



Embracing your Super Power

As a Community Pharmacist

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**Excited to
speak with you
today**

- Founder/CEO, Advantage Health Africa (myMedicines, myPharmacy, myAdvantage, myCare+, Advantage Pharma)
- Former Chief Operating Officer (COO) for the Tony Elumelu Foundation, where I led the operations, redesign and sustainable implementation of the \$100 million, multi-year, pan-African Tony Elumelu Foundation Entrepreneurship Programme
- Previously worked at Financial Institutions Training Centre (FITC) and Accenture
- Consultant with the World Bank, African Agribusiness Incubation Network (AAIN) and the African Development Bank (AfDB)
- Board Member at HCPLink and HallMark HMO
- Public Relations Officer, Healthcare Federation of Nigeria, a coalition of private healthcare sector stakeholders in Nigeria, poised to improve the Nigerian health sector through policy reform and advocacy
- Accredited Master Trainer for the Global Forum/IFC Board Training programme for Board Directors, and member of the Chartered Institute of Personnel Management (CIPM) of Nigeria
- Alumnus of African Women Entrepreneurship Cooperative, a Bayer Foundation Awardee and a Winner of Google Black Founders Fund
- Super Achiever (Healthcare), The Peak Performing Woman of the Year Award 2023
- BPharm (UNILAG), MBA (UNILAG); Valedictorian, Joseph Business School

The Evolving Landscape of Community Pharmacy Practice

Our industry has seen many seasons, struggling to adapt to the trends and waves of technology, policies and the economy. Good has happened, but not enough!



The rise of
pharmacy chains



The rise of
digital
solutions for
business
operations



The rise of new
trends in
consumer
behaviour



The rise of
health tech
startups



The rise of
external
investments in
retail pharm
chains

What's NEXT?

Now is the TIME to:

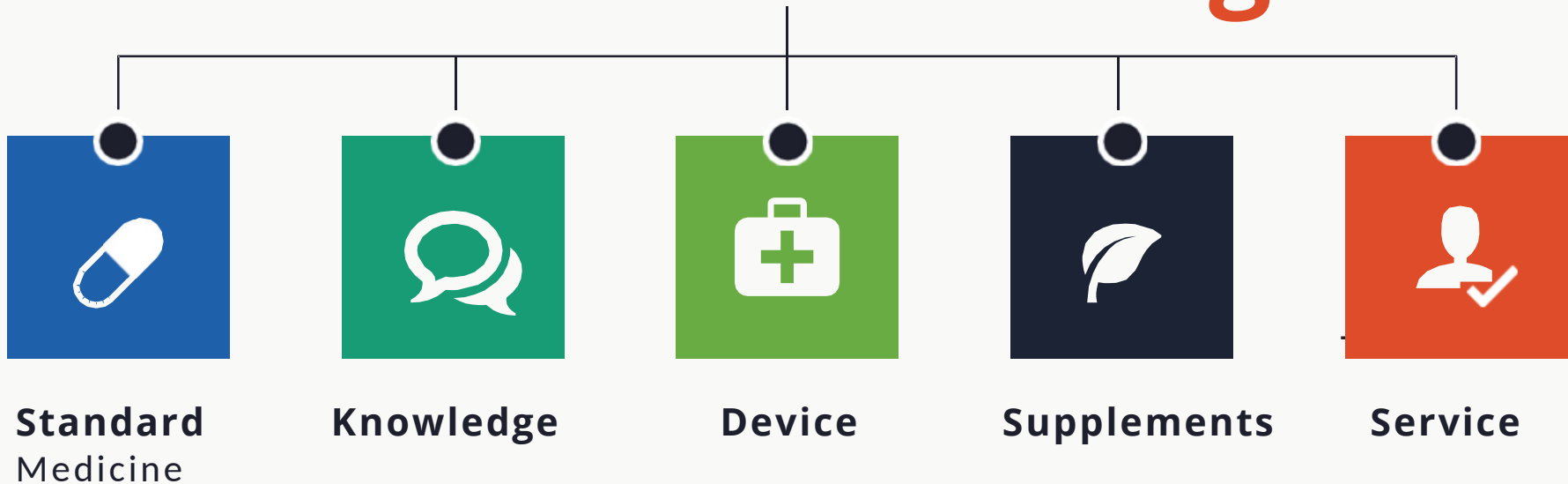
- Stop trading!!!
- Leverage technology.
- Harness the POWER of communities. Eg myPharmacy Growth Hub
- Make data-driven decisions eg through the use of CRM
- Explore new models of practice/patient care.
- Align with best practices.
- Collaborate!!!





