



precision



YOUR PRODUCT,
YOUR MESSAGE,
YOUR BRAND.

We are **your** sustainable brand-to-consumer solution.

WELCOME to Precision.



As you can imagine, during the many years that I have worked in healthcare, there have been quite a few changes in how pharmaceutical companies promote, market and sell products to their consumers. Thankfully, many best practices have remained in place during that time, especially involving compliance and governance, but how and where consumers receive information and access products to purchase has moved online.

Precision has enjoyed being part of that journey and we now find ourselves perfectly placed at the epicentre of the move online, providing brands with a direct relationship with their consumers, without distraction from competitor brands.

After cutting my teeth on taking household names to market for some of the world's largest pharmaceutical companies, I founded Precision in 1995. I know for many of us, 1995 seems like yesterday but we are fast approaching our 28th birthday and like many businesses that have remained successful across that time, we have managed to adapt to change, never more so than in the last 5 years.

In 1995, we focused on creating direct links between brand owners and manufacturers through to their HCP sales channels. We still own and maintain comprehensive data on UK-based healthcare professionals. We also have actionable data on 27 million households across the UK alongside data on scripts dispensed by surgeries daily to help us understand where to best position our attention.

A big part of our proposition is how we help healthcare brand owners reach the network of healthcare professionals and provide training and understanding of their medicines throughout their lifecycle from POM, POM2P, and P2GSL.

However, how consumers access medicine is changing rapidly. Pharmacy services and products are accessible online, albeit as online versions of the traditional offline pharmacist. Brands are working harder at making healthcare education more accessible to consumers. Brands are investing heavily to build traffic to their own brand websites, essential in the battle to place their brand front and centre to serve information online but then push them to other partner sites to purchase, why?

We offer a different approach. We provide a white-labelled direct-to-consumer solution, or you could say a "brand-to-consumer" online pharmacy. You place a buy-direct button on your website, and we take care of the rest.

This document, including interactive links to live case studies, will explain just how Precision could promote, market and sell your healthcare product online.

Thank you.

Matthew Caldwell- Nichols,
Founder & Chairman
Precision





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YOUR PRODUCT. ■

**Your partner in delivering
your brand directly into the
lives of your customers.**

**As a GPhC pharmacy, we take pride in our
commitment to quality and professionalism.**

We provide pick, pack, and distribution services which are tailored to your brand's specific needs, directly from our carbon-neutral MRHA licensed warehouse, which also offers temperature-controlled storage facilities.

Our packaging solutions can be customised to match your product's brand identity, reinforcing consumer trust. Whether you require discreet packaging or a more prominent brand representation, we adapt to suit the nature of your product.

MARKETS:

- **Prescription Only Medicine to Pharmacy medicine.**
- **Pharmacy medicine.**
- **Over-the-counter medicine.**
- **General Sales List medicine.**
- **Medical devices.**
- **Diagnostic testing and treatment.**



YOUR MESSAGE.



