

# **SNS COLLEGE OF PHARMACY AND HEALTH SCIENCES**

*Affiliated To The Tamil Nadu Dr. MGR Medical University, Chennai*

*Approved by Pharmacy Council of India, New Delhi.*

**Coimbatore -641035**



**COURSE NAME : PHARMACOVIGILANCE (BP805ET)**

**VIII SEM / IV YEAR**

**TOPIC 4 : OVER THE COUNTER**

# Design Thinking Framework for OTC Sales

Design thinking transforms how we approach complex pharmacy challenges. By systematically moving through empathy, definition, ideation, and prototyping, we create solutions grounded in real user needs.

## Empathize

Understand customer pain points, pharmacist challenges, and market realities through research and observation

## Define

Articulate the core problem and SNS College's role in addressing OTC sales training gaps

## Ideate

Generate innovative solutions for improving OTC pharmacy education and practice

## Prototype

Develop and test new OTC training models and interventions

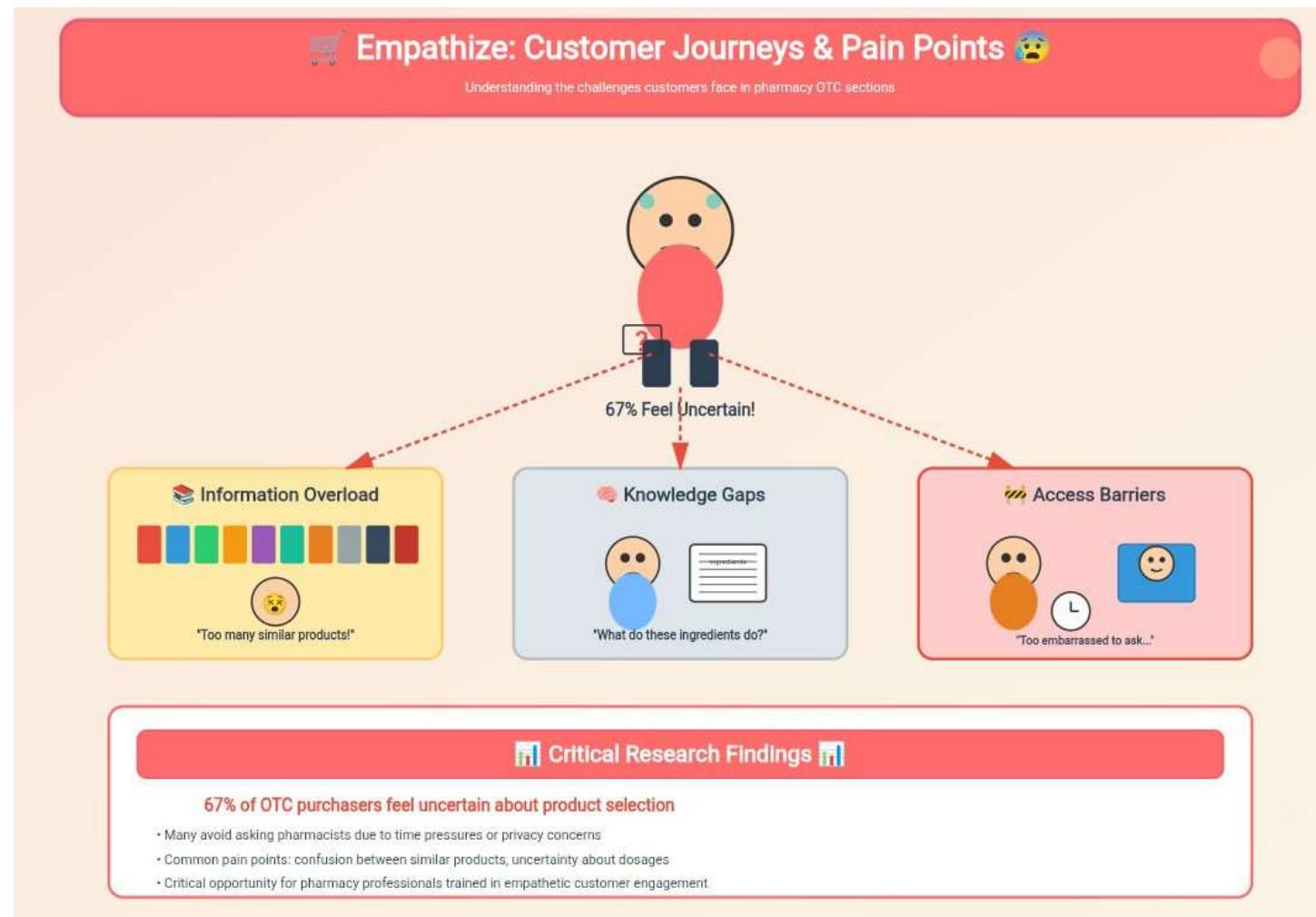
# OTC Sales Ecosystem Mind Map

Understanding OTC sales requires examining interconnected stakeholders, challenges, and opportunities. This comprehensive view reveals how customers, pharmacists, regulations, and market trends interact within pharmacy environments.

