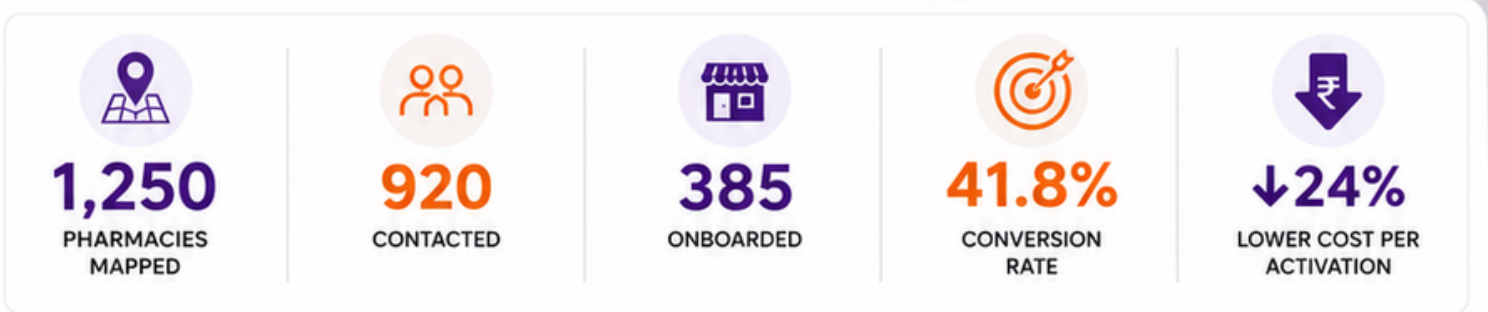


Expanding Pharmacy Reach for a Regional Healthcare Brand

How DocNex helped accelerate pharmacy onboarding, strengthen retailer engagement, and improve product availability across Tier 1 and Tier 2 Indian markets in just 90 days.



CAMPAIGN OVERVIEW

	Campaign Type Pharmacy Expansion & Trade Activation
	Market Tier 1 & Tier 2 Indian Cities
	Duration 90 Days
	Industry Healthcare & Pharmaceuticals
	Execution Field Sales + Digital Engagement



PHARMACY EXPANSION JOURNEY



Building Smarter Pharmacy Networks Through Data-Driven Market Expansion

DocNex combines field intelligence, pharmacy engagement, and measurable analytics to help healthcare brands expand retail availability and improve channel performance.



Building a Strong Foundation for Pharmacy Expansion

DocNex designed a focused, data-driven strategy to identify high-potential markets, engage pharmacies effectively, and drive sustainable business growth for the brand.

MARKET OPPORTUNITY



India's pharmaceutical retail market is expanding rapidly, driven by rising medicine consumption, digital health adoption, and demand for accessible local healthcare.



The Indian pharmaceutical industry is projected to reach **US\$130 Billion by 2030**, creating strong opportunities for healthcare brands.

CAMPAIGN OBJECTIVES



Expand pharmacy partnerships in high-potential local markets



Improve product availability at retail counters



Increase pharmacist awareness of the brand's product range



Generate repeat orders through structured follow-ups



Track field performance using measurable analytics

OUR STRATEGY



TARGET PHARMACY SEGMENTS



High-Volume Pharmacies
Large footfall stores with consistent monthly sales.



Doctor-Adjacent Pharmacies
Pharmacies located near clinics, hospitals & diagnostic centers.



Chain Stores
Well-established pharmacy chains with strong customer trust.



Independent Retailers
Local standalone stores with high community connect.

LOCATION SELECTION MODEL



Prescription Density
Areas with high prescription volume and repeat demand.



Proximity to Clinics
Close to hospitals, clinics and diagnostic centers.



Pharmacy Concentration
High density of retail pharmacies in the area.



Competitor Presence
Evaluate competitor strength and market gaps.



Growth Potential
Focus on zones with strong future growth indicators.

TRADE ACTIVATION APPROACH



Personal Visits
Field executives visit and engage pharmacists.



Product Knowledge
Educate on benefits, usage and patient outcomes.



Attractive Offers
Starter schemes, margins and trade incentives.



Easy Ordering
Simple ordering process & timely order fulfillment.



Continuous Support
Regular follow-ups and relationship building.

Data-Driven.
Location-Focused.
Results-Driven.



“ Our strategy was built on understanding local markets, engaging the right pharmacies, and enabling sustainable business impact through data and execution excellence. ”

Execution Excellence

On Ground. In Real Time.

DocNex executed the campaign through a structured 3-phase approach, combining on-ground engagement with digital follow-ups and real-time performance tracking.



