



Reproductive Health Products in an E-commerce Era

Doctorstore.in

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OBJECTIVE

To ensure access of quality and innovative products to all Gynecologists & Obstetrician doctors in India

Introduction

- **Doctorstore.in** is an online e-commerce portal in India designed to cater to the purchase needs of Doctors in Obstetrics and Gynaecology segment for their clinical or small hospital practices.
- It covers the whole basket of products which are consumed in-house including medicines, injectables, instruments and devices as well as surgicals and disposables.

Goals of the project

- To ensure quality RH products at reasonable costs and easy access to Doctors in the Ob/Gyn space
- To provide innovative products to all Doctors
- To reach out to Clinics/ Maternity Homes/Hospitals in all areas including rural. (Tier III & Tier IV)
- To partner with Quality product suppliers for various products.
- To use technology to provide additional service of inventory management.
- To reach out to 1500 Doctors and convert 500 doctors to buy from the Portal by December 2015.

Advantages to the Doctors

Availability:

- Single point of contact for wide variety of suppliers and products
- Stock Management features enables alerts & quick reorders.

Quality:

- Assistance in determining quality standards and finding suppliers
- All products are pre checked for high quality standards before offering it to customers.

Choice:

- Access to wider market of products without depending on local channels
- Availability of newer products and technology is informed from time to time.

Advantages to the Doctors

Convenience:

- Computerized Stock management platform and can maintain stock related paperwork for FDA with minimum effort and time spent.
- Ordering can be done at own convenience and comfort and not dependent on meeting Medical Representatives (MR).
- Ease of ordering through tablets , mobiles, computers and offline through telephone.
- Transparency in pricing, special offers, product features.

Advantages to Program / Suppliers

- Accurate information about usage patterns is available live. (Geographies, Product preferences, Monthly variances).
- Online promotional tools can be deployed for training, information dissemination for the doctors. (highly cost effective).
- Stock dumping in primary channels is avoided as supplies are directly to doctors and hence returns are likely to be minimal.
- Quick feedback about quality problems and hence a better Pharmacovigilance is established.
- Scalability and sustainability of program.

Achievements

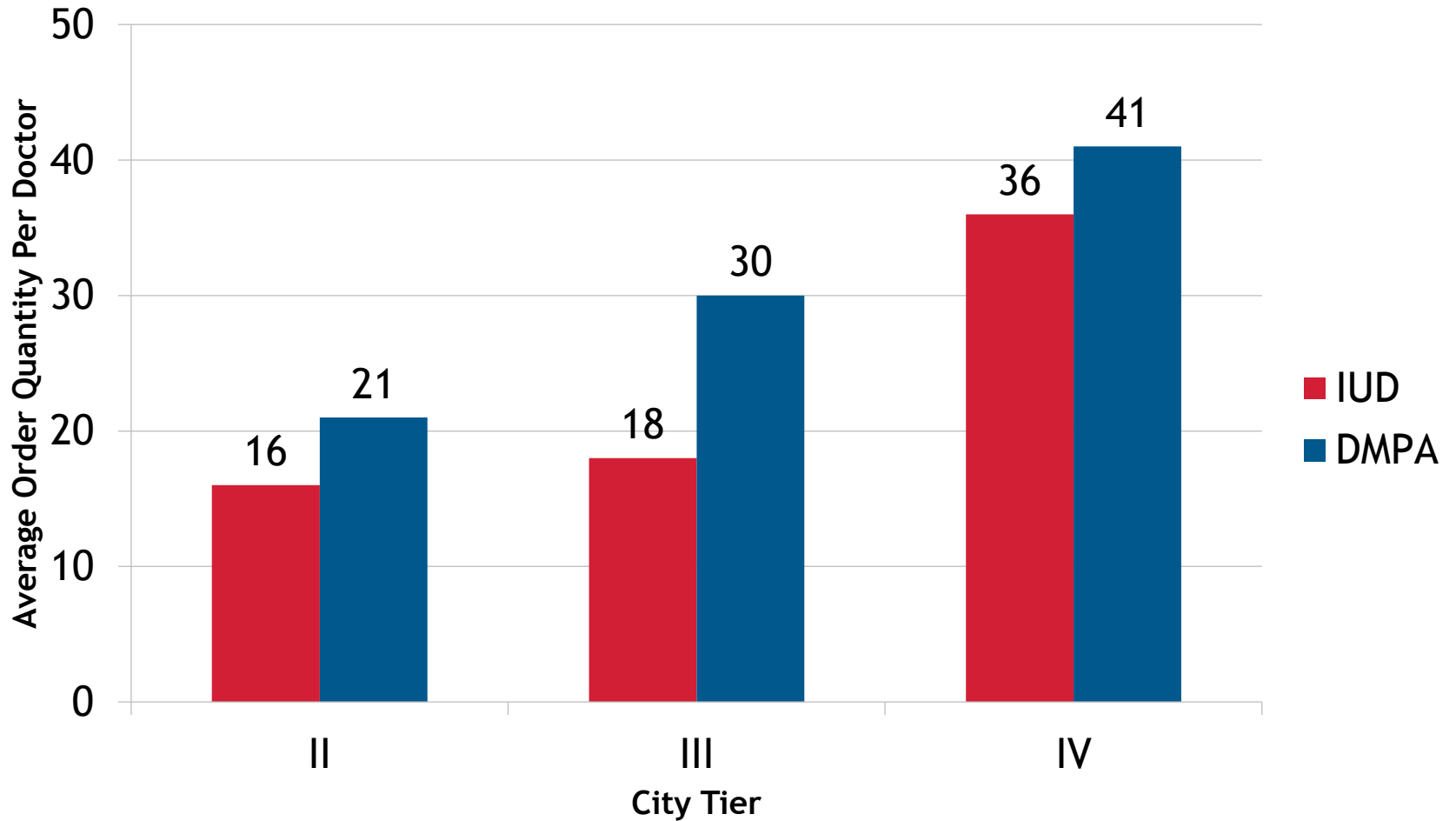
No of registered Doctors Mar - Sept 2015

