

Case Study

# Prescription workflows

*Seamless digitization*

Smart prescription management  
with an intuitive and efficient digital workflow

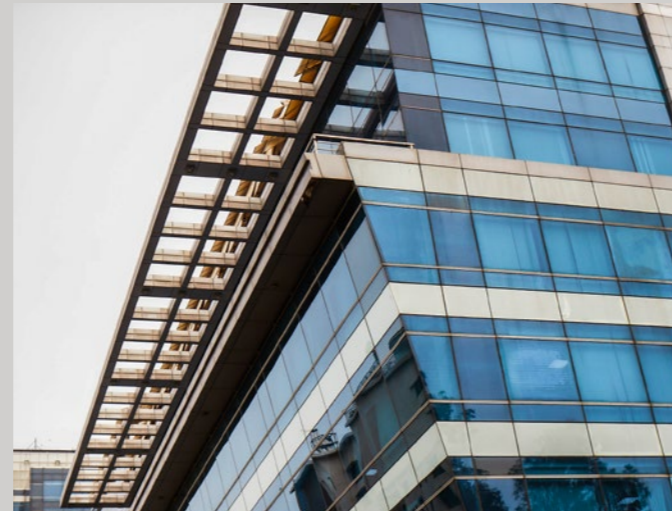


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## Medlife *At a Glance*

### INDUSTRY

- Healthcare: Online healthcare services provider and omni-channel pharmacy
- Founded in Bengaluru in 2014, has grown to become the largest healthcare services provider of its kind in India
- Serves more than 5 million consumers and over 10,000 doctors across the country



Medlife headquarters in Bengaluru

### WORKFLOW

- Medicine prescription issue and fulfillment

### CHALLENGES

- Lack of patient treatment tracking
- Slow and inefficient paper-based prescription workflow
- Requirement to digitize the process while retaining the pen and paper experience
- Restricted space in urban doctor's offices

### SOLUTION

- Wacom Clipboard
- WILL SDK for devices to integrate with Medlife's Doctor application for Android devices (mobile phone / tablet)

### OUTCOME

- Seamlessly digitized process, from prescription management (writing, storing and retrieving) to medication delivery
- Simple workflow with no major changes or technology learning required
- Automatic digital storage of prescriptions ensures accurate record-keeping
- No data kept on the device and the potential capture of the Digital Signature Certificate of the prescribing doctor helps ensure patient privacy and data authenticity
- Doctors can focus on consulting with the patient, not working with software
- Space-saving installation footprint – only Clipboard and mobile phone are required



*"The Wacom Clipboard has enabled us to maintain the intuitive prescription issuing and fulfillment experience for doctors and their patients, while digitizing the entire workflow."*

Pradeep Nimma, Director Pharma Sales, Medlife.com

## More human *More digital*

Founded as an online pharmacy in Bengaluru, India in 2014, Medlife is now the fastest growing online healthcare services provider and largest omni-channel pharmacy in India. As such, it connects users to an entire spectrum of healthcare facilities and services across the country. Today, in addition to its online pharmacy services, it offers 24x7 online doctor consultations, lab diagnostic services, and a diverse range of other healthcare-related services. It currently serves 13,000 pin codes across India covering many small towns, with over 5 million customers and more than 10,000 satisfied doctors. Medlife is also the first Indian online pharmacy to have launched its own line of generic drugs.

