

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

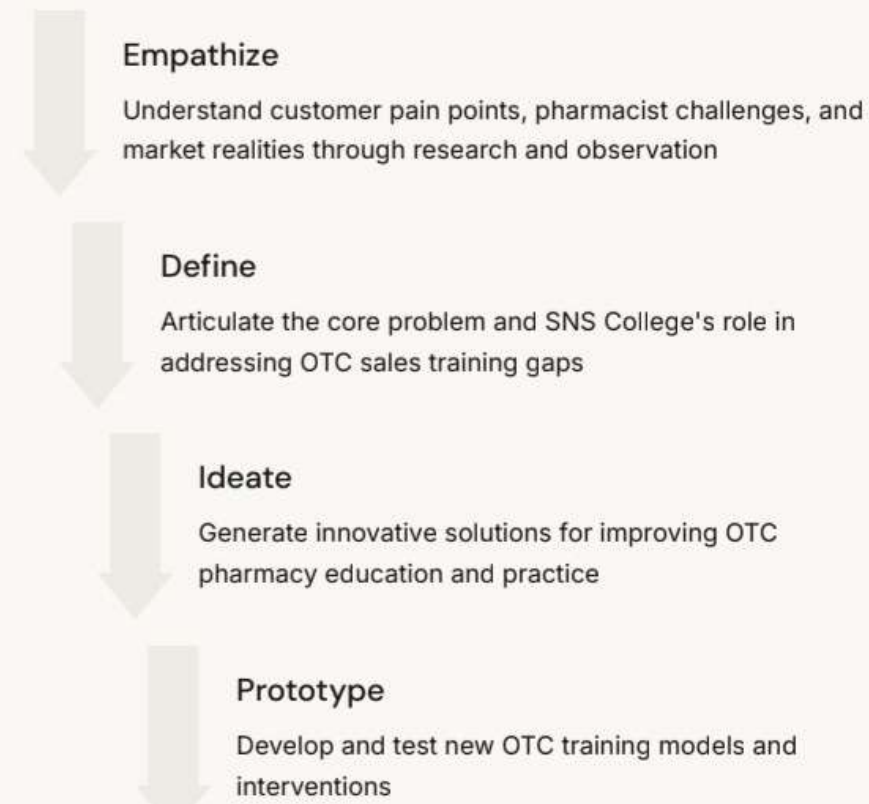
COURSE NAME : PHARMACOVIGILANCE (BP805ET)

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.



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.



