



Study on Emerging Trends and Significance of Medicine Delivery Applications in The Contest of Covid-19

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STUDY ON EMERGING TRENDS AND SIGNIFICANCE OF MEDICINE DELIVERY APPLICATIONS IN THE CONTEST OF COVID-19 Vipin V. Accountant Cum IT Assistant Mynagapally Grama Panchayat Kollam Ph. 8281561251 Email id: vipinvkooor@gmail.com Abstract India has benefited greatly from online medical ordering applications. Even after giving customers discounts, the company maintains a healthy profit margin.

ABSTRACT

India has benefited greatly from online medical ordering applications. Even after giving customers discounts, the company maintains a healthy profit margin. Patients also value the ability to order medications online and have them delivered quickly to their homes. As a result, an effort has been made to research customer preferences as well as the degree of customer satisfaction with medicine delivery applications, taking into account some key attributes that customers consider when rating their satisfaction with online medicine delivery platforms. The research on medicine delivery apps takes place in the context of changing environmental and lifestyle trends. This research contributes to the recognition of the most dynamic views and opinions expressed about the online delivery platform. COVID-19 has undoubtedly influenced the increased use of this platform, but it has also grown as a result of changes in living habits. Medicines, which are essential commodities in every household, have grown in importance and have begun to be delivered online. The delivery had some issues, such as time constraints, but these were resolved over time. Another point that was prioritised was customer satisfaction, because the customer is the king of the market and all business activities revolve around them. The goal of this study is to look at the current trends and relevance of medicine delivery applications in the context of the COVID-19 pandemic.

KEY WORDS

E-pharmacy, Pharmacy, Medicine Delivery Applications, NetMeds, Heycare.

INTRODUCTION

During the pandemic, the online mode of business received a massive boost as more and more people turned to it for services such as online food delivery, payments, streaming, and medicine delivery. The convenience of ordering required medicines from the comfort of your own home has fueled the rapid growth of online medicine apps. An online pharmacy, which includes both legitimate and illegitimate pharmacies, is an internet-based vendor that sells medicines. "Online pharmacies" encompass independent Internet-only sites, online branches of "brick-and-mortar" pharmacies, and sites that represent pharmacy partnerships. E-commerce, including online shopping, has exploded in recent years, and this includes the sale of both prescription and non-prescription medicines. For more than two decades, the concept of online pharmacies and online drug sales has been popular around the world. Indian consumers too have begun using these online services in recent times. Adults between the ages of 20 and 45 are generally the ones who use it the most because they are well aware of new technological changes and have knowledge of how to use such apps. The share of the Indian market in the global scenario is small and is expected to grow by 15-20 per cent in the upcoming 5-10 years.

Significance of the Study

E-commerce has exploded in popularity over the last decade. Almost anything, including medicines, can now be found on the internet marketplace. An E-Pharmacy is an online platform where people can get medical advice via e-consultation, order medicines after sharing a copy of their prescription, and, in some cases, order relevant health check-up tests, all of which are delivered to their door. Patients fill out their prescriptions online and have their medications delivered to their homes in the e-pharmacy format. In the midst of a pandemic, a study on medicine delivery applications is especially important, as people's lifestyles and environments are changing as a result.

Objectives of the Study

The following are the objectives of the study:

- ◆ To determine the significance of an online medicine delivery system.
- ◆ To gain a better understanding of the new trends in online medicine delivery apps.

Methodology of the Study

The paper is a descriptive study in nature. The study relies on secondary data. Secondary data is provided by ad agencies that promote such apps, newspapers, websites, and magazines.

E-Pharmacy- Overview

E-pharmacies, which include both legitimate and illegitimate pharmacies, are internet-based vendors that sell medicines. "Online pharmacies" encompass independent Internet-only sites, online branches of "brick-and-mortar" pharmacies, and sites that represent pharmacy partnerships. E-commerce, including online shopping, has exploded in recent years, and this includes the sale of both prescription and non-prescription medicines. For more than two decades, the concept of online pharmacies and online drug sales has been popular around the world (Gaurav Singh, 2020). In recent years, Indian consumers have begun to use these online services as well. Among the most widely used medicine delivery applications are:

Practo

Practo is a well-known app for making doctor's appointments and reading reviews. Delhi, Mumbai, Bengaluru, Chennai, Ahmedabad, Pune and Lucknow are among the 100 cities in India where the company has recently launched its online medicine app. The app allows you to order over 40,000 medications. Practo has partnered with local drug stores and pharmacies to ensure that prescription medications are delivered on time to your door. The app allows you to upload your

prescription using your phone's camera, and then it can conveniently auto-refill your medications. The system also keeps track of previous orders and prepares them for you when you need them.

