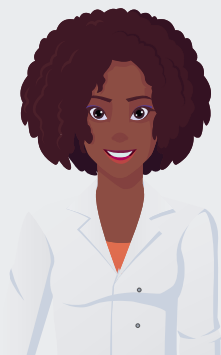


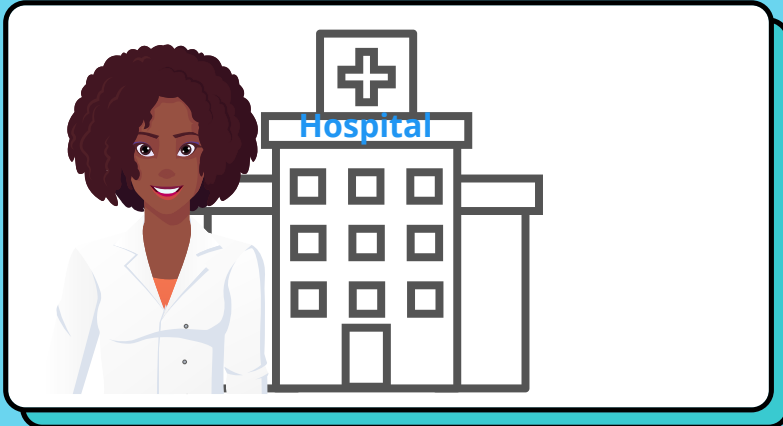


# Storyboard

ACCESS TO MEDICINES  
PHARMACISTS



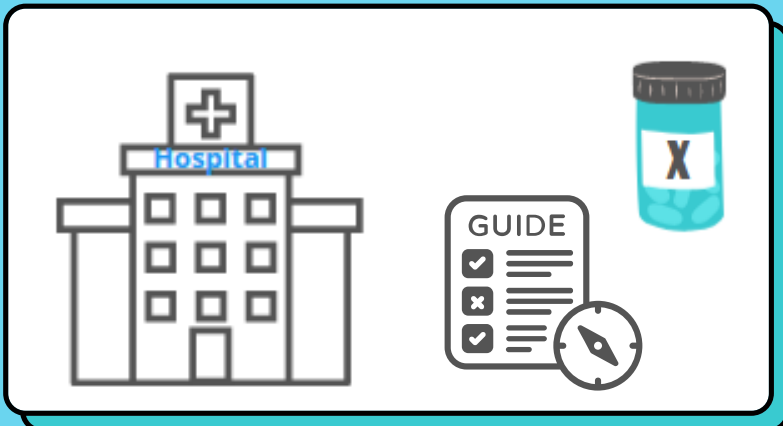
# SUPPLY AND DEMAND SITUATION FOR ACCESS TO MEDICINES Hospitals and Suppliers



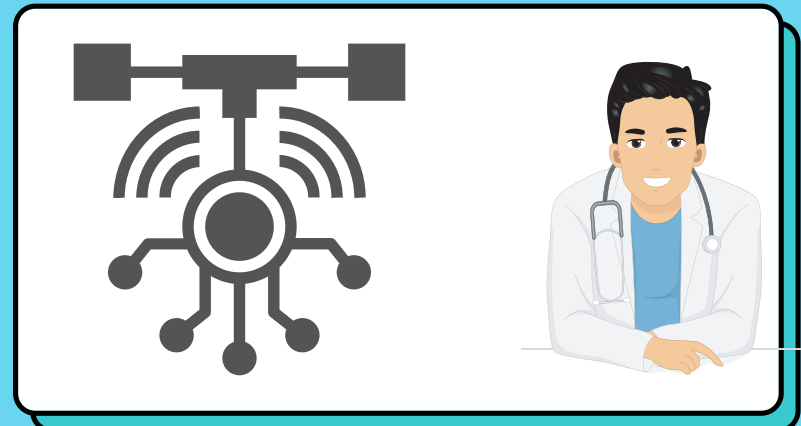
Jo is a pharmacist at the hospital. She is responsible for keeping stock of medicines at the Hospital Pharmacy



Jo has been struggling to obtain Drug X for a while...