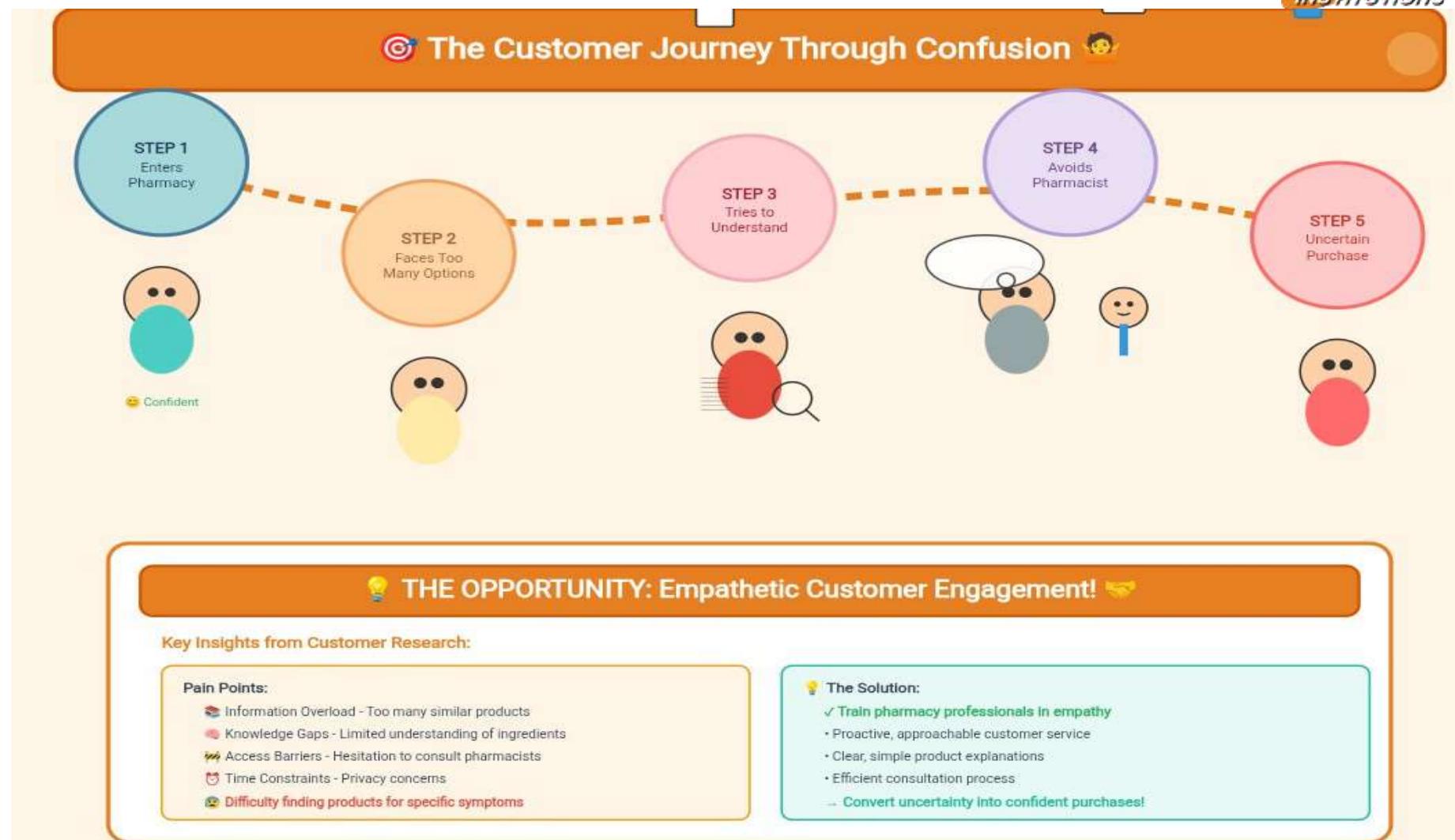


Empathize

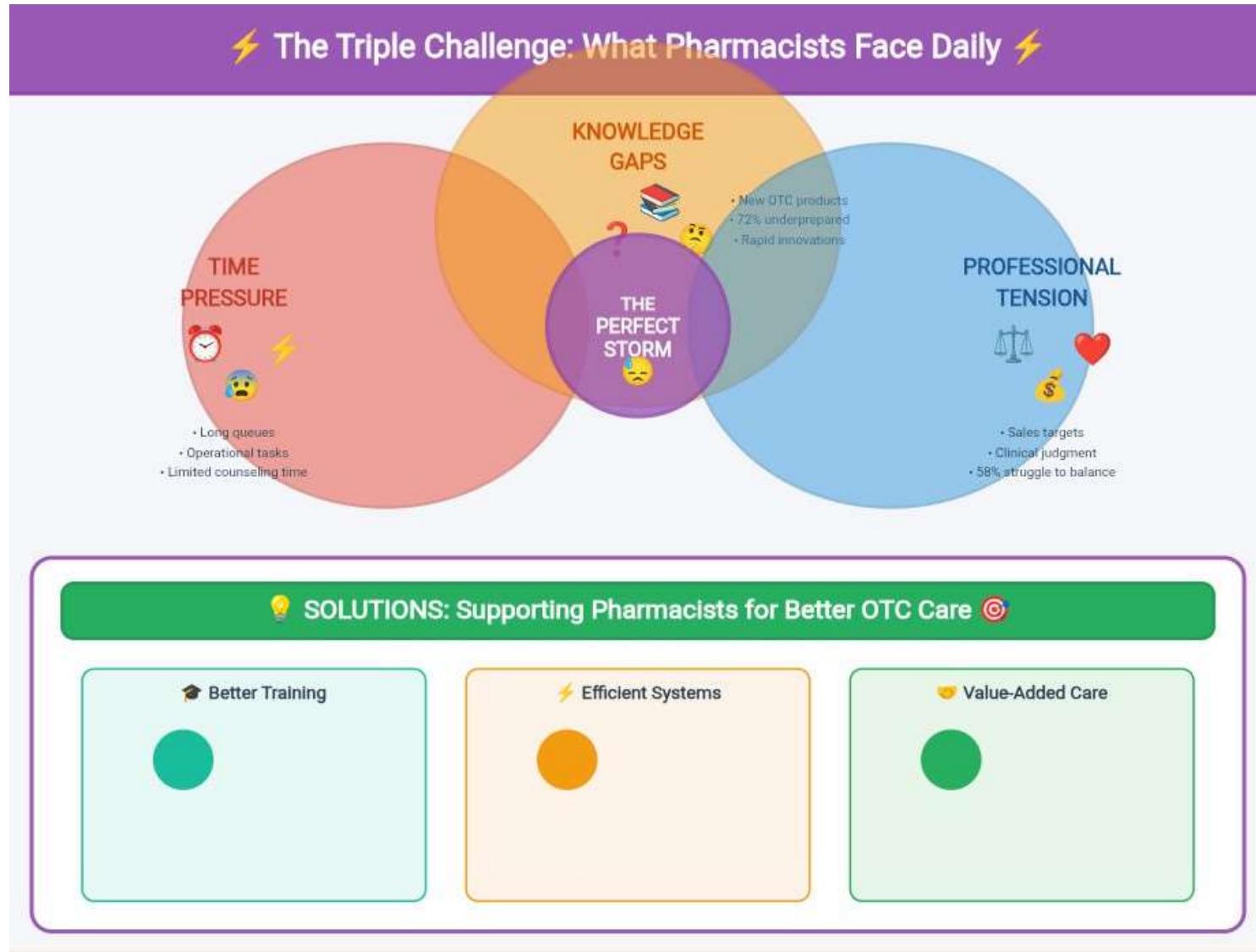
# INTRODUCTION



Empathize



Empathize



Empathize

## Empathize: Current OTC Environment & Market Trends 📈

The OTC market is rapidly transforming - Understanding the dynamic landscape

Market Growth: 5-7% Annually



Year	Market Growth (Approx.)
2020	5-7%
2021	5-7%
2022	5-7%
2023	5-7%
2024	5-7%

Digital Revolution



Traditional Retail  
Shrinking Share



E-Commerce  
15% of OTC Sales!

