



Pharmi

THE DIGITAL PHARMACIST

**Brightlands Business
Club**

Community of ambitious
entrepreneurs

Claudia Rijcken PhD PharmD MHA, *CEO/founder*

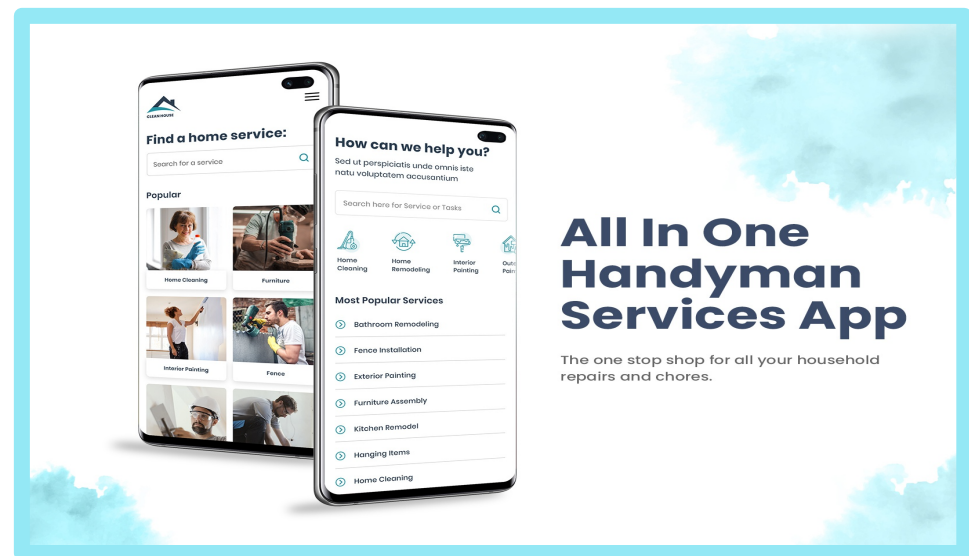
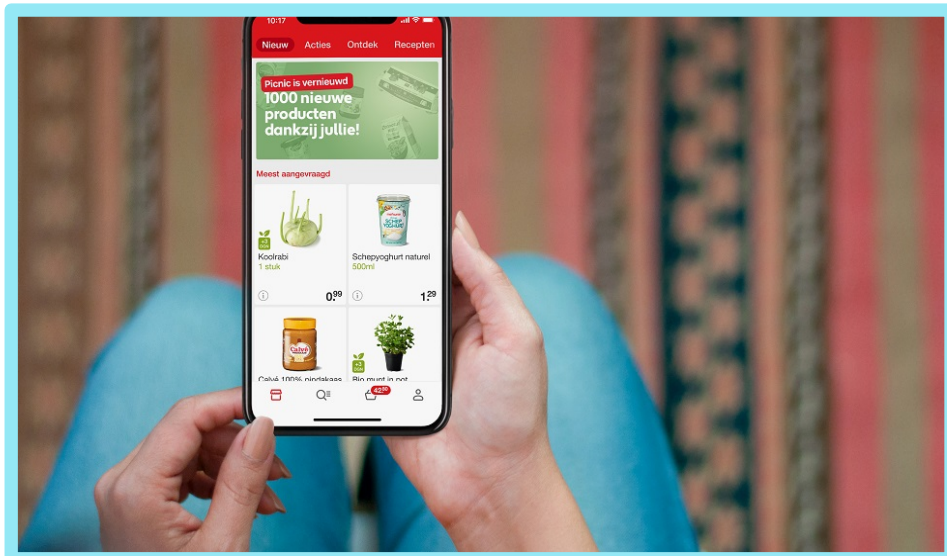
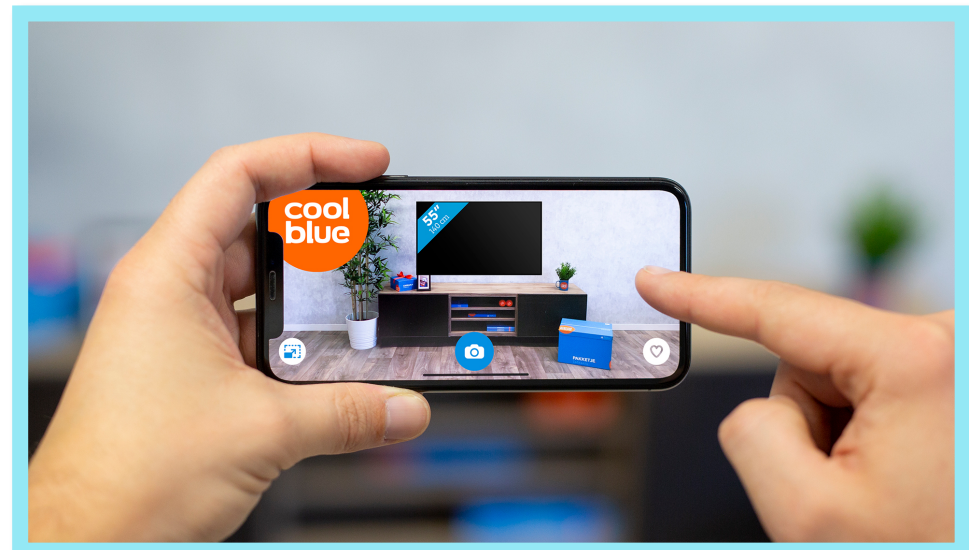
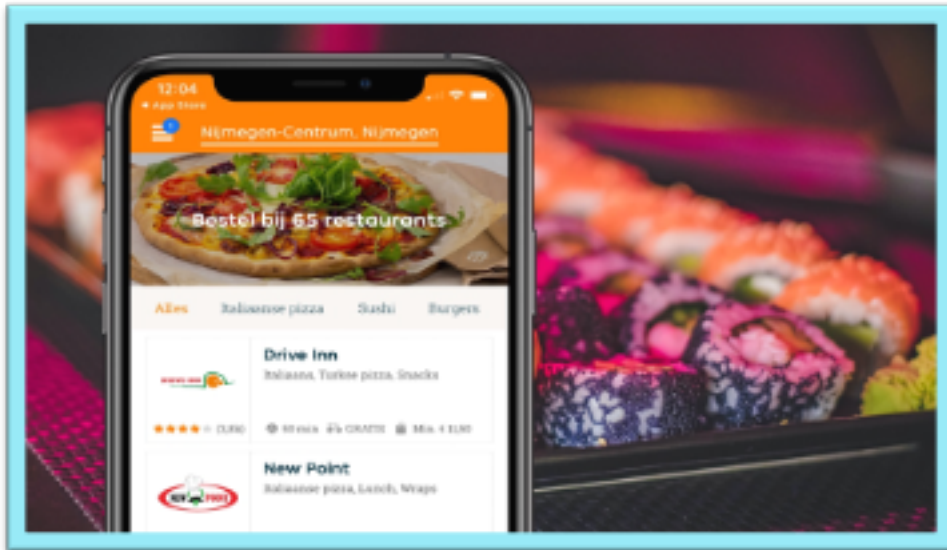


