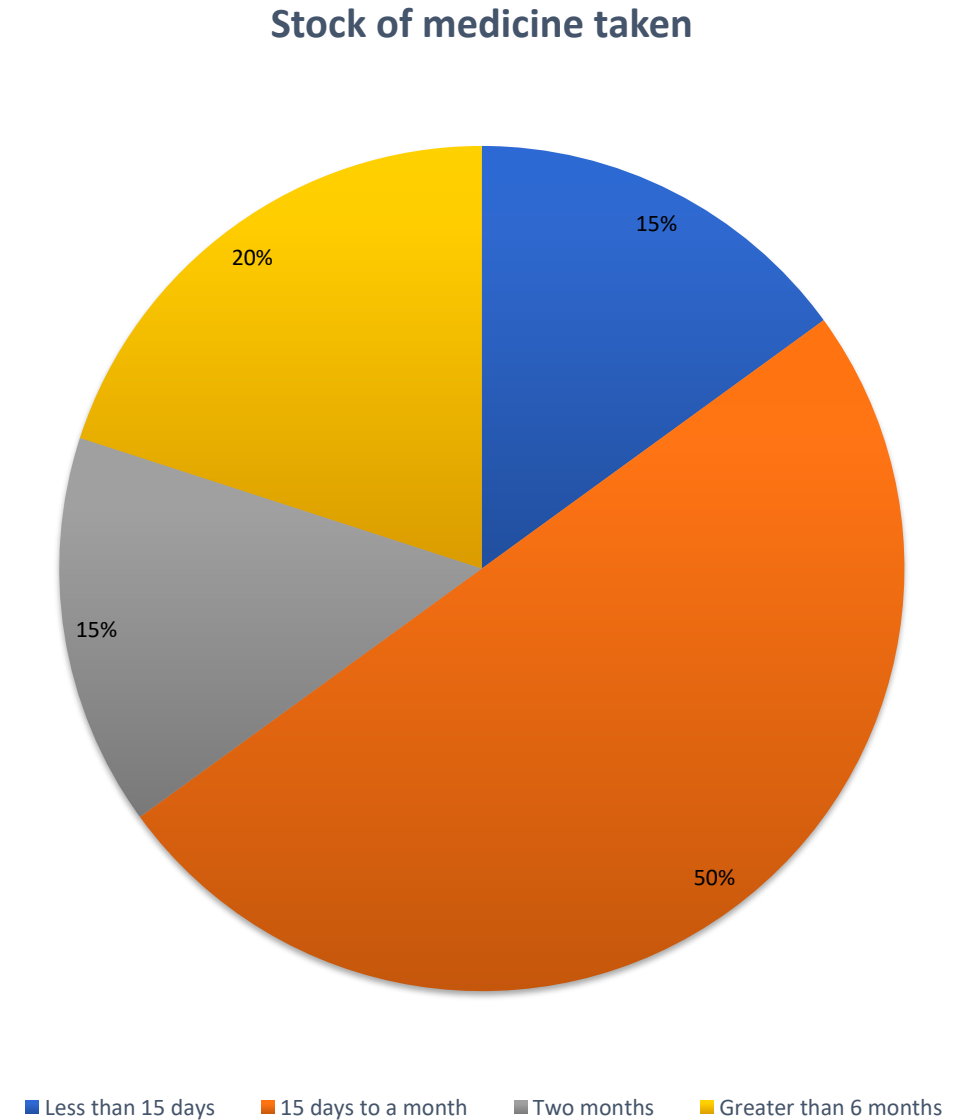
- Does your pharmacy provide home delivery facility?