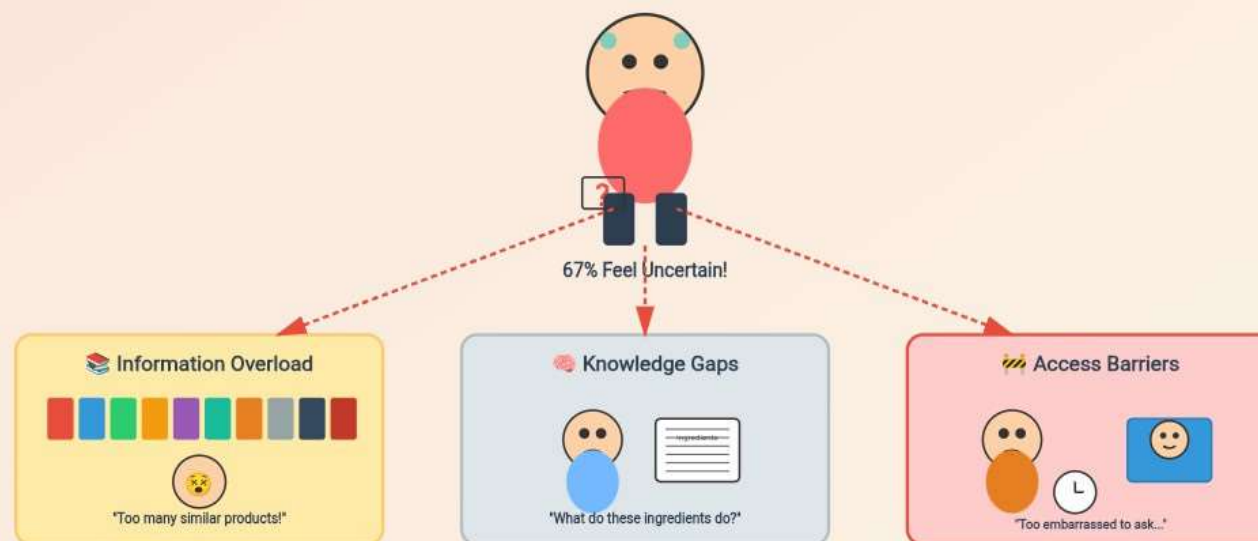
Empathize

INTRODUCTION



Empathize: Customer Journeys & Pain Points 🤔

Understanding the challenges customers face in pharmacy OTC sections



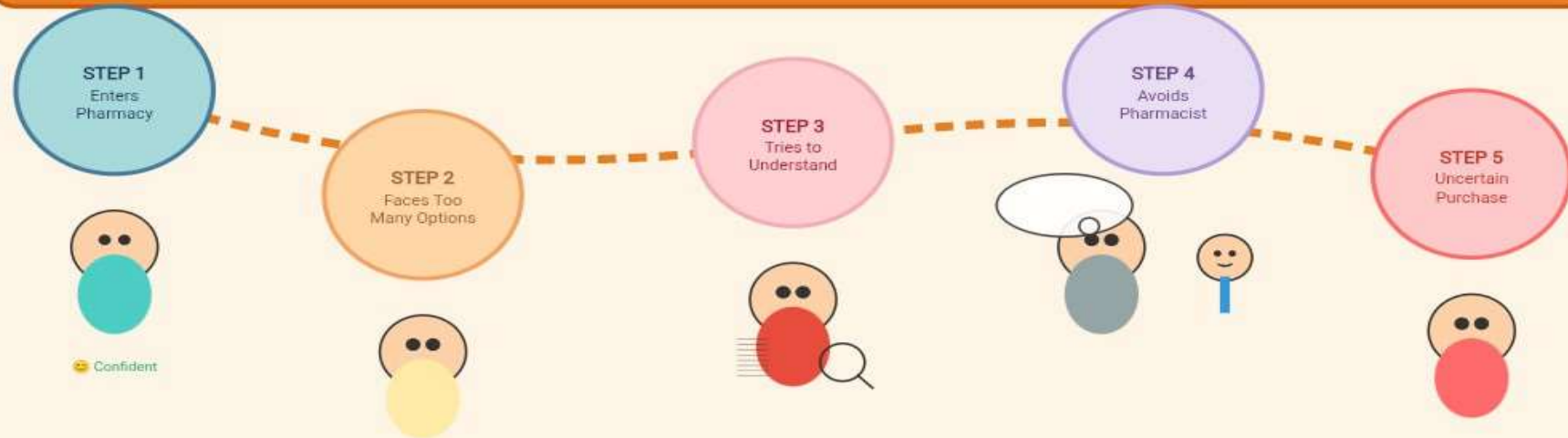
📊 Critical Research Findings 📊

67% of OTC purchasers feel uncertain about product selection

- Many avoid asking pharmacists due to time pressures or privacy concerns
- Common pain points: confusion between similar products, uncertainty about dosages
- Critical opportunity for pharmacy professionals trained in empathetic customer engagement

Empathize

The Customer Journey Through Confusion



THE OPPORTUNITY: Empathetic Customer Engagement!

Key Insights from Customer Research:

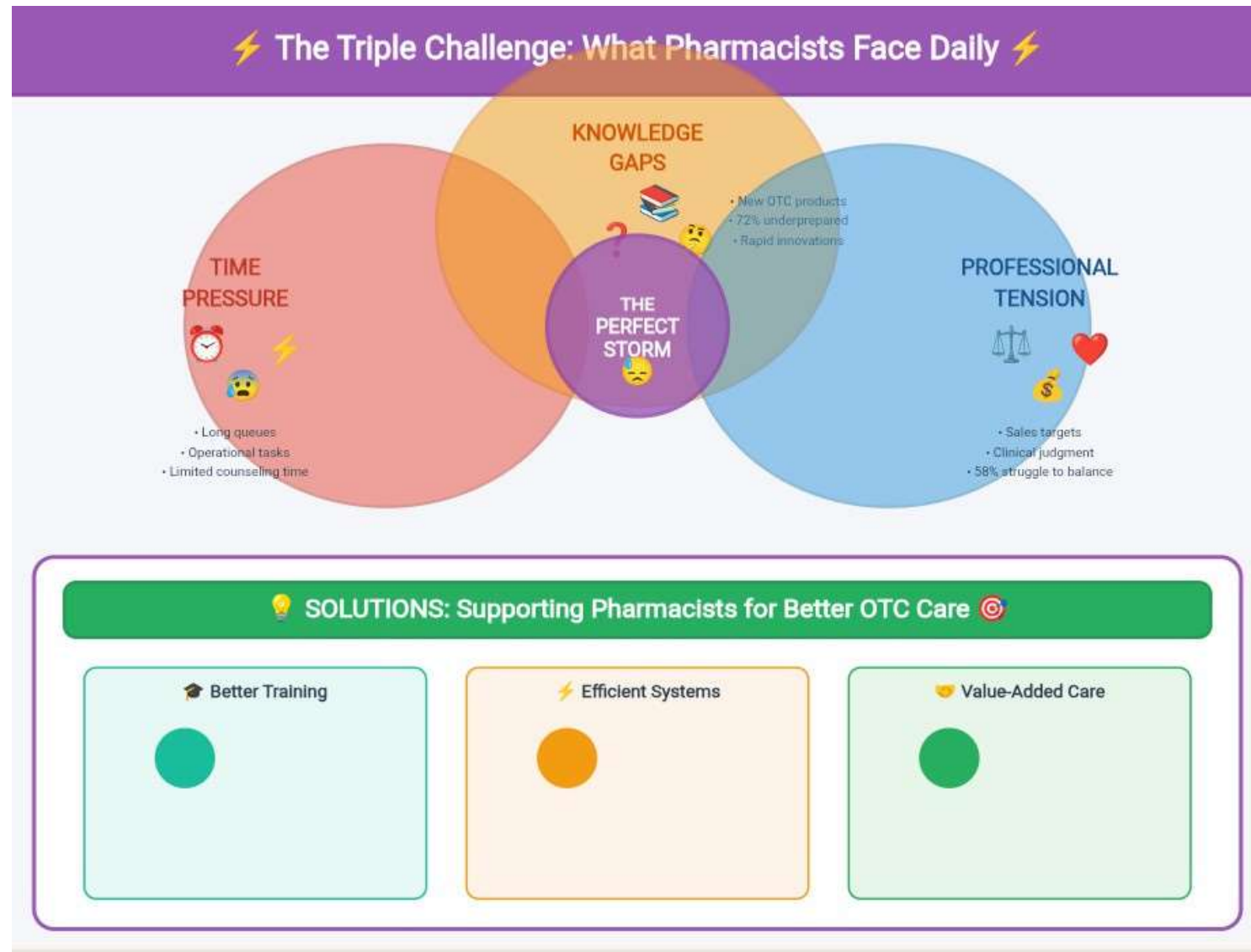
Pain Points:

- Information Overload - Too many similar products
- Knowledge Gaps - Limited understanding of ingredients
- Access Barriers - Hesitation to consult pharmacists
- Time Constraints - Privacy concerns
- Difficulty finding products for specific symptoms

The Solution:

- ✓ Train pharmacy professionals in empathy
- Proactive, approachable customer service
- Clear, simple product explanations
- Efficient consultation process
- Convert uncertainty into confident purchases!

Empathize



Empathize



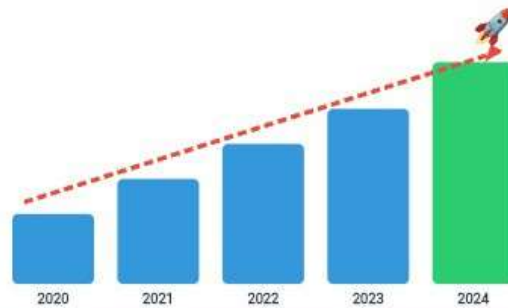
Empathize: Current OTC Environment & Market Trends



The OTC market is rapidly transforming - Understanding the dynamic landscape



Market Growth: 5-7% Annually



Digital Revolution

Traditional Retail



Shrinking Share

VS

E-Commerce



15% of OTC Sales!

