

E-Pharmacy Marketing Strategy for Generic Medicine

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Abstract. Access to necessary healthcare services continues to be a major challenge, especially in rural and underserved communities in a time of technology improvements. A app stands out as a game-changing way to close this gap and make high-quality healthcare available to everyone. Therefore we have designed user-friendly app, this app makes it easy to buy generic medications while maintaining high standards of quality. The app ensures the availability of a large selection of generic pharmaceuticals by utilizing a vast network of reliable suppliers and rigorous quality inspections. Users can explore, choose, and order their prescription medications easily from the comfort of their homes, saving them money, time, and effort.

The app's key features, which guarantee a seamless and secure user experience, include stock updates, secure payment methods, and doorstep delivery. The app also gives users useful drug information, empowering them to make decisions about their health that are well-informed. The E-Pharmacy app not only gives people the power to manage their own healthcare, but it also lessens the burden of high medical costs by democratizing access to generic medications. It has the potential to enhance overall community well being, particularly in areas with constrained access to healthcare.

Keywords: E-pharmacy, generic drugs, affordable, high-quality healthcare, rural areas, user-friendly, medication information, and healthcare resources.

1 INTRODUCTION

Healthcare is just one of many areas of our lives where the internet has undeniably revolutionized. Online pharmacies have become a major player in the healthcare sector, revolutionizing how people access and buy pharmaceutical products. An online pharmacy refers to a business that facilitates the sale of pharmaceutical preparations, including non-prescription and prescription-only drugs, through online ordering. In India, where internet usage has seen substantial growth in recent years, the trend of online purchasing has extended to medicines and healthcare products. This shift

in consumer behavior has been driven by the convenience and accessibility offered by various online retail stores. E-pharmacies offer benefits that go beyond ease of use. They provide services like home delivery, simple access to many different medications, and medication reminders. Customers can upload prescriptions on many E-pharmacy apps, ensuring precise and safe medication orders. Customers are increasingly using the internet to research health-related topics, as well as to self-diagnose, and to buy healthcare products and services. The market for online pharmacies has grown as a result of the internet's quick development, the emergence of digital health, and the ease of online shopping. While many Indians continue to rely on traditional neighborhood pharmacies, the growing popularity of online pharmacies cannot be denied [1]

1.1 GENERIC DRUGS IN INDIA

Generic drugs are an essential component of healthcare systems worldwide, offering cost-effective alternatives to their brand-name counterparts. These drugs contain the same active ingredients, have the same quality standards, and are as safe and effective as brand-name medications but are typically available at a fraction of the cost. In India, where out-of-pocket healthcare expenditures are among the highest globally, the use of generics presents a significant opportunity to save money for individuals and the healthcare system as a whole. This cost savings can then be directed towards addressing other pressing healthcare needs. Regulations governing the approval of generic drugs are generally consistent across the world, with some variations, particularly in developing countries. However, one notable difference is the requirement for bio equivalence studies, which may not be mandatory in certain regions.[2]

India has taken proactive steps to promote the use of generic drugs through initiatives like "Jan Aushadhi," aimed at making unbranded quality medicines accessible and affordable to underprivileged populations. Dedicated outlets known as "Janaushadhi Kendras" are opened to provide generic medicines at affordable prices. As on 31.03.2023, 9303 Janaushadhi Kendras are functional across the country. Product basket of PMBJP comprises 1800 drugs and 285 surgical items. [3]

Despite the progress made through these efforts, there remains a gap in the availability of generic medications, particularly in rural areas. Furthermore, the Medical Council of India has recommended that physicians prescribe drugs with generic names, promoting rational prescription practices. It is possible that in the future, the Indian government may implement legal frameworks mandating the use of generic medicines, further emphasizing their importance in the healthcare system. Overall, generic drugs are pivotal in improving healthcare affordability and accessibility, addressing the needs of diverse populations, and contributing to more sustainable healthcare systems.