Home delivery facility



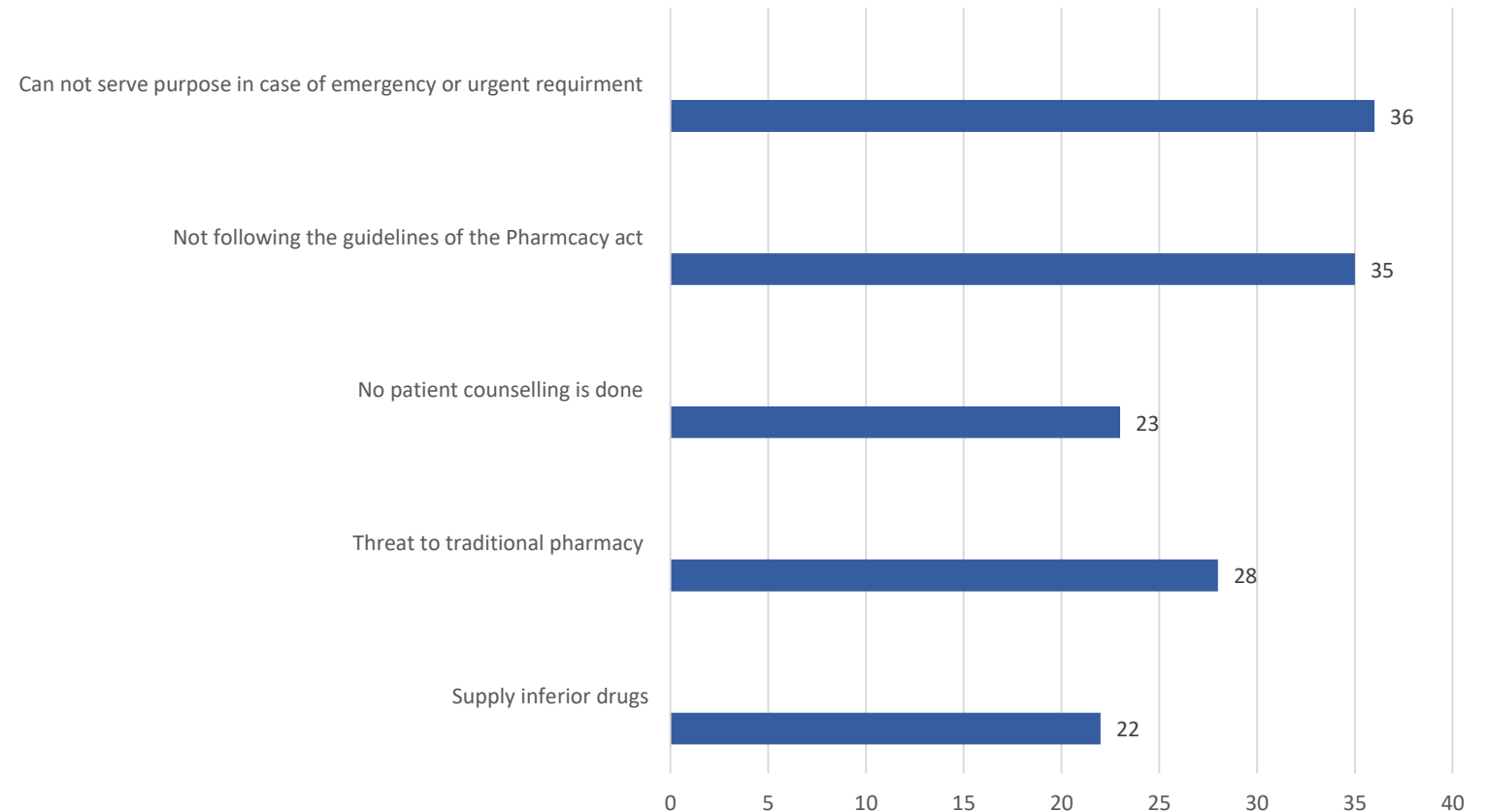
- ❖ Inference- Out of 40 chemist surveyed only 6 were having option of home delivery of medicine 34 chemists did not have home delivery

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



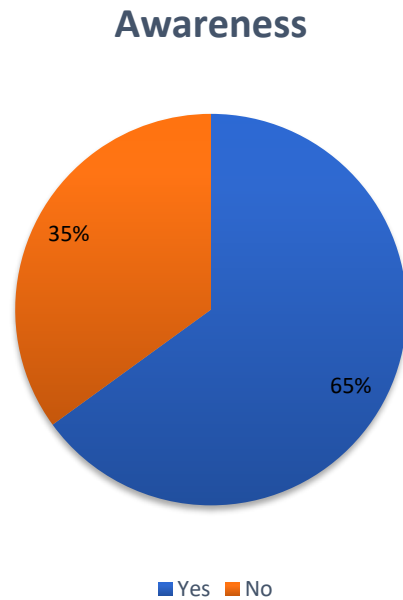
What are your
views on the
risk associated
with online
pharmacy ?