VS

- Brick-and-mortar facing pressure
- Mobile commerce expanding rapidly
- Digital platforms now compete directly
- Self-diagnosis using online resources
- Consumer behavior fundamentally changed!

Fastest Growing OTC Categories 🔥



Supplements



Topicals



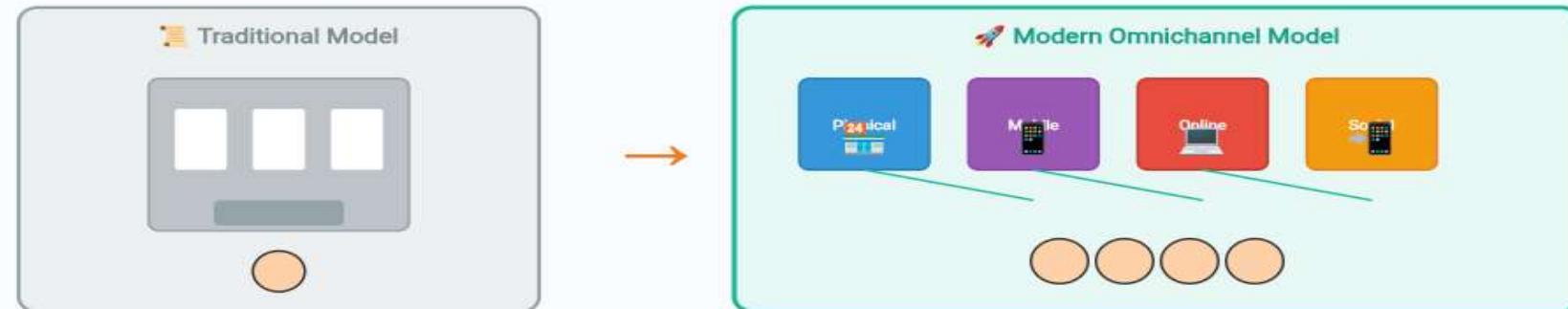
Digital Health Tools



On-Demand Services

Define

## 🎓 Preparing for the Dynamic OTC Landscape ⭐



### ⌚ What This Means for Future Pharmacists ⌚

#### Embrace Digital Skills

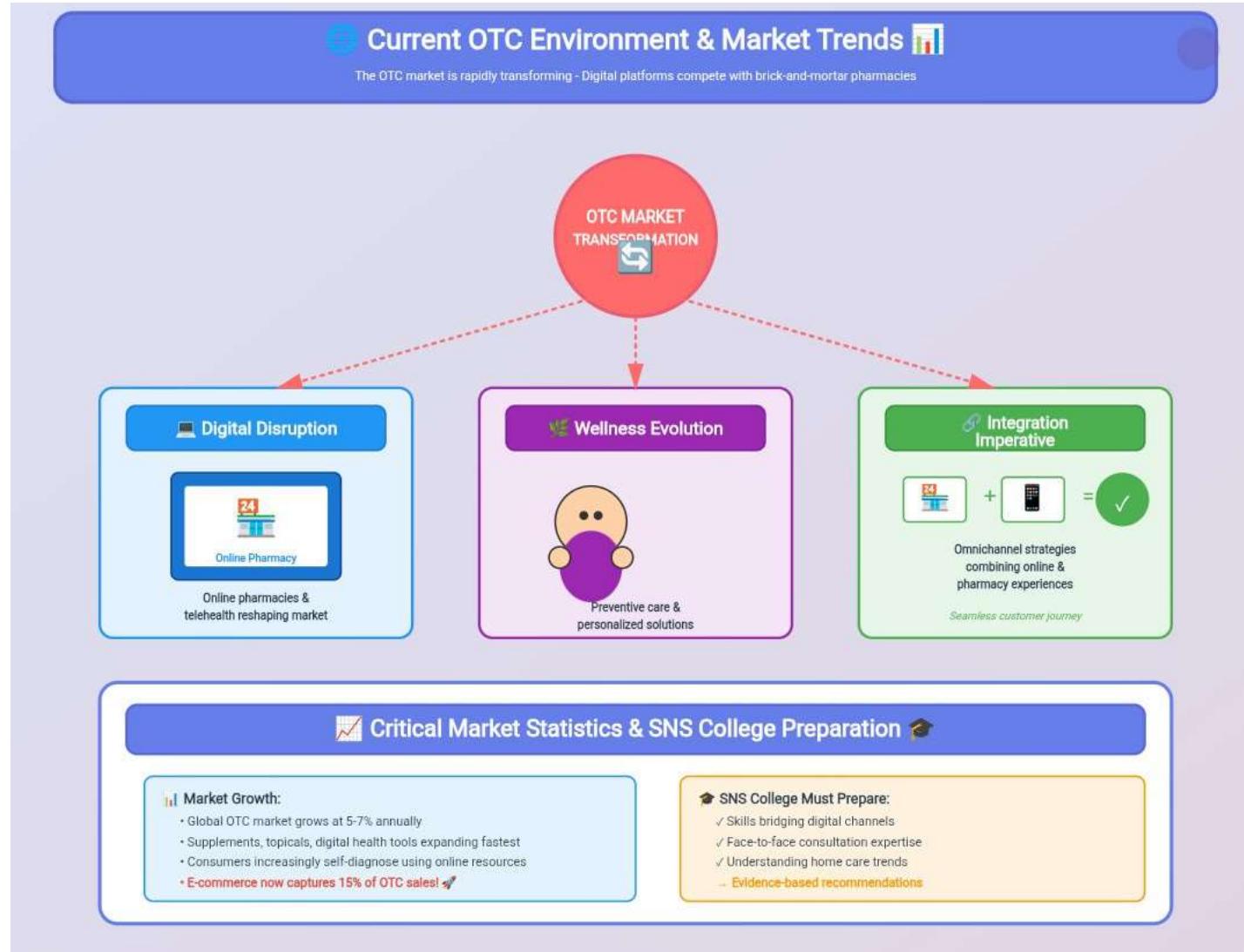
- ✓ E-commerce is 15% of OTC sales
- ✓ Master online platforms
- ✓ Understand mobile commerce
- ✓ Leverage telemedicine
- ✓ Social media engagement