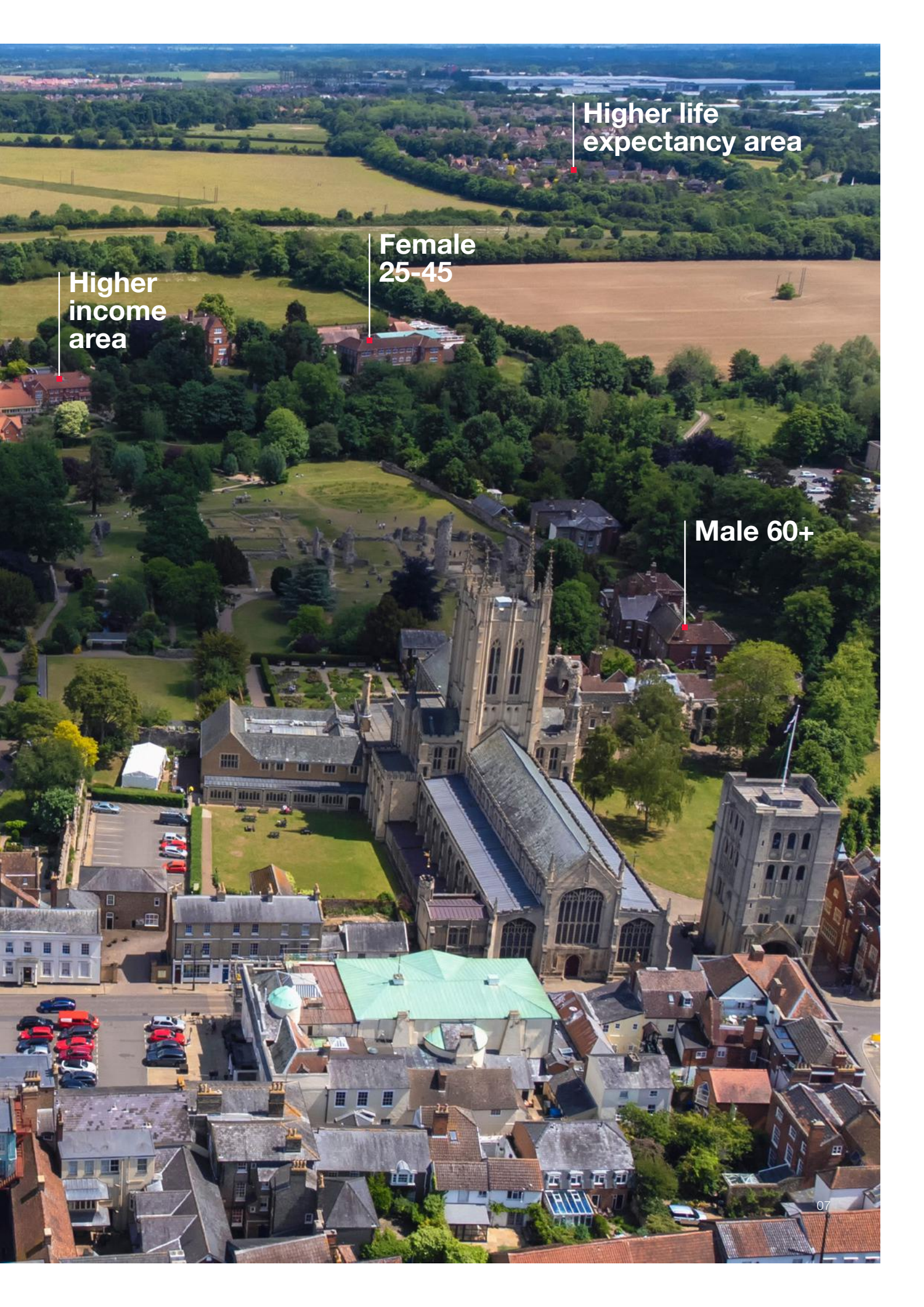
We tell your story, share your message with existing customers, and introduce new ones to your brand.

Utilise our media, creativity and marketing services to support demand generation and engage with your existing customers.

Expand your reach by targeting new customers with bespoke, tailored audiences and personas for your brand, using our geo-demographically profiled data of every household in the UK.

Additionally, we possess exclusive data on UK healthcare professionals (HCPs).

Identify your perfect customers, craft tailored messages, leverage digital marketing, and implement data-driven strategies for a seamless purchasing experience. We prioritise your customers' experiences for effective acquisition.



Higher life expectancy area

Female 25-45

Higher income area

Male 60+

YOUR BRAND.

