



PHARMAFULCRI
marketing integrato in farmacia

Company & solutions overview

March 2015

pharmadb
multimedia in farmacia



Prenofa
prenotazione & prodotti

groom
consulenze & corsi

(Pharma)Fulcri at a glance

- ❑ Fulcri is a private company, management owned, based in Milan (Italy)
 - ❑ In 2006 Fulcri started operations in the Pharmacy Market creating Pharmafulcri
 - ❑ In less than 9 years Pharmafulcri has become market leader in communication and marketing solutions for Pharmacies:
 - 27 dedicated employees
 - 5.350 application (services) in production
 - 3.240 active customers (Pharmacies using one or more application)
- Update March 1, 2015*
- ❑ The foundation for all services is the proprietary Pharmaceutical Data Bank with high resolution images, marketing oriented product descriptions, videos, messages.
 - ❑ All applications are web-based (SaaS), totally owned with IP protection and brand registration.

The concept

□ Challenge

How to provide a «professional» solution to a typical Pharmacist ?

Limited time, small budget and low IT expertise ?

□ Solution

1. Easy and intuitive user interface;
2. Guided: plenty of options without freedom to create unprofessional contents;
3. 100% web: “zero touch activation”, no need for additional hw¹, remote maintenance and support.

(1) – except for display infrastructure for video service

3 levers

Pharmafulcri's solutions support the Pharmacist in 3 marketing «momentum» to increase customer loyalty and ARPU:

- 1. WHEN THE CUSTOMER IS IN THE PHARMACY:** the applications provide the best «purchasing experience» aiming to maximize the propensity to spend;
- 2. WHEN THE CUSTOMER IS NOT IN THE PHARMACY:** the applications extend the Pharmacy on the web and help to reduce the latency time between visits;
- 3. TRANSITION FROM «PRODUCT SALE» TO «CUSTOMER CENTRIC MARKETING»:** CRM, Fidelity systems and business intelligence to understand and develop the customer base with micromarketing campaigns.

Product Portfolio – In store

- ❖ **PharmaFulcri® Paper**
For production of price labels, stoppers, leaflets and posters that can be printed in pharmacy on standard printers, externally or as a service. Consumables and complementary products are available on line.
- ❖ **PharmaFulcri® Media**
For production and display of professional videos. The schedule can be programmed for day, time and corner. Complementary info are available as standards services (news, weather, ..) with integrated queue management.
- ❖ **PharmaFulcri® Speaker**
Web-radio with original sound tracks without advertisements and synchronized with video and queue management.

Product Portfolio – Web



❖ **PharmaFulcri® Web**

Pre-built professional web sites with integrated newsletter and promotions. Options available include news and search engine optimization.

❖ **Pharmastreet**

Tailor made web sites: design, publishing and hosting.

❖ **Prenofa® suite**

Available in four versions: Light, Pro, Business, Premium.

From “simple” display of products on the web site of the pharmacy, to product booking for pick-up in Pharmacy, to complete e-commerce (B2C) and B2B.

Services offered and options available make Prenofa a unique solution highly specialized for the Pharmacy market.

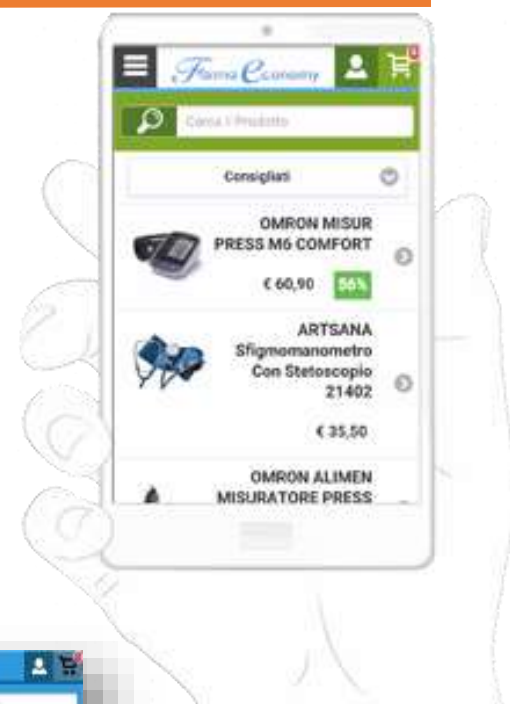
❖ **Pharmatime**

Web-Reservation system for services and events offered by Pharmacies.