→ Be tech-savvy to meet evolving expectations

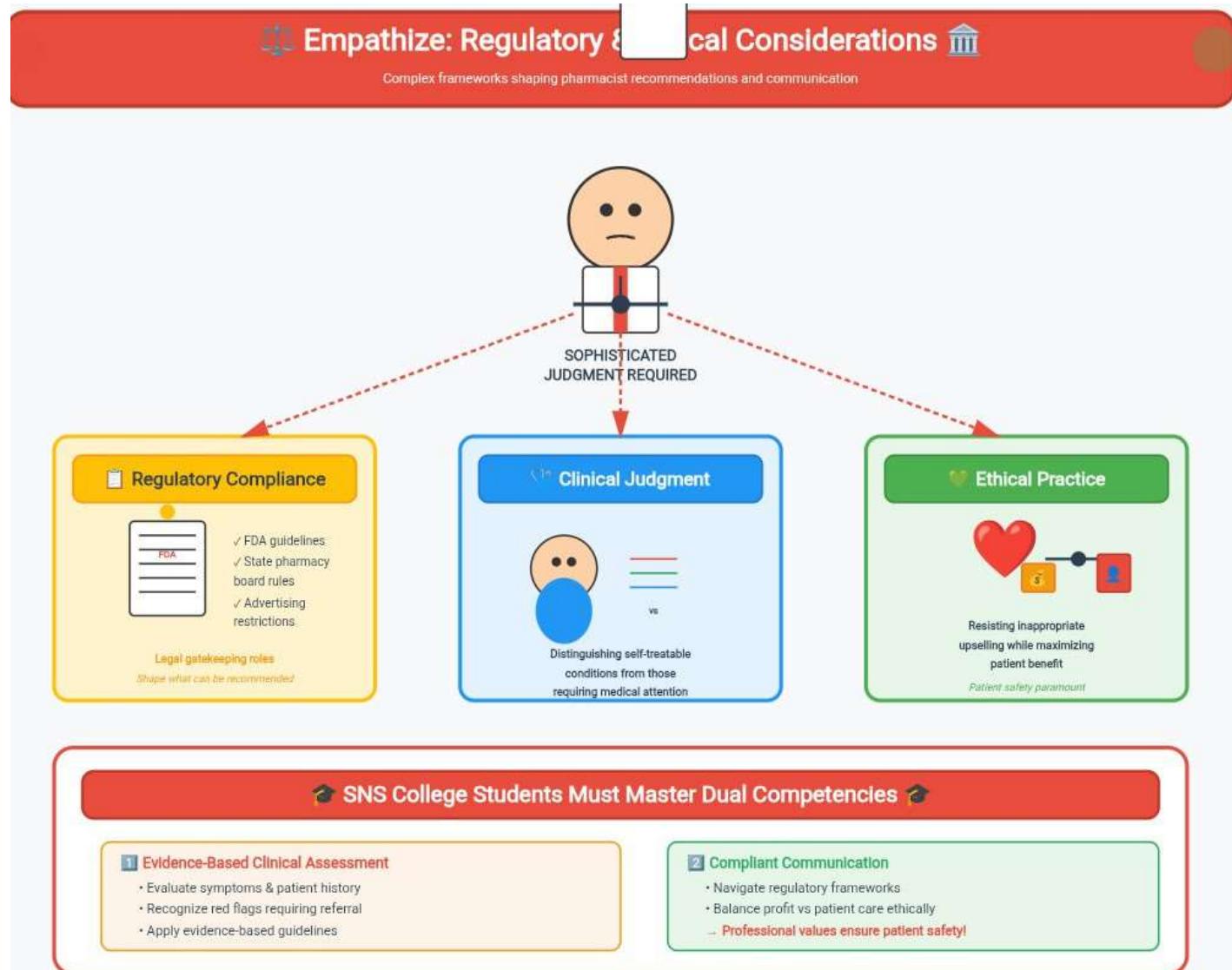
#### Stay Current with Trends

- ✓ Market grows 5-7% annually
- ✓ New categories emerging fast

Define

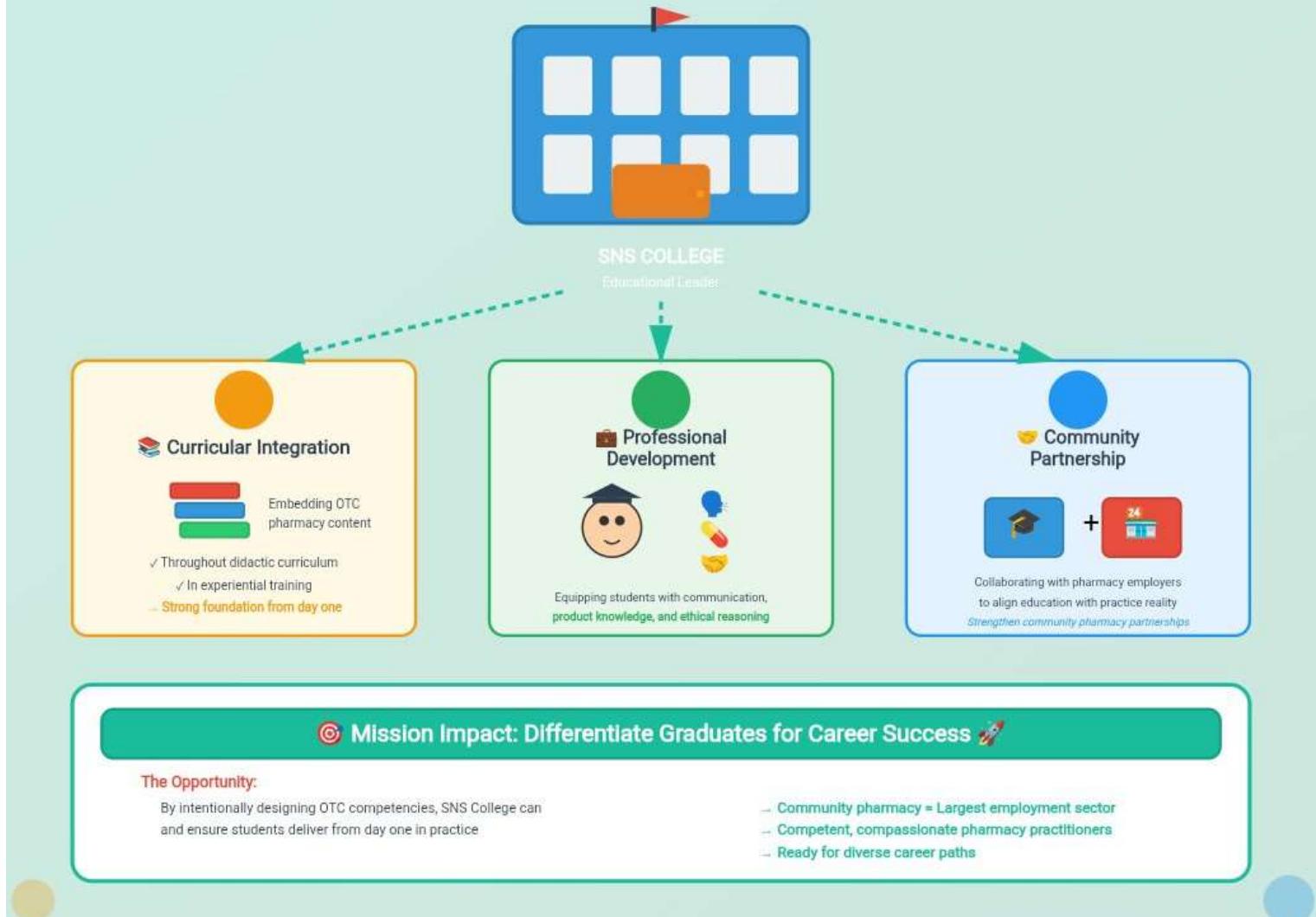


Ideate



## 🎓 Define: SNS College's Role in OTC Sales Training 🏆

Shaping the next generation of pharmacy professionals - Community pharmacy remains largest employment sector



Prototype

# Define: Key Learning Outcomes for OTC Pharmacy Excellence

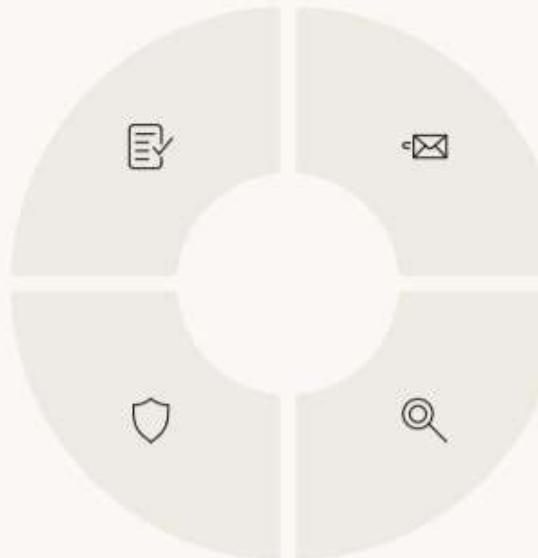
