



My



for quick and  
reliable access  
to medication

“Sănătate și FARMA”  
ediția a IV-a

#innovationforpeople

29 martie 2022



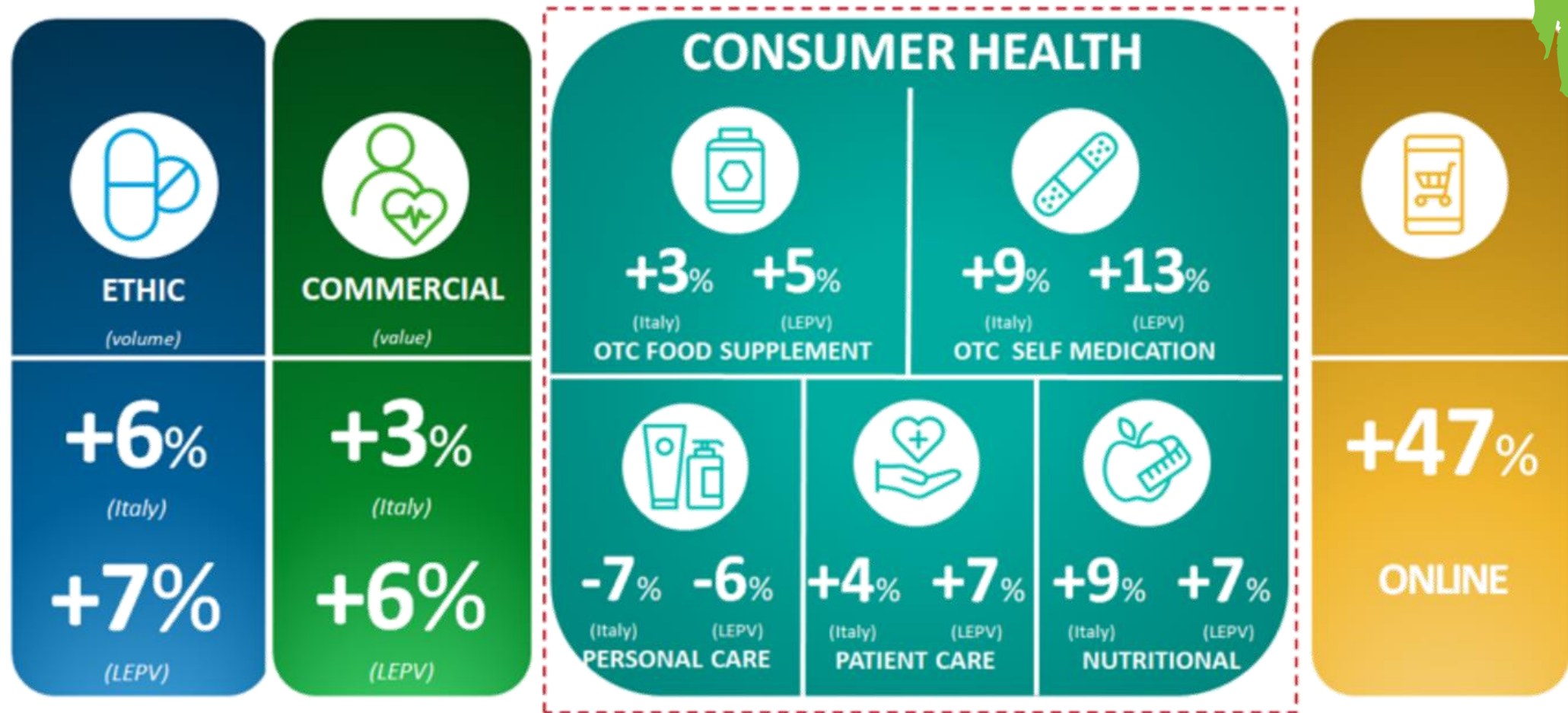
BD Rowa™

A modern and more patient-centric pharmacy is possible?

*How robotic and digital solutions can get the pharmacist closer to his patient needing*



# Impact of COVID-19 on pharmaceutical market



Source: IQVIA PTR Weekly, LEPV = Lombardia – Emilia Romagna – Piemonte – Veneto; OTH = Italy (LEPV excluded)

© IQVIA 2020. All rights reserved. This presentation is confidential and must not be used for purposes other than those for which has been drawn up and must not be disclosed, reproduced and/or revealed to third parties without the prior written consent of IQVIA