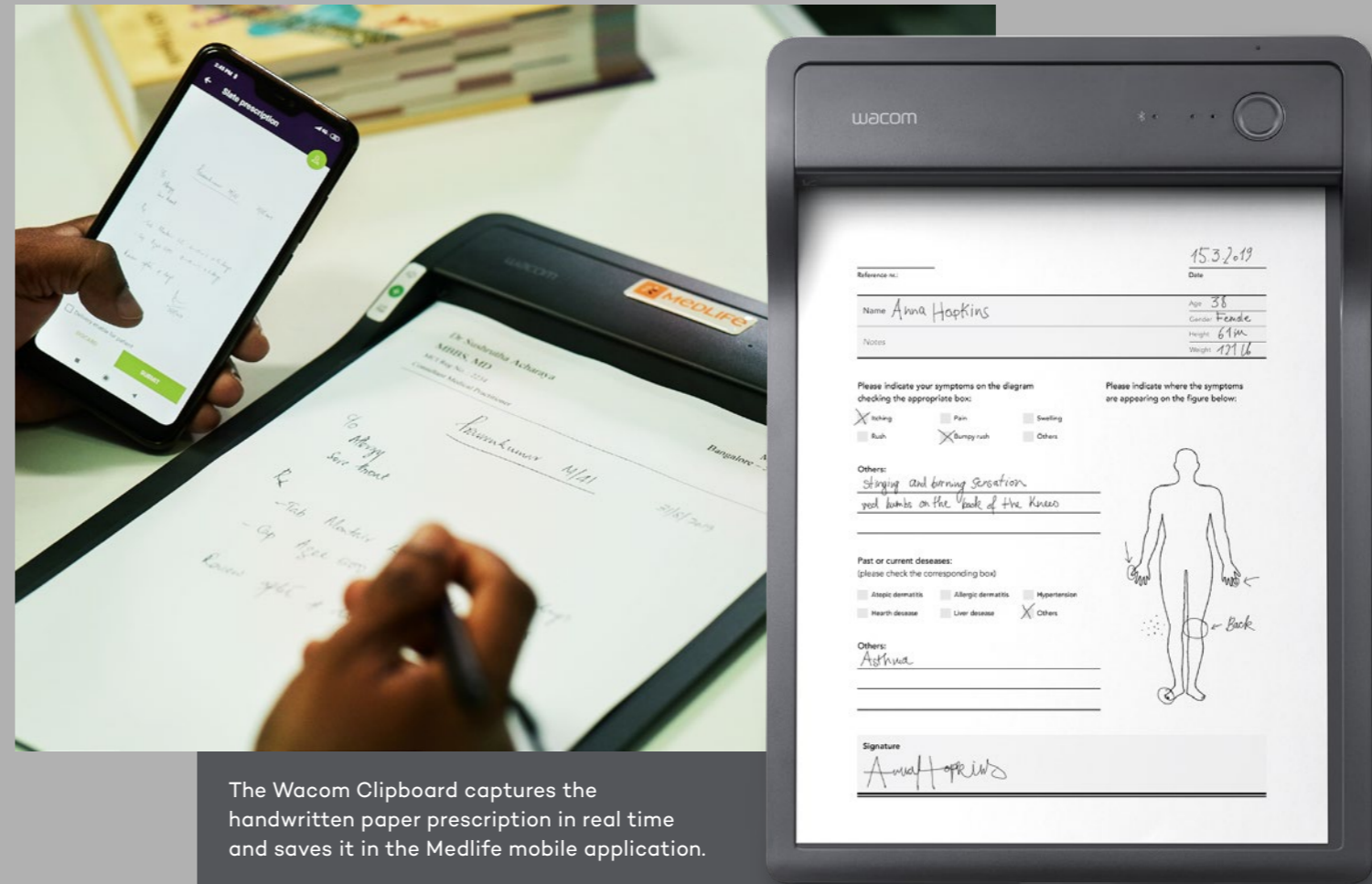


## Challenge

The bricks-and-mortar pharmacy industry in India is fragmented and relies on expensive, slow manual prescription fulfillment processes. This often results in lost prescriptions, and a lack of treatment history and progress tracking. Consequently, repeat prescriptions or differentiating between requirements for patients with multiple conditions is difficult. This lack of transparency, combined with the lack of prescription form standardization, also increases the opportunities for prescription fraud. Nevertheless, both doctors and patients prefer the pen and paper experience to the use of complex computer-based systems, because of its simplicity and speed.

Medlife wanted to make it easier for doctors and pharmacies to digitize their processes, from the issue of a prescription at the doctor's clinic, to the collection or delivery of the required medication. However, they also wanted to make the process more reliable, accurate and secure, without compromising on affordability, the familiar pen and paper experience, or the personal, trusted nature of in-person doctor and patient interactions. They also needed to ensure that doctors would not have to change their prescribing style, learn how to use complex new technology, or install lots of new hardware. The latter is especially important within urban healthcare practices where office space is extremely expensive.

Finally, any new digital solution would have to comply with the regulatory requirement for a doctor's signature to approve the dispensing of medication.



The Wacom Clipboard captures the handwritten paper prescription in real time and saves it in the Medlife mobile application.