SKDSS Model

SKDSS: Treatment Regimen

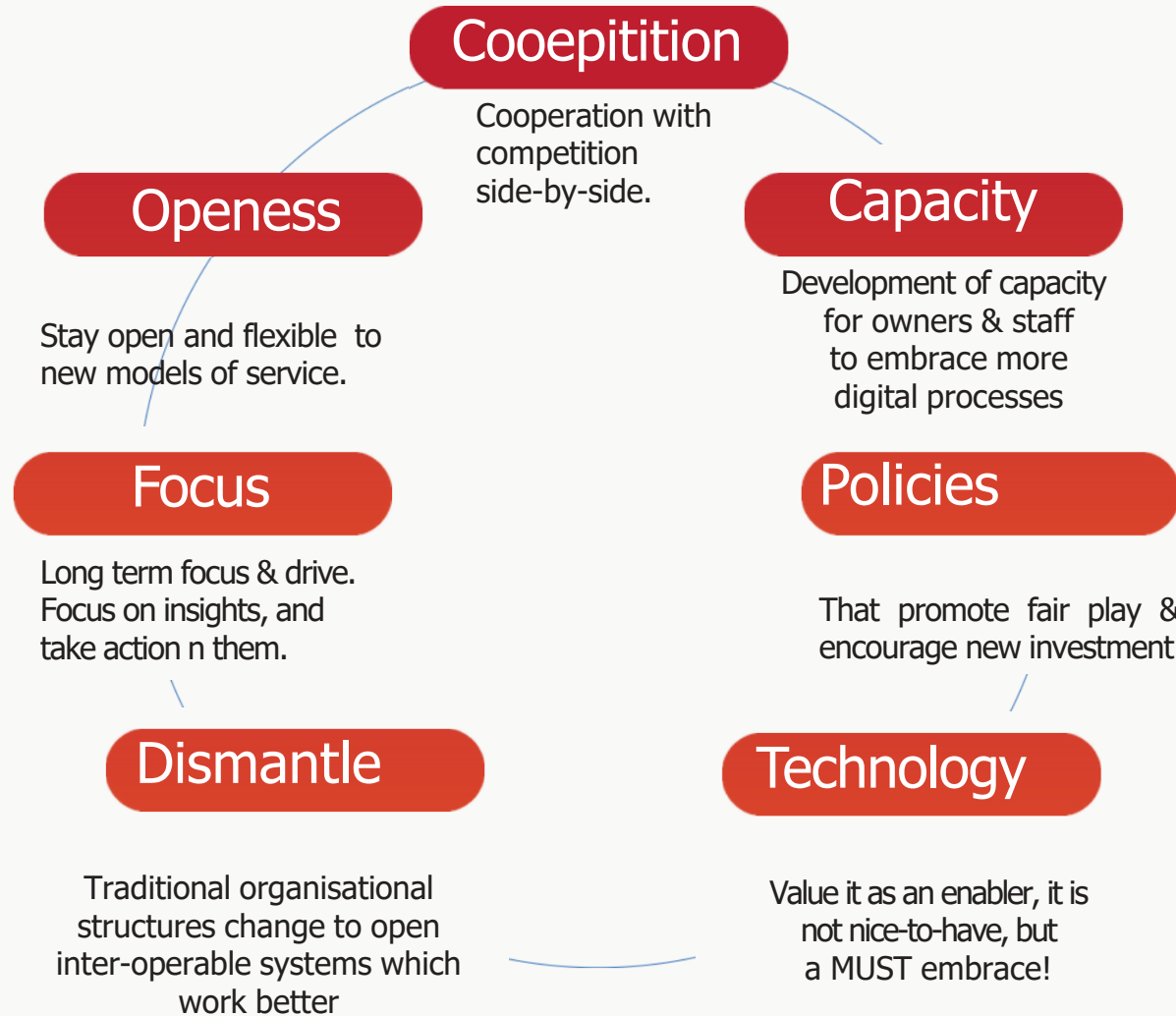


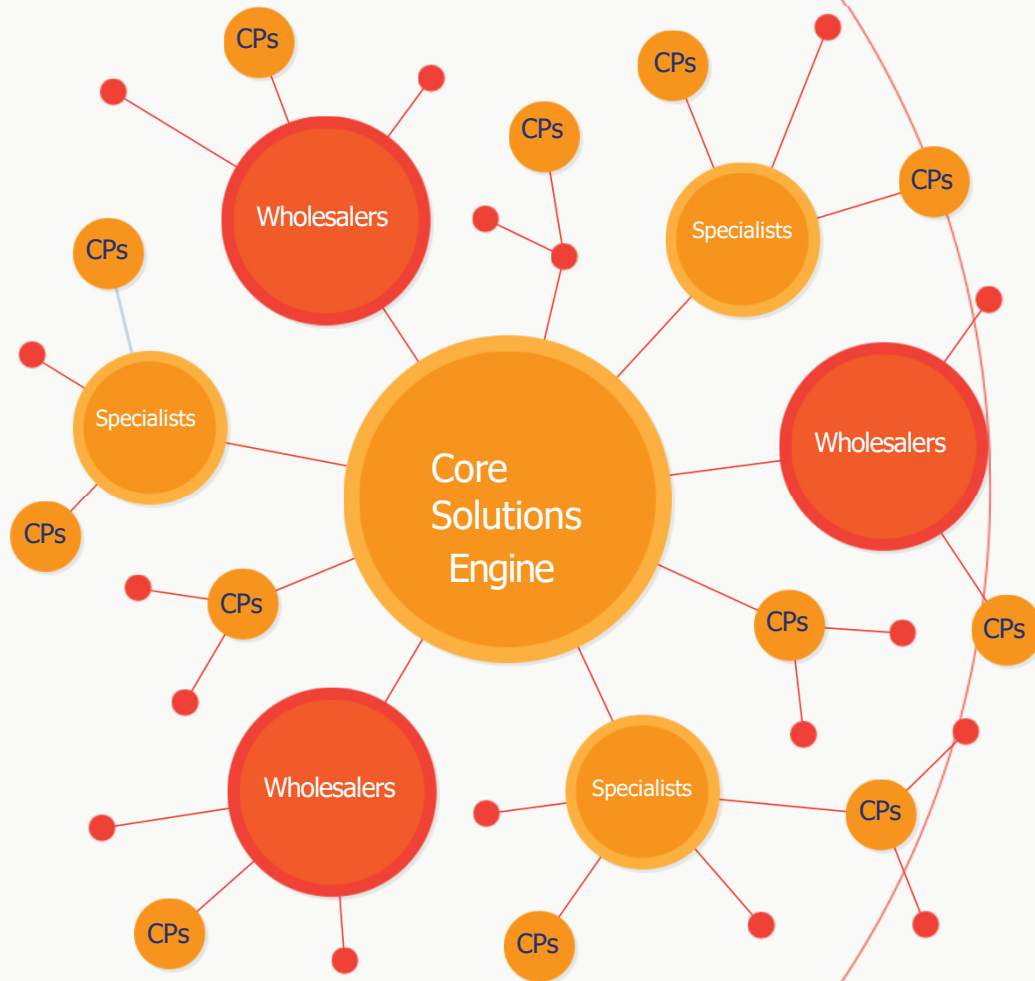
★ Aim for at least 4 of 5...target 5 of 5. 3 of 5 is **MEDIOCRE!**

SALES
OPTIMIZATION

Looking AHEAD

Panel Discussion - What is needed





New Model of Pharmacy:
Interconnection is the dream

Finance

Infrastructure










Logistics, etc.

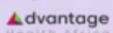
More Than A SOFTWARE



INTRODUCING 'THE ADVANTAGE EFFECT'

The most catalytic innovation in Nigeria's pharma sector

-  Sell →
-  Purchase →
-  Inventory →
-  Customers →
-  Employees →
-  Merchandise →
-  Reports →
-  Playbook →
-  Settings

Brought to you by

v0.1

Sell Smarter, Manage Better and Grow Faster with Advantage-Health PMS

Hi  PharmaCare, Select an option to get started



POS

Make your Regular Sales,
Layaway sales, Institutional
Sales Etc.



Create a product

Easily manage products
or import products



Retail dashboard

Your reports will help you track
performance and grow





Retail Pharma Market

Growth Rate

McKinsey predicts Nigeria's pharmaceutical market could grow as high as 9 percent yearly by 2026.

Market Share

Pharmacies would play a big role in this growth, contributing between \$950 million and \$1.1 billion during the same period.

