

PHARMACIES INSIGHTS

How to improve
online sales in
pharmacies?



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Introduction

The pharmaceutical industry accounts for about \$1 trillion of global revenue annually, but only 1% of this revenue is generated by online sales touchpoints. The sector itself is rather specific and demanding due to legislation and trust of customers. However, there is ample room for improvement, and thus making customers' lives easier.

How? In this report, we present you with the latest pharmacies insights and inspirational ideas to improve online sales in the pharma industry. Based on our experience and collected data, we selected a list of top pharmacies in Europe and the United States and compared their best practices. In our list, you will find such top pharmacies as Polish Ziko, British Boots or American Walgreens. We gathered the most frequently emerging needs and challenges among different age groups, including senior citizens, and translated them to specific eCommerce solutions.

For this report, we also selected the most common problems and presented possible ways to solve them. In addition,

we gave you insights from solutions offered on the market by multiple pharmacies. As a result of our research and analysis, we presented various ways to increase conversion rates and improve user experience, and most importantly, to meet the needs of customers. eCommerce in the pharmaceutical industry, despite many restrictions, can work. Some of the solutions we have prepared, you may know, but some of them may surprise you. We have enriched our suggestions with design concepts.

They are ready to implement in all pharmacies with an online store.

We hope that our report will inspire you and convince you to introduce one or even several improvements to your online pharmacy.

Enjoy!

Top Pharmacy Customer Reviews

77%

of respondents claim that there should be an electronic system which collects information about all used prescriptions.

95%

of respondents consider it important to have the possibility of personal access to the data medical devices have about them.

75%

of Polish respondents used the internet in a health-related area during last 12 months.

[Source](#)

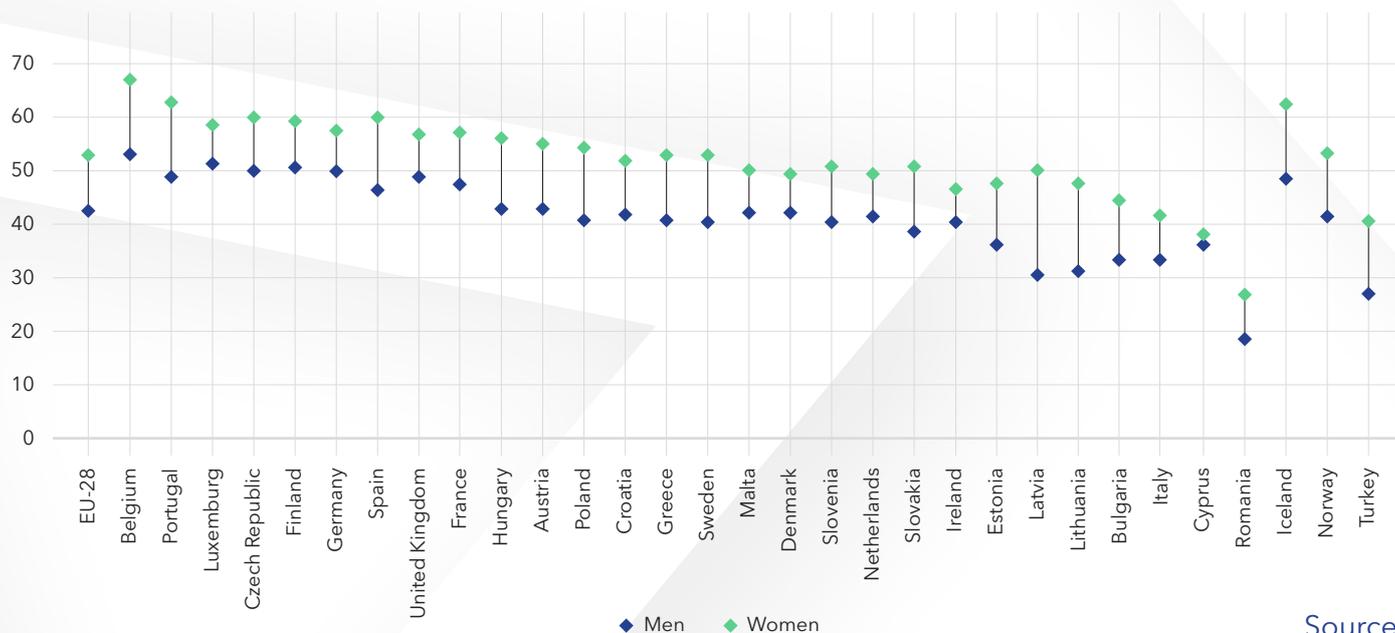
Note: the data is for Poland

Current Situation Surrounding Use Of Prescriptions

Women are more likely than men to have used the prescribed medicines:

In Poland:
40% men
55% women

In Germany:
50% men
58% women



[Source](#)

Customer Needs Depending on Age

Customer needs vary considerably, depending on the age group. That is why it is crucial that an eCommerce system must adapt to the needs of the various age groups.

It is important that it is functional and suitable for both young people familiar with technologies and older, less tech-savvy people.

