



PHARMACEUTICAL
SOCIETY OF KENYA



Kenya Pharmaceutical Association
Pharmaceutical Excellence



inSupplyHealth
CO-CREATING INNOVATIONS FOR HEALTH



Digital Kick-Start: Set Up Google Business Profile & Ethical Marketing

Training Session Ground Rules

- Participants are **muted** during the entire course of this session.
- Please ask questions via the **Q&A** tab at the bottom of your window. Questions shall be addressed by presenters at the end of the session.
- **NOTE:**
 - This session is being recorded and will be made available on **inSupply's Health YouTube page**



What you will Learn

Optimizing Your Pharmacy on Google Business Profile:

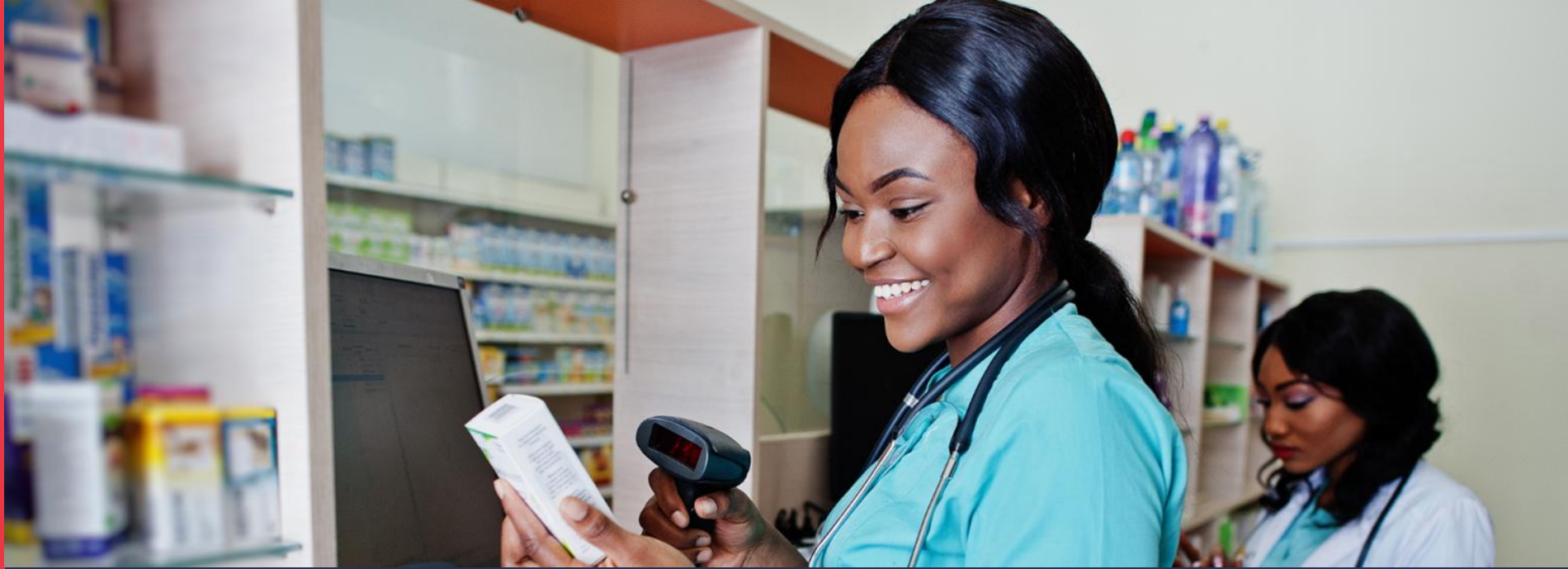
- What is Google Business Profile
- How Google Business Profile Works
- How to Set Up Your Google Business Profile- Demo Session



Ethical and Legal Marketing:

- Legal Basics & Account Supervision
- Content Rules: What to Post & What to Avoid
- Special Focus – Family Planning & Reproductive Health
- The Application Process & Compliance Checklist