Soft Power – A Superpower for Business Success

This involves shaping the preferences of others through connection, cooperation and attraction. As the first port of call in the community, pharmacists wield great soft power.

Soft Power KPIs

FAMILIARITY

A hygiene factor – if people know more about you, your attributes, and your pharmacy, then soft power is enhanced.

REPUTATION

For a pharmacist to be attractive as a role model for others, their overall reputation must be strong and positive.

INFLUENCE

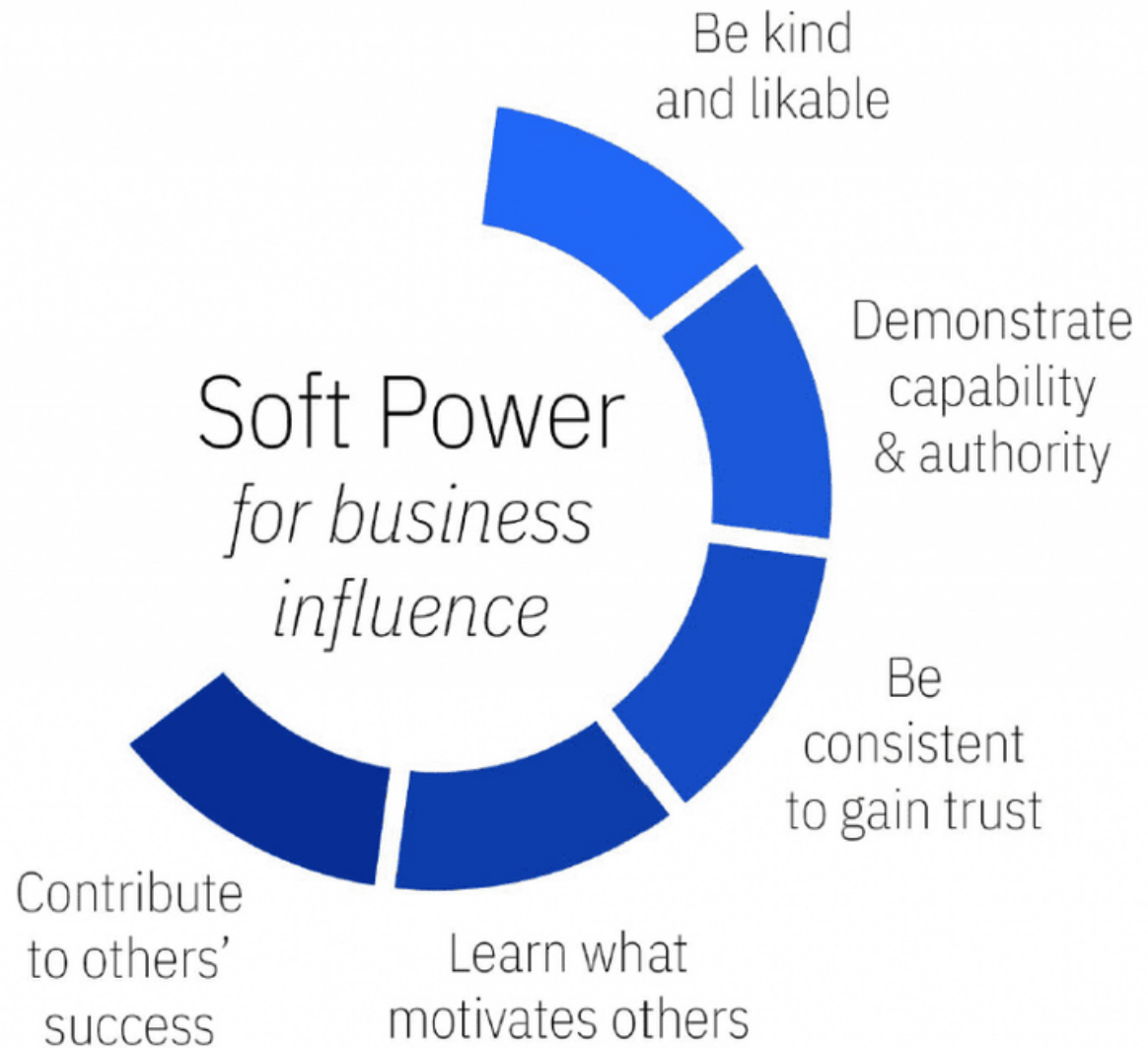
A direct measure of the perceived presence and impact that you have on your patients in your community and beyond.