SNS College must articulate specific, measurable learning outcomes for OTC pharmacy competence. Students should master comprehensive OTC product categories, understand mechanism of action and appropriate indications, and assess patient suitability while identifying contraindications or red flags requiring medical referri

## Product Knowledge

Master OTC categories: pain relief, cold/allergy, GI, topicals, supplements

## Safety & Ethics

Apply regulatory knowledge and professional ethics to all recommendations



## Patient Communication

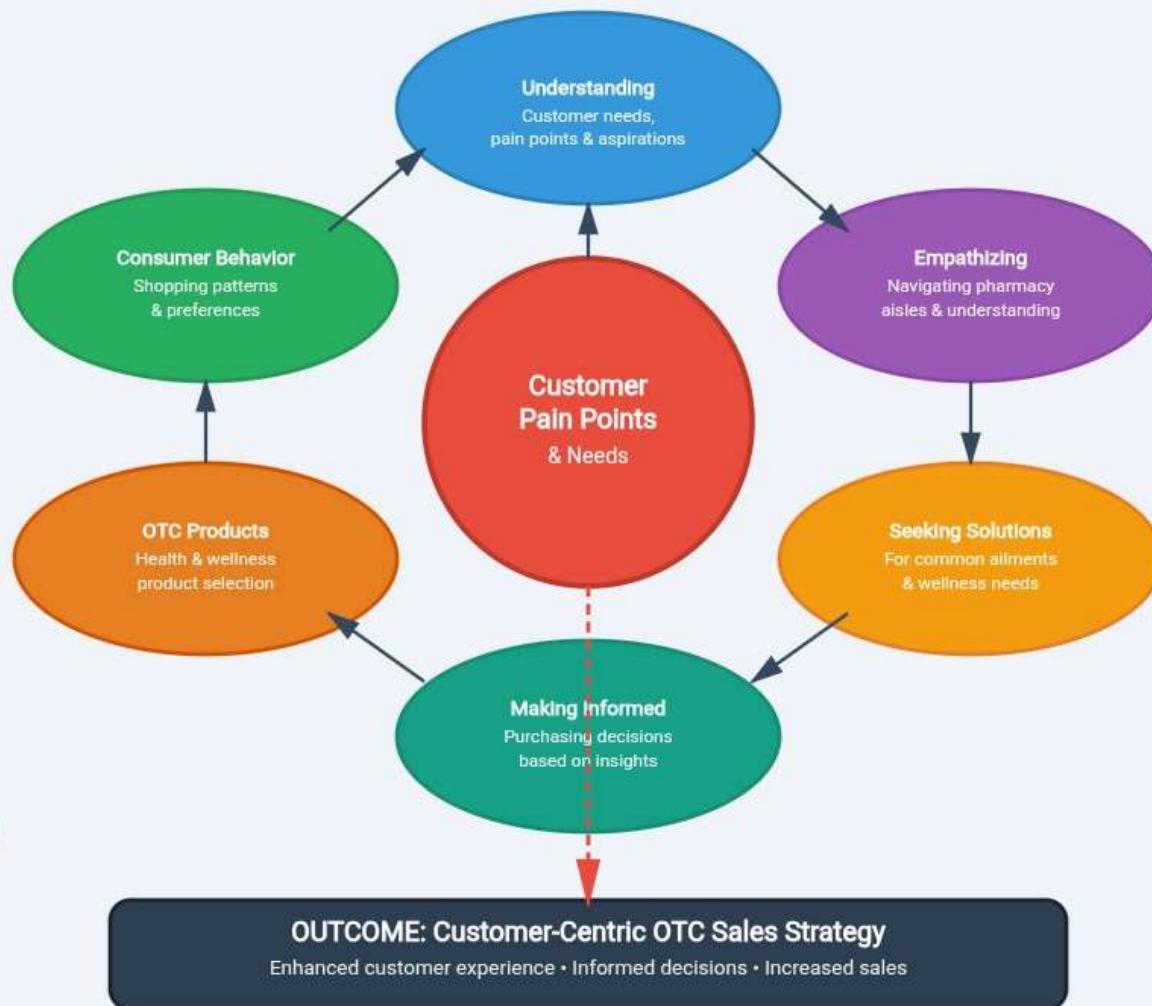
Deliver clear, empathetic counseling tailored to diverse patient populations