Drug X is part of the hospital guidelines for the treatment of several infections and has been on short supply for weeks.

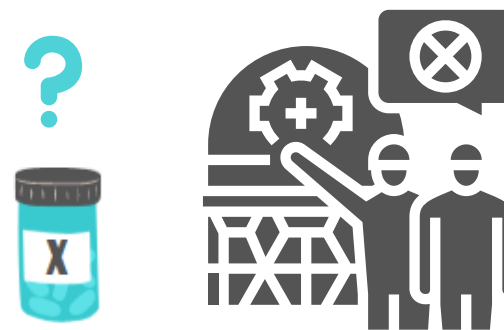


The doctors don't feel comfortable in changing the protocol and asked Jo's manager (Jake) for a solution.

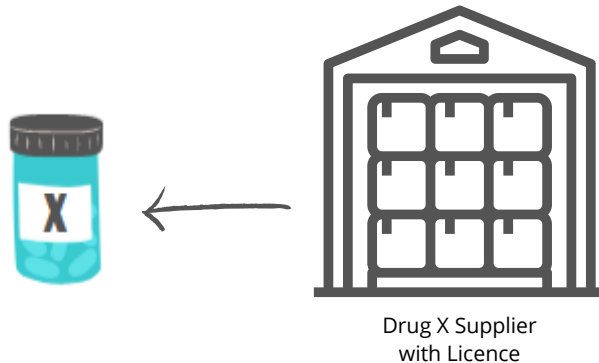
# SUPPLY AND DEMAND SITUATION FOR ACCESS TO MEDICINES Hospitals and Suppliers



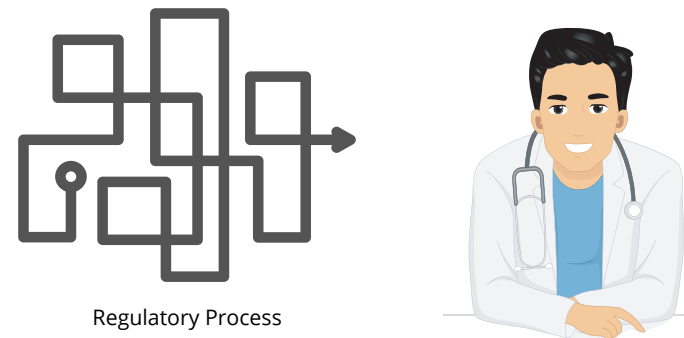
Jake knows Drug X is not currently available in the market and has been trying to obtain a firm timeline for the new stock to arrive from the manufacturer.



Manufacturer is unsure if they will sell Drug X anytime soon as recently thinking of decommissioning the production line where they manufacture Drug X.



Manufacturer said that Drug X can be obtained from another company to whom they licensed the product, but it doesn't have a marketing authorization in Jake's country.



Jake knows that Drug X can be imported from that country if required (which is the case) but he doesn't really understand how that works.

# SUPPLY AND DEMAND SITUATION FOR ACCESS TO MEDICINES Hospitals and Suppliers



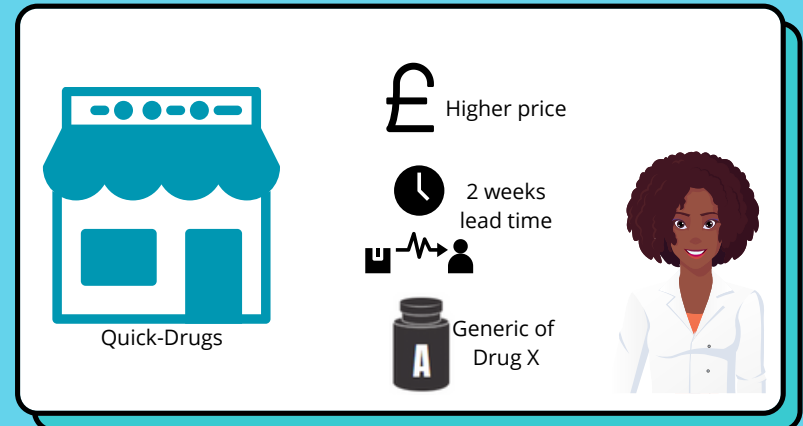
Jake decides to call Quickdrugs – a wholesaler that supplies small quantities to the pharmacy once in a while



Quickdrugs said they would try to help and would get back in a few days. Jake stressed the urgency, but they said they'd also need to wait for answers themselves which might take a while.



