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INFM400

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## Executive Summary

This study is going to focus on improving the accessibility to pharmaceuticals. The problem that arose was that more and more people were becoming unable to get their prescriptions. This was a part of many reasons which included: people afraid to go outside, people unable to get to pharmacies due to location hours, and even people having transportation issues. I personally witnessed this first hand since I was a Instacart delivery employee during the pandemic. The demand for people to have their groceries delivered increased. This then tied into people also wanting their medications to be more easily accessible. I noticed the problem becoming more frequent when I myself would forget or not have the time to pick up my own prescriptions. I would often have the thought “ I wish I could just get them delivered”.

This is a common problem I see every day. A possible technology solution to this problem is designing an app which gives access to patients and allows them to send their prescriptions to their house. This app will allow patients to skip the whole process of having to create time to pick up prescriptions. This app is not only a technology advancement, but also a societal one benefiting all populations.

## Introduction

The pharmaceutical industry is a continuously growing industry which has an impact on all age groups. A pharmaceutical is simply any kind of drug that is used for medical purposes. The pharmaceutical industry is responsible for the development and distribution of products and services. This industry includes an array of professionals from lab scientists discovering drugs to pharmacists selling to the problem and customers buying these drugs.

Medication is something that is used by almost everybody daily. Pharmacies receive a lot of revenue and traffic on a daily. From people walking in to buy something, to practices sending prescription orders in, to people dropping off their prescription orders, and so much more traffic. With COVID, we seen the increase in the pharmaceuticals industry and witnessed the demand for more pharmacies and pharmacists. When COVID, people had a lot more prescriptions to drop off/pick up that was prescribed from their doctors. There was also an increase in the amount of over the counter drugs people purchased in hopes of alleviating their symptoms. When the COVID vaccines came out, pharmacies were the primary location giving these vaccines and pharmacies got busier. There were often times pharmacies would be booked for days at a time due to giving the vaccine. This then also led to a lot of prescriptions being delayed in being ready to pick up, drive thrus backed up, and people simply even being terrified to go to these highly populated pharmacies.

This relates to Informatics because as we have seen a lot of things change to virtual and have seen a lot of technological advancements, the solution to this problem could advance technology. . A possible technology solution to this problem is designing an app which gives access to patients and allows them to send their prescriptions to their house. This app will allow

patients to skip the whole process of having to create time to pick up prescriptions. This app is not only a technology advancement, but also a societal one benefiting all populations.

## Research Question

This study focuses on how technology can impact the pharmaceutical industry positively.

Designing an app which will allow users to deliver their prescriptions right to their front door will essentially be a technological breakthrough for the pharmaceutical industry. Eliminating that forced face to face interaction will allow pharmacy personnel to focus on more training, becoming more efficient, properly assisting walk-ins, and consultations.

## Proposed research methodology

This interview will be the only interview conducted unless interviewees want to provide more feedback which will be allowed through email. The interview is going to be focused on what client's think will best improve their experience with the pharmaceutical industry.

There will be given a survey two weeks prior to the interview date asking people which time/date works best for them and which mode of delivery works best for them. This includes in person or virtually.

If the person prefers in person, the interview will be conducted in a meeting room space that will be booked by the interviewer prior to the meeting date. The meeting space will be used to ensure there is no background noise or anybody interrupting. If the person prefers virtually, third party sources will be used such as Zoom or Skype. If the person is unable to connect, a phone call will be conducted. Zoom and Skype will be recommended so the meeting can be recorded (per approval from interviewee) to ensure no information is lost or misinterpreted.

## Proposed data collection instrument

### **Script: Intro & Participant Background**

Hello, my name is Julia Nnoko, I would first like to thank you for taking time out of your day to meet with me. I am a student at Mercer University, and I am performing a project on developing a program that improves pharmaceuticals delivery. First, I would like to know if it is alright for me to record this interview.

(If it is not ok to record) – That is perfectly fine. I will just be taking notes throughout the interview to make sure I do not miss any key information or forget anything. This might cause me to stop a few times or take a pause, but I will try to make this as smooth and efficient as possible.

(If it is ok to record) – Thank you for your permission to record this interview. This will help me in case I miss anything during this process

Now before we begin, could you tell me a little bit about your connection to the pharmaceutical industry or how it is incorporated in your life? Thank you very much, now let's dive into the questions. Please remember, this is like a conversation you can express yourself in any way you chose.

### **Script: Main Interview Questions**

1. Which best describes you: client or pharmacy personnel?
2. If client: How often do you have to pick up your medications?
3. If pharmacy personnel: About how many prescription orders do you get daily?
4. If client: What do you think is the worst or hardest step in the whole medication process including drop off and pick up?

5. If client: How often do you pick up your prescriptions on time? Do you often forget to pick them up?
6. If client: Do you work full time? What does your day typically consist of? What time does your day typically end giving you time to focus on other things? How to you incorporate picking up your prescriptions in your daily life?
7. Do you feel like any improvements can be made regarding the medication process?
8. Would things be easier if you didn't have to pick up your prescriptions? How do you think it would affect the way you take medicine?



## Reference

*Pharmaceuticals job descriptions archives*. Recruiting Resources: How to Recruit and Hire Better. (n.d.). Retrieved October 17, 2022, from <https://resources.workable.com/job-descriptions/pharmaceuticals-job-descriptions/>