## Clinical Assessment

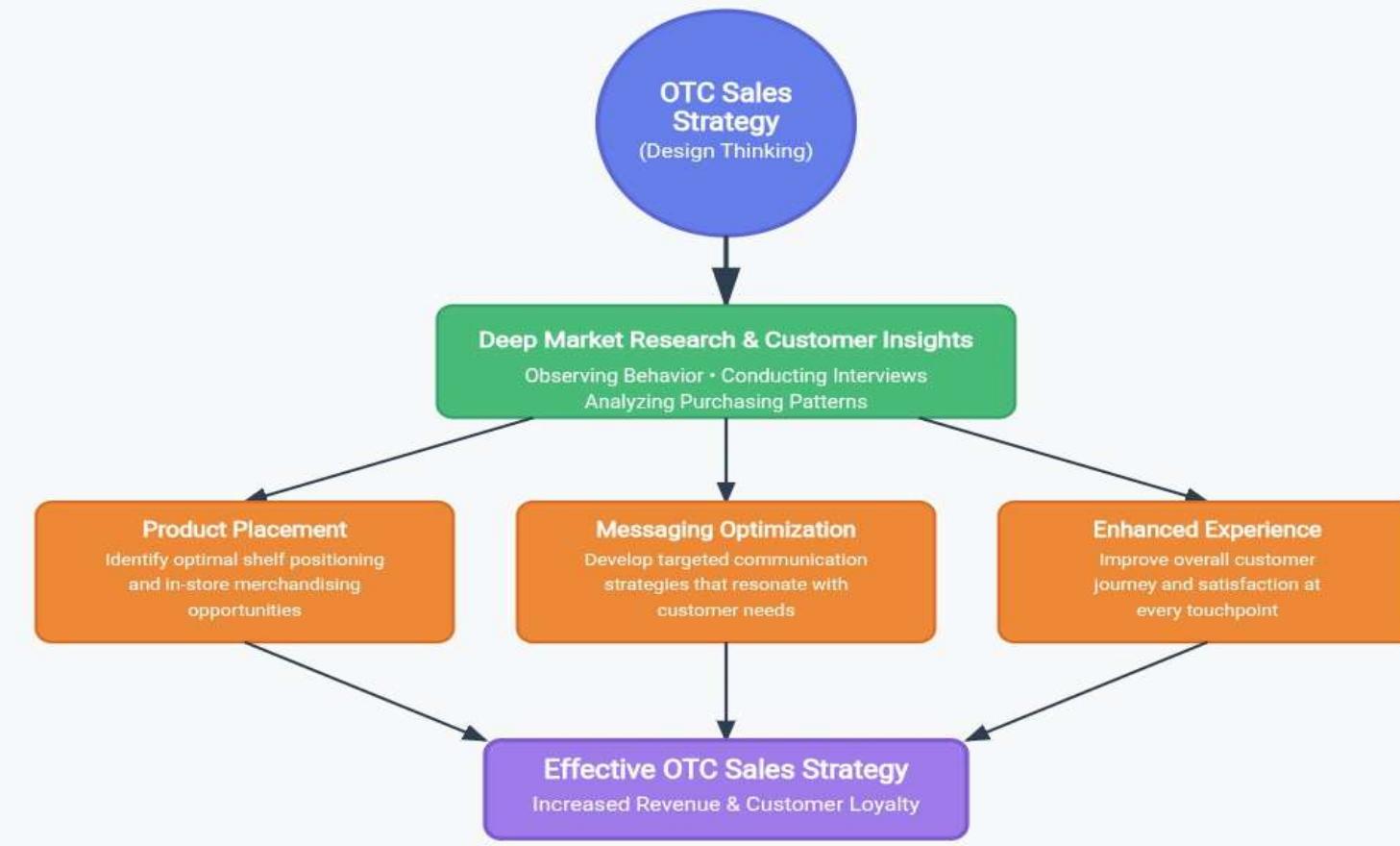
Evaluate patient symptoms and recommend evidence-based OTC solutions