Jake felt a bit frustrated and decided to ask another wholesaler – Speed-drugs where he knows one of his friends work. They said they could help and would get back to him in a few days as well.



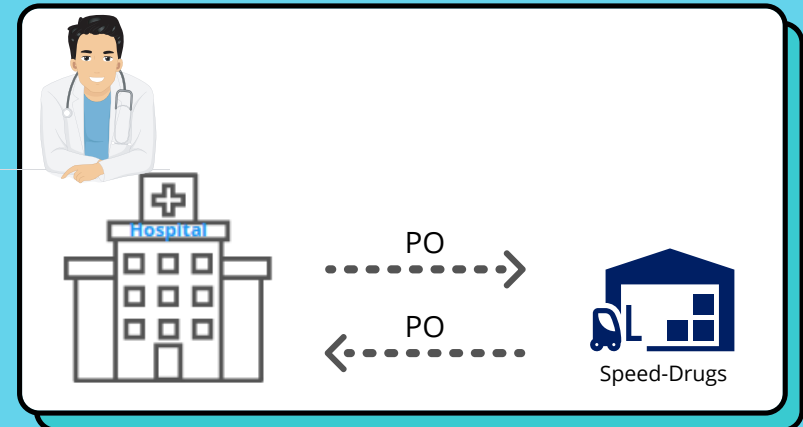
After 2 days Jo received an email from Quickdrugs with a quote for Drug A, a generic of Drug X and an expected lead time of 2 weeks. The price was considerably higher than the original Drug X but didn't question price given the urgency.



# SUPPLY AND DEMAND SITUATION FOR ACCESS TO MEDICINES Hospitals and Suppliers



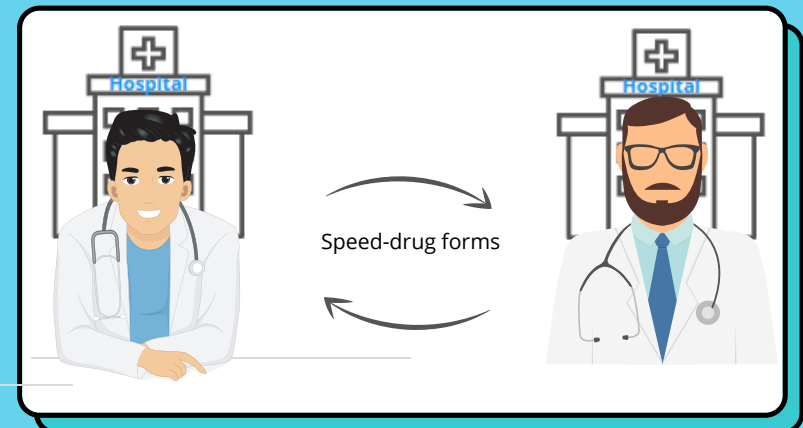
Nonetheless, Jake decided to wait for Speed-drugs before making a decision. After 2 attempts he finally managed to obtain their quote which was cheaper and quicker.



Jake decided to mobilize the Hospital procurement to send a purchase order to Speed-drugs. After 1 day he finally managed to obtain all the paperwork and sent the PO to Speed-drugs.



Speed-drugs accepted the PO and told Jake they'd need to set up and approve the customer account, which would take some time as the Quality manager was off sick.