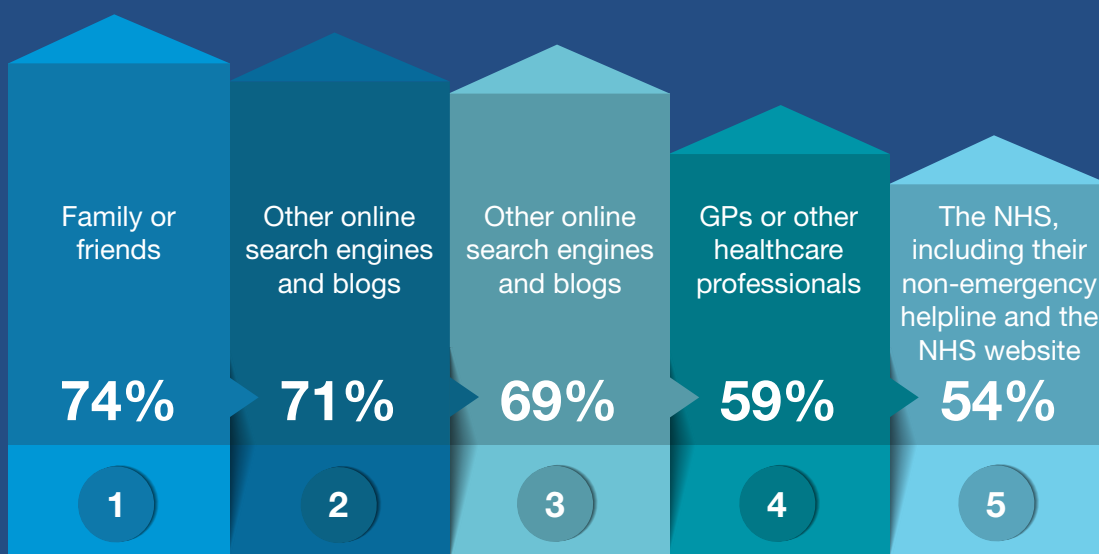
Maximise your profits as your customers buy directly from your brand.

With customers increasingly turning online for healthcare purchases, and brands heavily investing in marketing to build trust and awareness, buying directly from the brand has never been more important.

The current landscape within the healthcare sector indicates that brands are losing customers, steering them towards purchasing from alternative online shops and pharmacy websites, directly from their own branded websites. *Why?*

By enabling your customers to buy directly from your brand, this offers unparalleled trust and assurance. Moreover, direct purchases ensure customers benefit fully from your brand's commitment to quality and reliability, and allow you to retain greater profits.

The top 5 sources respondents rely on for health information are:





- Increased margins over other channels sales.
- More control of brand interaction with customers.
- Build a stronger foundation of trust.

PHARMACY SERVICES.

Safety, storage, and security behind the scenes.

Operating from our in-house GPhC private, distance-selling pharmacy with our dedicated customer success team, in-house pharmacists and RP(i), we not only safeguard your products in our MHRA-licensed warehouse but also provide the assurance that they reach your customers safely and securely.

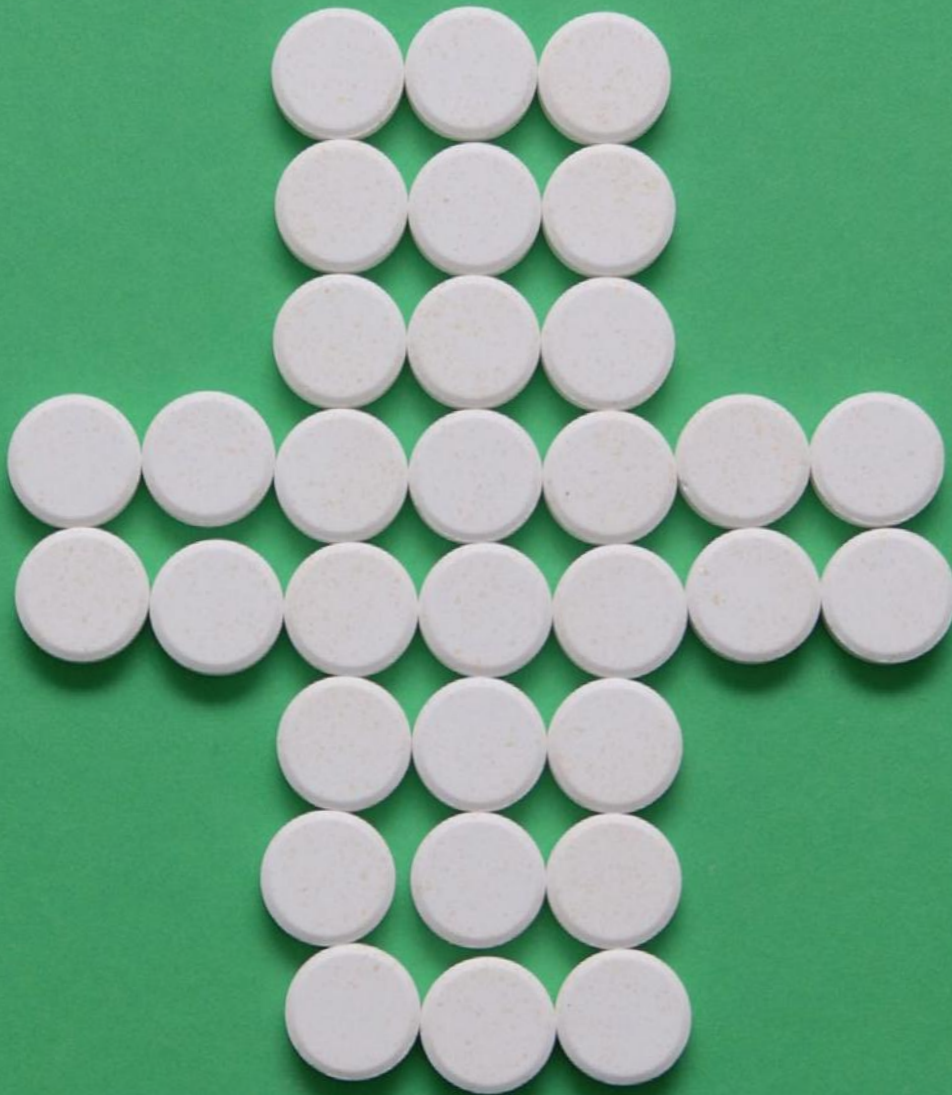
Our skilled team of in-house developers have created an algorithm specifically for P Medicines. This enables our pharmacists to proactively engage with any “needs approval” flagged customers through a confidential discussion, ensuring accurate supply.

