pharmawizard

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@Pharma_Wizard

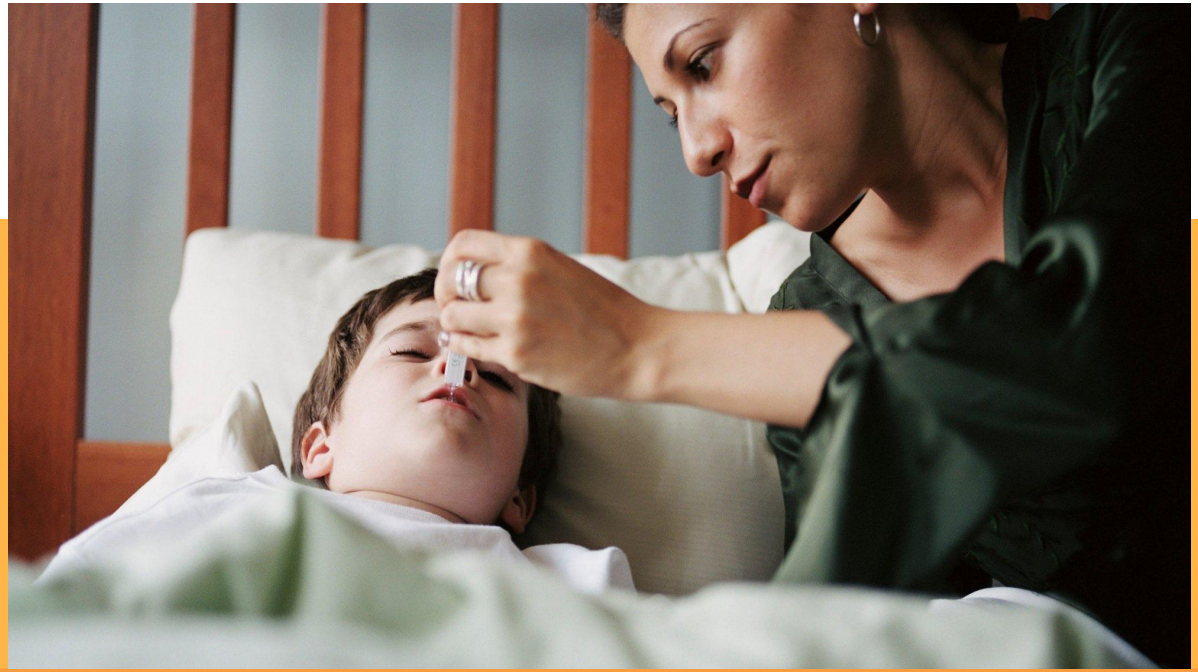
Pharmawizard

We are digital platform that supports people empowerment and
manage daily health care issues

The Problem/1

Alfred 43, he has a medical prescription for an antibiotic and he doesn't know that there might be a generic at a lower price

The Problem/2



Judy 42, it's late in the night with a sick child at home , she has finish her known medicine and she hasn't any clue of what to do

The Problem/3

Mary 81, she has a chronic condition, she often forgets to get her prescription needs

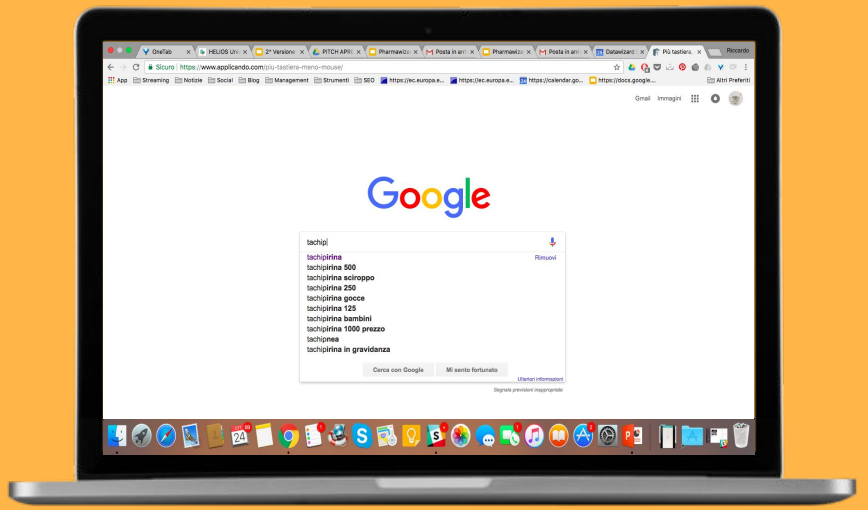
The Behaviour

Today, usually, when there is a health need people turn to **internet** to find a solution