1.2 E- PHARMACY APPROACH TOWARDS GENERIC DRUGS

Integrating the use of generic drugs into E-pharmacy platforms is a novel approach with numerous benefits. This innovative collaboration not only addresses the pressing issue of increasing generic medication sales, but also provides significant benefits to both pharmacies and consumers. E-pharmacies can significantly expand their product offerings by offering a wide range of generic medicines, attracting a broader customer base seeking affordable healthcare solutions. This approach

provides consumers with options that are not only cost-effective but also of consistent quality, resulting in improved medication adherence and health outcomes. Furthermore, E-pharmacies can streamline the purchasing process, increasing user convenience and customer loyalty. The benefits to consumers are numerous. E-pharmacies make it simple to obtain a wide range of generic drugs, promoting affordability and ensuring availability. Individuals can significantly reduce their healthcare costs by using generics while receiving treatments that are therapeutically equivalent to brand-name counterparts [4]. Furthermore, this approach addresses critical issues in today's healthcare environment, such as the burden of out-of-pocket expenses, ensuring that essential medications are affordable to all socioeconomic groups [5]. Finally, the convergence of e-pharmacies and generic medications presents a solution that benefits everyone involved, providing consumers with financial relief while expanding business opportunities for pharmacies and contributing to the overall improvement of healthcare accessibility and affordability [6].

2 APP DEVELOPED FOR GENERIC DRUGS

Our team has created an innovative E-pharmacy application designed especially for generic medications. This innovative platform gives users quick access to a variety of low-cost, high-quality generic drugs. This application has been meticulously crafted to establish seamless integration with generic drug stores, creating a pivotal link in the distribution of generic medications to eligible patients. This strategic partnership strengthens our commitment to ensuring universal access to high-quality healthcare in addition to increasing generic drug sales. By utilizing this innovative strategy, we hope to close the accessibility gap and guarantee that everyone has access to cost-effective healthcare options, greatly improving the state of the healthcare system as a whole. This app can be linked to the publicly accessible "Jan Aushadhi" database, which will boost sales and make it simpler for people to assess their lives. Today, the majority of pharmacies provide generic medications, therefore as another application, a new feature that may be produced can be developed that can allow users to analyze and choose the pharmacy they want. Salient features of app developed 1. E-prescription access 2. selecting the medication and comparing costs 3. access to home delivery 4. Online doctor consultation 5. Patient's medical history 6. User friendly app

The app's user-centric design comprises three intuitively crafted pages: the home page, the online shop, and the doctor consultation page, about COVID 19. This deliberate structure enhances user accessibility and navigability, ensuring a seamless and user-friendly experience.

The home page acts as a warm welcome to our application and offers vital details about its functionality. We provide two essential features on this page: The E-prescription upload page and the patient history page. The purpose of these features is to ascertain the patient's health status and medical background. The patient's medical history reveals important details about potential drug interactions, dosages, and allergies in addition to providing insight into prior treatments and previous therapies. This meticulous method equips healthcare professionals with thorough patient profiles, improving their capacity to provide precise and individualized care [7][8][9].

The online store page offers users a convenient platform to browse and buy generic medications with ease. It was carefully designed for user convenience. An extensive selection of generic medications that are offered by our network of stores on this page. Users can easily choose the

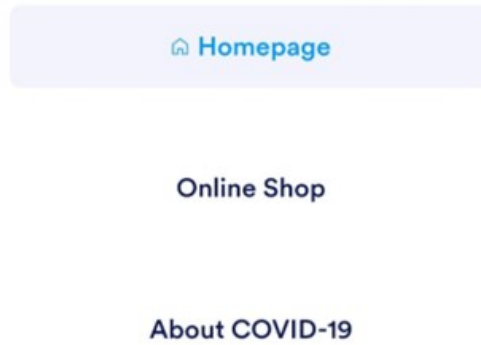


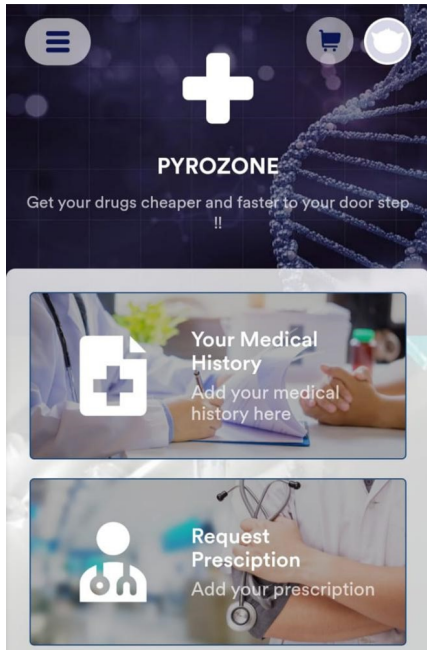
Fig. 1. Navigation Bar

medications they want, which are then seamlessly added to their virtual shopping cart. Transparency is crucial because each drug's actual price is prominently displayed, allowing for easy comparisons with similarly priced branded products. The page offers user-friendly and secure payment methods to guarantee a quick and secure transaction experience. In the end, this online shopping interface encourages safe and accessible healthcare by enabling patients to make informed decisions by comparing their choices with their prescriptions [10].