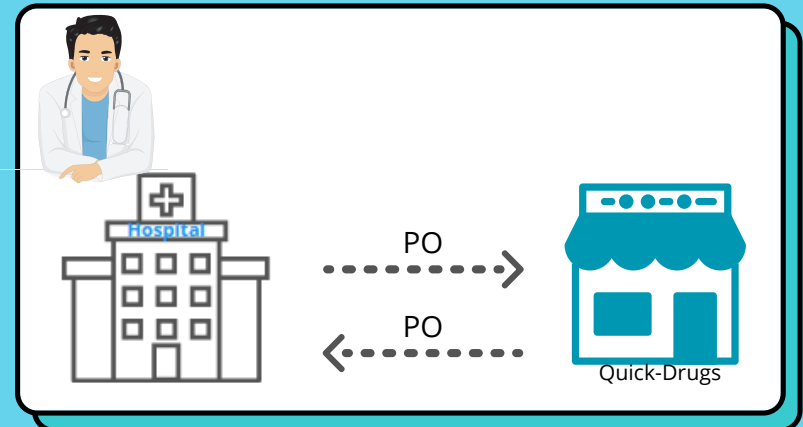


Speed-drugs said they couldn't purchase the product from their supplier until processing the order from Jake's Hospital and they couldn't do that until the account is open. They sent Jake 2 forms that he would need to get signed from the pharmacy director.

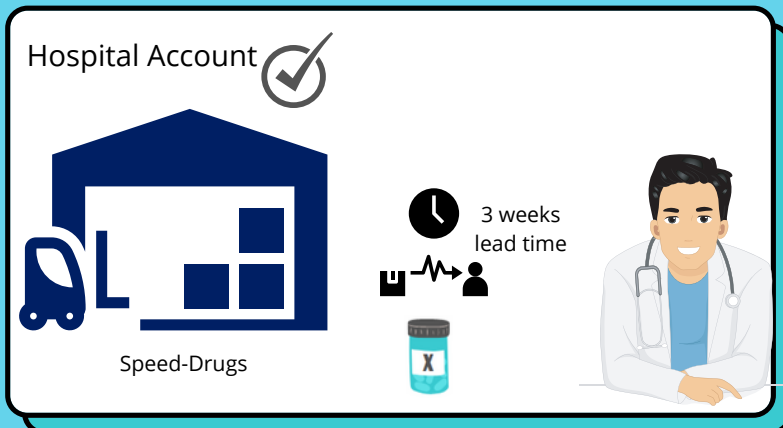
# SUPPLY AND DEMAND SITUATION FOR ACCESS TO MEDICINES Hospitals and Suppliers



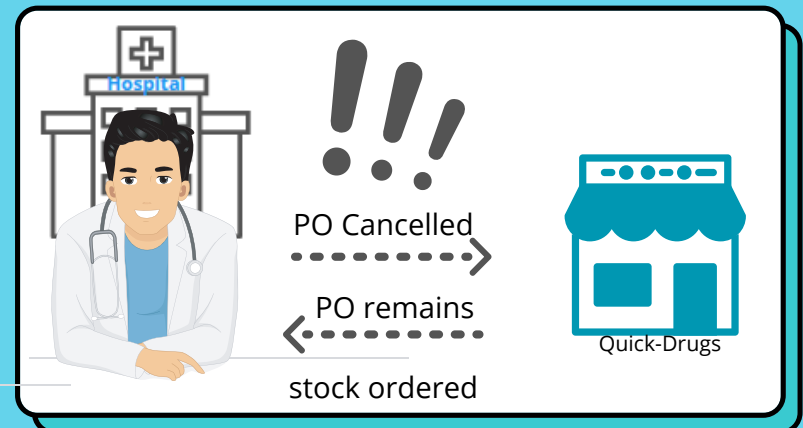
Jake decided to call Quickdrugs as they were already a supplier. Quickdrugs said they'd review the price to match quote from Speed-drugs but they'd need to ask the manager.



Jake wasn't willing to lose more time and decided to send another PO for the same drug to Quickdrugs.