- 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

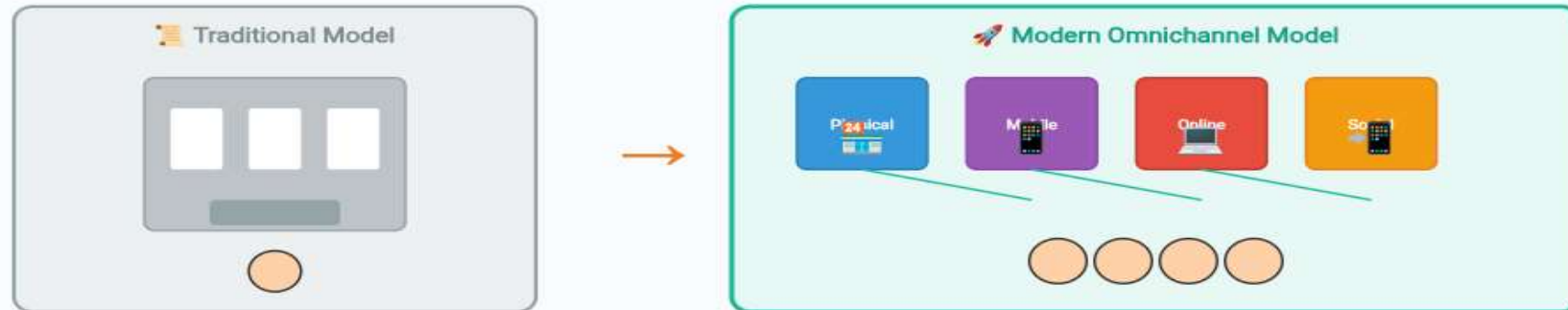


On-Demand Services



Define

Preparing for the Dynamic OTC Landscape



What This Means for Future Pharmacists

Embrace Digital Skills

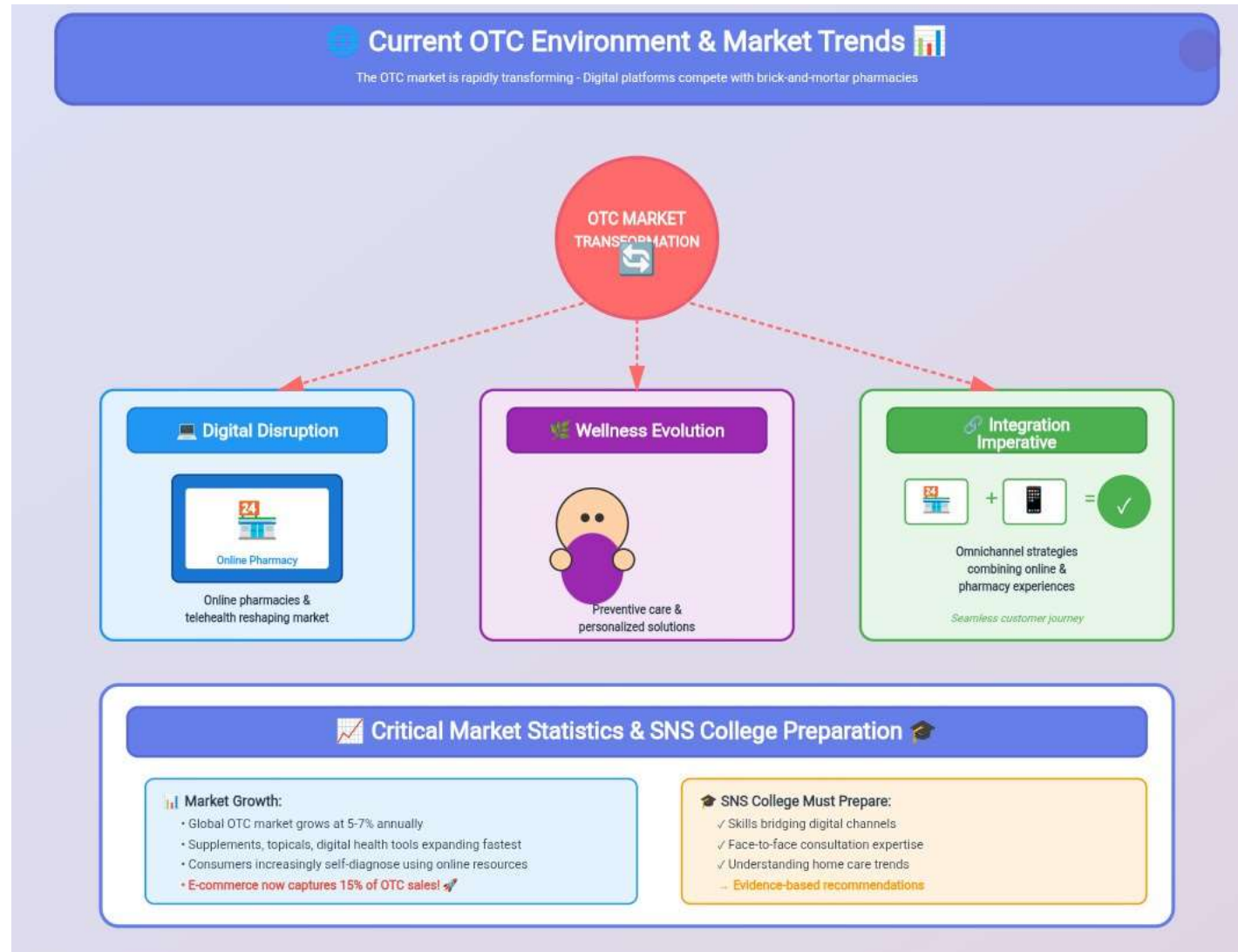
- ✓ E-commerce is 15% of OTC sales
- ✓ Master online platforms
- ✓ Understand mobile commerce
- ✓ Leverage telemedicine
- ✓ Social media engagement

