

US Retail Pharmacy Business Case following 1 pharmacy-specific QR-Code only

Additional effects of medicine-specific QR code and of Medicine Journey not included

Participating retail pharmacies	228	
All dispensations get a QR-code for a video		
Dispensed new Rx in project group in 1 week	100.947	<i>Only in physical pharmacy (no online dispensations)</i>
Maximally expected 1st refills with 30 days	28.905	<i>Based upon number of chronic medications</i>

Control 1st refills within 30 days	20.874	<i>Expected loss of</i>	8.031	27,8%	<i>1st refills</i>
Actual 1st refills within 30 days	21.399	<i>Actual loss of</i>	7.506	26,0%	<i>1st refills</i>
Incremental 1st refills in the Video-group	2,52%	525	p=0,002		

Videos viewed	31,74%	
NL experience with motivated PTAs	79,20%	
PTA-factor	2,495	<i>In case the PTA's would have been as effective as in NL, the number of videos viewed would have been 2,5 times higher</i>
Potential in case of better encouragement	6,28%	1.310

Resulting in 6,28% instead of 2,52% incremental refills

Chronic patients have average refills per year:	5,41	
If there are more people picking up the 1st refill, this group is expected to follow through		Extra
	Actual	polated
The business case leads to more 1st refills	525	1.310
These patients will have as additional refills	4,41	4,41
Total of additional refills in that year	2.315	5.777



	If +2,52%	If +6,28%
<i>In an average German retail pharmacy with €3,0M total revenue and €1,9M chronic Rx-revenue, these results render as new revenue:</i>	€ 48.290	€ 120.496