Google Business Profile

Bernard

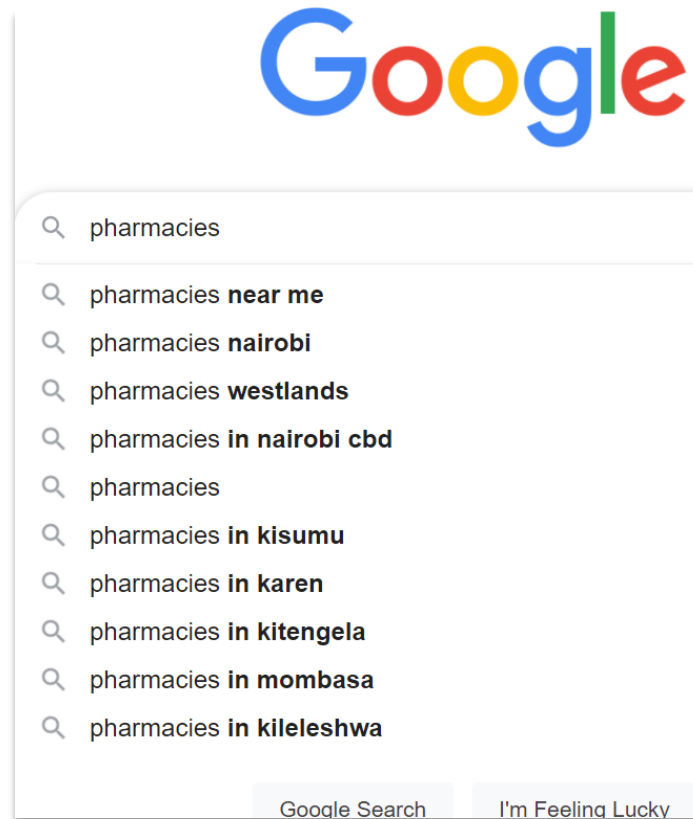


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Tip 2 - Be Googleable: Set up your pharmacy on Google Business Profile so customers can easily find you in search and maps.

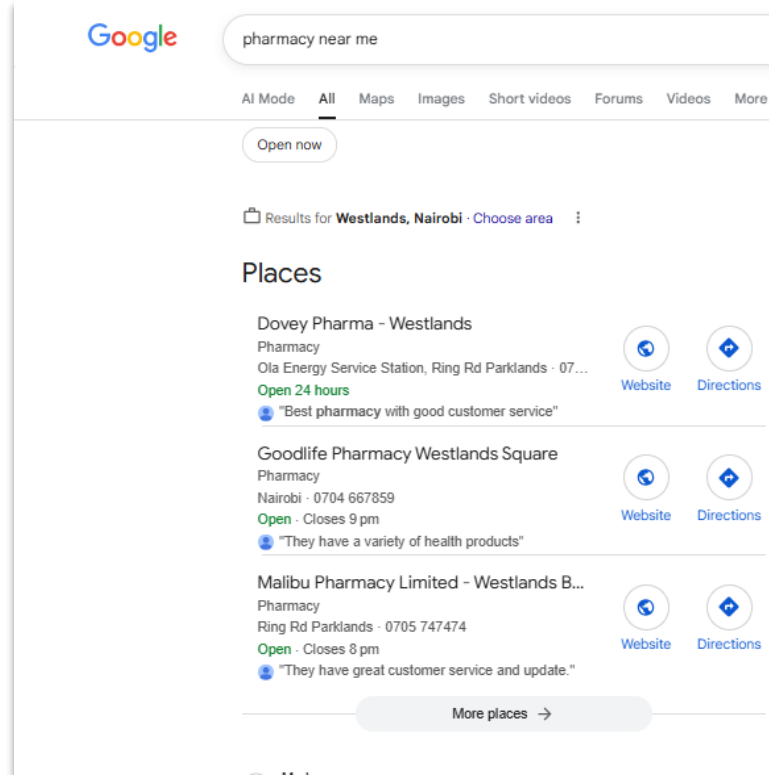
Get Found, Get Considered, Get Chosen

Google finishes my
search thoughts...



How Google Business Profile Works

But I want
Pharmacies near
me...



Google pharmacy near me

AI Mode **All** Maps Images Short videos Forums Videos More

Open now

Results for **Westlands, Nairobi** · Choose area

Places

- Dovey Pharma - Westlands**
Pharmacy
Ola Energy Service Station, Ring Rd Parklands · 07...
Open 24 hours
"Best pharmacy with good customer service"
[Website](#) [Directions](#)
- Goodlife Pharmacy Westlands Square**
Pharmacy
Nairobi · 0704 667859
Open · Closes 9 pm
"They have a variety of health products"
[Website](#) [Directions](#)
- Malibu Pharmacy Limited - Westlands B...**
Pharmacy
Ring Rd Parklands · 0705 747474
Open · Closes 8 pm
"They have great customer service and update."
[Website](#) [Directions](#)

More places →

Google Business Profile Checklist – Step by Step



1. Sign in: Go to business.google.com and log in with your Google account.
1. Add name: Click Add your business and enter the pharmacy name.
1. Category: Choose Pharmacy as the main category.
1. Address: Add the street address and place the map pin correctly.
1. Contact: Enter phone number and website.
1. Hours: Set opening and holiday hours.
1. Verify: Confirm ownership by postcard, **phone, email, or video**.
1. Details: Upload photos, list services, and add attributes like “Delivery” or “Wheelchair access.”
1. Messaging: Turn on chat or WhatsApp if desired.
1. Update: Keep hours, photos, and offers current and reply to reviews.