## Solution

After trying a number of alternative digital solutions, which either failed to meet Medlife's high quality criteria, or which required doctors to purchase and learn complex new software, Medlife selected the Wacom Clipboard to digitize paper form completion for prescription creation and processing. In addition to meeting all the challenges mentioned, the reasons for selecting the Wacom device include its robust, high quality construction, easy integration, and the ability to customize the device with important functions such as adding an extra page to the prescription.





*"Our close relationship with Wacom has helped us establish our reputation as an innovator, and enhance our responsiveness to doctor and patient needs by making digitization a natural evolution for them, rather than a complex burden."*

Praveenkumar E, Senior Program Manager, Medlife.com



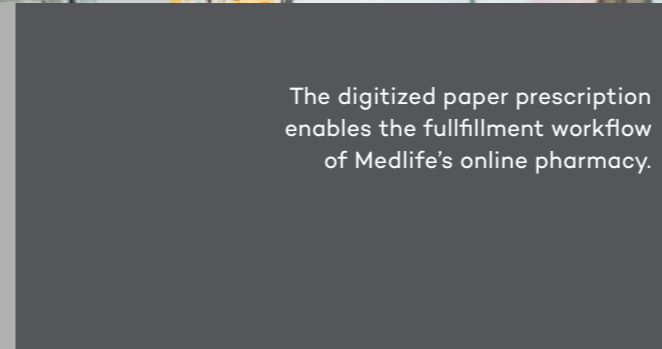
The Wacom Clipboard keeps the familiar doctor-patient-interaction intact, while enabling convenient and high-value digital workflows.

## Implementation

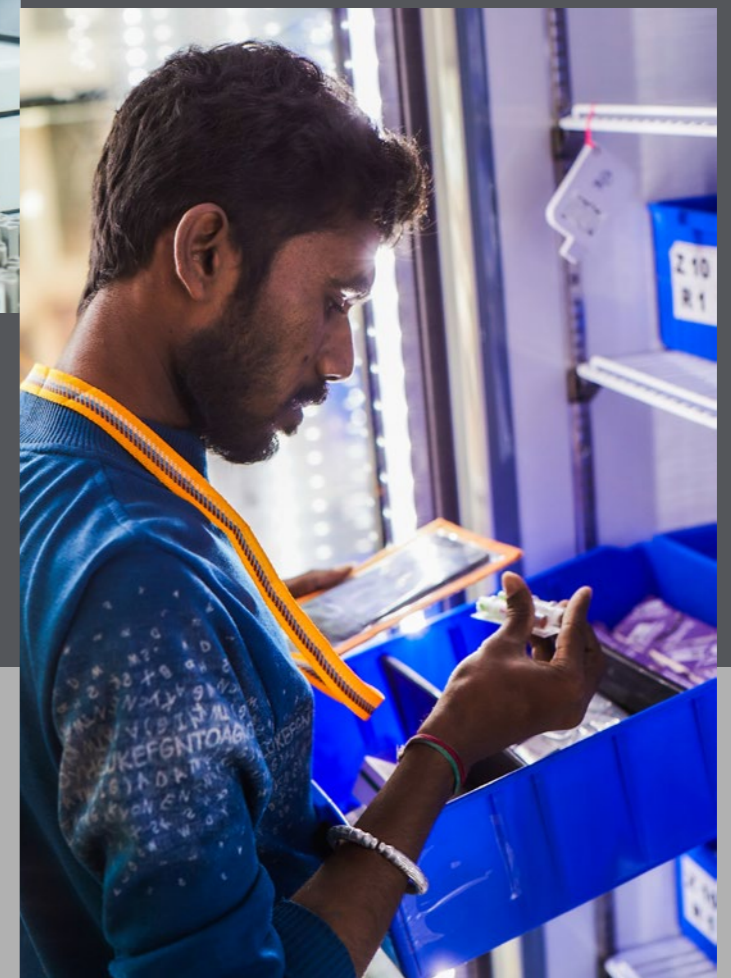
Doctors were issued with the Wacom Clipboard, which allows them to simply place their paper prescription sheet on the device and complete it as they have always done. The form is instantly digitized and can be easily uploaded into a secure online data storage system by pairing the clipboard with the doctor's mobile telephone. The only change to the workflow is the use of a simple app on the mobile phone, which requires no special training or additional process steps. The doctor then asks the patient whether they would like their prescription fulfilled by Medlife or their local pharmacy. If they select Medlife fulfillment, the patient gets a call to provide their delivery address and suggest their convenient delivery time. He or she can then decide whether they want Medlife to deliver the medication to their home, or if they would prefer to use the paper prescription to buy the medicine from a local pharmacy of their choice. The home delivery option is especially important in rural areas where doctors and pharmacies are scarce, and for patients who are incapacitated or immobile.