“Health” is the second most searched topic on google

There are over 180 mln forum/blog on health

Health information online is fragmented and often not reliable



The Context

Users don't have a digital reference when it comes to their health

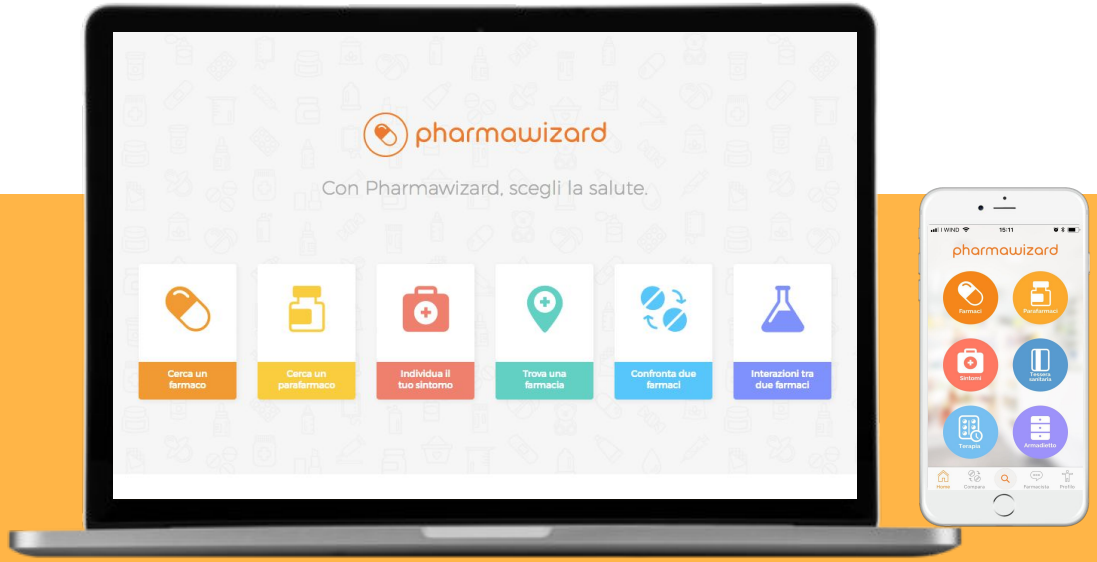
> 22%

of **people** worldwide solve their **health care problem** using **internet** (and do not talk to the doctor)

> 30%

of **people** worldwide discuss their **diagnosis** and decision with the **doctor** because they have found information on the **web**

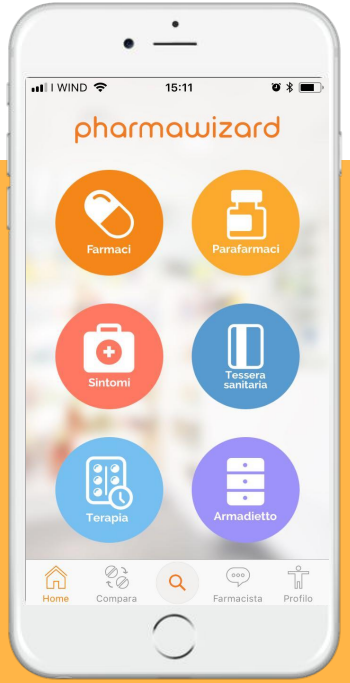
The Solution



With **you**,
when you need it most

The Solution

We transform data about health care daily matters in valuable information and useful services



- Multi-channel solution for citizens in order to search, compare and "smartly" manage medicine
- Set of tools enabling companies to reach their target audiences
- Services to increase efficiency in the patient-doctor-pharmacists relationship

Modular services

Find medicine information

Compare medicine

Check Symptoms

10 high-value added information features

- Find medicine information
- Compare medicine
- Find interaction
- Check symptoms
- News and content
- Find nearest pharmacy
- Manage your virtual cabinet
- Personal information
- Blog and forum
- Note and agenda

Modular services

Chat and Chatbot

Wearable Device

Therapeutic Adherence

8 high–value interactive and monitoring services

- Chat
- Chatbot
- Therapeutic Adherence management
- Peer to peer
- Wearable monitor and parameters
- Edugaming
- Document/receipt management
- Alerting system

Key Features

Third Party Data & Open Data

Artificial Intelligence

Monetization Model

User Experience

Business Model

- Engage “your” consumers through Pharmawizard in white-label
- Advertise on our user-base and location base with targeted ads
- Increase patient loyalty with dedicated 1-to-1 chat
- Increase your audience by engaging in the community

B2B2C

Targets	**Doctors**	**Citizens**	**Insurance**
	Pharma	**Pharmacies**	**Hospitals**
Monetization	White Label-Setup fee-Subscription fee		

Key People

Current Team: 20

Francesco Romano Marcellino
CEO, Co-founder

Luana Longo
Head of product & Chief Pharmacist

Riccardo Emmolo
Head of operation & marketing

Massimiliano Magrini
Strategy & BD, Co-founder

pwc INSEAD ordine dei farmacisti della provincia di roma UNIVERSITÀ IULM accenture United VENTURES Google

Accomplish to date

Investment

- Already closed **2 seed investment**
- **2 EU Grants** won
  Pharmawizard - 711824 (Leading partner)
  Protein - 817732 (Consortium partner)

Clients

9 clients B2B2C

Countries

Italy Spain

Zambon

GENERALI GROUP

Capgemini

MSD

LEO Pharma Inc.

REALE MUTUA

BLUE ASSISTANCE

AstraZeneca

ABOUTPHARMA AND MEDICAL DEVICES

Accomplish to date

Users

> **197,000** Total iOS/Android downloads, only in Italy

> **40,000** Active users per month

Available on the iPhone App Store

ANDROID APP ON Google play

Awards

> **Winner** of the “Digital Pharma” Technology award Italy

> Appointed by WIRED among the **10 most innovative companies in Italy**

WIRED

ABOUTPHARMA AND MEDICAL DEVICES

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