OUR 3-PHASE EXECUTION APPROACH

PHASE 1

Market Mapping

Mapped pharmacy clusters across selected cities and classified outlets by potential.



- ✓ Identified high-potential zones
- ✓ Analyzed prescription density
- ✓ Mapped competitor presence
- ✓ Shortlisted target pharmacies

PHASE 2

Pharmacy Activation

Field teams visited shortlisted pharmacies to onboard and activate them.



- ✓ Introduced product portfolio
- ✓ Educated pharmacists
- ✓ Shared margin & scheme details
- ✓ Onboarded with starter offers

PHASE 3

Retention & Analytics

Monitored performance weekly and ensured repeat orders and engagement.



- ✓ Structured follow-ups
- ✓ Tracked repeat orders
- ✓ Collected pharmacist feedback
- ✓ Data-driven performance review

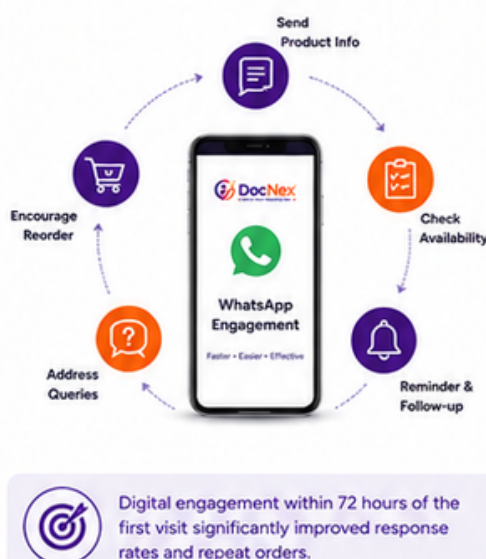
OUR EXECUTION ENABLERS



FIELD EXECUTION WORKFLOW

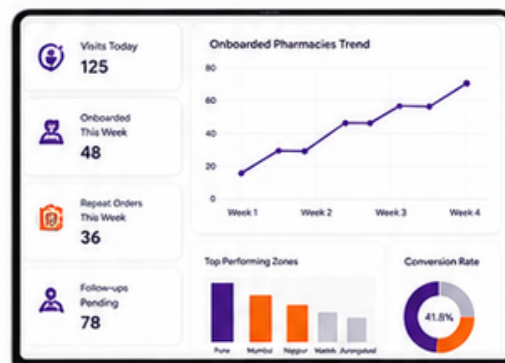
- Plan & Visit**
Field executive plans visit and reaches pharmacy.
- Engage & Present**
Share product benefits, schemes & margins.
- Onboard & Educate**
Complete onboarding and educate on usage.
- Order & Fulfillment**
Collect order and ensure timely fulfillment.
- Follow-up & Repeat**
Regular follow-ups to drive repeat orders.

DIGITAL FOLLOW-UP CYCLE



REAL-TIME REPORTING & DASHBOARDS

Live visibility into field performance and business outcomes.



Dashboards helped the management track progress, identify top zones, and optimize field efforts.

KEY EXECUTION HIGHLIGHTS



Campaign Analytics at a Glance

Data-driven execution delivered strong results across mapping, onboarding, conversions, repeat orders and cost efficiency.

CAMPAIGN KPI SUMMARY

	Pharmacies Mapped	1,250
	Pharmacies Contacted	920
	Pharmacies Onboarded	385
	Activation Conversion Rate	41.8%
	Repeat-order Pharmacies	146
	Repeat-order Rate	37.9%
	Average Follow-ups per Pharmacy	2.7
	High-potential Zones Identified	18
	Cost per Activated Pharmacy	↓ 24% after week 6

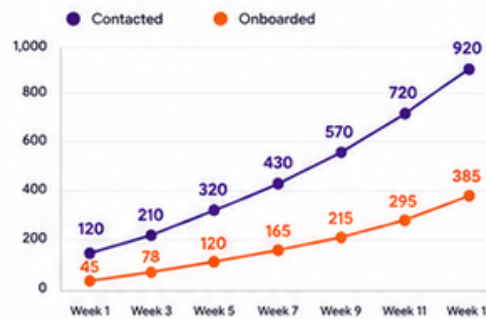
PHARMACY EXPANSION FUNNEL



STAGE	COUNT	CONVERSION
Pharmacies Mapped	1,250	100%
Pharmacies Contacted	920	73.6%
Pharmacies Onboarded	385	41.8%
Repeat-order Pharmacies	146	37.9%*
High Performing Pharmacies	82	21.3%*

*Conversion calculated over onboarded pharmacies

ONBOARDING TREND OVER 12 WEEKS



Steady improvement in onboarding as pitching refined and follow-ups strengthened.