After 1 week Speed-drugs finally approved Jake's hospital account and emailed him saying his product would be delivered in 3 weeks.



Jake then realised he ordered more stock than he needed and tried to cancel the order with Quickdrugs, who said it wouldn't be possible as they had already ordered the stock and couldn't cancel.

# MAKING ACCESS ETHICAL

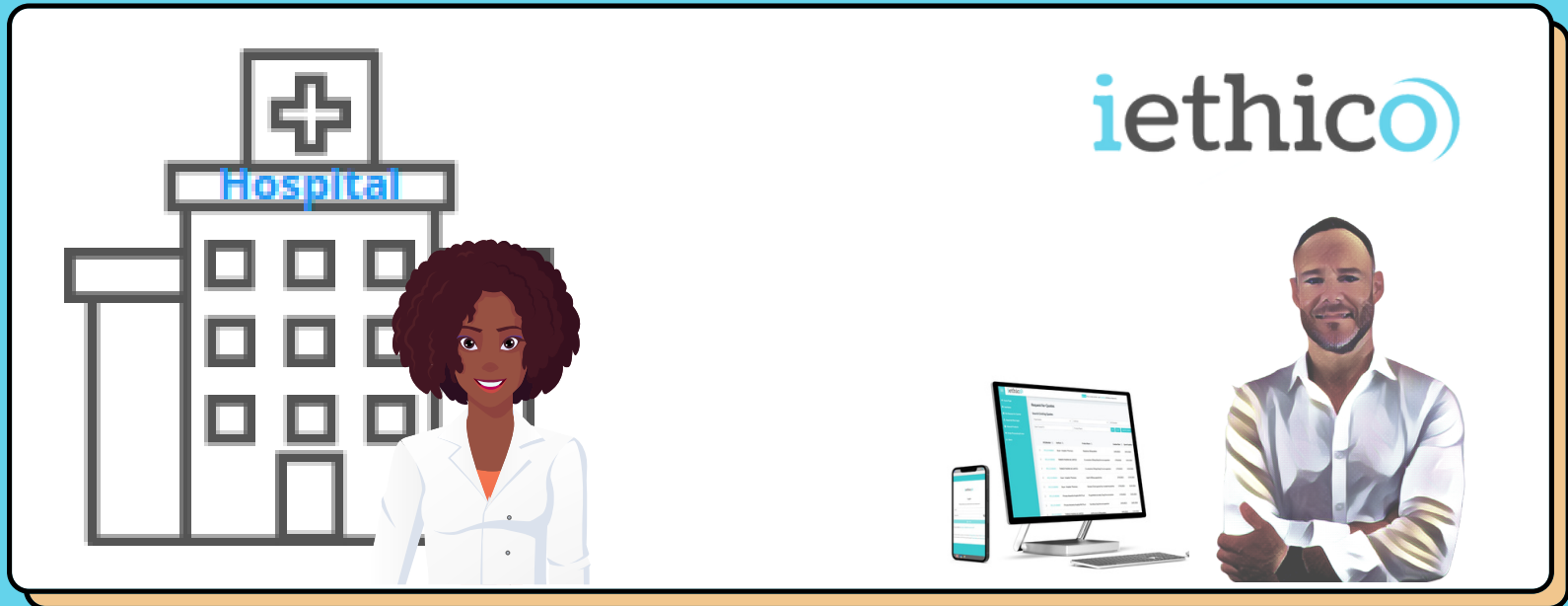


When talking to a fellow pharmacist from another hospital, Jo explained the nightmare they were having with DrugX. The colleague told Jo about iEthico's solution. It was the first time Jo has heard about it. Her colleague told her that it was a great platform and she loved to use it as it saved a lot of time navigating and coordinating access to medicines.

[www.iethico.com](http://www.iethico.com)

# MEDICINE SHORTAGE SOLUTION

## Hospitals and Suppliers



Jo asks how the iethico platform has helped to save time, get faster access to medicine and what the solutions entails and requested a demo to compare the existing scenario and if this would make a difference.

