

DIGITAL SIGNAGE SOLUTION TO ENHANCE CUSTOMER JOURNEY IN PHARMACIES

A PROMISING BUSINESS ENCOUNTER BETWEEN SHANE FISCHER, FOUNDER OF DIGIPHARM AND MONICA JANSSEN, RETAIL MANAGER AT HEALTHACTIV.

At a leading pharma tech event, Shane - the founder and CEO of DigiPharm, a German scale-up specialized in digital signage within the pharmaceutical sector, was having an informal chat over a coffee with the retail manager of a big pharmacy group based in France. Monica, the retail manager of HealthActiv, shared that the pharma industry is facing challenging times and that while e-pharmacies are booming, it is getting more and more difficult to attract customers in-store.

“We need to rethink our pharmacies; our stores are old fashioned and not attractive enough. The pharmacy of the future should be inviting, the customers should perceive a clear added value when visiting the pharmacies of our group”.

Shane, DigiPharm’s founder, rapidly assessed the situation and decided to ask several targeted questions in order to get a better understanding of the corporate’s needs. Being aware of the industry’s specifics, Shane inquired about what areas can exactly be improved, and how the retail manager envisioned the change.

From experience, Shane knew how crucial it is to ensure that the corporate’s motivations and intentions are sincere.

Once the CEO got a better idea about the corporate’s challenges, he started to have a clearer view of the technology needed to effectively address the issues.

“Have you ever thought about equipping the pharmacies of your group with digital screens?”

The pharmacy group being present in 24 countries, Monica knew that in some locations, HealthActiv has been considering the idea. Her attention was caught.

“Not in the Netherlands” - she replied.

Shane felt encouraged to continue.

“First of all, I totally understand your concern. Pharmacists are indeed having a hard time, not only because of e-pharmacies but also as a consequence of the arrival of big players who cut their prices aggressively and disrupt the market. The good news is that this competition can be considered as an opportunity to evolve and improve.”

Monica was listening carefully.

“Pharmacies have projected an archaic image to its public for too long. Even though their first role is to help customers seeking their expertise, as well as verifying prescriptions, this is unfortunately not enough anymore in our world driven by technological transformations. In order to remain competitive, pharmacists should be more commercial, and reevaluate the way they interact with their customers.”

Monica suppressed a shudder as Shane touched a sore point.

“HealthActiv pharmacies are quite modern, we have branded flyers on the counter, and our group edits a monthly magazine to reach to our customers.”

“How many customers do actually read your magazine and informative flyers?”

Monica did not have any idea and chose to be transparent about it. After all, it seemed that the scaleup founder was genuinely interested in trying to help.

“We might have a solution to improve the in-store customer experience of your pharmacies, attract more clients and boost the sales of over-the-counter (OTC) products.”

While Monica somehow expected the first two suggestions, she was curious by the last point made by Shane.

“What do you mean by boosting the sales of OTC products?”

The retail manager was conscious of the fact that it becomes more and more necessary to boost the sales of OTC products to increase much-needed revenue. As pharmacies are experiencing increasing financial pressure, OTC medicines and products is where the pharmacy can make larger profits.

Shane was now driven to bring out the best solution for the pharmacy group.

“At DigiPharm, we have developed a 360° approach. We strategically place screens in pharmacies, installing both hardware and software. We create the content on these screens - content that is specifically adapted to the communication within a pharmacy. This is how we advertise on OTC products and trigger impulse buying. Last but not least, we commercialize the advertising space on your screens to laboratories which allows your pharmacy group to get a financial Return on Investment.”

Monica smiled and started to wonder whether it could be possible to collaborate with this niche scaleup seemingly in possession of most keys to her current problems.

“I am really interested in your solution. At our pharmacy group, we have the customer networks, the financial resources, the retail knowledge, and people. What we are lacking, though, is technical and digital signage resources. I can see how we could potentially build synergies together.”

Monica had another question for Shane:

“What are your current growth needs? What type of collaboration would you eventually be interested in?”

“As a growing scaleup, we are looking to build a long-term relationship with a trusted client and position ourselves as a provider of expertise and technology which could further lead to a co-development.”

Shane has always believed that being honest about needs and motivations pays off in the long-term. Monica appreciated the quality:

“thank you for being straightforward. A last query I have, could give me an idea of the concrete outcome should we decide to collaborate? We are a big pharmacy group with 1000 pharmacies to equip starting in the Netherlands, and before organizing a meeting with our teams of decision makers and contributors, I would like to make sure your scaleup is able to handle the scope.”

Shane was always happy to provide a potential customer with a response:

“Regarding the Netherlands, we would be able to equip 1000 pharmacies with screens in a 2-year time.”

Monica was delighted of the way things turned out. As the next conference was about to start, she shook hands with Shane while handing out her business card.

“Please give me a call. Let us set up a meeting in our offices upon our return.”



Your task is to help DigiPharm and Healthactiv plan future collaboration together.