We provide all the elements to deliver a complete eCommerce environment from product catalogue to tracked delivery.



precision
pharmacy

Empowering your brand with a complete, sustainable eCommerce solution, we are your dedicated partner in seamlessly delivering your products directly to your consumers.



Scan or click
to find out more.

YOUR BRAND-TO- CONSUMER WEBSITE. ■

Your white-labelled pharmacy solution.

With your existing branding, messaging, and current site design, we elevate your product to new heights. By strategically placing the 'buy now' button on your branded website, our seamless integration allows your customers to buy directly from you.

Through the power of data and cutting-edge technology, we can then provide you with invaluable insights into your customers' shopping behaviours; improving your marketing efficiency.

With this comprehensive approach, we optimise every aspect of your product's online presence and customer shopping experience.

- Opportunity for repeat sales (subscription model).
- Full sight of marketing and usage data.
- Improved marketing efficiency through data and analytics.



HEALTHCARE RESEARCH SERVICES.

**We gather insight, analyse data,
and present relevant and achievable
solutions to your challenge.**

**Our research services combines the market research
expertise of The Outcome and the marketing
specialism of Precision to provide a full range of
international market research services to support
your information and strategic analysis needs.**

The Outcome team has worked closely with Precision for over 20 years, providing surveys among a wide range of audiences, including HCPs and consumers.

Bespoke projects can include a single methodology or multi-methodology approach spanning both qualitative and quantitative methods, including digital surveys, interviews, focus groups, workshops, and online communities.



Scan or click
to find out more.



- **International surveys of healthcare professionals of all levels.**
- **B2C studies across consumer markets worldwide.**
- **Advertising research.**
- **Brand engagement and customer journey studies.**
- **Brand tracking.**
- **POM to P Switches and PASS research.**
- **Employee research.**
- **Social value measurement.**

SUSTAINABILITY.

Stats:

- For 2022, we achieved a Carbon Reduction of 25%, a 60% reduction since 2018.
- 100% plastic and cardboard waste recycling.



Our carbon neutral hub is based in the heart of Suffolk. We are proud to be a Green multi-award winning business.

Our commitment to sustainability goes beyond what could be considered standard measures. It must be a philosophy that extends through our supply chain and the product we offer to our clients.

Our latest initiative incentivised the Precision Team to travel more sustainably and reduce our Scope 3 emissions. In just 2 months, we saved a total of 1460 fossil fuel powered miles, and made 158 green journeys!

- **BIO compostable materials.**
- **Company vehicles are 100% pure electric or PHEV.**
- **100% low energy LED lighting.**
- **Stock papers are FSC certified.**
- **We have 800 solar panels on our roof which produce sustainable energy.**
- **Vegetable inks on the print presses.**



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As part of our ongoing commitment to sustainability, we have partnered with Ecologi to offset our carbon emissions through The Wind Power Project in Mexico.