# Pharmacies under pandemic

## Challenges:

- ☐ Long queues
- ☐ Lack of pharmacist
- ☐ Extended service time
- ☐ Safety

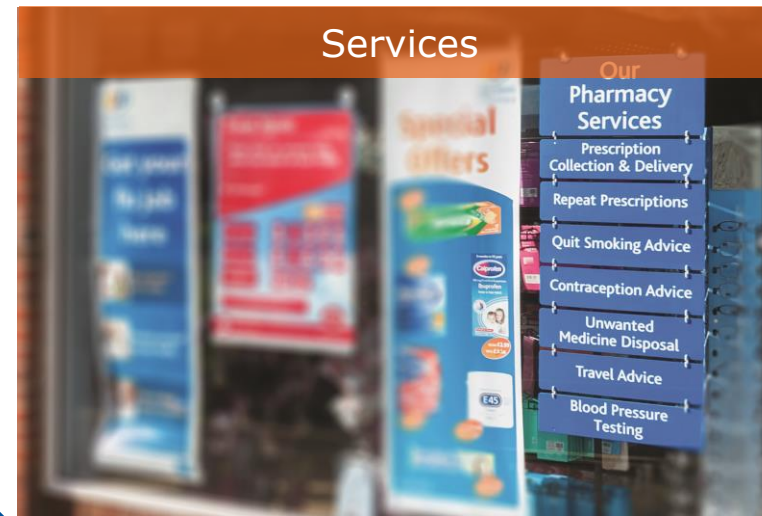
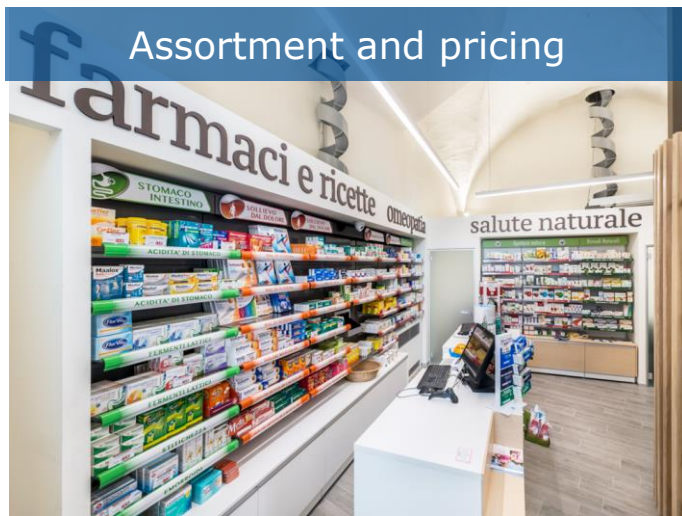


Pharmacies become the first reference point for patients and first health presidium on territory





# Challenges before and after pandemic



Same needing



Space



Time

Always ready  
to serve  
the customer





## Store & Pick



The plus for  
pharmacies:

Automatically  
more space and  
flexibility



Smart & Vmax





# Great flexibility, many possibilities

Whether on the first floor, in the basement or wrapped around a chimney stack, we can provide the perfect dispensing robot for every pharmacy.

The flexibility of our customized designs provides over 1 billion different options!



# Finding the perfect space in every pharmacy

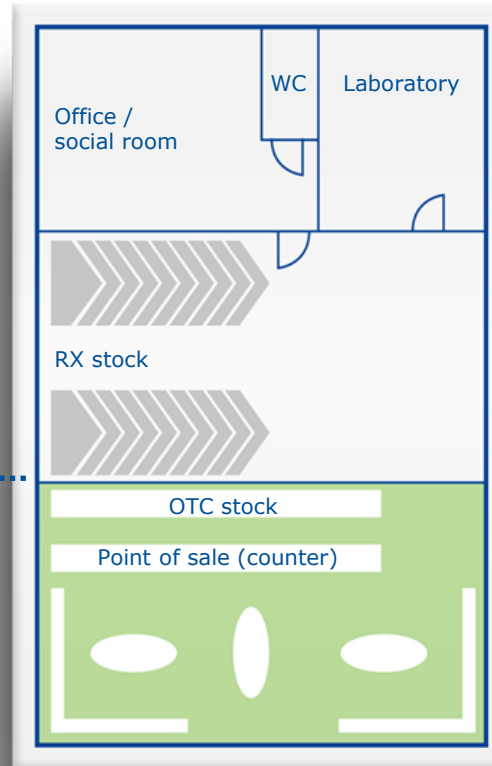
The possibility to dislocate the medications far from the counters and the high-capacity of this technology allows the pharmacies to adopt new and limitless layouts.

More space to be dedicated to extra expositions or more services to your customers

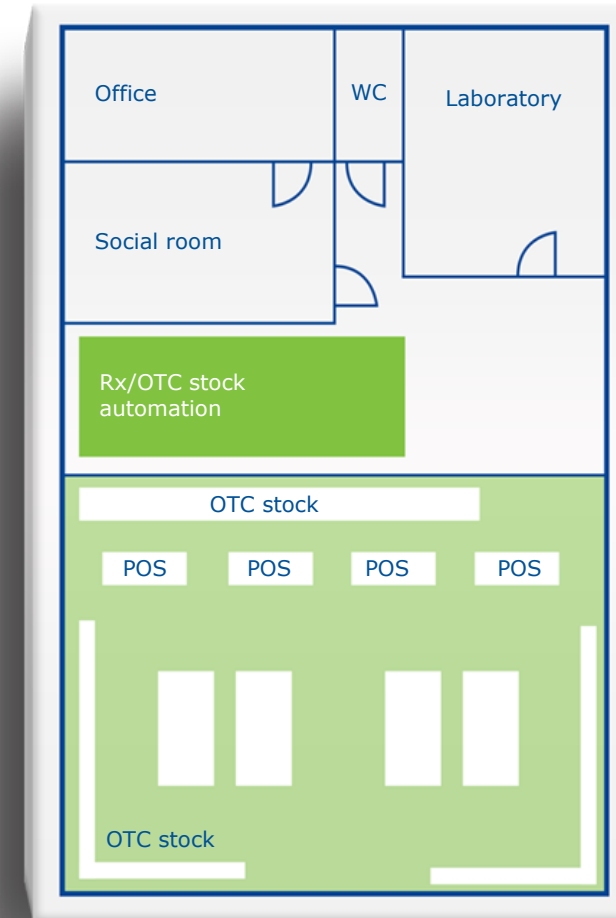


Back office

Front office



OTC stock



Back office

Front office



# Saving time to dedicate to customers

No more time spent searching products in drawers or shelves in the back-office. Product is delivered automatically at the counter.