→ Be tech-savvy to meet evolving expectations

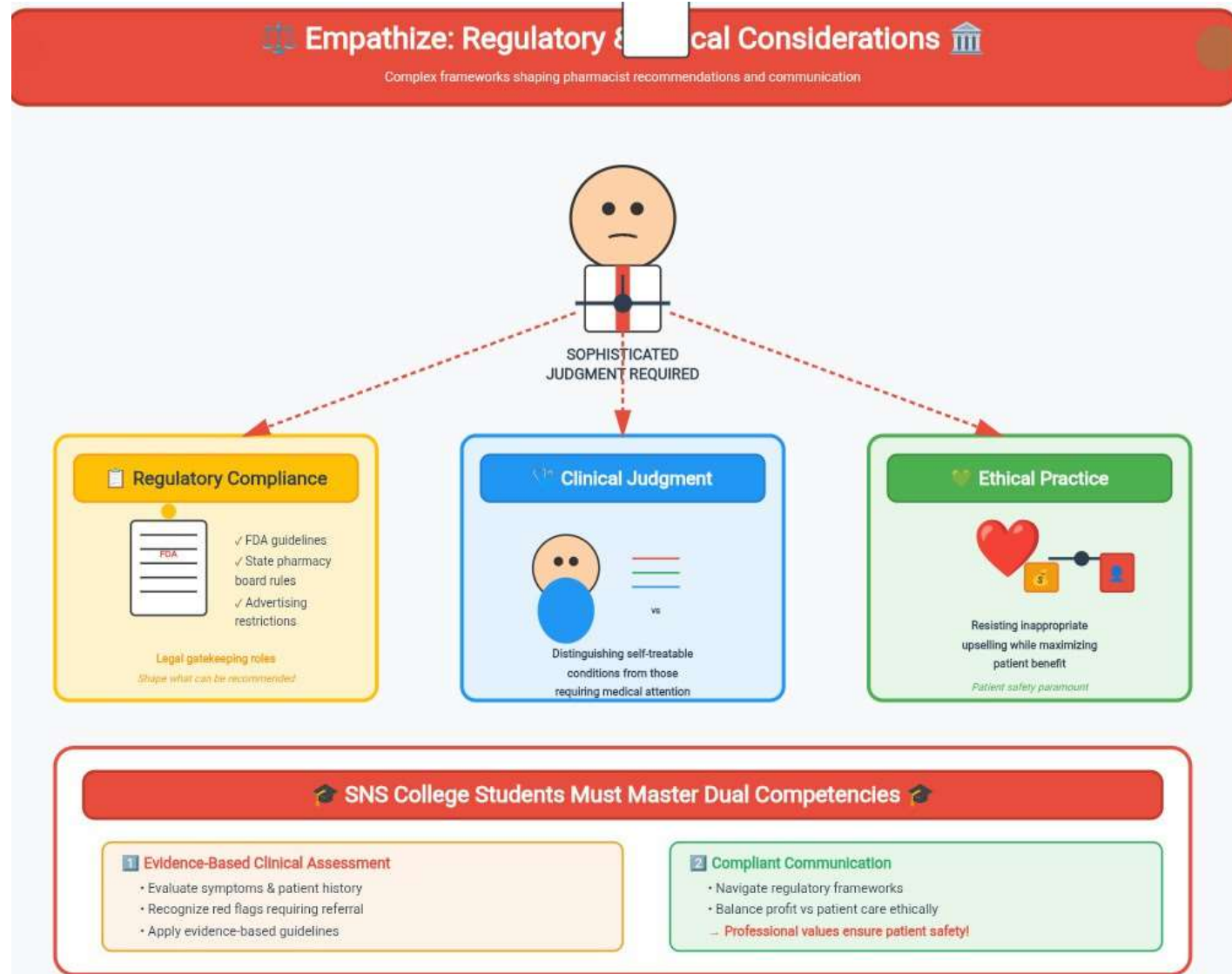
Stay Current with Trends

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

Define

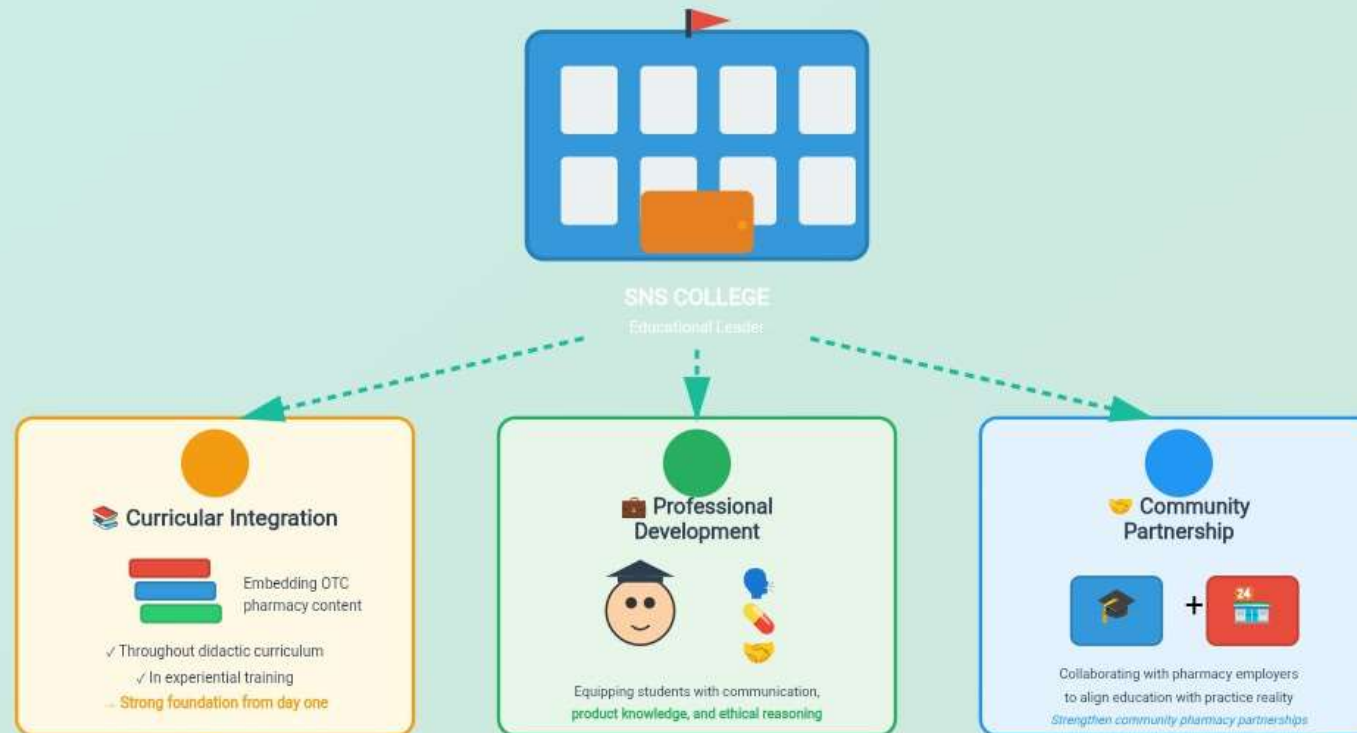


Ideate



Define: SNS College's Role In OTC Sales Training 🏆

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



🎯 Mission Impact: Differentiate Graduates for Career Success 🚀

The Opportunity:

By intentionally designing OTC competencies, SNS College can and ensure students deliver from day one in practice

- Community pharmacy = Largest employment sector
- Competent, compassionate pharmacy practitioners
- Ready for diverse career paths

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 referral.