# Ideate: Consumer Pain Points and OTC Solutions

Design Thinking Approach for OTC Sales Strategy



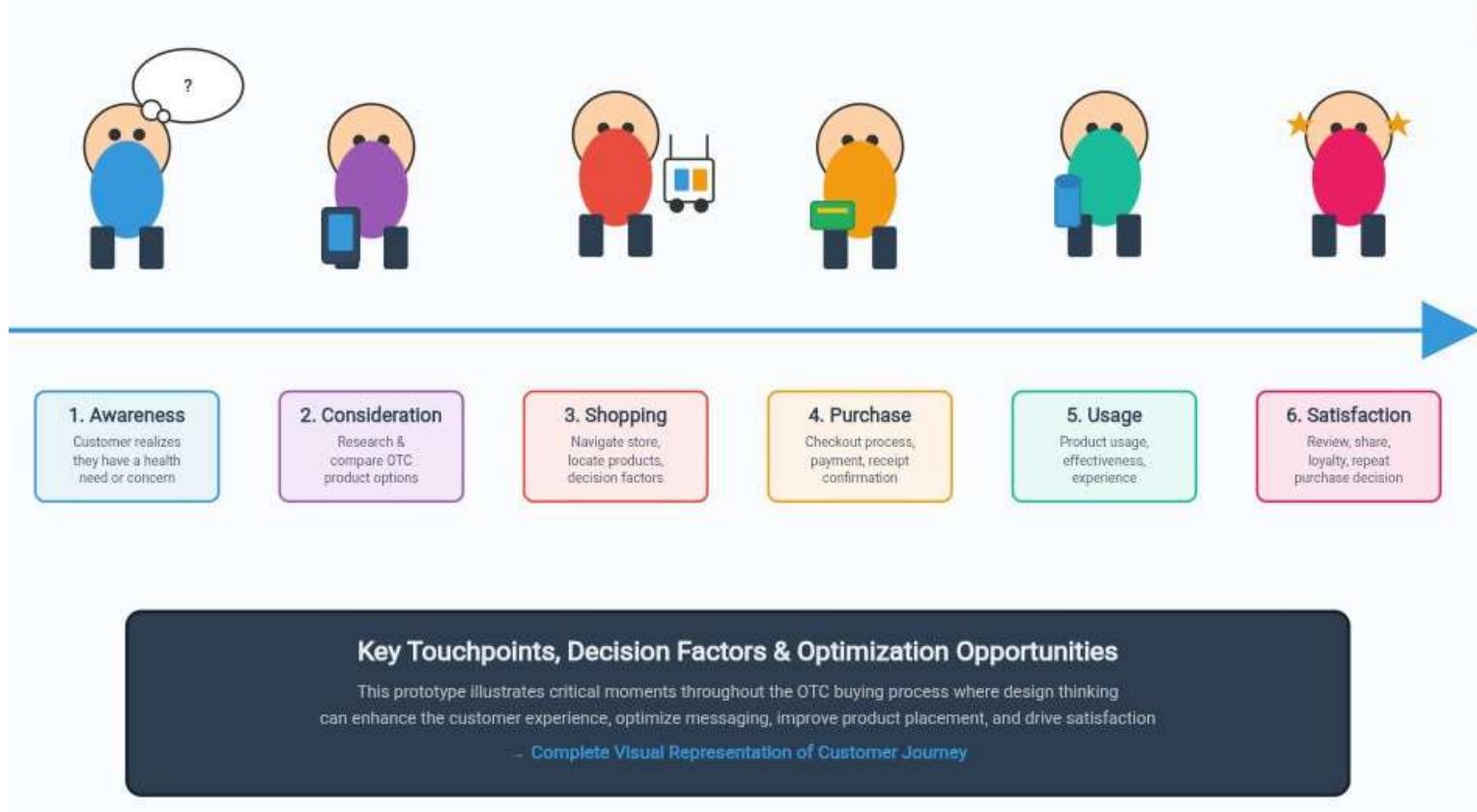
# Market Research and Customer Insights Strategy



# SUMMARY

## Prototype: The OTC Sales Experience Journey

Creating visual representations of the complete customer journey—from awareness to post-purchase satisfaction





## CLASS ASSESSMENTS

- 1. A patient with the HLA-B\*57:01 allele is prescribed abacavir. What is the most appropriate action to prevent a severe adverse drug reaction?**
  - a. Proceed with standard dosing and monitor liver enzymes
  - b. Avoid abacavir and select an alternative antiretroviral
  - c. Reduce abacavir dose by 50%
  - d. Add corticosteroid prophylaxis before starting abacavir

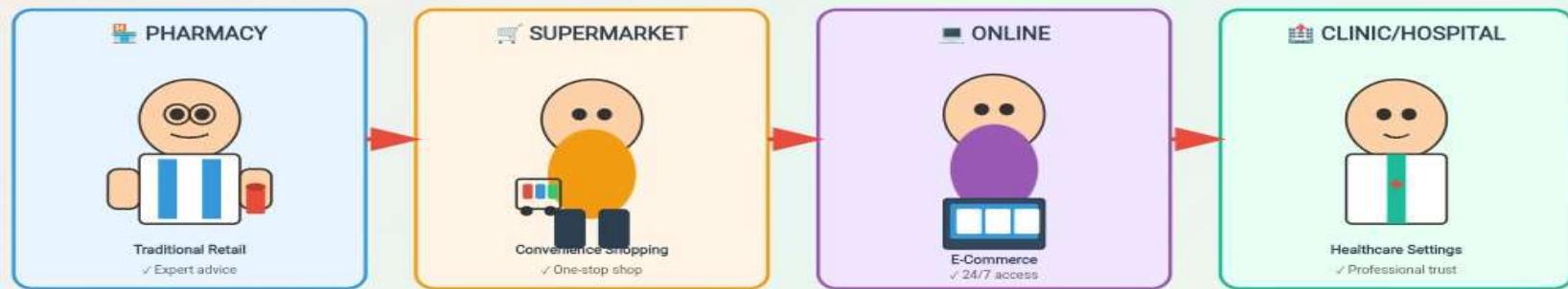


## ⌚ Assessment Question 1: OTC Sales Channel Strategy ⌚

Which of the following best describes an effective OTC sales channel strategy?

💡 The Big Question: How do we get OTC products to customers? 💡

Assess understanding of diverse OTC distribution channels and their strategic importance in maximizing market reach and consumer accessibility



### 🏆 THE WINNING STRATEGY: USE ALL CHANNELS! 🏆

#### ⌚ Strategic Importance:

- Each channel reaches DIFFERENT customer segments.
- Diverse distribution = MAXIMUM market reach.
- Multiple touchpoints = Better consumer accessibility.