Faster service and more time for customers for cross-selling or simply consultancy



+ Time



Having more time and space means to adopt new processes to manage:

PURCHASES,  
STOCKS,  
ASSORTMENT

SPACE IN THE  
SALES AREA

TIME AND  
NEGOTIATION  
WITH THE  
PATIENT

OPPORTUNITIES  
AND ROLES



# One plus – many benefits

Automated systems from BD Rowa™ offer you more space and flexibility right across the board. Our solutions equate to:



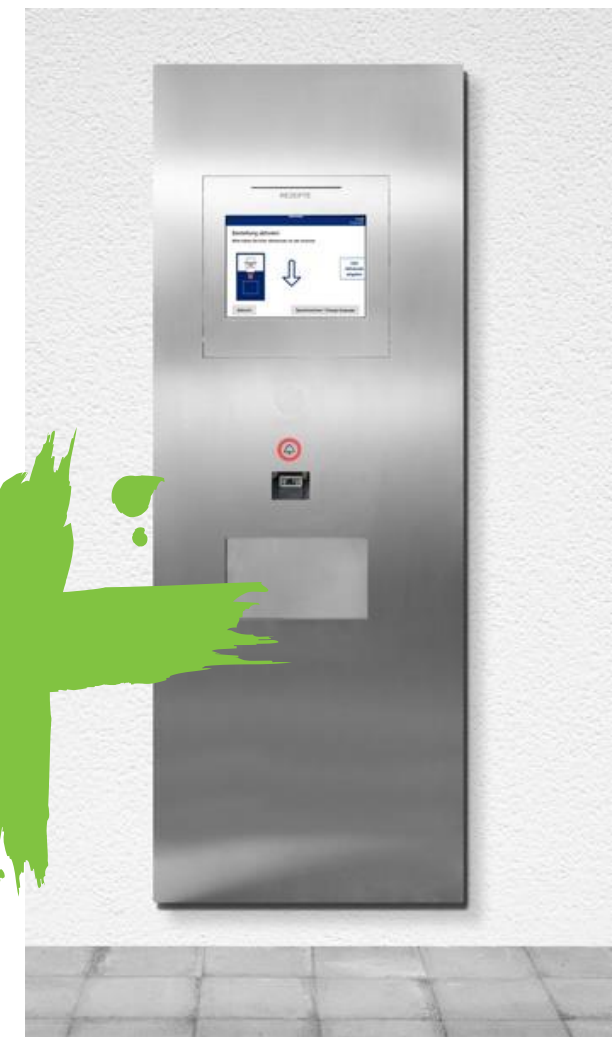
## Present & Sell



# Equipped for a digitized future

We make it easy to take your first steps in the digital world.

Our extensive range of networked technologies can make your pharmacy future-proof, service focused, an excellent customer experience - and digitally optimized.





# BD Rowa™ Vmotion

Make shopping in your pharmacy a great customer experience by introducing the digital world.



Digital OTC products



Digital OTC products



Digital shop window



## Digital shop window

Make sure your pharmacy's calling card projects the right image:

- ✦ Emotional and appealing customer communication
- ✦ Grab attention with **bright, attractive and varying content**
- ✦ Extremely visible, semi-outdoor screens offer **high light intensity and UV resistance**
- ✦ 24/7 visibility - can be used for **emergency service** information
- ✦ Premium templates to present **services, offers, campaigns** etc.





## Digital OTS products

For information and incentives to buy:

- ✦ Highlighting of special products, **offers, and services**
- ✦ Emotional customer appeal with **images and videos**
- ✦ Premium **templates, videos and campaigns** available
- ✦ Increased anti-theft protection and **less capital commitment**
- ✦ Function for **group presentations** in branches