Product Portfolio – APPharma

❖ Leading edge apps:

- Customized for each Pharmacy
- Contents can be managed autonomously by the Pharmacist: products, promotions, news, ..
- Integrated with PharmaTime and OpenPharma
- Integrated with CRM and Loyalty System
- Already available for Windows, Android and iOS smartphones



Product Portfolio – «service» applications

To provide a comprehensive solution, the portfolio includes «service» applications that are widely used by Pharmacies:

- ❖ **PharmaFulcri® Haccp** (*Hazard Analysis and Critical Control Points*)
Application for compliancy and documentation of EU regulations on Haccp
- ❖ **PharmaFulcri® Privacy**
Application for compliancy and documentation accordingly to regulations on Privacy.
- ❖ **PharmaFulcri® Notice Board**
Hardware independent app for external showcase
- ❖ **PharmaFulcri® OpenPharma**
Data Base with national “opening rounds” for mandatory display on external showcase or “courtesy service” on Pharmacy web site



Pharmacy groups

All the applications are «Group Ready» with different levels of management independently of the type of aggregation :

- ❖ **Fully Centralized:** all contents are defined at central level and distributed to the Pharmacies of the group in real time. The contents can be unique or differentiated for single pharmacy or clusters.
- ❖ **Mixed:** part of the contents are defined at central level and cannot be modified, part of the contents are defined by the single Pharmacy.
- ❖ **Open:** the center creates centralized contents that are made available in real time to the network. Each Pharmacy has full autonomy in selecting the central contents to use in combination with local contents.

The Back-office system allows a full management and monitoring from the central office, providing a powerful tool for agreements with third parties for communication and campaign management: real time deployment and execution reports.

Over 20 groups are using the centralized platforms with up 600 Pharmacies for a single system.

Integration with Pharmacy Software – Business models

- ❑ PharmaFulcri® applications are 100% web services
- ❑ PharmaFulcri® applications can be stand alone or integrated, at different levels, with the Pharmacy Management Software.
- ❑ The Subscriptions can be sold directly by Pharmafulcri or by the Software House of the Pharmacy.
- ❑ Back office system for reseller and support service:
 - Management tools for activation, maintenance and support
 - Dashboards and reports on service utilization
- ❑ OEM model is also available.

GROON - Accademy

- ❑ In 2013 Pharmafulcri created GROON – a division specialized in training and consulting for *social marketing*.
- ❑ The focus of GROON is:
 - Continuous training of Pharmacist for use of social media to create communities of their customers and reach potential customers in territory covered by the Pharmacy (residing or in transit)
 - Consulting for management of Pharmacy's Profiles on social medias



New generation Loyalty (Fidelity, CRM)

E+Fidelity la Carta Fedeltà per la Tua Farmacia

? ? **contattaci**



area clienti

nome utente

password

ACCEDI

news letter

Indirizzo email

OK

*Informativa Privacy Do il consenso

E-Fidelity la carta fedeltà che puoi confezionare su misura per le esigenze della tua farmacia.

La farmacia dei sani definisce un rapporto con il cliente sempre più basato sulle normali dinamiche commerciali.

Proprio per questo, ogni giorno che passa, è sempre più urgente avere in farmacia strumenti che diano un motivo ai tuoi clienti per tornare nella tua farmacia e per approfittare di tutte le tue proposte.

Oggi dotare la farmacia di carta fedeltà e-fidelity, evoluta e semplice al tempo stesso, è una condizione improrogabile.



