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

<table>
<thead>
<tr>
<th>City</th>
<th>No of Doctors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier I</td>
<td>69</td>
</tr>
<tr>
<td>Tier II</td>
<td>358</td>
</tr>
<tr>
<td>Tier III</td>
<td>493</td>
</tr>
<tr>
<td>Tier IV</td>
<td>212</td>
</tr>
<tr>
<td>Total</td>
<td>1132</td>
</tr>
</tbody>
</table>

### Major products ordered so far and the Geographical coverage:

<table>
<thead>
<tr>
<th>Product</th>
<th>Tier I</th>
<th>Tier II</th>
<th>Tier III</th>
<th>Tier IV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hormonal IUS</td>
<td>5</td>
<td>155</td>
<td>152</td>
<td>41</td>
<td>353</td>
</tr>
<tr>
<td>Copper IUDs</td>
<td>153</td>
<td>942</td>
<td>1,556</td>
<td>1,563</td>
<td>4,214</td>
</tr>
<tr>
<td>Injectable</td>
<td>130</td>
<td>840</td>
<td>910</td>
<td></td>
<td>1,880</td>
</tr>
<tr>
<td>MVAs and cannulas</td>
<td>1</td>
<td>185</td>
<td>448</td>
<td>221</td>
<td>855</td>
</tr>
<tr>
<td>Pregnancy Test Kit</td>
<td>100</td>
<td>4,450</td>
<td>6,700</td>
<td>1,600</td>
<td>12,850</td>
</tr>
<tr>
<td>Tubal Ring</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>
Data Analysis

Average Order Quantity Per Doctor

City Tier

II
III
IV

IUD
DMPA

0 10 20 30 40 50

16 21
18 30
36 41
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?

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