The youth particularly likes:

- reduced human contact and more text
- automated phone
- fast and easy online refill

The older market is more inclined to:

- speak to specialists
- order in-person



The Forecasted Facts about Pensioners in the US

Analysis showed that the number of users of retirement age will increase in the coming years. Currently, 42% of seniors use mobile devices, but we expect this value to increase. The percentage of seniors using the option of supplementing medications with the use of a mobile devices is still small, which might be caused by the restrictions of mobile devices. However, we predict that with the increase in the number of seniors, these numbers will increase also.

- **75 million** seniors by 2020
112 million seniors by 2050
- **42%** of seniors own a smartphone
- **8%** of seniors refill online or on mobile devices

Additional Data about Pharmacy Customers

- **75%** of respondents take prescriptions
- **54.5%** refill online or via a phone call
- **25%** of respondents are non-adherent
- **58%** worry about running out with 1-week left

The Biggest Challenges of Pharmacies

15-24
years old

The lowest proportion of the EU population using prescribed medicines.

75+
years old

The highest proportion of the EU population using prescribed medicines.

More than **50%**

of patients do not take their prescriptions.

Over **30%**

of patients fail to fill them at all, and this leads to a treatment failure rate of **30%-50%** and hospitalization.

Problem 1

Senior citizens - by far the largest healthcare consumer base in terms of the cost, duration and intensity of their care - are the least likely to use tools aimed at helping them take a more active role in their health management.

Solutions

- Scale up the mobile interface. Use **LARGE BOLD** typography for its structure and readability.
- Add the possibility to manage prescriptions for family members.

[Source](#)

Problem 2

Over 50% of patients do not take their prescriptions and 30% fail to fill them at all. Resulting in 30%-50% of treatment failures.

Solutions

- Pill Reminder, and integration of accurate pharmacy data results in an additional increase in adherence.
- Auto prescription refill.

[Source](#)

Barriers to Mobile App Use in the Pharmacy Community

There are several reasons why mobile apps are not used by pharmacies. Did you know that over 70% of users never use an application again 72 hours after installation? So, why should I build a mobile app for my pharmacy, you may ask.

Studies show that 50% of mobile users generate overall web traffic for the brand! Besides that, the advantages that you can get by introducing these solutions to your eCommerce far outweigh the disadvantages of this implementation. Basically, you don't need to build a native

app to get all their benefits. If you want to [dramatically increase the number of mobile app](#) installations, you should consider Progressive Web Apps.

Why convince users to download an application which they will probably not use later? It's better to suggest users at the page level to add your pharmacy icon to the home screen. With the PWA approach, you can get more with less effort. Below you will find the pros and cons of using native mobile apps. PWAs give you only pros ;)

Top reasons for non-use or discontinuing use of app:

- time to manually enter data
- apps being confusing to use
- hidden costs
- concern about apps collecting user data
- lack of interest

Suggestions to overcome mentioned reasons:

- Better address consumer concerns, such as cost and high data entry burden.
- Reduce processes down to the bare minimum by creating stories and flows. Add on carefully and only when necessary.

[Source](#)

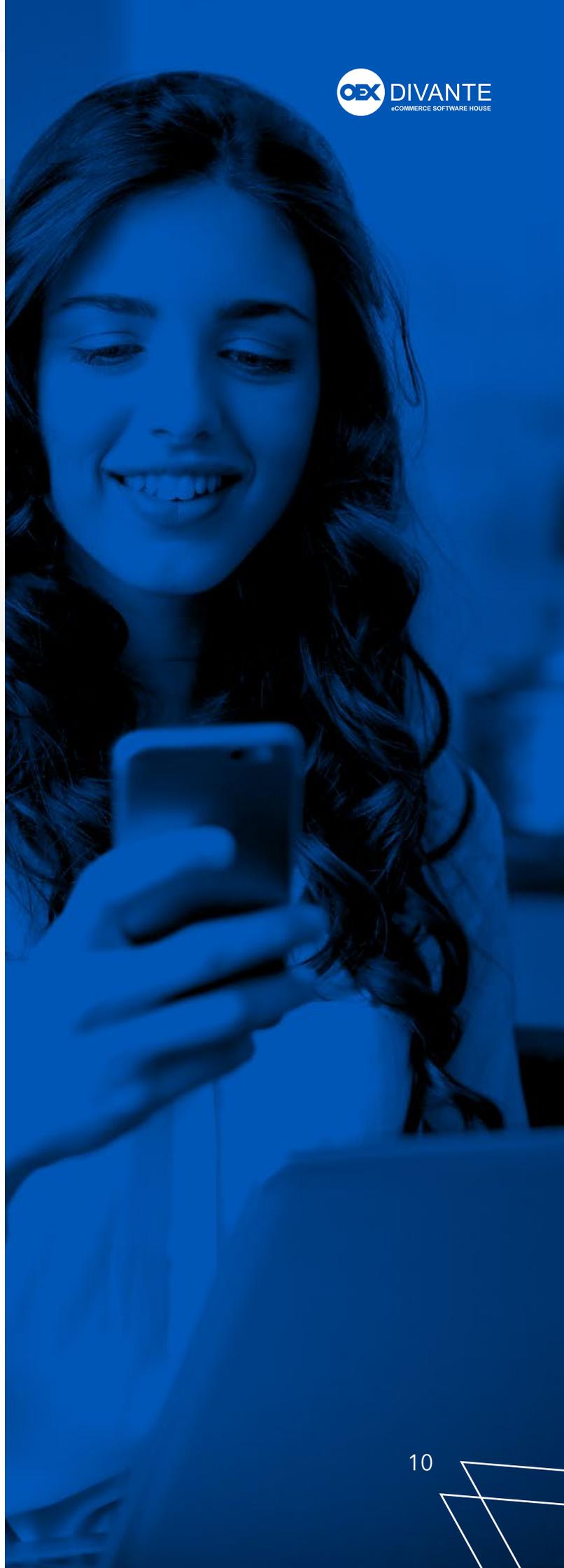
Don't like native apps? Check PWA solution