Risk associated with online Pharmacy

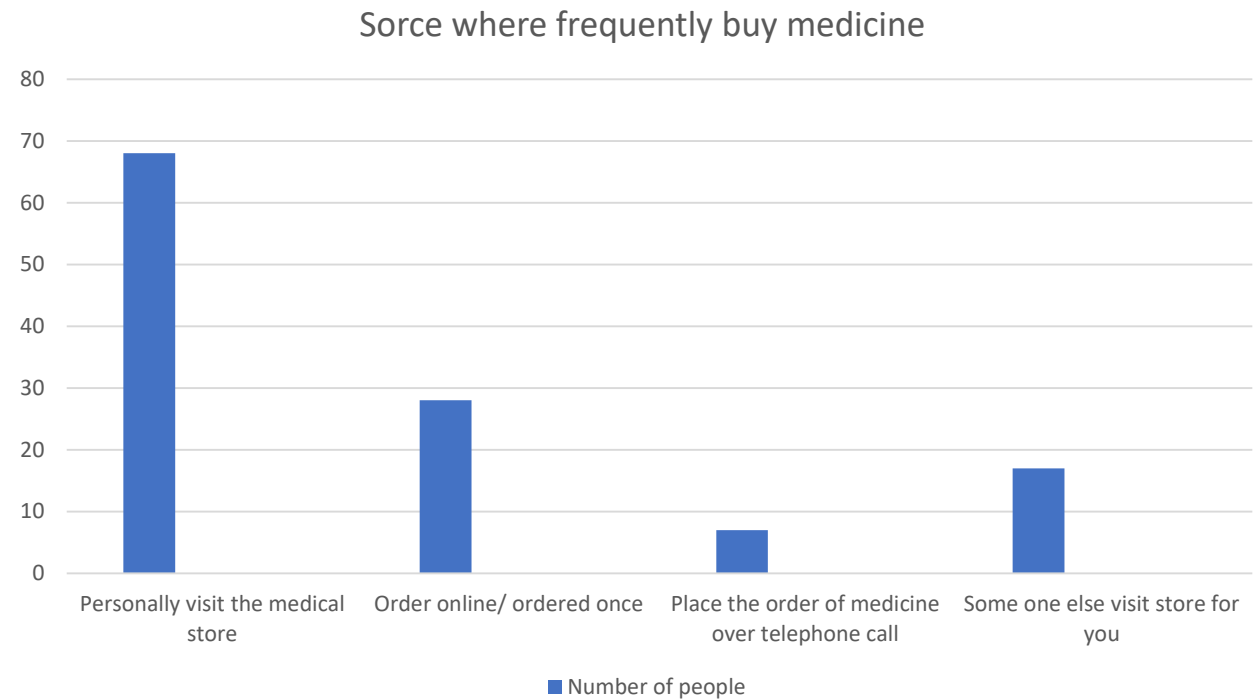


For Consumers

