

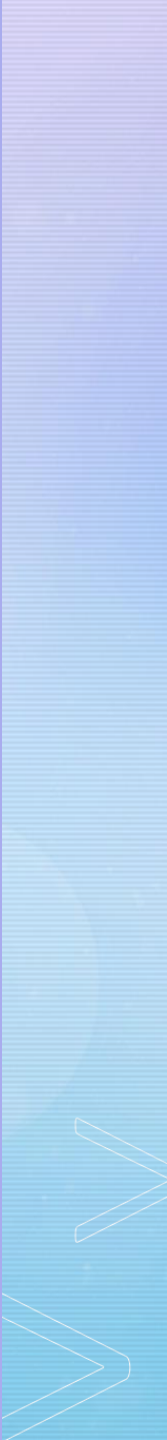
Wisdom of the crowd in the world of pharmacy

PillExpert





AGENDA

- Key Stakeholder identification,
 - Value added elaboration for the key stakeholders,
 - Stakeholders related risks and the related mitigation strategies propositions,
 - Compliance with EU legal and ethical norms, standards and regulations,
 - Feasibility assessment,
 - Potential financing resources identification.
- 



PillExpert-APP

- Digital medicine cabinet
- Tracking, medical history
- Forum, advice
- Reminder for pill taking, doctor visits
- Code scanner

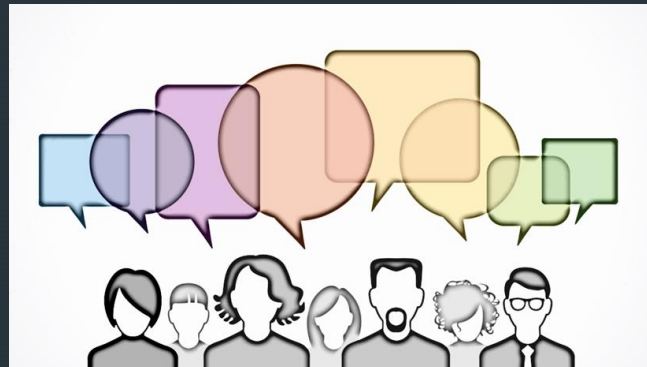
KEY STAKEHOLDERS IDENTIFICATIONS

- Pharmaceuticals users
- Pharmaceutical companies,
- Young moms,
- Regulators (information commissioner, agencies for health)



VALUE ADDED

- online pharmacy
- tracking the use of medicines
- warnings and instructions for use
- reminder
- demographic user data
- feedback



State of the art

- No connection between users and pharmaceutical companies
- Low level feedback from users
- Negative views on pharmaceutical organizations



STAKEHOLDERS RELATED RISKS



- Companies don't want a shared system
- People don't want to pay for the system
- Too difficult to develop such a system



COMPLIANCE WITH EU LEGAL AND ETHICAL NORMS

- Everything is possible from the legal aspect (authentic information) - used for the right cause
- GDPR - the user must be aware about the usage of their personal data
- Minimum, necessary data only



FEASIBILITY ASSESSMENTS

- Pharmaceuticals database
- Users database
- Identity check (to prevent spam)
- Scanning code from pharmaceuticals for recognition
- Possibility to write feedback
- Getting information about pharmaceutical products (instructions, restrictions, side effects)