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

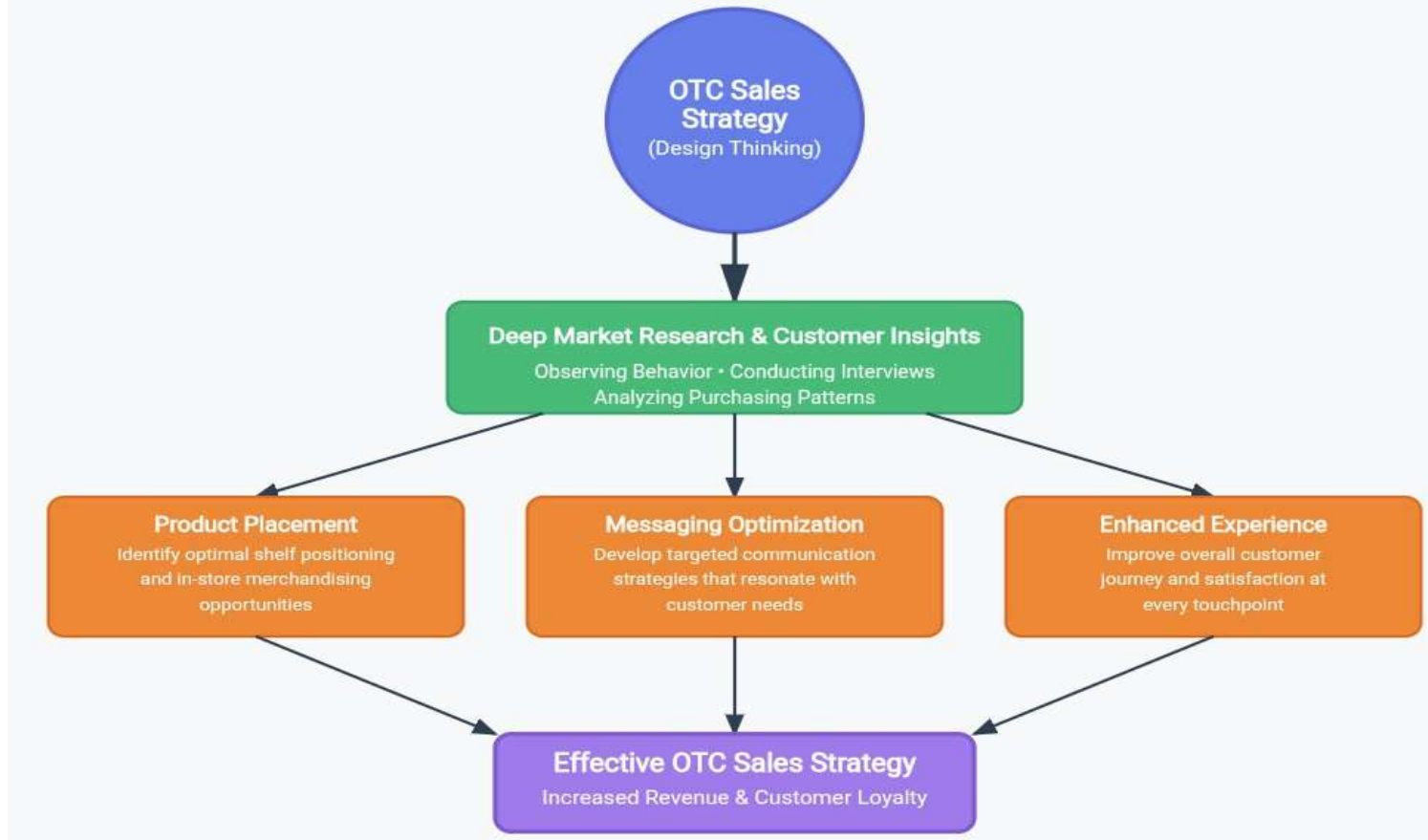
Evaluate patient symptoms and recommend evidence-based solutions

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



Key Touchpoints, Decision Factors & Optimization Opportunities

This prototype illustrates critical moments throughout the OTC buying process where design thinking can enhance the customer experience, optimize messaging, improve product placement, and drive satisfaction