Current User Stories and Most Common Features

Pharmacy customers have their needs. Here are some of them that you can solve by implementing the mobile app:

- I want to search for a medication
- I want to track if I have taken my medication
- I want to manage a prescription for a family member
- I want to know how many refills I have left
- I want to set a daily pill reminder
- I want to talk to a pharmacy specialist
- I want to view drug information
- I want to know the prescription expiration date

[Source](#)



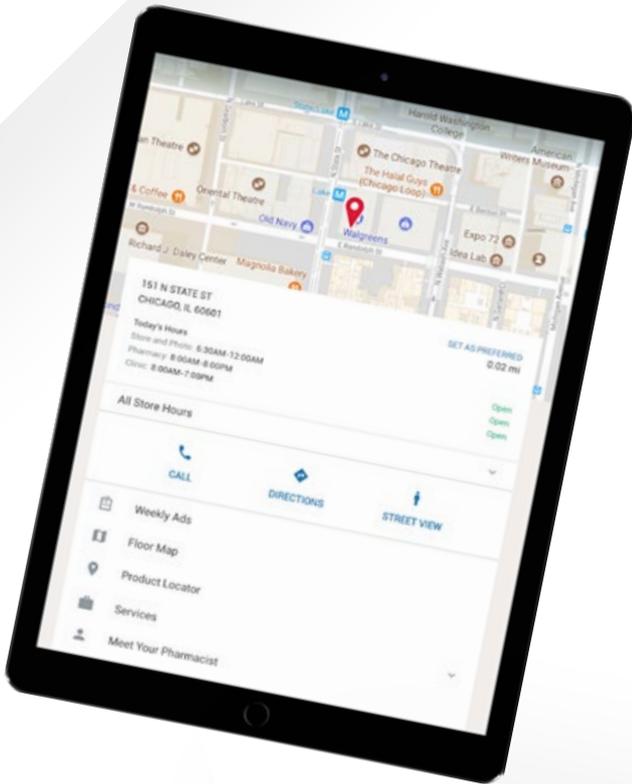
Top Pharmacies

Based on the most popular solutions operating in the pharmaceutical market, we chose the leading ones. In the table below, you will find 11 techniques and solutions used in pharmacies available on the European and American market.

TOP PHARMACIES	eRecipe	Auto-refill	Online Consultation	Pill reminder	Store locator	Family account	Photo printing	Membership	Barcode scan	Online NHS prescription	Blog
Doz.pl (PL)			●	●	●	●			●		
Ziko (PL)			●		●			●			
Medpex (DE)									●		●
Walgreens (US)	●	●		●	●		●		●		
CVS health (US)	●	●	●	●	●		●	●	●		
Boots Pharmacy (UK)	●				●		●	●		●	●
Lloyds Pharmacy (UK)	●		●		●					●	●
Well (UK)	●				●					●	
Kronansapotek (SE)			●	●	●			●			●

Top Solutions in Pharmacy Industry

Based on the most popular solutions operating in the pharmaceutical market, we chose the leading ones. In the table below, you will find 11 techniques and solutions used in pharmacies available on the European and American market.



Store locator

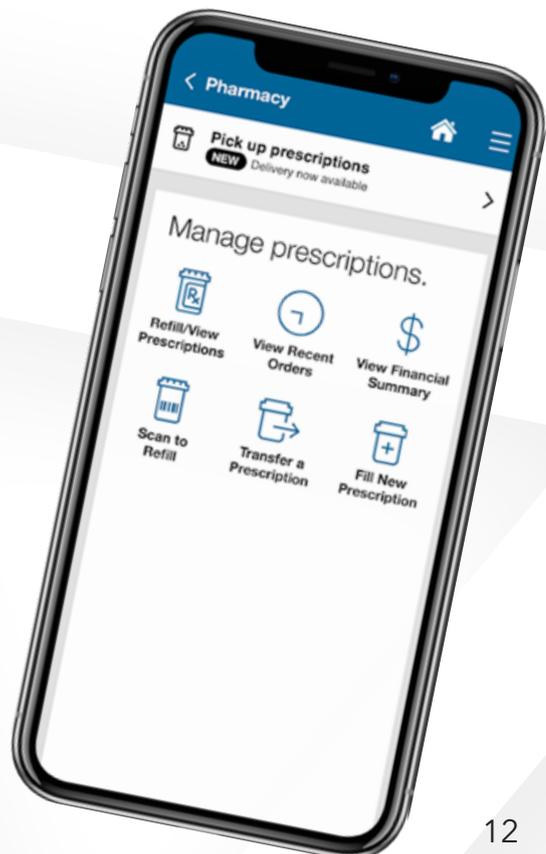
Allowing users to find the closest pharmacy with the desired medicine in Stock. Having it implemented with a PWA helps users without an internet connection to find the store and only of that specific pharmacy chain.