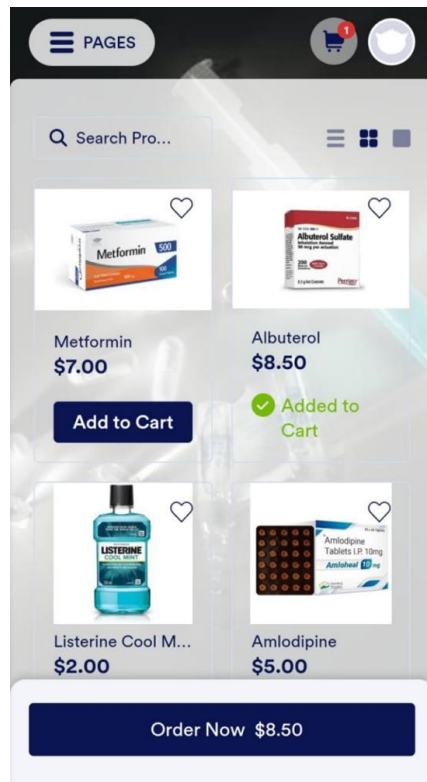
The doctor consultation page acts as a key hub for meaningful interactions, offering users knowledgeable direction and assistance, which is especially helpful for those with limited finances or those who live in remote areas. This cutting-edge platform enables online consultations with medical specialists, providing a lifeline to people looking for prescription drugs. Notably, we ask our doctors to prescribe drugs with generic names, encouraging the use of generic medications. For the convenience of users, this page also features a simple appointment booking tool. Additionally, we provide crucial details on COVID-19 to help users stay informed and secure during these trying times. Overall, this thorough and expert platform embodies our dedication to accessible and cost-effective healthcare solutions, enabling people to make wise decisions for their well-being.

3 CONCLUSION

In conclusion, generic drugs not only offer affordable healthcare options but also significantly boost a country's economy. It is crucial to address communication and prescription management issues. We can increase demand, jump-start domestic production and foster healthy competition in the pharmaceutical industry by promoting online pharmacies and enhancing public perception. Physician prescribing practices, perceived quality disparities, low brand recognition, and insufficient access to generic stores are important factors influencing the adoption of generic medications. By encouraging doctors to write prescriptions with generic names, our app effectively addresses these issues by raising demand. Strict quality testing of generic medications ensures their therapeutic



(a)



(b)

Fig. 2. Cart and Personalized Menu

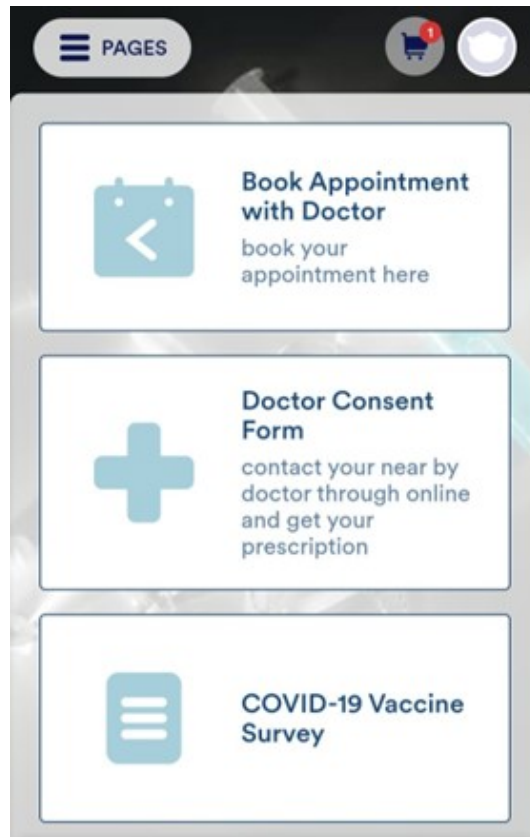


Fig. 3. Appointment Page and forms

efficacy. Furthermore, our home delivery system facilitates easy access to generic stores. The most effective approach to boosting the supply of generic drugs is through an E-pharmacy marketing strategy, which our app has been thoughtfully designed to support, promoting the recognition and accessibility of generic medications.

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