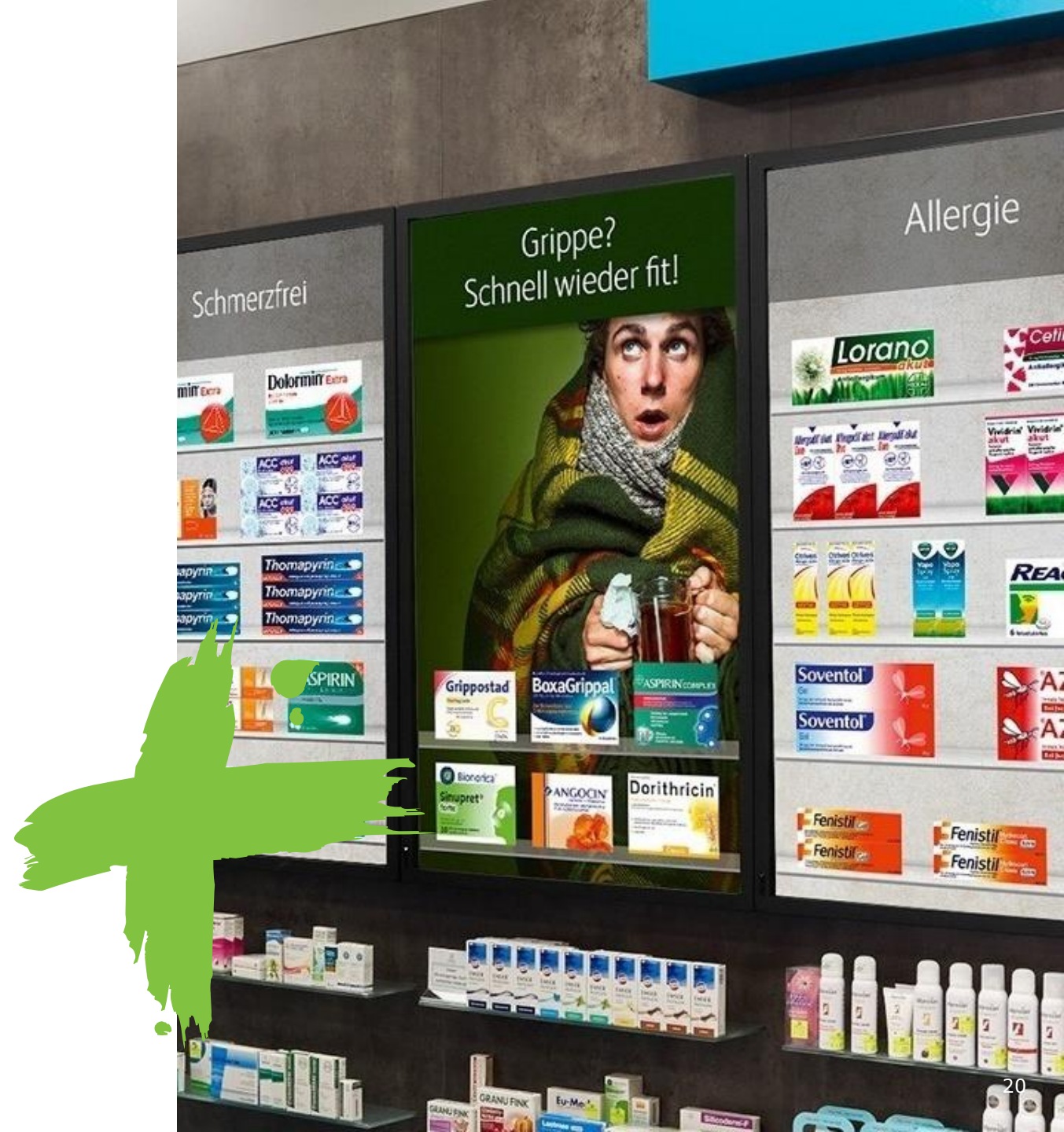




## Digital OTC products

Attention-grabbing, informative, and practical aid for consultations

- ✦ Grabbing of **customers' attention**
- ✦ **Dynamic content** available for every counter
- ✦ **Large and small package images** and product information
- ✦ The customer can **compare prices and package sizes** directly
- ✦ **Suitable additional recommendations** and alternative products
- ✦ **Advertising videos** directly from the manufacturer to support offers and campaigns



## BD Rowa™ Pickup

Customers can pick up items which have been preordered and paid for without using the counter.





## BD Rowa™ Vshelf

Automatically monitor stock with this digital management solution. It simplifies the process; ensures you have the right stock holding and is also a reliable anti-theft measure.



