

Areas of Growth

Going beyond Distribution

„We listen to our patients and customer to ensure we bring the right products and services to the right people, at the right time.“

Italy

Consumer & product insights



McKesson Case Studies Italy

Situation

Target

Action

Result

- **Pain:** 67,3% of people in Italy suffer of Chronic Pain
- **Hypertension:** 61,6% of people don't follow their therapy
- **Respiratory:** 12,5% of people suffer of COPD and Asthma



McKesson Case Studies Italy

Situation

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Result

Develop projects in LloydsFarmacia to become key reference point for customers in

- Pain
- Hypertension
- Respiratory



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Activate patients:

- Dedicated communication for Fidelity Card holders (100k customers contacts): Information that expert pharmacists are available in Lloyds Pharmacies for first advice
- Events Days IN and OUT of Pharmacies with pathology expert: “Camper Tour” where Pharmacists meet citizens out of the Pharmacy in major squares
- Online and Social Media communication: Patients area where expert pharmacists offer advice to aid patient adherence
- “Farmaviso”: innovative service providing patient alerts to aid patient adherence via SMS or phone call (activated by pharmacist)
- “Farmavie” : app to identify Lloyds Pharmacies offering this adherence service

Activate Pharmacies & GPs:

- Pharmacy targeting through data analysis & training
- Full engagement of local GP's in the project: pharmacy - GP's - patient



McKesson Case Studies Italy



Supplier A in pain project:

- ✓ Maintain quotas for branded products vs Gx competition, weight of product A in Lloyds 97% vs. mkt 95%

Supplier B in hypertension project:

- ✓ Maintain quotas for branded products vs Gx, Sales growth of Bx products +10% vs Mkt - 14%

Supplier C in pain project:

- ✓ Increase the sell-out of difficult availability products in own pharmacies (+ 33,28% of sales)

Supplier D in respiratory project:

- ✓ Increase the sell-out of difficult availability products in own pharmacies (+95% of sales)

Number of training events:

- ✓ 5 days of training and around 300 pharmacists trained per project

Number of GPs involved:

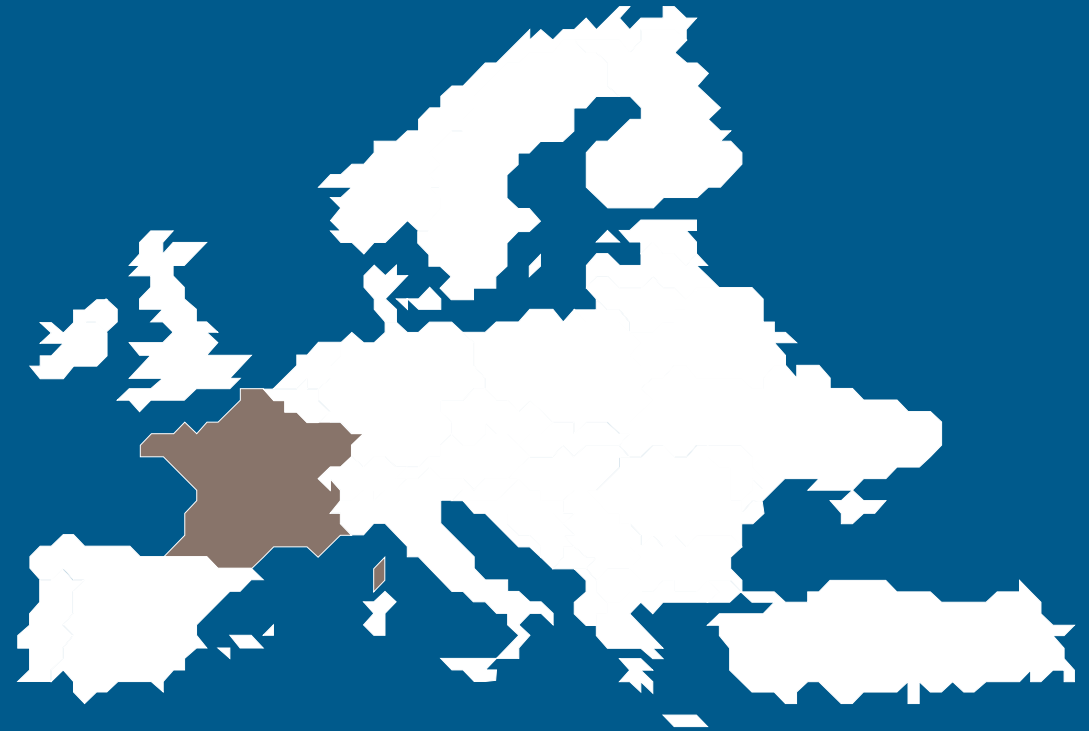
- ✓ Lloyds' Pharmacists visited over 400 GP's to present the projects

+ % of recommendation vs. markets:

- ✓ Depending on supplier requests, average growth is around 30% (from 10% to 138%)

France

Immunisation



Immunisation - Awareness France

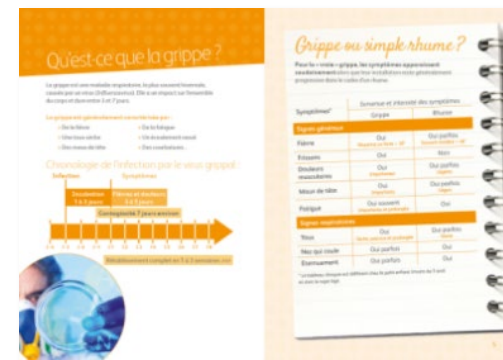
Situation

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- Create awareness of pathology and vaccine recommendation (flu, prevent cervical cancer) via annual campaign in partnership with industry partners
- Improve the vaccination rate among the target population (> 65 years) maximizing the referral capacity of the pharmacist



Immunisation – Cervical Cancer France

Situation

Target

Action

Result

Epidemiology Study - cervical cancer

Co-pack delivered to pharmacies (two waves)

- Patient portion to remind of next dose; aimed increase in adherence with 2nd and 3rd dosage
- Second part contains 5 questions for the pharmacist to better understand the prescribing
- Call to pharmacies after receiving the product to explain the investigation and reminder to complete

Digital actions

MyPharmactiv app

- content about prevention of HPV diffused

Link B2B – platform for pharmacists

- Make eLearning about preventing HPV available
- Keywords like Brand or HPV linked to content
- Visibility on pharmacy homepage



Immunisation – Cervical Cancer France

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“Spot santé”

- Awareness via call-centre hotline hold message
- 25/30 second message
- Co-admin with flu vaccine possible
- Message heard 40 620 times by 9 384 OCP pharmacies



InfoFlash

- Information for the pharmacy team
- Dedicated information on zona and prevention
- 22 000 pharmacies reach



Synergies

