PHARMSAGE · MARKETING PARTNER PLAYBOOK

by Futuryntix UK Ltd

How to take PharmSage to market.

The positioning, audience, message and channels for marketing PharmSage — plus the compliance guardrails that keep every campaign safe in a regulated, NHS-adjacent market.

ONE MESSAGE

Recover NHS income already earned

ONE BUYER

Community pharmacy owners

GUARDRAILS

What you can & can't claim

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What PharmSage is, in one breath.

> "PharmSage is a live telepharmacy platform that helps UK community pharmacies recover the NHS income they already earn — booking pharmacist video consultations, capturing the clinical record, and surfacing every claimable penny.

THREE THINGS A MARKETER MUST INTERNALISE

It's a money story

The hook is recovered revenue, not technology. Lead with the £, never the stack.

It's pharmacist-led

The system supports the pharmacist; it never diagnoses or decides. Say so.

It's real, not roadmap

A live, built platform you can demo — but pre-pilot. Market it honestly.

THE BRAND

Trusted, clinical-grade, commercially sharp. Never hypey.

We sell to pharmacists. With this audience, trust beats excitement every time.

WE ARE

- Evidence-led — every claim backed by a number or a source
- Plain-English — no jargon, no buzzwords, no "revolutionary"
- Respectful of clinical expertise — tech supports pharmacists
- Confident and calm — the quiet authority of a serious tool

WE ARE NOT

- Hypey or salesy — no "game-changer", no exclamation marks
- A consumer health-tech brand — this is a professional B2B tool
- An "AI replaces your judgment" story — that scares pharmacists
- Vague — no unverifiable, hand-wavy or aspirational claims

THE CORE MESSAGE

"Recover the NHS income you already earn."

This is the headline. Everything else supports it. It works because it's not about technology, change, or risk — it's about money the pharmacy already worked for but isn't capturing. Loss aversion sells harder than novelty.

Approved variants:

"Every Pharmacy First consultation, claimed." · *"Stop leaving NHS money on the counter."* · *"See a pharmacist by video — usually within the hour." (patient-facing)*

THE AUDIENCE

One decision-maker. Three sizes.

The buyer is almost always the owner or superintendent pharmacist. Speak to them, not to IT.

THE INDEPENDENT

Owner-pharmacist, 1 branch

Time-poor, margin-squeezed, does the claims themselves at month-end. Hook: time + money back. ~6,200 of them.

THE SMALL CHAIN

2–9 branches

Owner with an area manager. Wants visibility and consistency across branches. Hook: control + compliance roll-up.

THE ENTERPRISE

10+ branches

Head-office operator. Slower sale, bigger value. Hook: standardisation, data, integration. ~140 groups.

Trigger moments to target: month-end claim crunch · new Pharmacy First fee changes · CPCF announcements · staff shortages.

MESSAGING PILLARS

Four pillars. Always tied to a proof.

Recover revenue

"Every claimable penny, made visible."

Proof: the recovered-revenue dashboard, baseline → uplift.

One workflow

"Replaces five disconnected systems."

Proof: marketplace → consult → capture → claim, one record.

Clinically governed

"As auditable as it is accessible."

Proof: DSP-T, DCB0129, pharmacist-led, full audit trail.

Live & built

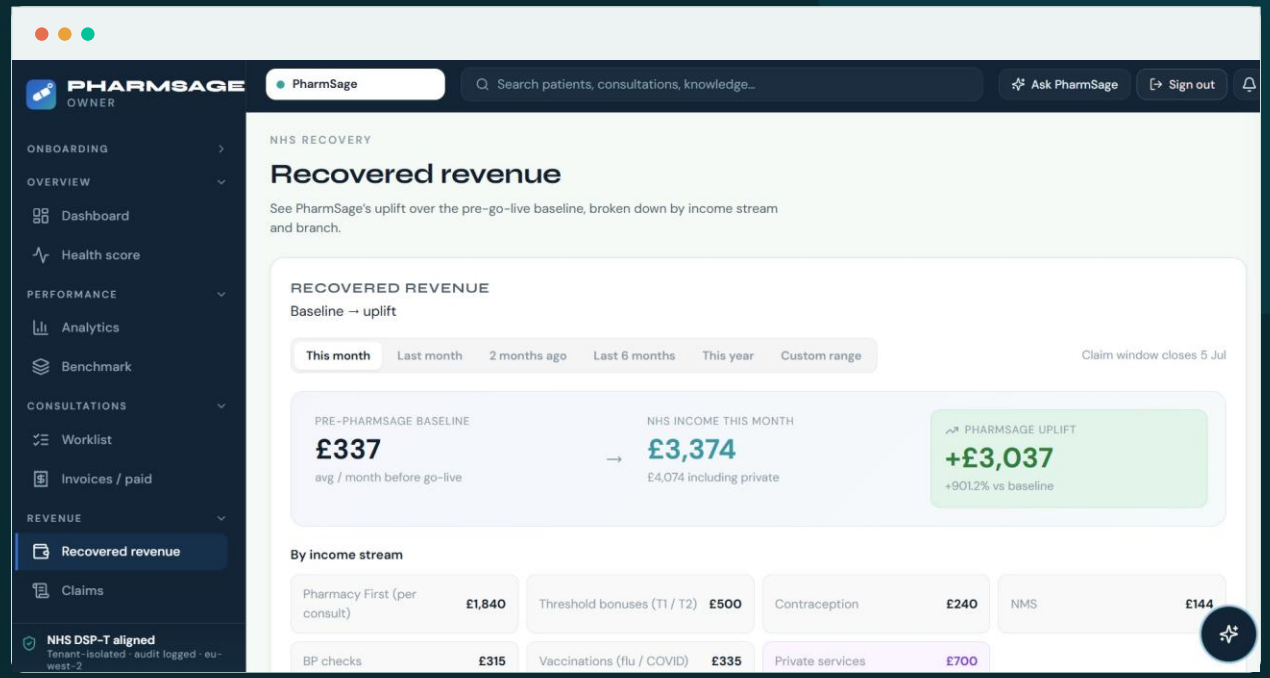
"A real platform, not a roadmap."