Vshelf

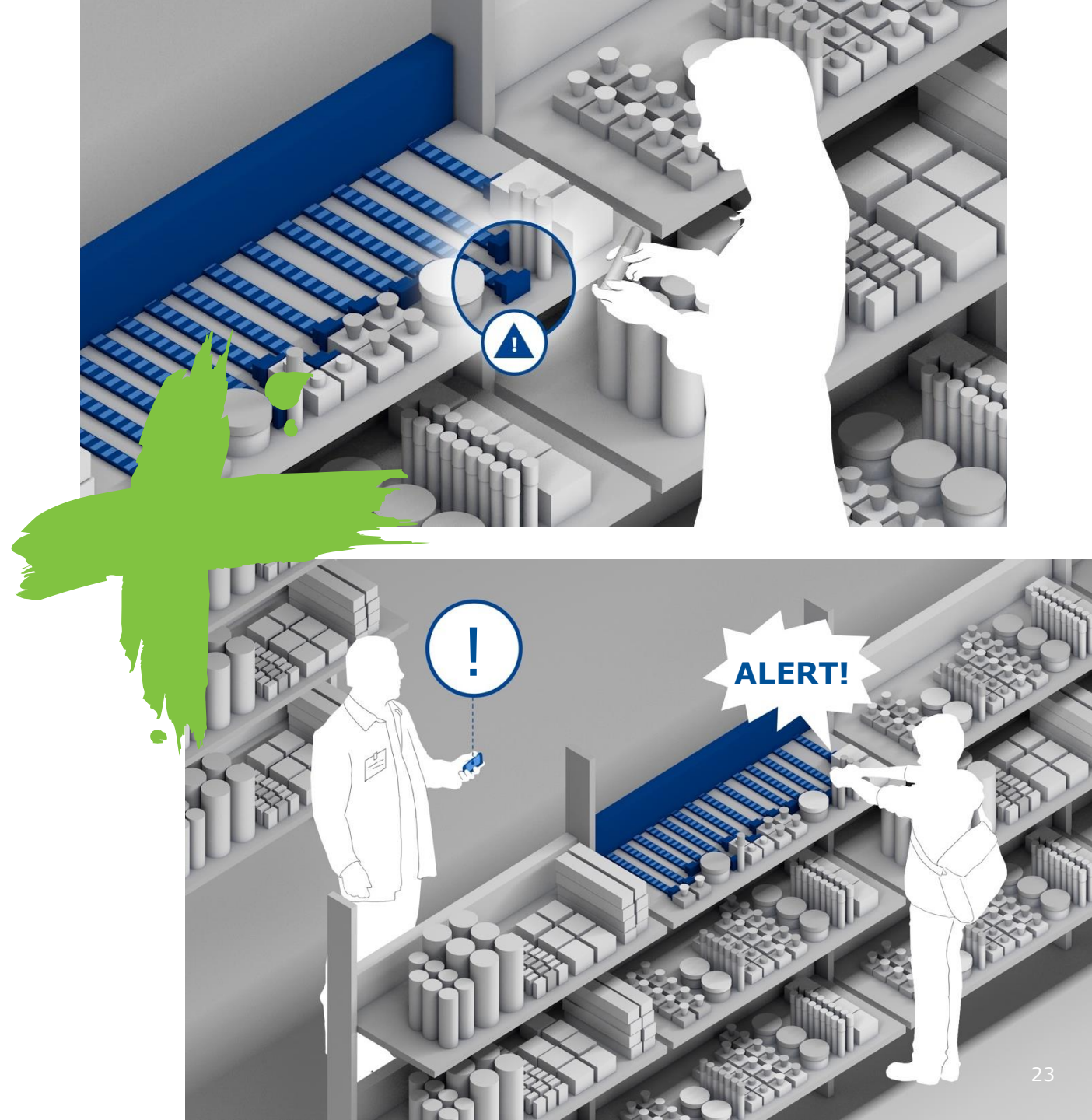




## BD Rowa™ Vshelf

Minimize goods loss reliably with integrated anti-theft measure. That means:

- ✦ Centralized, cloud-based stock control
- ✦ **Automated** management of **repeat orders**
- ✦ Simple access to online store via operating display
- ✦ **Improved product availability** for your customers
- ✦ **Minimization of stock losses** resulting from theft
- ✦ Seamless tester integration



## BD Rowa™ Self-Checkout

With BD Rowa™ Self-Checkout, customers no longer need to queue at the till. Routes within the pharmacy can be optimized to ensure the best possible customer experience - and deliver time efficiencies' and a higher turnover.



Self-Checkout



## BD Rowa™ Self-Checkout

The system not only optimizes the shopping experience for your customers, but also saves you time that you can dedicate to other duties.

- ✦ **Hygienic and cash-free** payments
- ✦ Option of paying for prescription products following consultations at the counter
- ✦ **Fast way to pay** for OTS products
- ✦ **Reduces queues** at the counter





# BD Rowa™ Self-Checkout

Advantages for you at a glance.



Optimize store  
space

- ✦ Optimize space at counter
- ✦ Offer SCO (self-checkout) in other parts of the pharmacy



Improve  
customer service

- ✦ Give customers the choice and reduce queues
- ✦ Improve customer safety with electronic payment and self-scanning



Increase  
sales

- ✦ Fewer queues and routes
- ✦ Increase OTS products capture rate (increase wallet share)



Reduce store  
costs

- ✦ Optimize consultation quality at the counter
- ✦ Lower service cost
- ✦ SCO as a service – reduce OPEX

## BD Rowa™ Inventory Loss Prevention

BD Rowa Inventory Loss Prevention optimizes the checkout process and reduces inventory differences with intelligent RF technology.



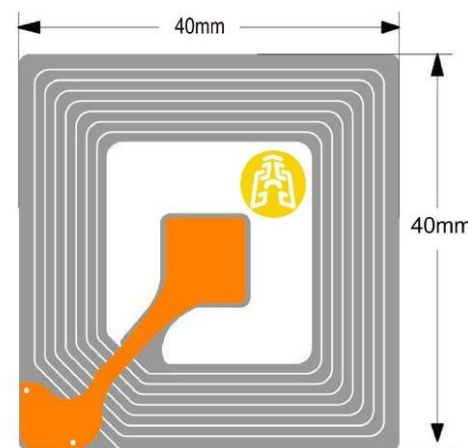
Inventory Loss Prevention



# BD Rowa™ Inventory Loss Prevention

RF Labelling to protect goods

- ✦ Can be placed **inside or outside** the product
- ✦ Very **safe solution**: sends only short radio frequency waves in the area of the gate and the smart deactivator





# Service



## BD Rowa™ Comfort Service

We offer personal support – from planning to training and after-sales service.

### ✦ Project Planning

- ✦ Our trained and experienced team can provide the ideal solution for all spaces – from construction around a chimney up to fire dampers.

### ✦ Installation & Commissioning

- ✦ Our in-house installation and commissioning team guarantees the professional installation of our solutions, taking all safety aspects into account.

### ✦ Training & Qualification

- ✦ Wide-ranging training program

### ✦ Customer Care Support

- ✦ We don't just sell you a solution, we also include a tailored support service. From initial user and Vmotion training to optimization consultations - we offer an impressive portfolio.

### ✦ Preventive Maintenance

- ✦ Regular maintenance is a matter of course for us. This helps to reduce malfunctions and fosters confidence.



## BD Rowa™ Comfort Service

Our definition of a worry-free package comprises personal contact and regular maintenance together with the installation of technology and software updates. Lean back and let us take care of the maintenance side of things.