City	No of Doctors
Tier I	69
Tier II	358
Tier III	493
Tier IV	212
Total	1132

Major products ordered so far and the Geographical coverage:

Product	Tier I	Tier II	Tier III	Tier IV	Total
Hormonal IUS	5	155	152	41	353
Copper IUDs	153	942	1,556	1,563	4,214
Injectible		130	840	910	1,880
MVAs and cannulas	1	185	448	221	855
Pregnancy Test Kit	100	4,450	6,700	1,600	12,850
Tubal Ring			100		100

Data Analysis



Achievements

- Product profile includes other Maternal and Child Health products such as Kiwi Cups (Vacuum Assisted Delivery Device), HIV, HCV, HBsAg test Kits, Maternity Drapes and Pads.
- Registered doctors have been verified through their medical registration numbers. 480 of these doctors started ordering and placed a total of 679 orders.
- Direct access available to doctors to share information about products and newer technologies.
- Per capita usage of products amongst buying doctors much higher than that seen with traditional marketing.
- Delivery channels established.
- CYPs generated > 26000

Challenges

- Logistics
- Getting prominent brands / suppliers on board
- Getting WHO PQ / SRA suppliers for medicines

Success or Failure?

	Target	Achieved	Success?
Doctors registered	1000	1132	✓
Doctors who placed orders	350	480	✓
No. of products enrolled	12	10 (40)	-
Behaviour Change		100+ repeat order	✓
Rural Reach		Tier III / Tier IV	✓
Quality of Products		CE/USFDA/ WHO GMP	✓
Long Term Sustainability		Profitable transactions	✓

What Next?

- Doctorstore intends to expand the network to cover 10,000 doctors in the country by December 2017.
- Is looking at raising funds in the form of Grant / Equity investment.
- Expand product basket and look at providing higher quality health care.
- Enhance repeat ordering from registered doctors to demonstrate behaviour change.
- Generate plethora of meaningful data to map the private sector RH reach in India and provide insights on products, geographies and sustainable marketing strategies.



“ Let the doctors focus on what they do
best:

Provide high quality Health care service
to Women

And

Doctorstore
will do the rest”