Empirical Pharmacy

Pharmacy

4.8 ★★★★★ (45)

Open · Closes 6:00 PM



Directions



Call



Website



Messages

📍 123 Example St, New York, NY 10001

📞 (555) 123-4567

🌐 www.empiricalexample.com

🚚 Delivery

♿ Wheelchair accessible

📄 Vaccinations

Warning: Add OTC items only; avoid restricted health products.

Facts About Google My Business

Complete Listings = More Customers

Why a full Google Business Profile matters

2.7x More likely to be considered reputable

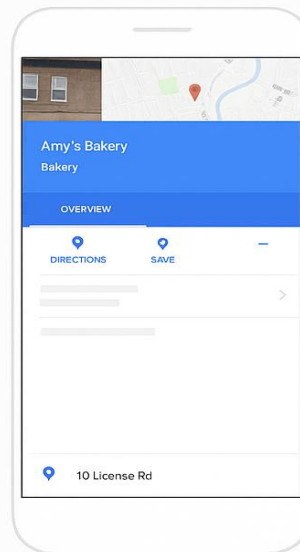
70% More likely to attract location visits

50% More likely to lead to a purchase

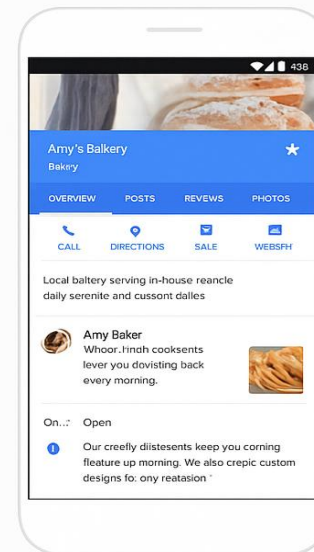
Complete profiles receive on average **7x more clicks** than empty ones.

(Ipsos Research 2017 & Ipsos MORI 2014)