Ecologi

Our Clients & SUCCESS STORIES

Kwai[®]

Klearvo![™]

Contrelle[®]
Activgard

Hana[®]

ellaOne[®]

Perrigo[®]

Cialis[®]
TOGETHER

Kira[®]

 **Healthy.io**

DREAM - DARE - SHARE
HRA Pharma

pureis[®]
Ultra Pure CBD


ColdZyme[®]

BSSAA
BRITISH SNORING & SLEEP
APNOEA ASSOCIATION



CASE STUDY.

Cialis Together®

Seamless eCommerce integration for UK product launch.

Sanofi, a leading pharmaceutical company, approached Precision to provide pharmacy and eCommerce support for the UK launch of Cialis Together® with the brand-to-consumer model.

This innovative approach integrated pharmacy approval and sales with a new consumer brand site, a milestone for both companies. To tap into the growing online healthcare market, the eCommerce platform allows for direct brand-to-consumer purchases, boosting consumer trust and eliminating the need for a GP visit.

Precision ensured a seamless experience, combining brand information and purchase within one environment. We developed a pharmacy questionnaire for user suitability and management of in-house pharmacy services and secure data storage. In addition, we produced a bespoke reporting suite to facilitate a comprehensive review of sales performance against predefined commercial objectives.

Precision's support led to a successful UK launch, marking it as the first European market.



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CASE STUDY.

ellaOne[®]

Bespoke, discreet, 7-day express delivery distribution model.

Precision provided Perrigo, the leading European emergency contraception manufacturer, with a groundbreaking eCommerce distribution service.

We ensured rapid, discreet, and convenient delivery of Perrigo's product, ellaOne, known as the morning-after pill, directly to consumers. This 24/7 service allowed customers to receive their orders within three hours in Central and Greater London.

Our end-to-end eCommerce fulfillment services cover stock storage and distribution from our MHRA licensed warehouse, and encompasses everything from website design and order processing to packaging, delivery, and customer service management 24 hours a day. To meet healthcare industry standards and prioritise customer safety, our integrated algorithm allows for a registered pharmacist to intervene and provide guidance when necessary, ensuring ellaOne's suitability for each customer.



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to read more.



Basket

ellaOne[®] 30 mg
film-coated tablet. Ulipristal acetate

Buy ellaOne[®] direct

Hassle free delivery of the most effective morning after pill* straight to your door

- Quick two minute online suitability checker
- All orders are reviewed by a qualified pharmacist
- Free next day delivery 7 days a week (in discreet plain packaging)



AN INSIGHT INTO WOMEN'S HEALTH.

From suffering in silence to taking back control – Women's Health matters.

The Women's Health Strategy for England acknowledges that historically, the healthcare system has favoured men. Women's health is a topic of conversation that is habitually dismissed, not taken seriously, and is often made a subject of taboo.

Periods, contraception, menopause, pregnancy, infertility, body image – society labels them in such a negative way that we feel “uncomfortable talking about it”. This is not helped by the many barriers which women face when speaking with, or trying to speak with healthcare professionals, particularly when 84% of women feel unheard, reinforcing the barrier. Thus, online research has become a primary source for women seeking health information.

