

Chronic Care Range & Program

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a chronic-care range and program plan — the drug and device range for diabetes/hypertension/cardiac/etc., plus refill, adherence and retention mechanics for high-repeat chronic patients. Use it to build the most valuable patient base. For retention mechanics use the Chronic Patient Retention tool (P8).

Purpose of this tool & output

Own the diabetes, BP and cardiac patient

How the output is used

Use it to own the diabetes, BP and cardiac patient — a chronic care range and program that secures recurring monthly demand.

Important cautions

Chronic patients (diabetes/BP/cardiac etc.) are the highest-value, most-repeat pharmacy relationship — reliable availability of their monthly drugs plus a refill/reminder/delivery/adherence program retains them (a stock-out loses a monthly patient). Handle cold-chain drugs (insulin) properly. Support adherence within scope; refer clinical questions to doctors.

Companion documents

- Pharmacy Product Mix Planner
- OTC & Self-Care Range Guide
- Generic vs Branded Strategy
- Wellness, Nutraceutical & FMCG Range
- Surgical & Medical Consumables Range
- Pharmacy Private Label Strategy

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