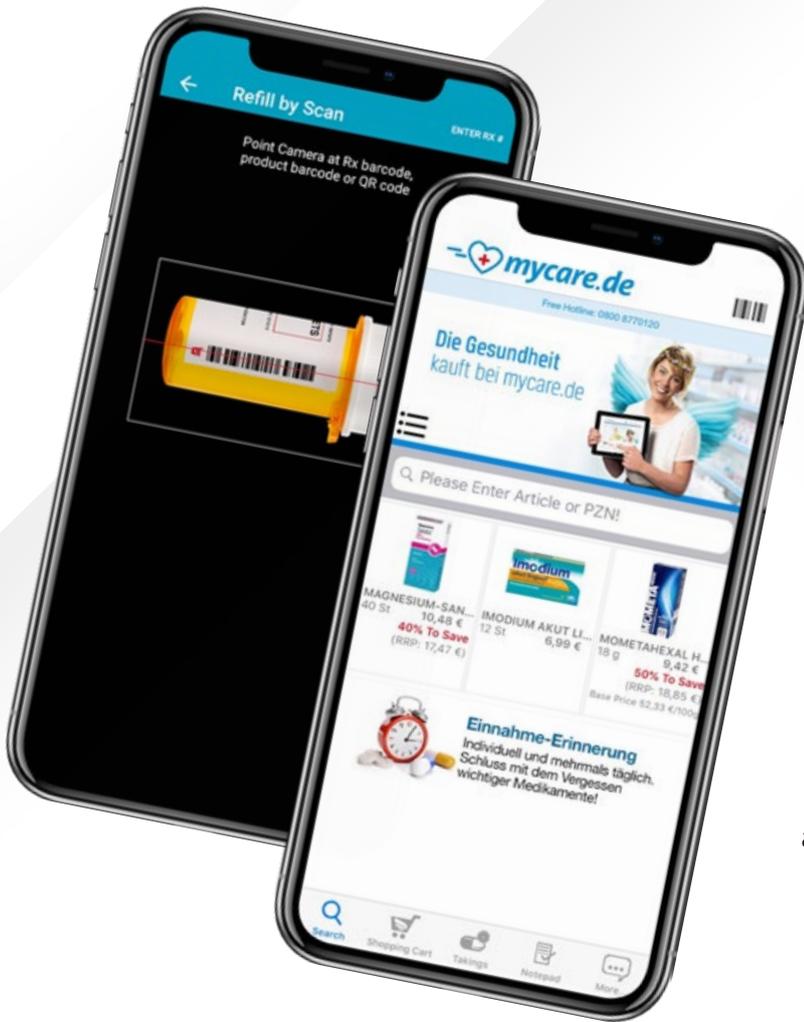
Win win situation

Family account

Taking into consideration that mainly young people download apps and interact with them on a daily basis while the senior population, who is the main target audience for prescriptions usage, doesn't use apps as often, we can allow the younger generation to take care of things.

Another win-win ;)