24/7  
Hotline



Nationwide Service  
Engineer  
Network



Response &  
Recovery  
Field Service



Remote  
Access



Technology  
Updates



Software  
Updates



Local  
Backup

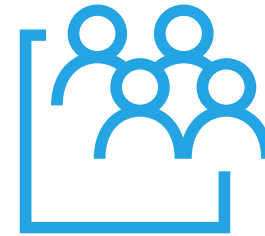


Spare Part  
Logistics

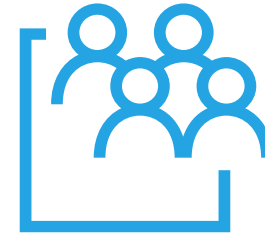


## Customer feedbacks

- + More time for patient counseling
- + More time for cross selling
- + Patient fidelization
- + Better work quality during peak hours



**91%** of pharmacist said that after automating with BD Rowa their pharmacies gained a more modern aspect




**80%** of pharmacists said that after automating their pharmacy they have more time to dedicate to patients

# Cases





 We have taken  
down the barrier  
between the  
customers and the  
pharmacy team.

TopPharm Apotheke,  
Erlinsbach (CH)  
Fabian Vaucher





## Pharmacies



“Our focus is on homeopathy. Despite our long tradition, I’m open to new concepts which change our day-to-day work for the better.”

Barlach-Apotheke,  
Bad Boll  
Christoph Schroer





“The virtual OTC displays translate into a lower stock value in this segment. We also make more bulk sales, as the customer can see the price advantage at a glance.

Rhein Apotheke,  
Germersheim  
Nadine Winkler

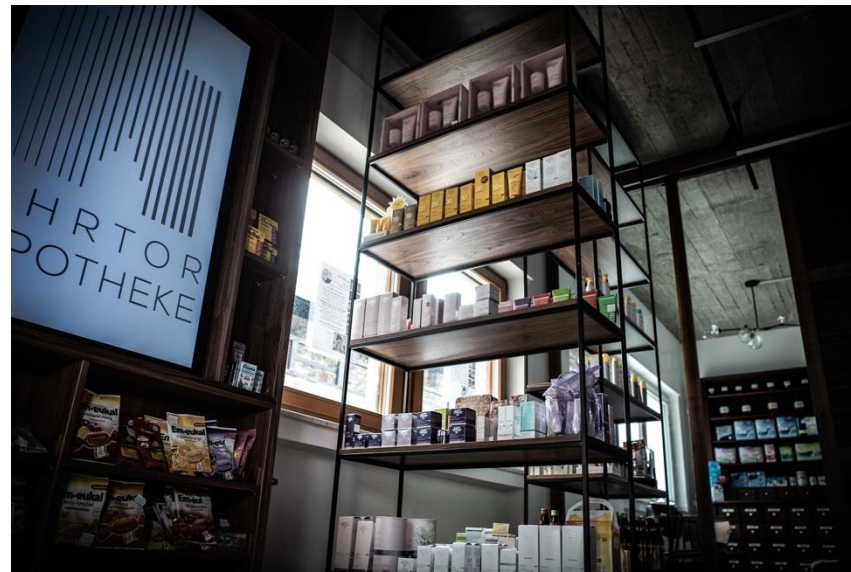






“Digitalization allows us to stay closer to the customer for longer, yet, compared to the past, we are also able to serve more customers within the same space of time.

Ahrtor Apotheke, Bad  
Neuenahr-Ahrweiler  
Linda Wnendt





## Pharmacies

“The idea was to come up with a completely new consultation concept following the refurbishment.

Apotheke am Unteren Tor,  
Bietigheim  
Andreas Bühler







The robot facilitates work at the pharmacist's counter. It is a great support to our work and was of great support especially during the health emergency, because it helped us to manage our work in total tranquility. Going back to the old way of working would be impossible.

Pharmacy Alvigini,  
Genova, Italy







From a safety point of view, it's just fantastic as the robot links the prescription to the medication via barcode – we no longer have any LASAs, they have been eliminated.

Windmill Pharmacy,  
Manchester, UK





BD Rowa™ Vmotion Displays are fundamental as they perform their action passively, that is, they capture the customer's attention, especially when they are queuing or waiting and therefore they can acquire valuable information that may relate to our service offer, consultancy days, pharmacy initiatives or simply discounts and promotions on seasonal products or commercial offers.

Farmacia Fares,  
Lucera, Italy







“Stock discrepancies and theft of non-prescription products off the shelves were an issue in my pharmacy. Thanks to the new shelving system, we are better protected against theft, the handling of packages is easier and we can also display the products attractively.

Europa Apotheke,  
Berlin, Germany





“We are satisfied with the BD Rowa robot: it's our big friend. He has limited the work and the amount of errors. The patient is again the center of attention. The unique barcode becomes a center of the pharmacy system. You do not have to leave the counter during the watch service.