Empty listing

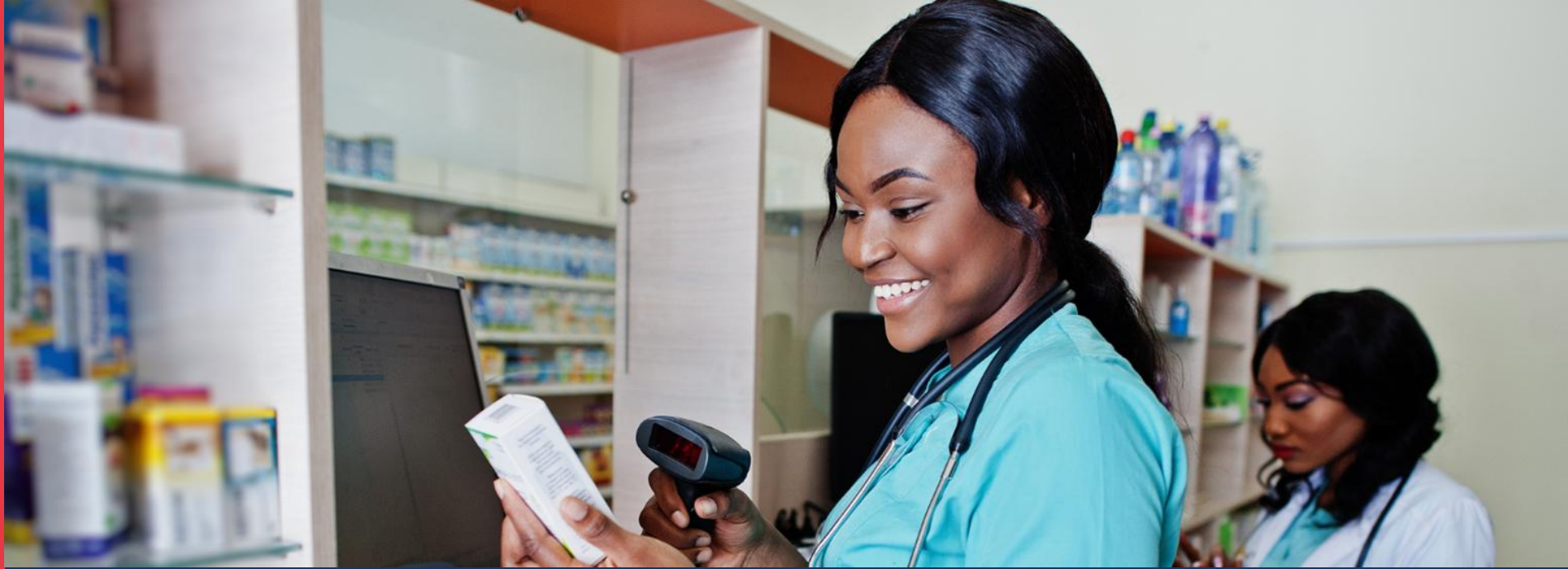


Complete listing





Google Business Profile Demo Session



Ethical and Legal Marketing

PSK & KPA



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Pharmaceutical Society of Kenya



- ❖ PSK has its own repository on where data is shared to any interested pharmacy depending on the subject matter;
- ❖ They include; PSK website, Monthly newsletters, Journals, Frequent emails, webinars/CMEs and member meetings and annual conferences
- ❖ The use of tik tok and influencers is currently what the society is doing in a bid to spread awareness on wrong advertisements of drugs such as Ozempic and other slimming medicaments and makeover procedures sanctioned by unqualified professionals.
- ❖ Information here is strictly protected and thus a pharmacist has to login with his/her registration number and password so as to control data consumption

Initiatives KPA has put in place to ensure Pharmacies Access Information



1. The KPA Official Website

The website serves as a centralized, reliable platform where member pharmacies can access:

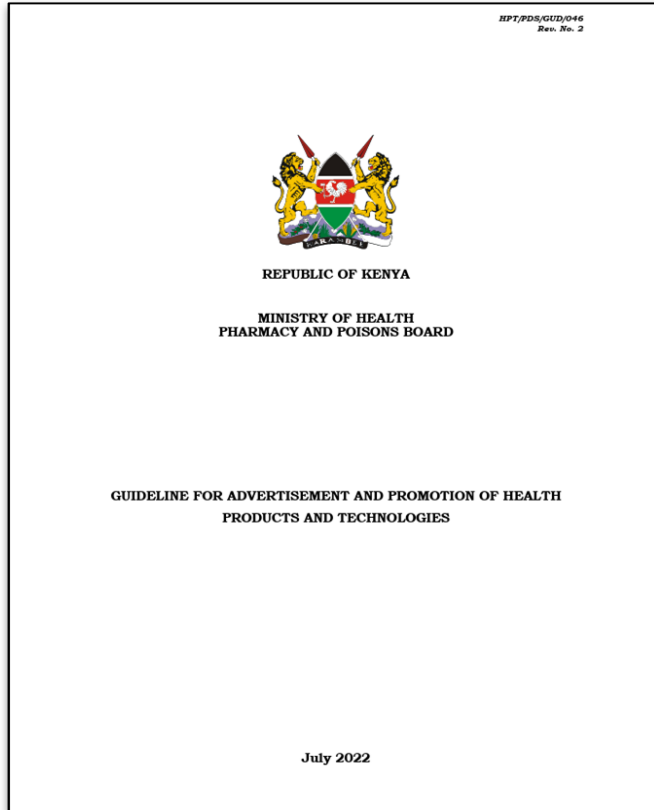
- a) Guidelines for digital marketing and other relevant professional guidelines,
- b) training opportunities,
- c) Official announcements, and practical tools to support quality pharmacy practice.

The information is accessible via: <https://kpanairobi.com/kpa-insupply-health-optimizing-pharmacy-channel/>

2. Official Communication and Updates

Acts as one of the primary sources of verified KPA Communication on; Policy updates affecting pharmacy practice, Regulatory advisories and compliance notices. Such communications utilizes channels such as; social media, bulk sms, official circulars, conferences, CMEs, Emails, WhatsApp groups.