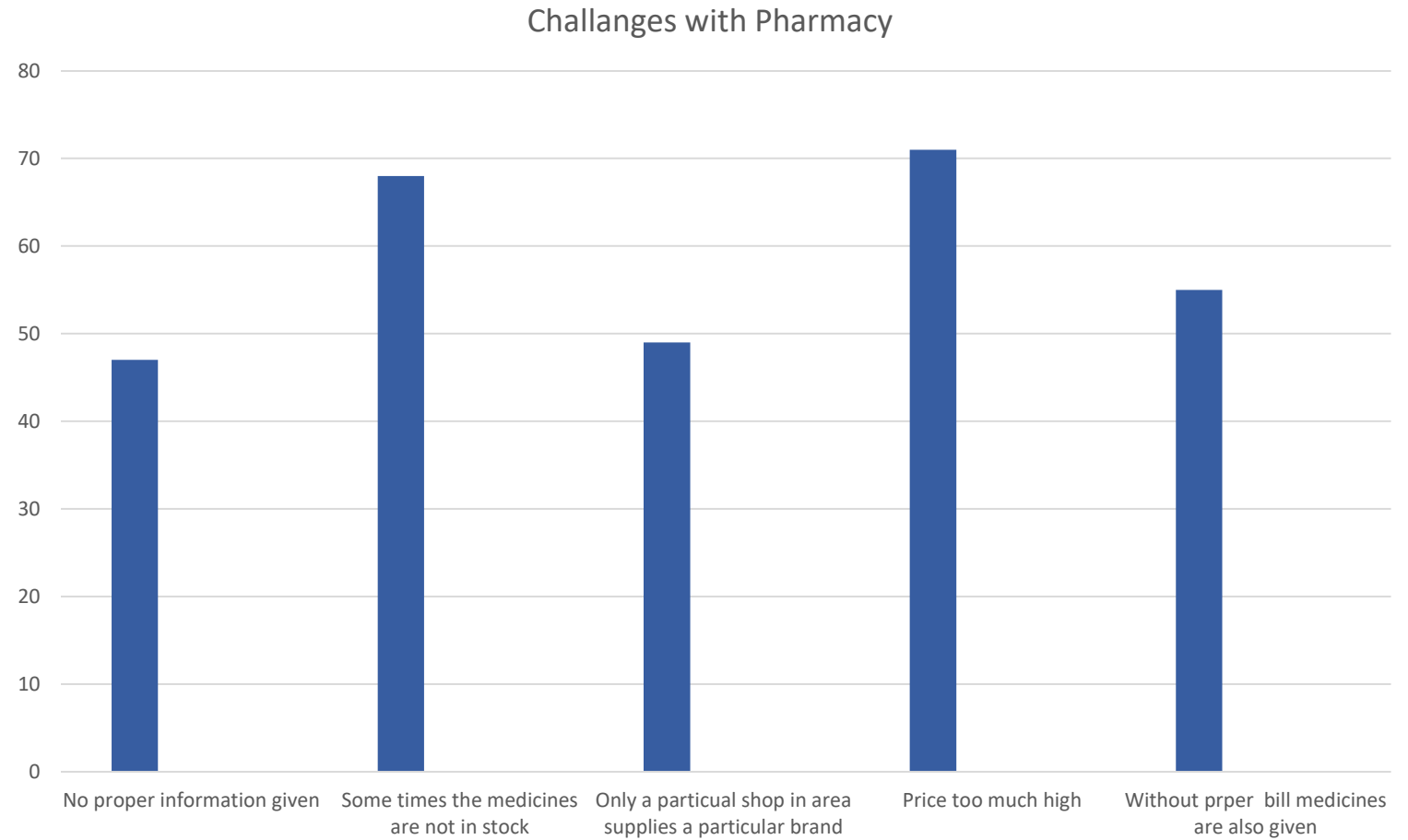
- Are you aware about online pharmacy / e-pharmacy services?