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CONSUMERIZATION



A FREQUENT SEEN EXPERIENCE IN COMMUNITY PHARMACY





Press release

Introducing Amazon Pharmacy: Prescription Medications Delivered

November 17, 2020 at 6:00 AM EST

Customers can now purchase prescription medications through the Amazon online store – convenient and reliable access, without leaving home

Amazon Prime members receive free two-day delivery and up to 80% savings when paying without insurance, with new prescription savings benefit



Share



PHARMI IS INSPIRED BY BANKS



24/7
insight in
money



24/7
insight in
drugs

FUTURE OF SERVICE

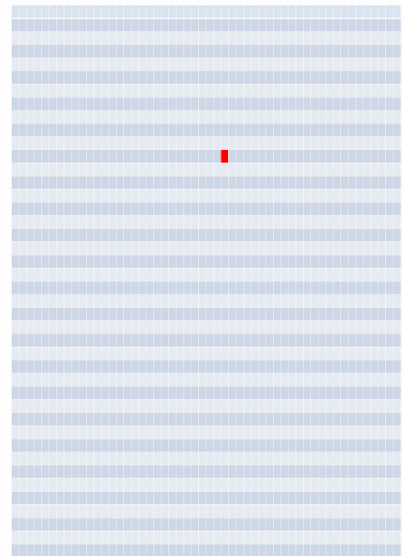


FACT



11 million chronic drug users in NL

194 million prescriptions annually



on average only **4 hours a year**
contact with care-provider
(including pharmacist)

NL data

PROBLEM



50% non-adherence



90% storage issues



49.000 related hospitalizations



> 80% concerned



- insufficient care: suboptimal cost-effectiveness of drugs & > 85M€ waste by avoidable healthcare costs
- workpressure: pharmacists not fulfilling legal care duty
- dissatisfied patients: expect 24/7 consumerization of healthcare services

OUR PLATFORM CONNECTS



24/7 digital pharmacist for patients



data for care strategy for pharmacists & payers

CLEAR BENEFITS FOR THE STAKEHOLDERS



patient



- master your medicine
- find it fast
- rely on the source

stay independent

less than 10 seconds, 24/7 available, your language

trust the information

pharmacist



- maintain fee for service
- create process savings
- measure digital care

appr. 90 kEur per pharmacy annually

resource-efficiency in pharmacy (> 30 kEur annually)

transparent value of pharmacist

payer



- enforce “zorgplicht
- optimize first prescription fee
- reduce waste

more satisfied customers who experience care

shared savings model with care-providers

less avoidable hospitalizations

GROWING INTEREST



USER TESTIMONIALS

first 300 patients:
rate pharmi with
an 8 / 10

APO-go patients:
"really supporting
self management"

patient: 93%
recommends to
other users

health insurer:
"the best I
have seen so
far"

health insurer:
"interesting for
online
pharmacies"

pharmacist: we
use data insights
for certification
purposes

pharmacist: "the near
future of
pharmaceutical care"

pharmacist:
"finally remote
patient reported
outcomes to
enhance my care"