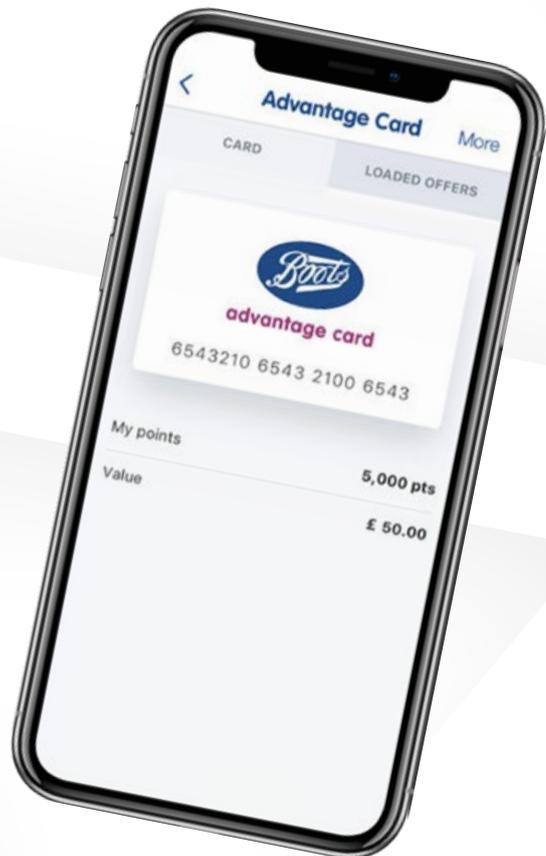


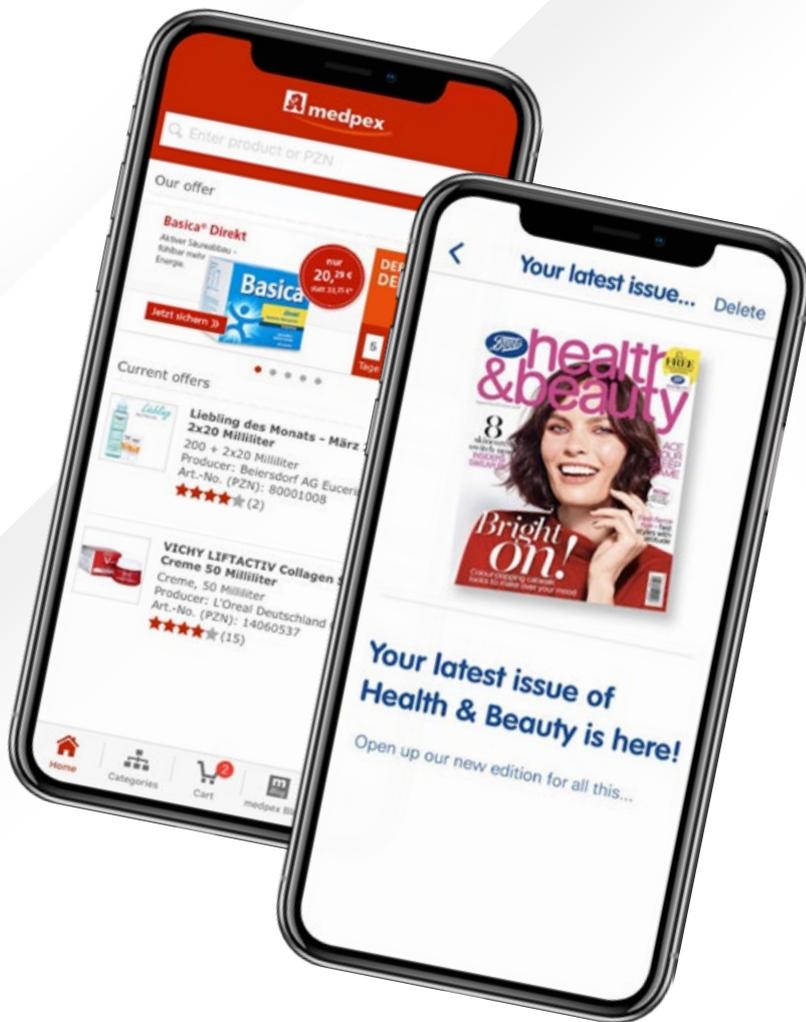
Barcode scanning

Speed up and ease the process of search. Prescriptions names are long and hard to type in.

Membership

Turn your customers into engaged members.
 Design a membership program for your pharmacy and reward your loyal customers.





Weekly & Daily offers

Keep users engaged with the brand, always updated, scared of deleting the app due to the risk of missing out on a good deal.

Pill Reminder

Pill Reminder. The integration of efficient pharmacy data results in an additional increase in adherence.



Discuss possibilities for your pharmacy

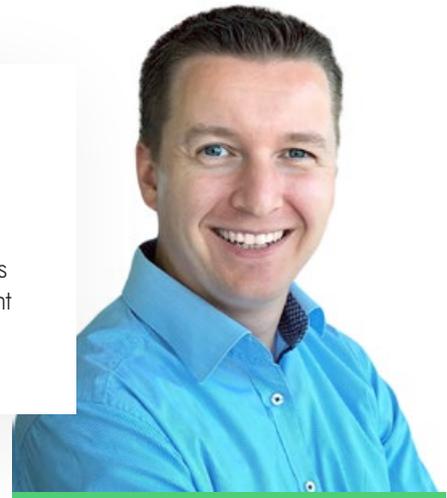


Vue Storefront

Open source PWA for any eCommerce

Vue Storefront is the biggest and most complete PWA

implementation available for Magento. The pace of innovation as well as the openness of the community is unmatched. This makes Vue Storefront the best choice for our customers' projects.



Björn Kraus

CTO and Co-Founder at PHOENIX MEDIA



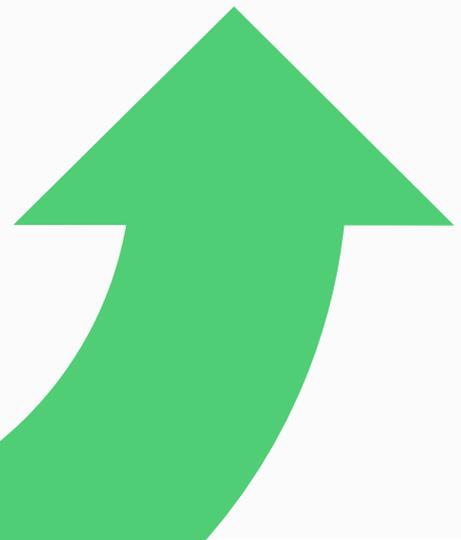
Luke Collymore

Managing Director at Develo//design

We're currently developing new stores

based on Vue Storefront for one of our clients. After demonstrating the stores' performance and the PWA technology they were very keen to get on board with this.

