

What is iTherapeutics?

iTherapeutics, owned by UnityHealth Pty Ltd and launched in September 2008, is Australia's first and award winning pharmacy, product education portal. It has been developed by a team of experts to provide pharmacists, training managers and pharmacy assistants with an innovative and effective way to update their product knowledge. iTherapeutics is the largest provider of online product education to pharmacy within Australia, New Zealand (www.itherapeutics.co.nz), and also supports elearning for approximately 2 million health care professionals in 7 countries across Asia through our partnership with MIMs Asia.

How do we create an education module featuring our products?

At iTherapeutics, we manage the entire online service for you, from creation and delivery through to performance reporting. The essential steps include;

- The supply of draft educational content by the client (*guidelines supplied by the iTherapeutics team*)
- A comprehensive editorial review and design process which provides independent expert feedback and advice

- The development of an interactive education module which may also include video streaming, voice override and advanced graphics animation to enhance the learning experience
- Module promotion and launch to all iTherapeutics members
- Online module accessibility 24 hours a day 7 days a week

How are modules accredited for CPE points?

Continuing Pharmacy Education (CPE) is a requirement for Pharmacists and Pharmacy Assistants respectively.

The accreditation process through the Pharmaceutical Society of New Zealand (PSNZ) or the *Pharmacy Guild of New Zealand* can be managed either by the supplier company or by iTherapeutics (*for an additional fee*).

What kind of products can be featured in an iTherapeutics education module?

The product education modules featured on iTherapeutics cover a broad range of brands and health categories, including both OTC and prescription based products. Education modules can be product focused, or address health issues/disease states. There are a number of education module types to choose from, ranging from highly interactive modules or mini modules, through to webinars or video based modules.

How much does it cost to create an education module?

This is a highly cost effective way to deliver your product education.
A detailed pricing proposal can be made available to you upon request.

How long do modules stay live on iTherapeutics?

Your modules are created, hosted and administered on iTherapeutics, typically for a period of 12 months.

How big is the audience for iTherapeutics?

We are currently online in 951 retail pharmacy stores (98% of the New Zealand market), with a qualified membership base approaching 3976 retail staff (current as at 1st September 2016). Our membership base includes Pharmacists, Retail and Store Managers, Pharmacy Assistants and Technicians, Dispensary Assistants, Pharmacy Students and Pharmacy Buyers (as well as Naturopaths, Dietitians and Nurses working within a pharmacy store). We use our up-to-date email database to promote your education module to every registered member of iTherapeutics, and we prominently feature all new modules on the Home and Members pages of the website throughout the duration of the contract period. We work with you to manage the promotion of your online education through

co-branded marketing initiatives and the iTherapeutics Member iRewards program.

How many people register and complete a module?

Approximately 1,000,000 education modules have been completed via the iTherapeutics platforms as at September 2016.

What makes iTherapeutics unique as a delivery platform for product education?

iTherapeutics provides-

- A tailored approach, designed to complement your existing training and education initiatives and to optimise the use of your educational content
- Tracking and measuring of all online learning, accompanied by regular performance reporting including gaps in learning
- Real time online reporting: which details all retail staff completing your education module on a daily basis
- Ongoing qualitative member feedback which includes sales orders, product information requests and specific comments on your educational content

- Quarterly status reporting: which provides a detailed analysis of module performance, including member demographics, education uptake, gaps in learning and recommendations for improving module performance
- The ability to align your product education with key marketing and sales force initiatives, to increase their impact and create nationwide awareness
- Online surveys, enabling you to directly identify staff needs and consumer behaviours
- Rewards and incentives to drive module uptake and member loyalty
- Online company deals disseminated to buyers within a pharmacy store
- A unique ability to keep your brand featured and highlighted in the minds of pharmacy staff which ultimately drives confidence and sales
 - A Manager console which allows Pharmacists or Training Managers to enrol their staff into your education modules and track the progress of their team's performance

Where can I get further information and a demonstration of iTherapeutics?

For further information and a demonstration of how iTherapeutics can provide a measurable increase in brand awareness, product sales and intelligent reporting, please contact us on 09 281 5678 or contact info@itherapeutics.co.nz

iTherapeutics is currently utilised by the following Pharmacy Groups;

Count down, GXH Corporate, GXH Franchise and Independent