**Illustration for *top***

A new type of software, called ***top***, has been introduced in the pharmacy market. ***top*** - “Treatment Optimisation Platform” - is the first complete customer management solution for Australian pharmacies. It provides pharmacies with an easy to use system (tool) to regularly and meaningfully communicate with customers via SMS, email or home phone. By using ***top***, pharmacies are able to improve their business results as well as health outcomes for their customers.

Background

Let’s first take a closer look at how pharmacies are currently operating:

|  |  |  |
| --- | --- | --- |
|  | **Current situation** | **Flaws** |
| http://image1.masterfile.com/em_w/00/24/83/608-00248362w.jpg | 1. Patients are ill and visit a doctor |  |
|  | 2. Doctor writes a prescription for patient, with repeats |  |
| E:\Files PDLA\Branding, logos and pics\top pictures\icon pharmacy.png | 3. Patient visits 1 of 5000 available Australian pharmacies to pick up medicines |  |
| E:\Files PDLA\Branding, logos and pics\top pictures\icon pharmacist2.png | 4. Pharmacist receives and fills prescription | No time to spend with patient (e.g. medication explanation) due to busy schedule |
|  | 5. Patients pay and leave pharmacy |  |
|  | 6. Pharmacies hope patients return next time their prescription repeats are due | - No clue if they are loyal to their store  - No clue if they will be compliant with their medication: no compliance monitoring\*  - No guidance  - No communication (stay in touch) options |
|  | 7. Minimal customer focused follow up |  |
| **Conclusion: there is a lot to gain for pharmacies** | | |

\* Only 50% of patients with chronic diseases living in developed countries follow their treatment recommendations

Solution

With ***top***, pharmacies are able to stay in touch with their patients and offer a range of additional healthcare services, which will benefit the pharmacy and the customer/patient. For example:

- Prescription reminders when prescriptions are due

- Pre-fill prescriptions (no waiting)

- Invitations for in-store health services and store events

- Notices when relevant health information becomes available

- Etc.

All these services will increase compliance, awareness and health outcomes for patients.

Pharmacies will benefit as well. By using ***top***, pharmacies are able to:

* Increase efficiency in prescription process (leading to more time for patient)
* Improve customer service
* Improve customer loyalty
* Improve revenues and profits

Task description:

We need an illustration which clearly explains what ***top*** is and how it improves the pharmacy business/process. This illustration will be used for our new website. We want to leave it wide open, to you to best express the ideas as you feel and see it should be expressed. In an illustration, flow chart or diagram, open to other ideas that gets the message across almost instantly.

We are looking for a fluid design that within 2 seconds of seeing it - people "just get it".

Requirements:

* Simple, modern, playful
* One quick glance and you know what ***top*** can do
* Our leading colours (green and grey) and top-logo

Nice to have:

* For all the services/features of ***top*** we have an icon (below). It would be nice if some of those icons would come back in the illustration.

Features of top:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Prescription Reminders** |  |  | **Prefill Reminders** |
| Send automatic reminders via email, home phone or SMS |  | Send automatic prefill reminders for your scripts on file |
|  | *Learn more* |  |  | *Learn more* |
|  |  |  |  |  |
| Group Collaboration Software Solutions | **Groups** |  |  | **Scheduler** |
| Create and communicate to your own customer groups |  | Schedule and remind customers for professional services |
|  | *Learn more* |  |  | *Learn more* |
|  |  |  |  |  |
| Invites | **Invitations** |  | Notifications | **Notifications** |
| Invite customers for professional services |  | Send notices when medication and disease information is available |
|  | *Learn more* |  |  | *Learn more* |
|  |  |  |  |  |
|  | **Planner** |  | Appexchange Apps for Chatter | **Promotions** |
| Schedule pharmacy tasks |  | Update customers about latest store promotions |
|  | *Learn more* |  |  | *Learn more* |
|  |  |  |  |  |
|  | **Awareness campaigns** |  | Business Feeds and Streams | **Send personal message** |
| Start or participate in awareness campaigns |  | Send personal message via email, home phone or SMS |
|  | *Learn more* |  |  | *Learn more* |
|  |  |  |  |  |
| Business Profiles | **Profiles** |  |  | **Reports** |
| Check customers’ profile |  | Build reports |
|  | *Learn more* |  |  | *Learn more* |