Medlife offers medical diagnostic services provided by their own laboratories.



The digitized paper prescription enables the fulfillment workflow of Medlife's online pharmacy.





## Outcome

The principal benefit of the Wacom solution for Medlife is that patients and doctors can interact in the same way as before, but much more efficiently. Doctors are able to retain the familiar prescription issuing process, while benefiting from the rapid capture and transmission of prescription data in real time to a smartphone running Medlife's Doctor app "Medlife for Doctors". Not only does this accelerate the prescription issue and fulfillment process, it also ensures security, preventing prescriptions from being faked or lost. The time usually needed to scan, upload and archive paper forms is also completely eliminated. Moreover, prescriptions can be tracked more easily, thanks to the timestamp information collected via the Wacom Clipboard and Medlife app when the prescription is completed. And because all the prescription data is stored securely and electronically, doctors can retrieve it easily via their mobile phones at any time.

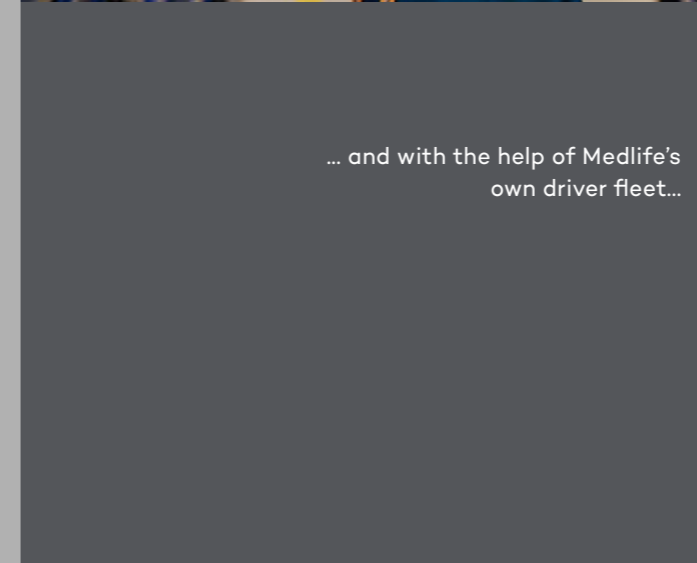
Importantly, the solution also enables Medlife to position itself simultaneously as an industry innovator and a trusted partner. This is achieved by enabling doctors, pharmacies and labs to digitize their processes, while retaining the intimate and valued nature of the in-person patient/doctor interaction and giving patients the flexibility to collect medication from their local pharmacy or have it delivered directly by Medlife. In other words, every stakeholder in the process benefits.

With over 1,700 devices in the field as of summer 2019, Medlife has the opportunity to expand the use of the solution to many more cities and medical practices across India. In the future, it may also decide to use other Wacom devices, including signature pads and pen displays, for use cases that require basic signature capture or the communication of more complex information. The close relationship and collaboration between multiple teams and executives at Medlife and Wacom will ensure that both organizations continue to innovate in the best interests of doctors and patients throughout India.

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Medications are packed up in regional fulfillment centers, ...



... and with the help of Medlife's own driver fleet...



... delivered to the patients, often within hours of the prescription being completed.



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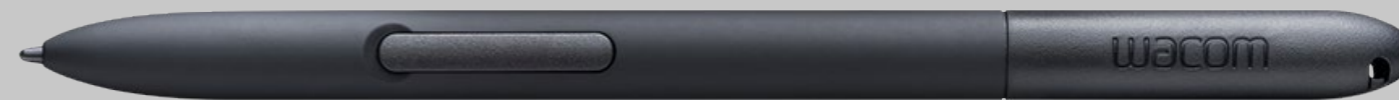


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# More digital



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