# MEDICINE SHORTAGE SOLUTION

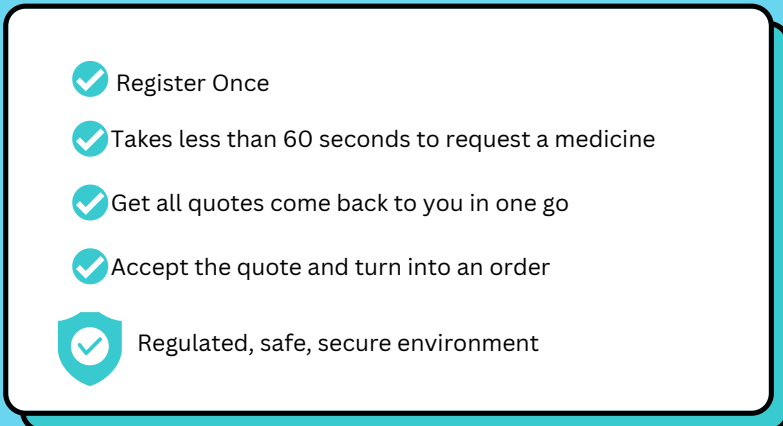
## Hospitals and Suppliers



Claudio from iethico starts the platform demonstration for Jo at the hospital. He is a pharmacist and supply chain expert



Jo explains about the drug they need, that the protocol cannot be changed, manufacturer decommissioning the production, the licence holder cannot help and wholesalers have found generics, but setting up accounts is wasting time



Claudio explains registration only required once, and pharmacists only have to request the medicine once and it reaches all trusted and approved suppliers so they can respond.



Claudio explains there are 150,000 products in the database, and depending on the medicine needed, it will only be available to suppliers with the correct licences, and Jo can specify all the requirements in one go – which is optional

# MEDICINE SHORTAGE SOLUTION

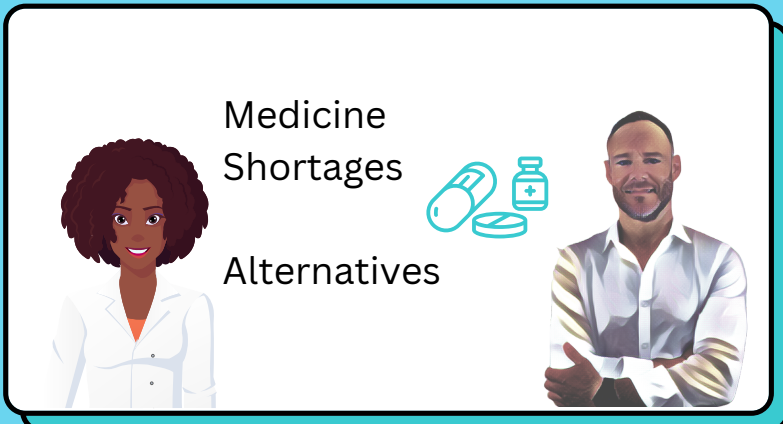
## Hospitals and Suppliers



Claudio explains that supplier responses will be consolidated into the platform and there is no need to chase individual suppliers or set up accounts just to get a quote.



And Jo will be able to compare number of responses for each product instantly by price, and lead time (or any other optional requests made)



Jo asks how iethico manages medicines in shortages and options for finding alternatives



Claudio explains that Jo can add all hospital medicines into the my medicine tool and flag to be notified when they go into shortage or when alternatives are available. Jo can also report a shortage to the iethico customer service team. This then triggers alerts to the iethico community of pharmacists and suppliers

## MEDICINE SHORTAGE SOLUTION Hospitals and Suppliers



Jo asks about paperwork requirements that suppliers have for setting up accounts, special clinical need. Does this need to happen for all new suppliers



Pharmacists only register once, suppliers registers once. You only deal with the suppliers where you approve of their offer

**Try out the iethico solution and see how  
this saves money in time and cost for  
access to medicines.**

[www.iethico.com](http://www.iethico.com)