REPEAT ORDER PERFORMANCE



146 out of 385 onboarded pharmacies placed repeat orders.

ZONE PERFORMANCE OVERVIEW



Performance was strongest in zones near clinics and diagnostic centres where prescription volume and brand recall were higher.

PHARMACY SEGMENT PERFORMANCE

PHARMACY SEGMENT	ONBOARDING RATE
High-Volume Pharmacies	54.6%
Doctor-Adjacent Pharmacies	48.7%
Chain Stores	38.5%
Independent Retailers	29.4%



High-volume and doctor-adjacent pharmacies showed the highest onboarding and repeat-order rates.

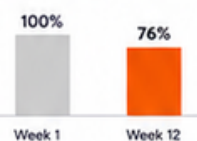
AVERAGE FOLLOW-UP CYCLE



Structured follow-ups within 72 hours significantly improved response and conversion.

COST EFFICIENCY OVER TIME

Cost per Activated Pharmacy



↓ 24%

Reduction in cost per activation after week 6



Optimized targeting, better pitches and priority zoning reduced cost per activation by 24%.

KEY CAMPAIGN HIGHLIGHTS



1,250 Pharmacies Mapped



920 Pharmacies Contacted



385 Pharmacies Onboarded



41.8% Conversion Rate



146 Repeat-order Pharmacies



↓ 24% Lower Cost per Activation



The campaign delivered strong onboarding, healthy repeat orders, and significant cost efficiency in just 90 days.



Real Data. Real Insights. Real Impact.

DocNex analytics enabled smart decision-making, prioritization and scalable pharmacy growth.



Stronger Reach. Smarter Engagement. Sustainable Growth.

The campaign delivered measurable impact across availability, engagement and efficiency, creating a strong foundation for continued pharmacy network expansion.

BUSINESS IMPACT



Wider Retail Availability

Expanded presence across high-potential pharmacy clusters.



Better Pharmacist Awareness

Improved knowledge and confidence in the brand's products.



Improved Channel Performance

Higher conversions, repeat orders and stronger engagement.



Data-Driven Visibility

Real-time insights for smarter decisions and resource allocation.



Scalable Expansion Model

A repeatable framework to expand into new cities efficiently.

BEFORE vs AFTER

BEFORE CAMPAIGN

Limited presence in key pharmacy clusters



Low product awareness among pharmacists



Irregular follow-ups and engagement



Low onboarding and repeat orders



Limited visibility into field performance



Higher cost per activated pharmacy



AFTER CAMPAIGN

Strong presence across **18** high-potential zones

High awareness and product confidence

Structured engagement with **2.7** follow-ups per pharmacy

41.8% onboarding conversion and **37.9%** repeat order rate

Real-time dashboards and actionable insights

24% reduction in cost per activation

KEY OUTCOMES



385 Pharmacies Onboarded
Strong pipeline built for sustainable growth.



41.8% Conversion Rate
Excellent activation performance achieved.



37.9% Repeat Order Rate
Healthy reorders indicate strong product acceptance.



↓24% Lower Cost per Activation
Optimized execution leading to higher ROI.



18 High-Potential Zones
Identified and validated for future expansion.



KEY LEARNINGS

- ✓ Pharmacies near clinics and diagnostic centers showed highest onboarding and repeat orders.
- ✓ Timely follow-ups within 72 hours significantly improved conversions and reorders.
- ✓ Product education and margin communication boosted pharmacist confidence.
- ✓ Data-driven targeting helped focus efforts on high-conversion zones.
- ✓ Structured digital engagement enhanced recall and relationship building.

SCALABLE IMPACT FOR FUTURE



Replicate

Use proven model to enter new cities quickly.



Expand

Onboard more pharmacies in identified zones.



Optimize

Leverage data and insights to improve performance.



Sustain

Drive repeat orders and long-term partnerships.



Grow

Strengthen market leadership and retail footprint.

WHY DOCNEX?



Experienced Field Force

Trained teams with deep market understanding.



Data-Driven Execution

Real-time dashboards for smarter decision-making.



Strong Engagement

Meaningful relationships that drive results.



End-to-End Solutions

From mapping to repeat orders and analytics.



Trusted by Healthcare Brands

Delivering measurable impact, consistently.

“ This campaign established a strong foundation for sustainable pharmacy network expansion and long-term channel growth. ”

DocNex is your growth partner for building smarter, stronger and more profitable pharmacy networks.



Expanding Reach. Enhancing Access. Empowering Healthcare.
That's the **DocNex** Promise.