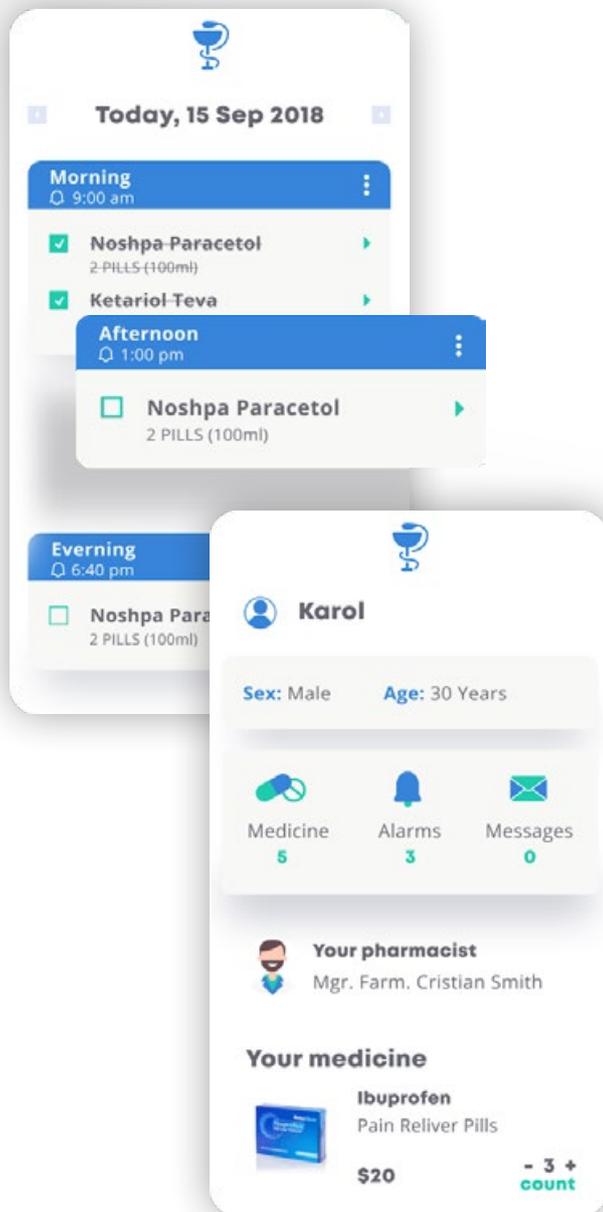
LEARN MORE



Game-changing eCommerce features for the pharmaceutical industry

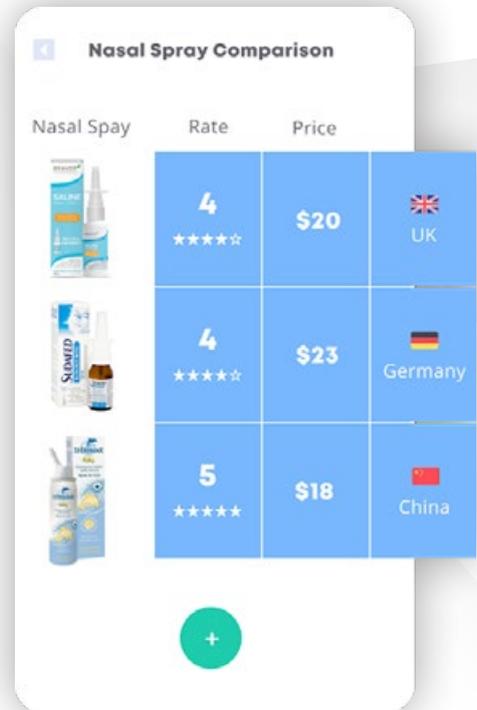
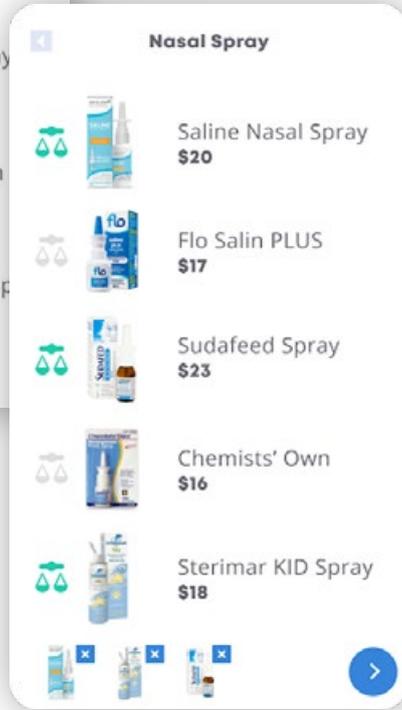
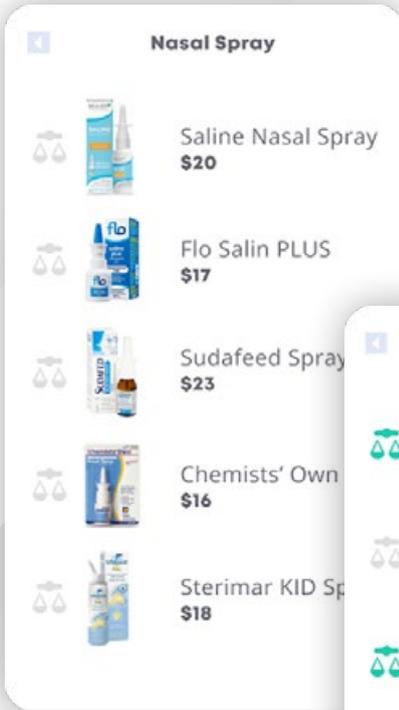
Pill reminder

75% of respondents take prescriptions while 25% are not adherent.