#### 💡 Smart Approach:

- Understand each channel's strengths.
- Tailor your strategy per channel.
- Meet customers WHERE they shop!

★ Remember: It's not about CHOOSING one channel... ★  
 It's about MASTERING them ALL for maximum impact! 🚀



## CLASS ASSESSMENTS

**Which genotype is most associated with life-threatening skin reactions (e.g., Stevens–Johnson syndrome) when exposed to carbamazepine in certain Asian populations?**

- a. TPMT poor metabolizer
- b. HLA-B\*15:02 positive
- c. CYP2D6 ultrarapid metabolizer
- d. VKORC1 -1639G→A variant





# CLASS ASSESSMENTS

**Assessment Question 2: Consumer Buying Behavior**

What primary factor influences consumer decision-making when purchasing OTC products?

Testing Your Knowledge: Consumer Psychology & Key Purchase Drivers

Evaluate knowledge of consumer psychology and the key drivers that impact purchasing decisions in the OTC market segment.

The diagram illustrates the 'Consumer's Brain (Decision Hub)' at the center, influenced by four key drivers:

- PRICE**: Represented by a yellow box with a dollar sign icon. Question: 'Is it affordable?' Value: 'Is value for money important?' Budget: 'Controlled spending'.
- TRUST & BRAND**: Represented by a blue box with a smiley face and a checkmark icon. Question: 'Can I trust this brand?' Reputation: 'Reliable' History: 'Proven track record'.
- EFFICACY**: Represented by a green box with a smiley face and a box of pills icon. Question: 'Does it actually WORK?' Effectiveness: 'Drives effectiveness' Satisfaction: 'Solves the problem'.
- CONVENIENCE**: Represented by an orange box with a smiley face and a lightning bolt icon. Question: 'Is it easy to get & use?' Accessibility: 'Quick access' Use: 'Simple to use'.

**THE WINNER IS... EFFICACY!**

Consumers primarily care if the product ACTUALLY WORKS and solves their health issue! *(Price, Trust, and Convenience are also important, but Efficacy is the primary driver)*

**Consumer Psychology 101**

**The Decision-Making Hierarchy:**

- EFFICACY - "Will this solve my health problem?"
- TRUST - "Is this brand reliable and safe?"
- PRICE - "Can I afford it?"
- CONVENIENCE - "Is it easy to get and use?"

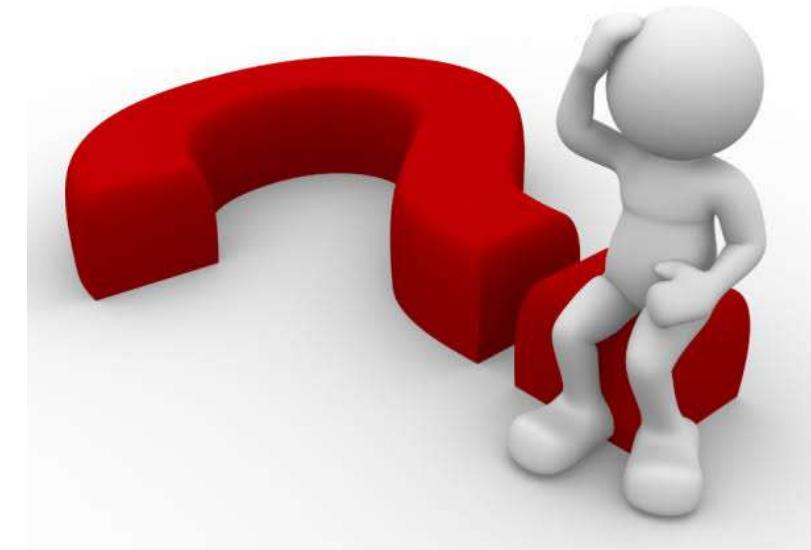
**Key Insight:** Health comes first! If it doesn't work, nothing else matters!



## CLASS ASSESSMENTS

**A patient with reduced TPMT and NUDT15 activity is starting thiopurine therapy (e.g., mercaptopurine). What adverse reaction risk is increased and how should therapy be adjusted?**

- a. Increased hepatotoxicity; switch to abacavir
- b. Increased myelosuppression; consider profound dose reduction or alternative therapy
- c. Increased nephrotoxicity; add dose-dependent hydration
- d. Increased cardiotoxicity; monitor with baseline echocardiogram





# CLASS ASSESSMENTS

## Assessment Question 3: Product Positioning & Messaging

How should OTC products be positioned to maximize sales effectiveness?  
Measure comprehension of effective product positioning strategies that resonate with target OTC consumers

**Benefit-Driven**  
"Fast Relief!"  
Focus on what the product DOES for you!

**Emotional Appeal**  
"Keep Your Family Safe"  
Connect with feelings and family values (Good, but not enough)

**Clinical Evidence-Based Positioning**  
"Clinically Proven Results"  
Build trust with science and proven effectiveness

**INTEGRATED APPROACH**  
Benefits + Emotion + Evidence = Maximum Impact! ★ BEST STRATEGY! ★

### © THE WINNING FORMULA: Integrate ALL Three Elements!

**DO THIS:**

- Lead with BENEFITS (solve problems)
- Connect EMOTIONALLY (build trust)
- Support with EVIDENCE (credibility)
- Make it MEMORABLE & clear
- Resonates with target consumers!

**AVOID THIS:**

- Only talking about ingredients
- Generic messaging (boring!)
- Overpromising results
- Ignoring consumer needs
- Fails to drive purchase intent!

**EXAMPLE:**

"Fast-Acting Pain Relief You Can Trust"

- ✓ BENEFIT: Fast-acting relief (solves problem)
- ✓ EMOTION: "You can trust" (builds confidence)
- ✓ IMPLIED: Reliable & proven (evidence)

### KEY TAKEAWAY

Effective positioning = Benefits + Emotional Connection + Clinical Evidence

This integrated approach resonates with OTC consumers, builds trust, and drives purchase intent

Remember: Show benefits + Touch hearts + Prove it works = SALES! 🎉

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Thank  
you!