The revolutionary switch

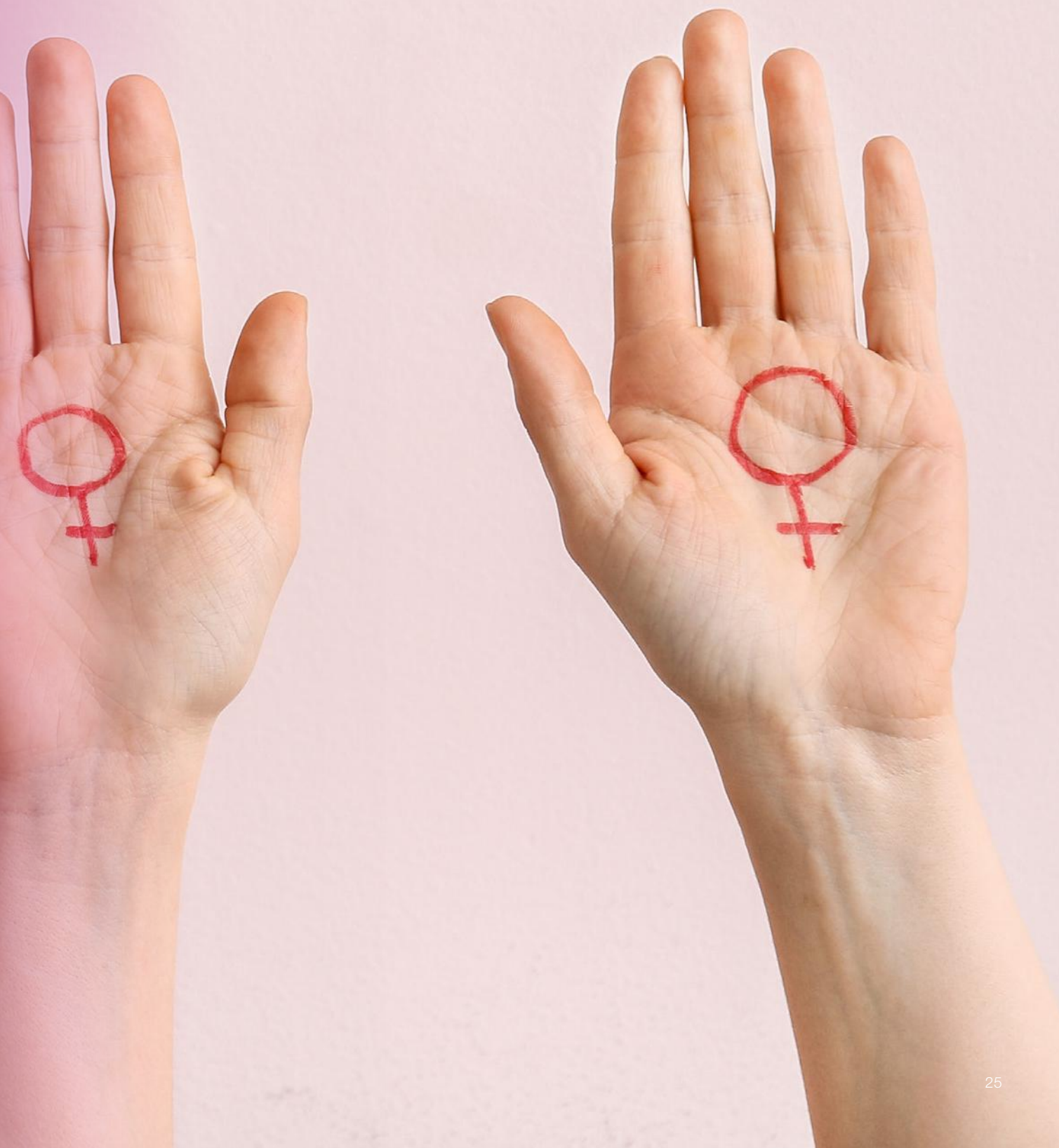
In 2021, the introduction of the POM to P switch for progestogen-only contraceptives Hana and Lovima marked a revolutionary step in healthcare. This change empowers women by allowing them to acquire the product without a GP visit. Additionally, the option to purchase online establishes a stronger bond of trust between the customer and the brand, as the product is delivered directly. This shift fosters a more open approach to advertising and discussing contraceptive products in the media. With an increasing number of women seeking healthcare information online, the direct brand-to-consumer model becomes even more crucial.



Jess Walmsley,
Marketing Executive



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SUMMARY.

Why Precision is the perfect fit for your brand.

In a landscape where a strong online presence is crucial for healthcare purchases, brands must work harder and smarter to deliver their brand into the lives of their customers.

Direct purchasing from the brand has become paramount.