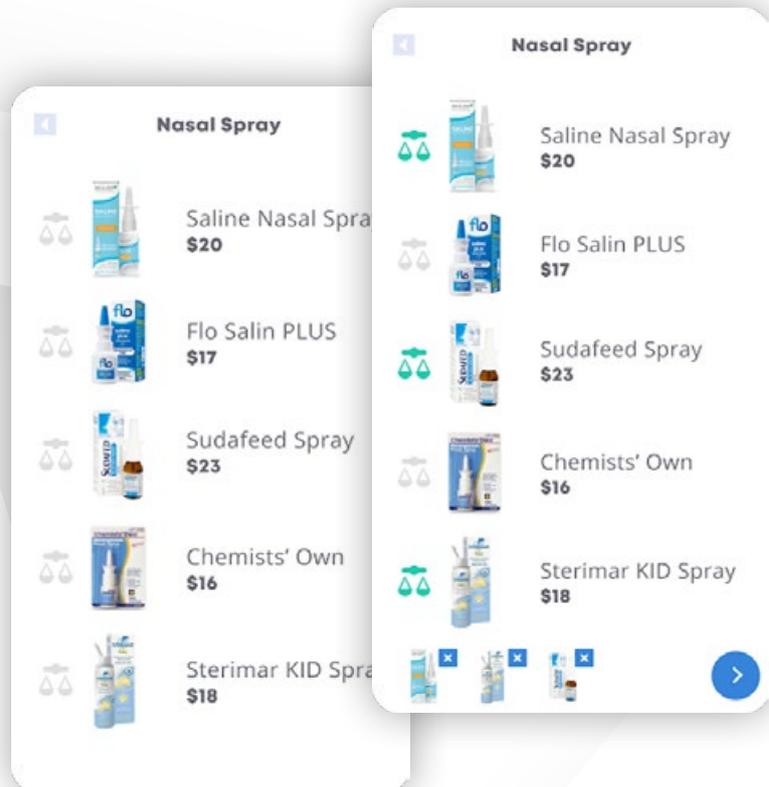
Easy comparison

A comparison function allows users to compare prices, manufacturers or opinions of other customers.



Prescription Calculator

The widget calculates how many packs of pills need to be ordered to complete the course.



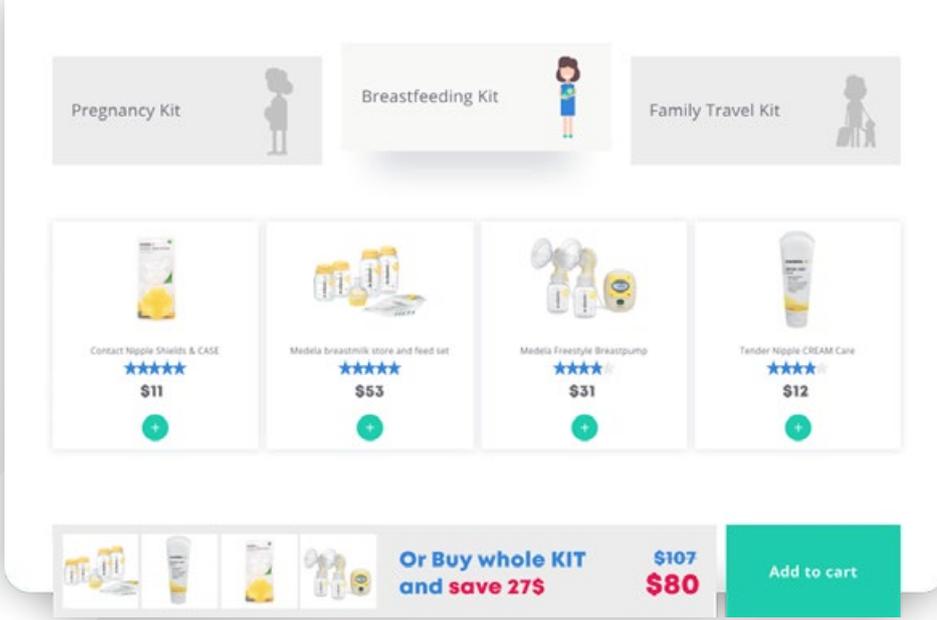


Skip the wait. Make appointment online.

In terms of potential features and uses for health apps, 57.36% (920/1604) would be somewhat or very interested in the ability to make appointments with, or write to, their doctors.

One pickup for all your medicine

Pick up your routine refills on the same day, no more than once per month. Or just get home delivery.



Selected packages

Blog with cross-selling

Advise & Maximize eCommerce Profits with Cross-Selling

Cold or Flu?	<h3>Must have vitamins</h3> <p>Multivitamins aren't necessary for most healthy children who are growing normally. Foods are the best source of nutrients. Regular meals and snacks can provide all the nutrients most preschoolers need. While many young children are picky eaters, that doesn't necessarily mean that they have nutritional deficiencies.</p> <p>Centrum Supradyn Smarty Pants</p> <p>Furthermore, multivitamins aren't without some risks. Megadoses of vitamins and minerals can be toxic.</p> <p>Dr. Max pharmacist Mgr. Farm. Cristian Smith</p>
Must have vitamins	
How to stay healthy	
Dr. Max story	
Daily timetable	
Herbs pros & cons	

Find which pharmacy has your needed medicine right now

Find the closest pharmacy which has the medicine you need right at this moment.