— Complete Visual Representation of Customer Journey



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

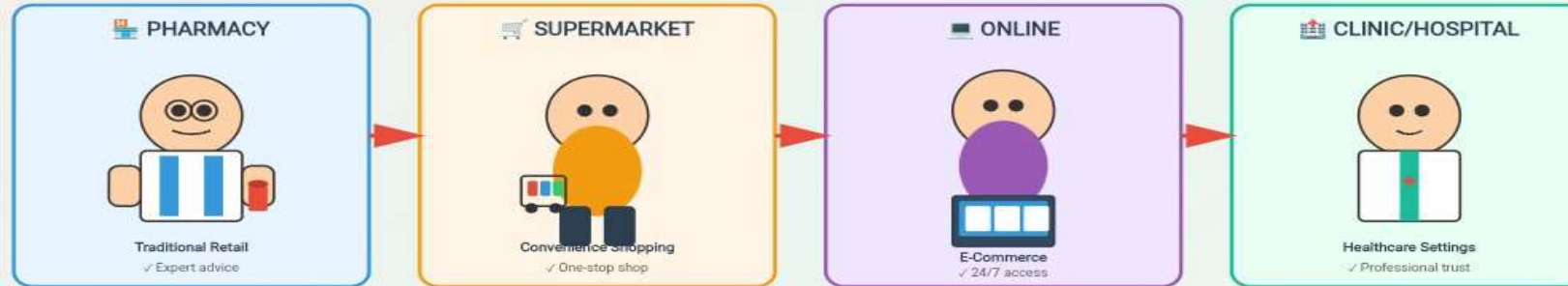


Assessment Question 1: OTC Sales Channel Strategy

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! 🚀

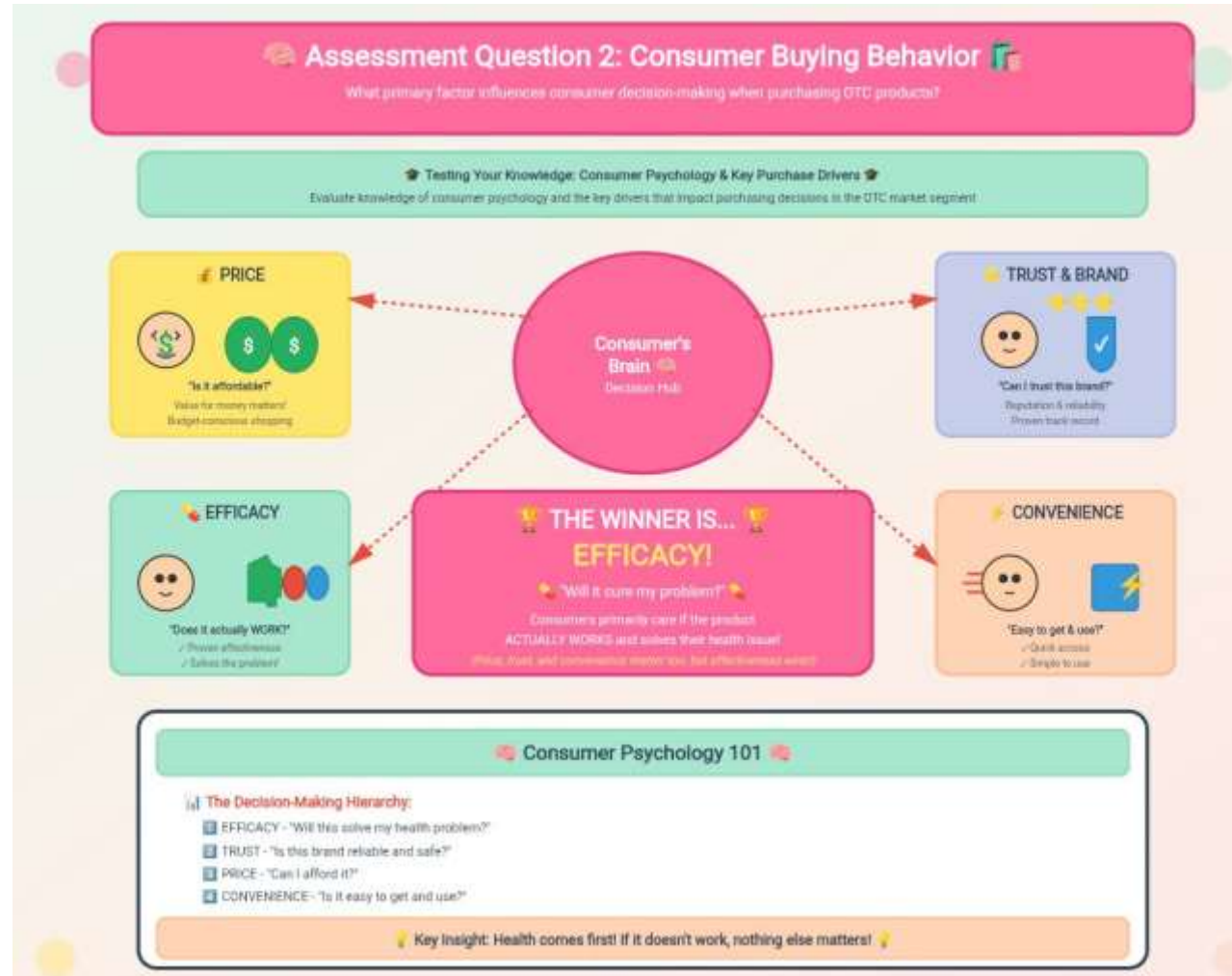


CLASS ASSESSMENTS

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



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



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!