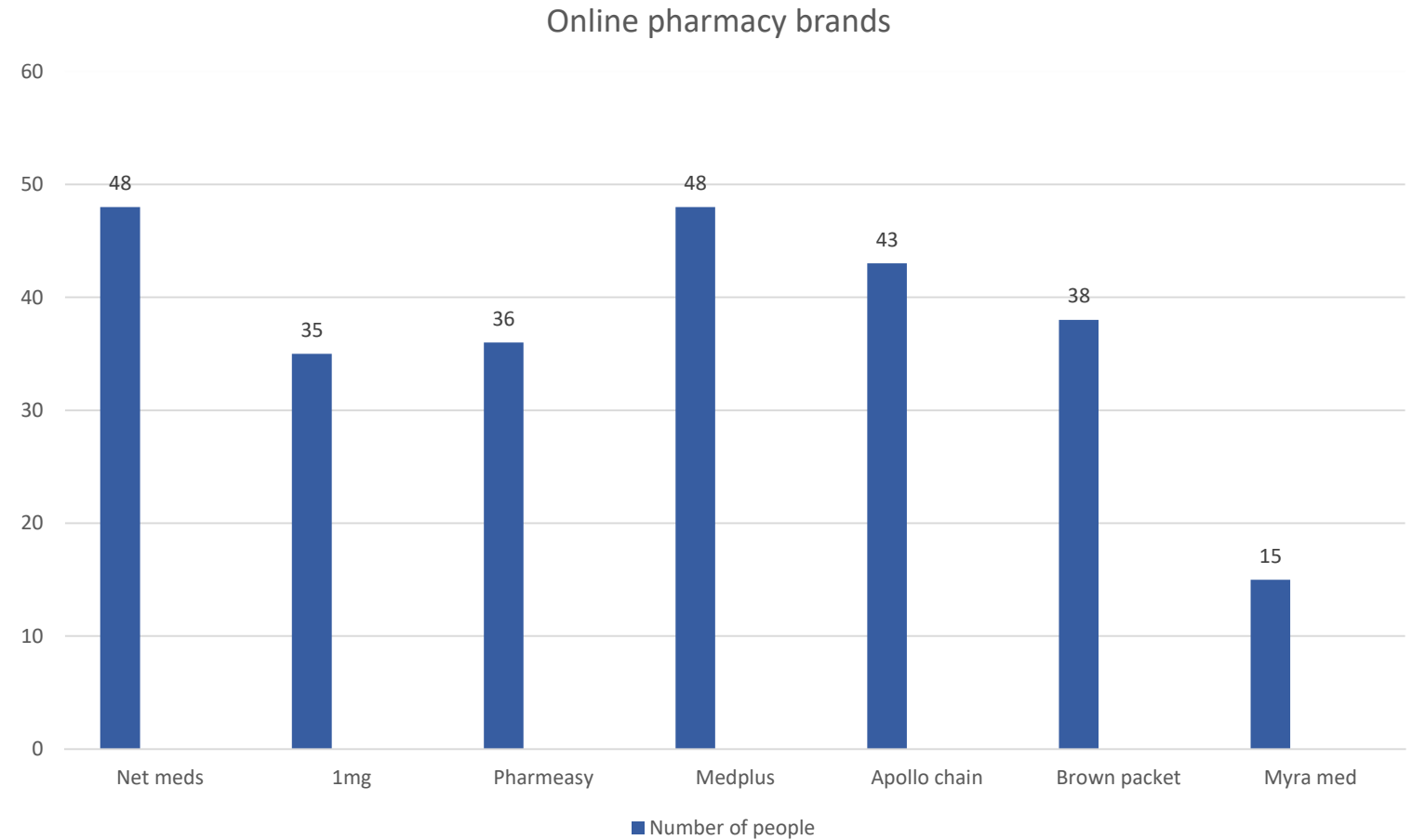
Sources where you frequently buy medicines?



What are the
major
challenges you
face in the
pharmacy
stores

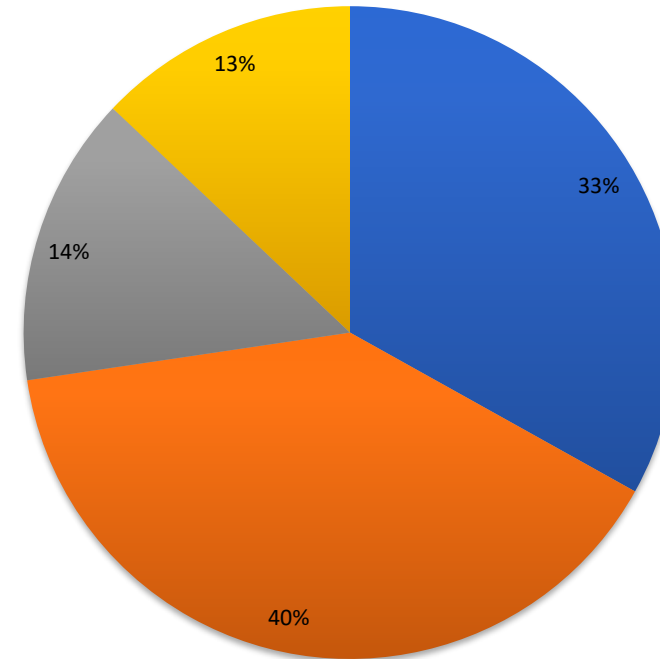


Which of the
online pharmacy
channels or
brand you have
heard about?



What do you
think about
advantages
of online
Pharmacy?