Summary of Pharmacies Insights

There are many ways to modernize your online pharmacy. You can run a pill reminder feature, add a product comparison function, add a prescription calculator, enable barcode scanning or product location in the nearest pharmacies.

Each of these developments can have a significant impact on the functioning of your online pharmacy. Remember that thanks to the progressive web app, you can implement features that you like and that suit your eCommerce the best. PWA can be your quick win!

The report shows that the pharmaceutical industry is changing in the online world. Top pharmacies are implementing new strategies to increase

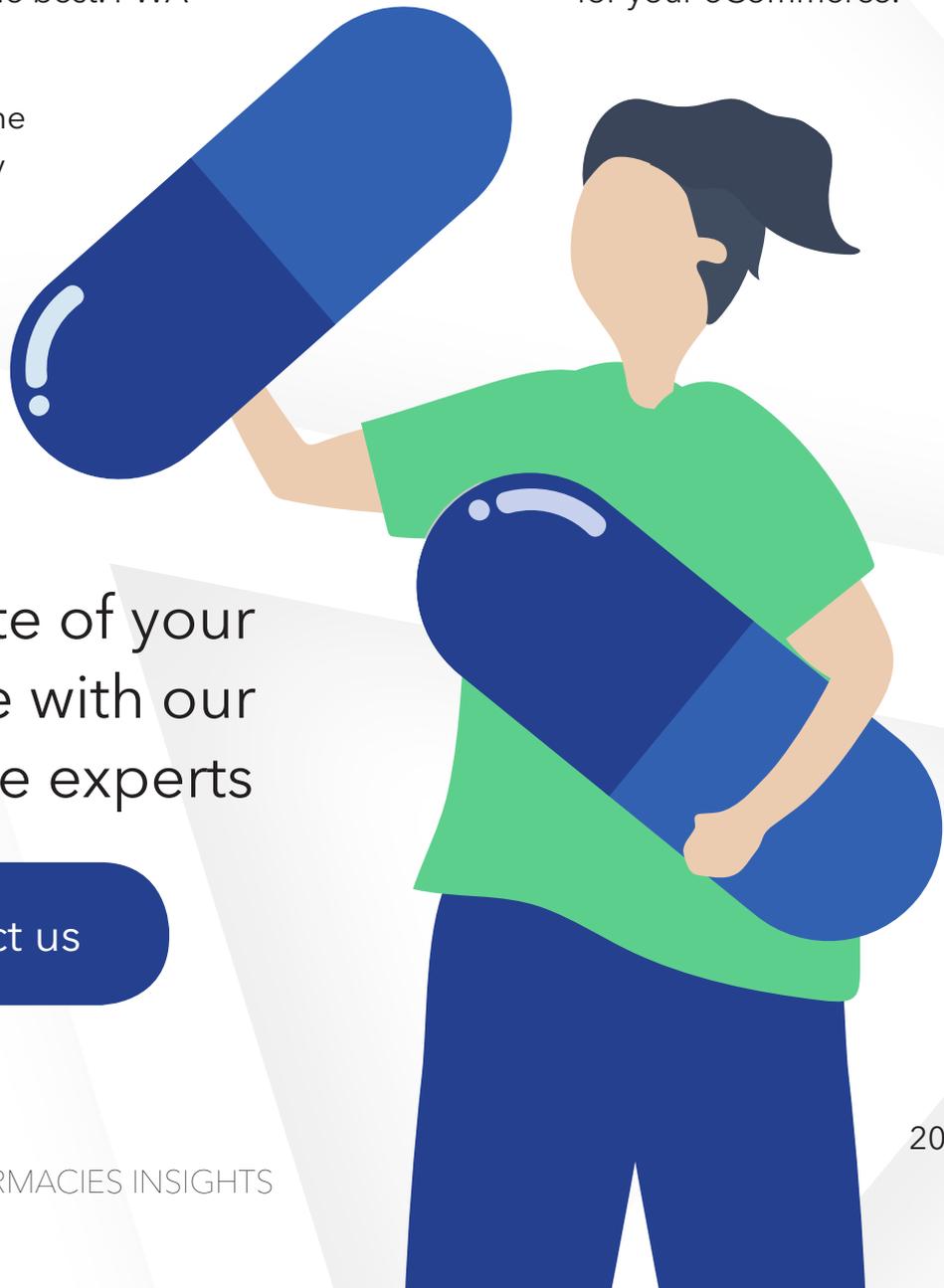
Discuss state of your online store with our eCommerce experts

Contact us

conversion rates and improve their user experience. One of these strategies is filling the mobile gap. What's that, you ask? As we mentioned earlier, mobile users generate about half of website traffic.

But conversion rates on desktop are higher. And this is the "mobile gap". Don't worry, with [conversion rate optimization](#) you can easily cover this gap. To be on top requires adapting to customers and technologies.

And it can be a game-changer for your eCommerce.





Well, this is the end of the report.

If you'd like to talk about your eCommerce or have any thoughts regarding the report, contact us at:
[hello@divante.co!](mailto:hello@divante.co)