Pharmacy Mertens,  
Weezemal, Belgium

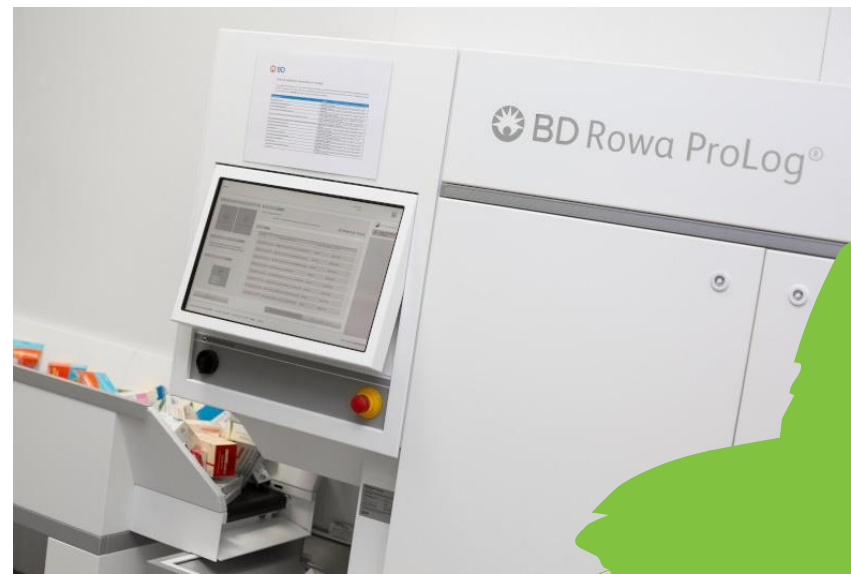






With BD Rowa™ systems and BD Rowa™ Vmotion the modernity of the pharmacy attracts customers who have been looking for something more innovative.

Farmacia Nives Sicilia Cruz,  
Spain





 The BD Rowa™  
Service department  
contacts us before  
anything even  
happens. That's  
simply great.


St. Martin Apotheke,  
Wittlich  
Vera van der Vorst





## Pharmacies



 We need a reliable partner who is there for us seven days a week.

Metropolitan Pharmacy  
Frankfurt am Main Airport  
Elmar Arnold





 Our pharmacy is perfectly organized with the Pickup Terminal and our customers are thrilled with the service.

Topfama Apotheken,  
Aartselaar



# BD Rowa™ –

a global player  
in medical  
technology

## BD (Becton, Dickinson and Company) was founded in New Jersey in 1897

Today, BD employs more than  
**70,000 people** around the world.  
The company comprises the following  
divisions: **BD Medical, BD  
Interventional, and BD Life  
Sciences.**