BROAD ESTABLISHED COLLABORATIVE NETWORK



Pharmi Standard

Albert Schweitzer ziekenhuis

máxima medisch centrum

BENU APOTHEEK

Sint Maartenskliniek

zuyderland

Pharmi Specialty

Albert Schweitzer ziekenhuis

máxima medisch centrum

Pharmi Homecare

CARE4HOMECARE
Onderdeel van Masadex Groep

APOTHEEKZORG
Onderdeel van Masadex Groep

RESEARCH COLLABORATIONS

Universiteit Utrecht

Radboud Universiteit Nijmegen

niver

PHAROS
EXPERTISENTRUM GEZONDHEIDSVERSCHILLEN

ivm
Instituut Verantwoord Medicijngebruik

et/z

HOGESCHOOL UTRECHT

TU/e Technische Universiteit Eindhoven University of Technology

BUSINESS COLLABORATIONS

Health Base

UNEEQ

Patient Journey App

Code Yellow
Software Development

Digital Health Compliance
Powered by Securis

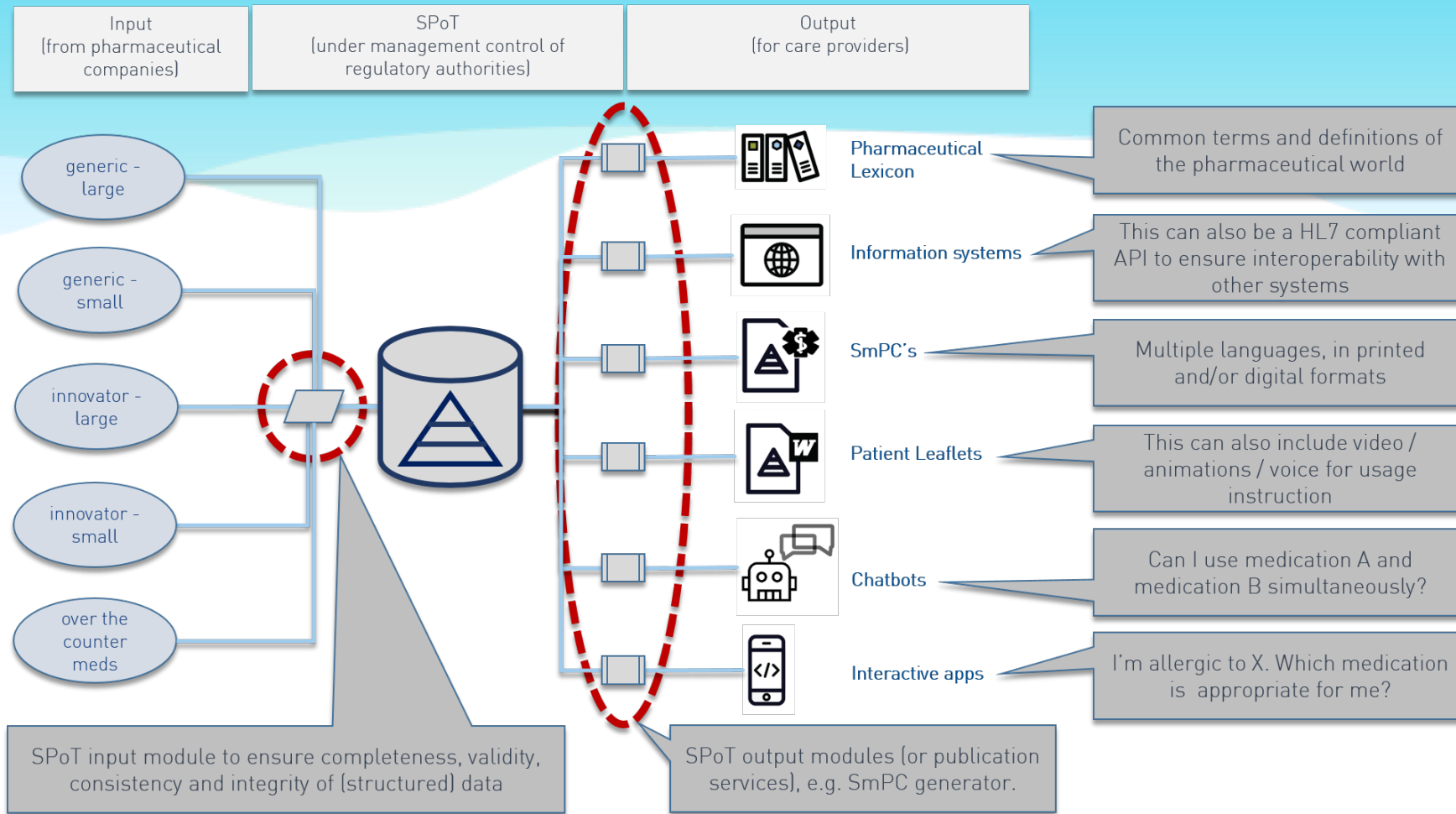
Deloitte Digital

BRIGHT CAPE
SMALL & BIG DATA SOLUTIONS

PNA
KNOWLEDGE PARTNER



SINGLE POINT OF TRUTH – MEDICATION INFORMATION





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