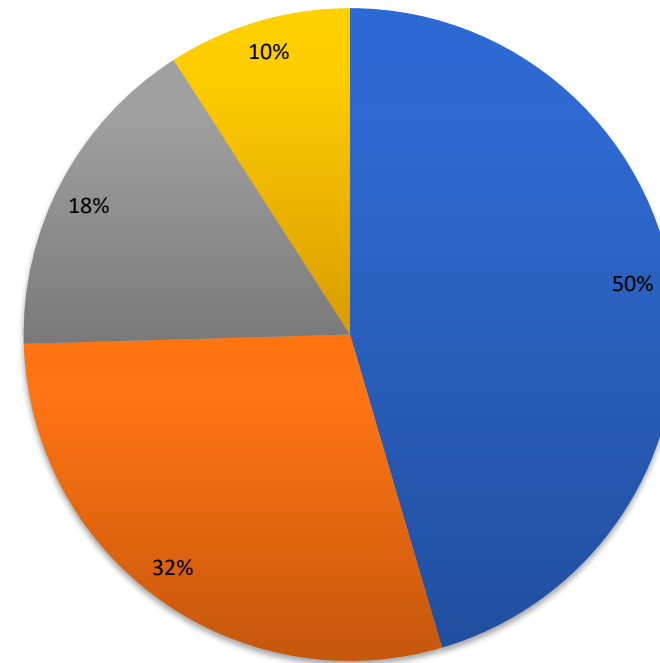
Advantage of online pharmacy



■ Cost effective ■ Home delivery ■ Maximum time stock is available ■ Reduction in care giver stress

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

Conclusion



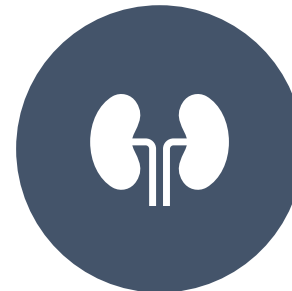
Present study revealed that that 83 % of stakeholders which included physicians, chemist, consumers were aware about the online pharmacy services it may be due to increased technological exposure



76 % Physicians have agreed that online pharmacy helps in increasing the accessibility as people are now easily able to get medicine.



Current pharmacy services (Traditional offline pharmacy)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



Present study revealed that consumer usually tend to purchase 15 days to one month of stock in case of chronic ailments medicine so that they don't have to visit the store again .



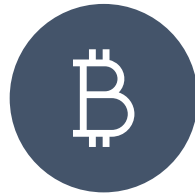
Issues which arise with the traditional pharmacy includes price are high as compared online, sometimes no proper bills are given and less or no patient counselling.



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



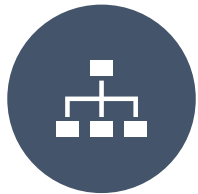
Majority of consumer / patients still depend on traditional pharmacy and visit the stores self to purchase the medicines.



Majority of consumer 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 bangalore 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

Recommendation - For Companies providing online pharmacy services

- Making more user-friendly Apps which should have more customized option as per the needs and requirements of the consumer
- Providing the quality medicines
- Providing medicines only with a proper prescription
- Following the laws and rules as per the required standards
- Maintained privacy and security
- Tie ups with the local pharmacy so that customer need could be fulfilled at all the times
- Timed delivery and providing the full dosing pattern in a written format so that patient could keep it for future help
- Setting up of ADR reporting helpline along with customer support services round the clock
- Tracking facilities to be improved
- Improved supply chain visibility
- 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 The online firm is an established brand
- It should cater the need of maximum people
- Proper quality of goods to be supplied
- Proper stock should be made available
- Full drug information should be given and that must be reflected in online pharmacy providing platforms
- Helpline via a company should also be provided in case of some serious ADRs

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- Priyanka VP, Ashok BK E-pharmacies Regulation in India: Bringing New Dimensions to Pharma Sector. Pharmaceut Reg Affairs, 2016; 5: 175. doi:10.4172/2167-7689.1000175
- Desai C. Online pharmacies: A boon or bane?. Indian J Pharmacol, 2016; 48: 615-6.
- A Comparative Review of Electronic Prescription Systems: Lessons Learned from Developed Countries Mahnaz Samadbeik, Maryam Ahmadi, Farahnaz Sadoughi, Ali Garavand, Journal of Research in Pharmacy Practice Volume 6 Issue 1 JanuaryMarch 2017.



Thank you