Consolida il rapporto



Abitudini acquisto



I clienti migliori



Comunicare Facile



TUO Catalogo Premi



Chiavi in mano



Sito Farmacia



Business Intelligence



Alert Propositivi



Reportistica Avanzata



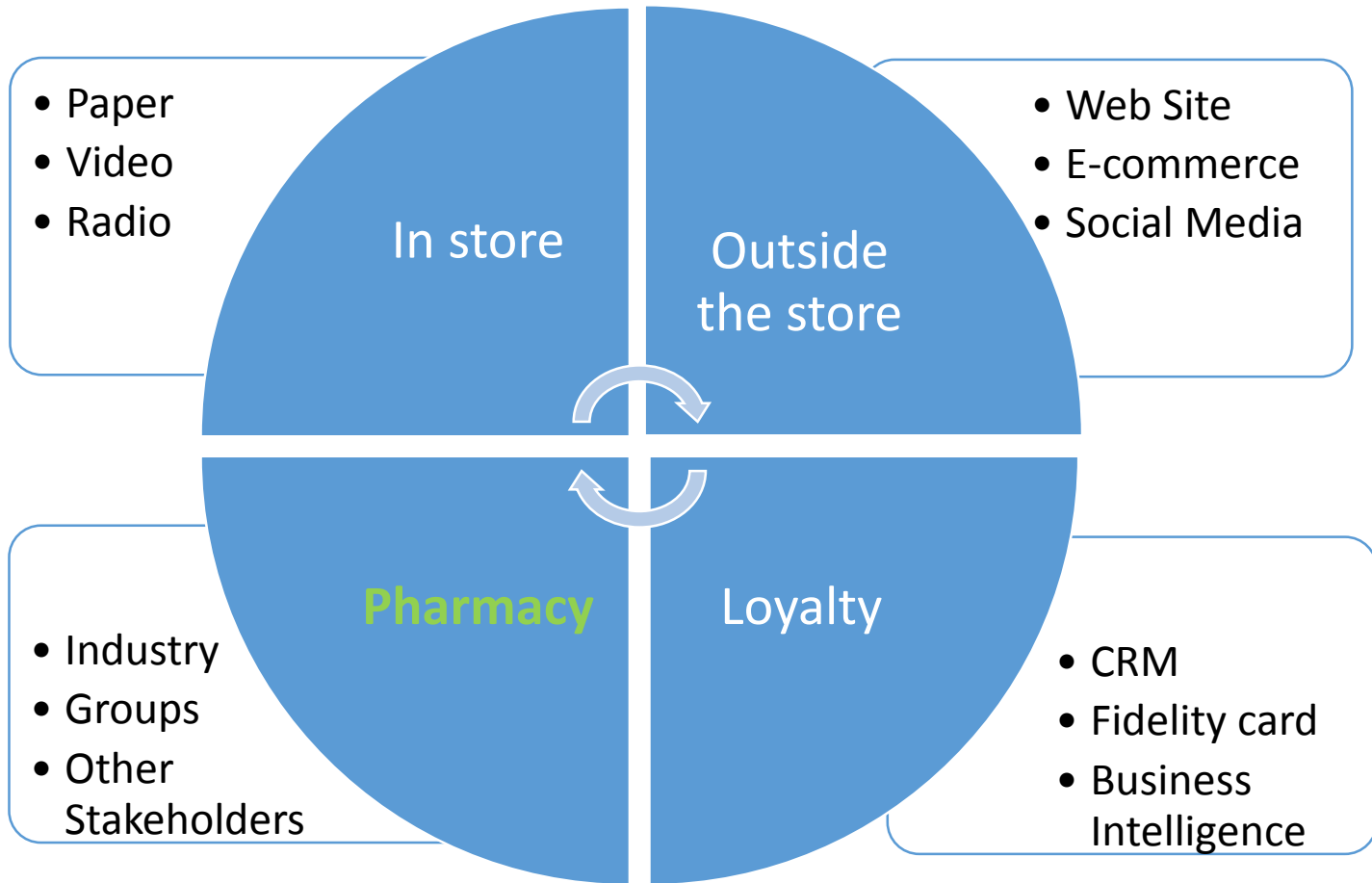
Sistema di Couponing



Catalogo Flessibile

PHARMAFULCRI
marketing integrato in farmacia

Functional View



Samples



200.00 €/Lt	Farmacia Nello
€10,00	
Vit 26.00 €/kg	Farmacia Nello
€10,40	
91251	
	Farmacia Nello
€14,25	€19.00 - 25%
Dicloream Tissuegel 10 pz.	
024515153	ALFA WASSERMANN SpA *

Samples

Prenota il trattamento Scopri il menu online

Se l'evento che desidero non è nella disponibilità, se ho le idee confuse o il personale più trattamenti a fare, mi conviene fare la visita di valutazione, così potrò essere aiutato a scegliere il trattamento più indicato. Chiama il numero verde 800 20 25 988!

Cosmesi 	Consulenza nutrizionale 	Consulenza fitoterapica
Cure mani e piedi 	Cure estetiche del corpo 	Cure estetiche del viso
Epilazione laser 	Clonazione digitale 	Podologia
LPG 	Podologia e ortopedica 	Podologia
Prevenzione delle ipertensioni 		

24 ore
SEMPRE APEN SU 24
365 giorni all'anno

FARMACIA DELLA STAZIONE
DOTT. LUIGI LOMBARDO - DOTT. S. BIANCHI

La Storia
La Farmacia della Stazione fu fondata nel 1908 e fu la prima farmacia a essere fondata in provincia.