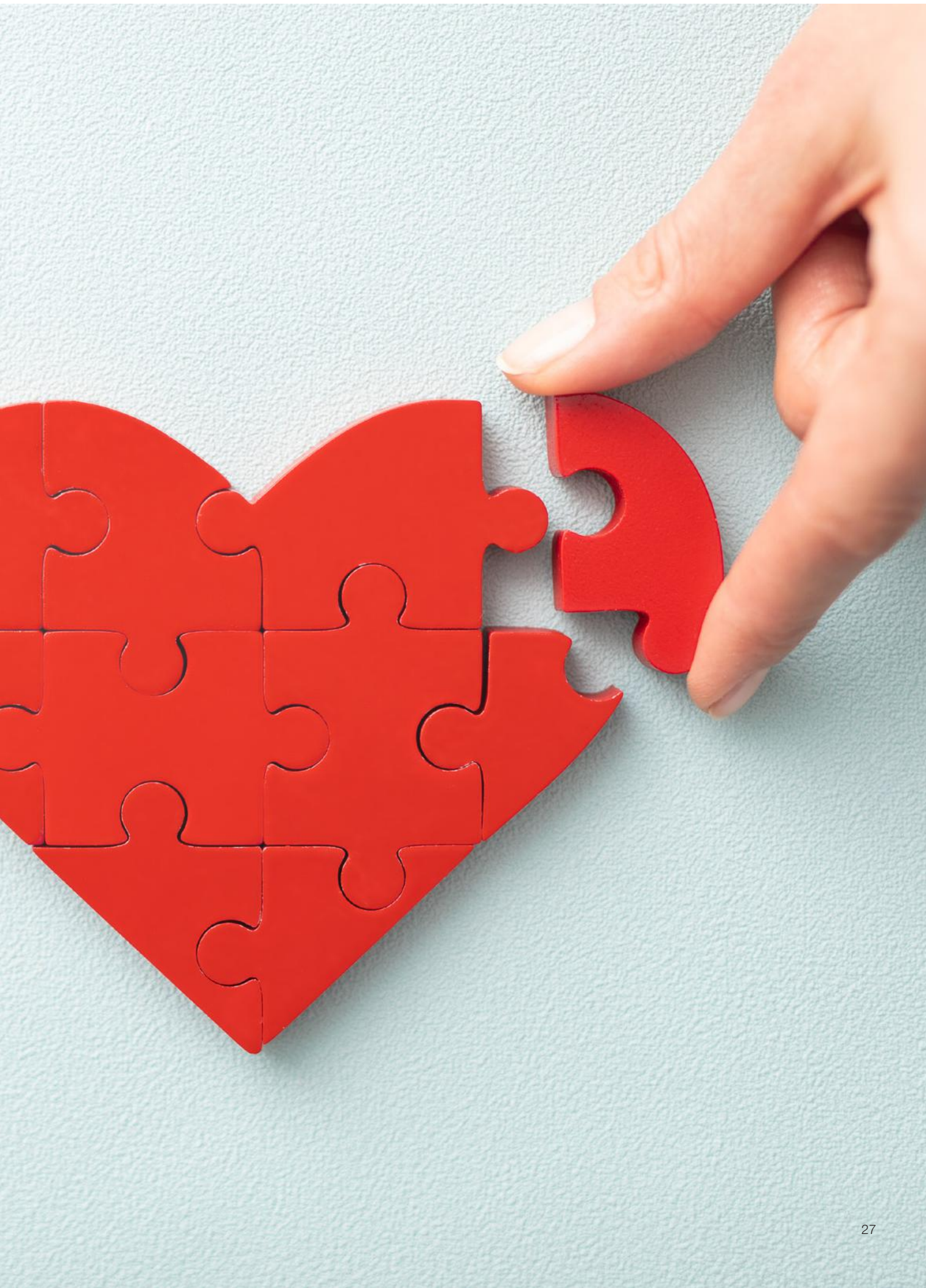
With our comprehensive range of services tailored to support demand generation and engage your existing customer base, we specialise in utilising media, creative and marketing strategies to drive results; directly from your own branded website.

We expand your brand's reach by targeting new customers with custom crafted audiences and personas. Leveraging our extensive geo-demographically profiled data of every household in the UK, we ensure your message reaches the right audience at the right time.

Facilitating direct purchases from your brand instils unparalleled trust and assurance in your customers. It enables them to fully experience your brand's commitment to quality and reliability. This approach not only allows you to retain higher profits but also grants you complete visibility into your marketing and usage data.

Precision is your dedicated partner in seamlessly delivering your brand directly into the lives of your customers. We ensure that **your product, your message, and your brand** resonate effectively, fostering a strong and lasting connection with your audience.







**Open your brand's gateway to
eCommerce success with us**

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