1mg

1mg is an app that allows you to buy medicine online and get information about your prescription medications. The app provides information on dosage, side effects, and other aspects of your medications. The company has formed partnerships with local pharmacies to meet the needs of its customers. The best feature of the app is that you can type in the names of medications to find cheaper alternatives that contain the same active ingredient. The app also includes doctor-recommended health tips based on the medications.

NetMeds

The Dadha Company, which has been in business in India since 1914, operates NetMeds, a medicine ordering app. The online pharmacy accepts orders from anywhere in the world, but deliveries are limited to India. The app allows you to upload your prescription and place an order in minutes. All types of medicine are eligible for a 15 per cent discount, and deliveries are made within 2 to 3 days. You can also use the cash-on-delivery service throughout India.

PharmEasy

PharmEasy is one of India's most popular online subscription medicine portals. You can order medications online and have them delivered to your home within 24–48 hours. You can schedule health tests at your home whenever it is convenient for you. This app not only saves you a flat 20 percent on every order, but it also saves you up to 70 percent on health tests and packages with no sample pickup fees. PharmEasy is currently active in over 1000 towns and cities across India, with over 22000 pin codes covered.

HeyCare

HeyCare is a leading healthcare app that was created to provide everyone with comprehensive healthcare and medical services. HeyCare has introduced a fantastic benefit called Care Wallet, which allows users to save up to 30 per cent on medicines and wellness products. Care Wallet users can also send money to others. HeyCare currently delivers in over 20 cities and guarantees delivery within 3-5 days, with a 48-hour delivery guarantee in Delhi NCR.

Trends and Significance of Medicine Delivery Applications

A wide variety of medicines are available through the online platform, as well as online consultation, which saves time and money. More demand for medicine delivery applications is created by various modes of payment and online offers and discounts. E-pharmacies must be tailored to the unique characteristics of the Indian market (Vijaya, 2021). Companies can integrate innovative ideas into existing business models. An e-pharmacy can become more relevant to the Indian consumer in a variety of ways.

For those suffering from chronic or long-term illnesses, e-pharmacies may provide appropriate solutions. Patients can place an order once and fill in the details for future delivery, eliminating the need to reorder. This system will also assist e-pharmacies in monitoring and ensuring that the medication is delivered to the customer before the previous dose has expired.

Making customers aware of the convenience may also aid in the development of credibility and a customer base. Online pharmacies can build strong logistics support to ensure that medicines are delivered within a six-hour timeframe to meet emergency needs while passing on cost savings through discounts. Furthermore, sharing information on drugs, contraindications, precautionary measures to be taken for specific dosages, and less expensive generic substitutes would aid consumers in making informed decisions.

There is a lot of untapped potential in this industry. To take advantage of it effectively, India must improve the efficiency of the value chain, define regulations, implement appropriate processes, and ensure adherence to best practises.

Nature of E-pharmacy

E-Pharmacy is a business model that, like traditional pharmacies, deals with the preparation and sale of prescription and non-prescription drugs. Online pharmacies, on the other hand, accept orders online and mail the medications to their intended recipients (Helen Vakhnenko, 2021). The following are the nature e-pharmacy.

User-friendly

Online medicine purchases should be more user-friendly and navigable, particularly for the elderly. For those who purchase medications on a regular basis, monthly subscription plans may be available.

Delivery

It could be delivered quickly and to a larger number of locations.

Consultation

Consultancy services are available 24 hours a day, 7 days a week through online platforms that users can access at any time.

Offers

Each medicine app has different offers, discounts and money-back options to attract more customers.

Trustworthy

Medicine delivery apps are trustworthy because they provide complete and accurate information about medicines. Prescriptions should also be verified properly using medicine delivery apps.

CONCLUSION

Based on the findings of the study, it can be concluded that the online pharmaceutical sector will become an increasingly important part of life as its use grows across the country. People are gradually becoming more familiar with the concept and accepting it. As a result, it can be deduced that having an online medicine ordering app is the key to any pharmacy's success today. According to the study, the majority of online medicine delivery app users are satisfied with the apps and use them on a regular basis. When purchasing medicines online, customers primarily consider the availability of medicines, offers and discounts, and the speed with which they are delivered. The use of the online delivery option will increase as a result of advertising and other promotional activities.

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