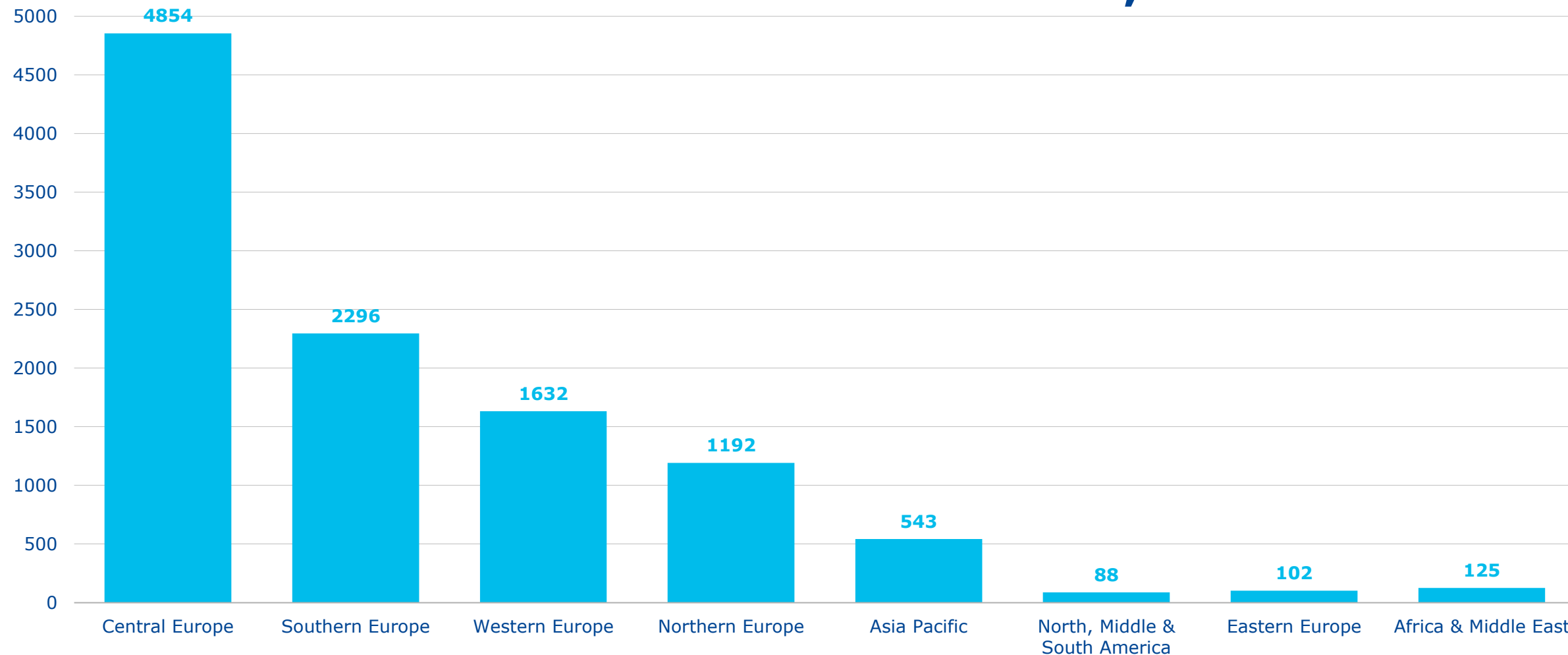




Figures

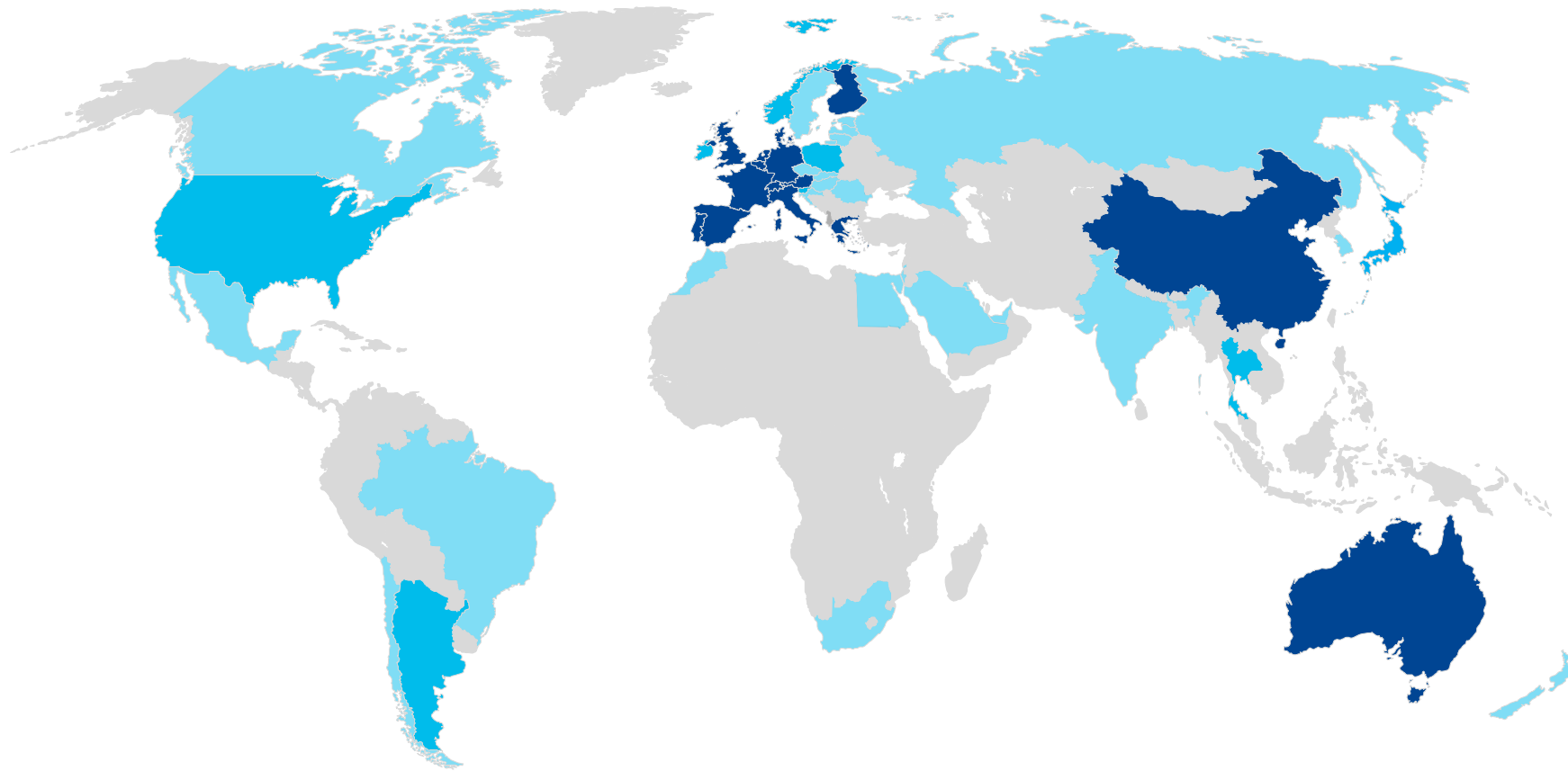
## BD Rowa™ installations

Robotic units installed, ranked by region (as of October 2021)



Total  
**10,000+ units**

# BD Rowa™ around the world



## **Established**

Germany, Austria, Switzerland, Italy, Spain, Portugal, Greece, France, Belgium, Netherlands, Luxembourg, UK, Denmark, Finland, Australia, China



## **Developing**

Poland, Slovenia, Japan, Argentina, USA, Ireland, Norway



## **Starting**

Israel, Slovakia, Czech Republic, Hungary, Romania, Estonia, Latvia, Lithuania, Croatia, Canada, Brazil, Mexico, Chile, South Africa, Sweden, Saudi Arabia, UAE, South Korea, New Zealand, Egypt, India, Kuwait, Maroc, Russia, Singapore, Thailand

Who am I?

## Pablo Urbini

Regional Sales Leader Eastern Europe and Israel

- + Electronic Engineer
- + 15 years in Rowa
- + More than 100 projects and 150 robots sold to Italian pharmacies, online pharmacies and wholesalers
- + Several projects outside healthcare market (textile, small parts, cosmetic, mobile phone repair, etc)
- + Since 2019 responsible of Sales Partners in Eastern Europe and Israel



[www.linkedin.com/in/pablourbini](https://www.linkedin.com/in/pablourbini)



Pablo Urbini



# Întrebări ?

# Multumesc !

© 2021 BD. All rights reserved. BD, the Logo, Rowa, Rowa Crate, Rowa Dose, Rowa Label Printer, Rowa Mosaic, Rowa Order Buffer, Rowa Pickup, Rowa ProLog, Rowa Self-Checkout, Rowa Smart, Rowa Vshelf, Rowa Vmax and Rowa Vmotion are the property of Becton, Dickinson and Company. All other trademarks are the property of their respective owners. BD-30874