Proof: live multi-tenant product, demo-able this week.

THE HERO ASSET

This screen is your best salesperson.

- Lead campaigns with the recovered-revenue number, not the UI
- "£337 → £3,374" tells the whole story in one glance
- Use it in ads, landing pages, and the demo CTA
- Pair it with: "see your pharmacy's number in 30 minutes"



The money shot · use this everywhere

What you CAN and CANNOT say.

This is a regulated, NHS-adjacent, AI-involved product. These rules keep us out of ASA, NHS and MHRA trouble.

✓ YOU CAN SAY

- "Recover NHS Pharmacy First income you've earned"
- "NHS-registered" / "aligned with NHS DSP-T" (both true)
- "Pharmacist-led video consultations"
- "Built for the NHS Pharmacy First service"
- Public, sourced figures (£645m pool, under-claim stats)

✗ YOU CANNOT SAY

- "NHS-approved / endorsed / recommended" — NHS endorses nothing
- "AI diagnoses / decides / prescribes" — it's pharmacist-led
- Use the NHS logo or imply an NHS partnership
- Fake testimonials or patient outcomes — none exist pre-pilot
- "You WILL recover £X" — say "typical / illustrative" only

WHY IT MATTERS

Three bodies are watching. Get it wrong and we all pay.



ASA

Advertising Standards

Every claim must be truthful and substantiated. "Recover £50k" without "typical/illustrative" is a breach. Keep evidence on file.



NHS Identity

NHS brand rules

The NHS does not endorse commercial products. Never use the NHS logo or imply partnership. "NHS-registered" is fine; "NHS-approved" is not.



MHRA

Medical device line

Claim the software makes clinical decisions and it becomes a regulated medical device. Always: "pharmacist-led", "supports", "knowledge".

Rule of thumb: if a claim could be read as "a patient was treated" or "the NHS backs us", run it past Aman before it ships.

CHANNELS

Where community pharmacy owners actually are.

LinkedIn

Owner-targeted + founder-led. The 10-day build story is great content.

Pharmacy trade press

C+D, P3 Pharmacy, Pharmacy Magazine — credibility & reach.

Buying groups

Numark, Avicenna, PSUK — partner for warm distribution.

Industry events

The Pharmacy Show (NEC), Sigma, NPA — demo in person.

Webinars / demo

"See your recovered revenue" — demo-led, lead-gen engine.

Direct + referral

Targeted outreach tied to the partner-portal referral flow.

CAMPAIGN IDEAS

Four campaigns, ready to run.



"Recovered Revenue Calculator"

Lead magnet. "How much NHS income is your pharmacy leaving on the table?" Interactive, gated, feeds the demo CTA.



"See your number in 30 min"

Demo-led campaign. The recovery dashboard against their own data is the entire pitch. Low-friction booking.



"Pharmacy First, fully claimed"

Educational content on under-claiming — useful, shareable, positions PharmSage as the fix. SEO + trade press.



Founder build-in-public

Aman on LinkedIn: the 10-day build, the why, the journey to pilot. Authentic, cheap, builds trust & inbound.

THE FUNNEL

From attention to onboarded pharmacy.

Marketing owns the first two steps. Then hand to the demo — PharmSage closes and onboards.



Attract

Content, ads, events, trade press — the recovered-revenue hook.



Capture

Calculator or demo booking. Gated lead, attributed to channel.



Demo

PharmSage runs the live demo against the owner's numbers.



Onboard

We provision the tenant and go live — pharmacy is a customer.



Advocate

First recovered £ becomes the case study that feeds the top.

Every lead carries a referral / channel code so marketing spend is attributable end-to-end in the partner portal.

Stay on-brand. Stay credible.

PALETTE

Ink	Deep	Teal	Sea	Mint	Amber
#0B2B33	#036672	#028090	#00A896	#02C39A	#E9A23B

BRAND PACK

Logo, fonts and screenshot library available in the brand pack — ask Aman for the latest set.

DO

- Frame screenshots in clean device/browser cards
- Calm teal palette · Cambria headers · plain body
- Lots of white space — let the number breathe

DON'T

- Use NHS blue or anything resembling the NHS logo
- Stock photos of "happy patients" implying outcomes
- Loud gradients, neon, or consumer-app styling

WHAT GOOD LOOKS LIKE

We measure demos booked, not impressions.

This is a considered B2B sale. Vanity reach doesn't matter — qualified pharmacy-owner demos do.

Demos booked

The north-star metric — qualified owner demos per month.

Cost per demo

Spend efficiency by channel — kill what doesn't convert.

Lead → demo rate

Quality of targeting and message-market fit.

Demo → pilot rate

Shared with sales — closes the marketing-to-revenue loop.

GET STARTED

What you've got, and what's next.

ASSETS AVAILABLE NOW

- Approved messaging & this playbook
- Brand pack: logo, palette, fonts
- Screenshot library (patient + pharmacist + owner)
- The recovered-revenue hero asset
- Sales & partnership decks for reference

FIRST 30 DAYS

- Align on the core message & guardrails
- Stand up the calculator + demo-booking funnel
- Launch founder-led LinkedIn + one trade-press piece
- Book the first 10 qualified owner demos

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One message. One buyer. Evidence over hype.

Lead with recovered revenue. Speak to the owner. Respect the clinician. Stay inside the guardrails. Measure demos, not noise.

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