Leverage your Soft Power

As a Leader

As a Connector

As an Expert





myMedicines: Leveraging Soft Power to Save Lives



I really want to thank whomever was on duty last night on my medicine hotline. They came through like Black phanter and Superman rolled into one. Not only were they able to get the item for an urgent surgery to LASUTH at about 11pm the lady was patient and went above and beyond. She understood the assignment and I am just so very grateful. Even my mother in law who made the request has called me this morning to say thank you.

Mrs Adejoke Ogunlewe



Delighted with the amazing service provided by @my_medicines! Professional, excellent & prompt feedback. Even had a call from their Pharmacist to advise on possible drug interactions etc!! Keep up the great work.

Mrs Eziefa Obuseh



myPharmacy: Leveraging Soft Power to Save Pharmacy Businesses



Through myPharmacy business coaching accelerator, we have improved the visibility of our pharmacy to a wider spectrum of clients. We receive referral on daily basis from clients we have built trust with. Based on what I learnt in the Specialization Track, I have also created a WhatsApp group for my clients, where I educate and address their questions as group and as individuals.

Pharm Boniface Cyprian OKE

MD, Donastina Pharmacy & Stores Ltd, Ebonyi

Value-Added Services by our Members

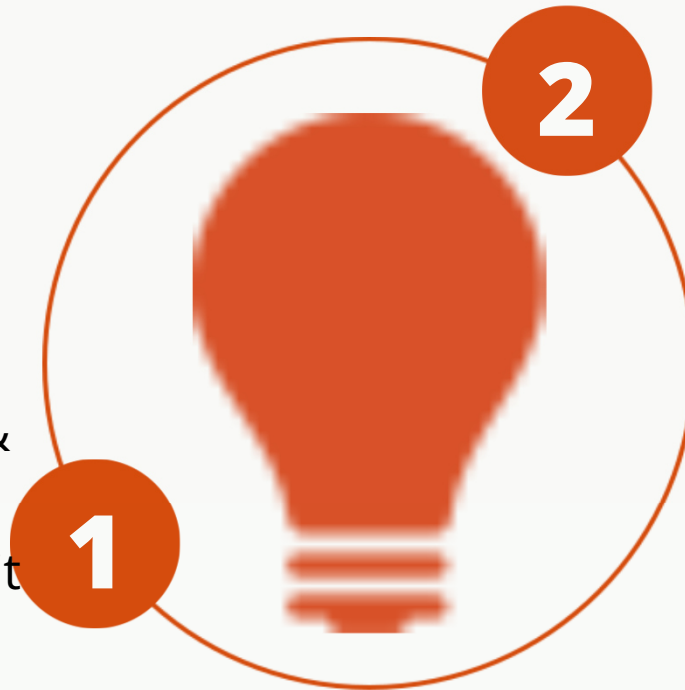
- Home care
- Cosmetology
- Skincare
- Care based on patient segmentation: geriatrics, teenagers, women etc
- NHIS Accreditation
- Free delivery for products above N4,000
- Compounding
- Diet Plans for diabetes, hypertension, obesity, malnourished babies
- Breast screening services
- Community health checks in partnership with selected organisations
- Point-of care tests eg cholesterol tests, blood pressure, blood glucose, pregnancy, malaria, HIV, hepatitis, hemoglobin, H. pylori, UTIs



Conclusion

Stop playing **Small**

You occupy a prime position as a TRUSTED & ACCESSIBLE health professional. You benefit no one when you play small.



Choose to **Evolve**

As the world (and the industry) evolves, don't be left behind. Learn, relearn, unlearn. Stay flexible and open. Collaborate. Connect.





*Award-Winning Same Day
Delivery of Prescription & OTC
Medications + Pharmaceutical
Care*



*Medicines subscription solution
for persons with chronic
conditions, with stabilized
pricing and lifestyle support
initiatives*



*Pharmacy Management Resource
Centre + Growth Hub + Network of
Franchise Pharmacies*



health is hip!

*DIGITAL HEALTH SOLUTIONS FOR IMPACT IN
ACCESS, AFFORDABILITY & QUALITY*



*Health Affordability Solution via a
Community-as-a-Service +
Teleconsultation*



*Sales and Marketing (Distribution)
of over 50 Locally Manufactured
Products*



*Direct-to-Consumer Molecular
Diagnostic Tests*

Thank You

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