Nel 1957 fu gestita dalla famiglia LombarDO. Nel 1987 fu gestita dalla famiglia LombarDO. Nel 1987 fu gestita dalla famiglia LombarDO.

NEW VOYAGE AEROSOL PROF.
- 52%
€ 42,00

Farmacia della Stazione
Via Carlo Cattaneo 2, ang. Piazza del Popolo, 20121 Legnano (MI) - Tel. 02/119.01.00

Farmacia Bacheca Mer, 6 Ott 2011
18:15:38

Farmacia di zona più vicina:
1. **GIUDETTI SNC DI GIUDETTI PAOLO & GIO...**
Via San Giacomo, 2 BERGAMO - 24122
Apertura: 15:00 - 23:50 - Tel. 035-332230

Altre farmacie di zona:
2. **CENTRALE SNC**
Via di Sant'Antonio, 24 BERGAMO - 24122
Apertura: 09:00 - 22:00 - Tel. 035-233378

3. **BORGIO PALAZZO SNC**
Via Borgo Palazzo, 22 BERGAMO - 24124
Apertura: 14:00 - 22:00 - Tel. 035-233360

4. **BENETTI ENRICO**
Via Per Zeno, 6 BERGAMO - 24100
Apertura: 15:00 - 23:00 - Tel. 035-338262

ALZAVANINI S. S.
Glicocina (Rivoclarone granuli)
€ 3,94
7 anni + 10L

Orari Farmacia

Giorni	09:00 - 12:30	15:30 - 19:30	20:00 - 08:00
Mercoledì	09:00 - 12:30	15:30 - 19:30	20:00 - 08:00
Mercoledì	09:00 - 12:30	15:30 - 19:30	20:00 - 08:00

[06/06/2011] - SALUTE

FARMACIA DANTE
omeopatia

LABORATORIO
Farmacia DanTE
Farmacia DanTE
Farmacia DanTE
Farmacia DanTE

06/06/2011

Useful Links

-  www.fulcri.it
-  www.pharmafulcri.it
-  www.youtube.com/user/pharmafulcri/featured
-  www.prenofa.it
-  www.efidelity.it
-  www.pharmadb.it

-  www.pharmafulcri.es (preview - reserved access)