Ethical and Legal Marketing



- CAP 244 and PPB guidelines on advertisements and Promotions of Health Products and Technologies July 2022
- Guideline for Advertisement and Promotion of Health Products and Technologies
- <https://web.pharmacyboardkenya.org/download/guideline-for-advertisement-and-promotion-of-health-products-and-technologies>.
- Kindly use the above references to find drugs and prohibited services for advertisement

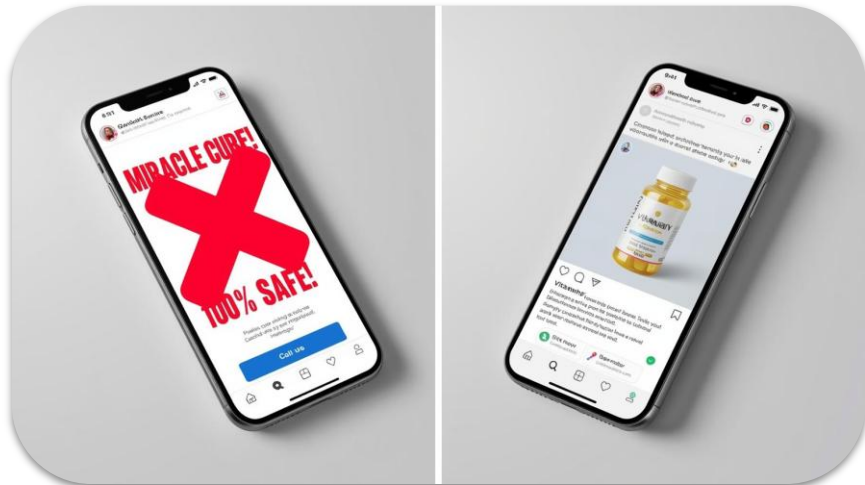
Legal Basics & Account Supervision



Key Points:

- **Mandatory Approval:** No health product or technology can be advertised on any medium (Facebook, WhatsApp, YouTube, etc.) without **written permission** from the PPB.
- **Professional Oversight:** Online platforms must be operated, maintained, and supervised by a registered pharmacist or enrolled pharmaceutical technologist.
- **Strict Prohibitions:**
 - **No Influencers:** You cannot use celebrities, social media influencers, or government agency accounts to market products.
 - **No HCP Endorsements:** Healthcare professionals cannot use their status to endorse specific medicines for personal enrichment.

Content Rules: What to Post & What to Avoid



Key Points:

- **Product Categories:**
 - **General Sales (GS):** The *only* category allowed for public advertisement.
 - **Prescription Only (POM): Prohibited** from public advertising. You cannot post images or brand names of POMs. You may only share factual/scientific information.
- **Banned Language:** Never use words like "Magic," "Miracle," "Super Potency," or "Cure".
- **Safety Claims:** Do not claim a product is "Safe," has "No side effects," or is safe because it is "natural".
- **Managing Engagement:** You are required to monitor comments and correct "misinformation" or false claims posted by users on your page.

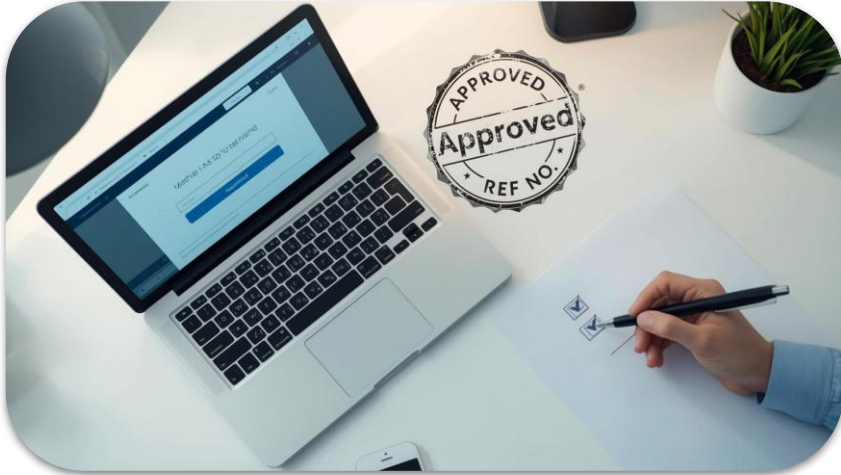
Special Focus – Family Planning & Reproductive Health



Key Points:

- **Service vs. Product:** Since hormonal contraceptives are Prescription Only (POM), you **cannot** advertise specific brands (pills/injectables) or display their images. Instead, market your **consultation services**.
- **Medical Devices:**
 - **Condoms:** Can be advertised (General Sale), but avoid claims of treating "sexual weakness" or "premature ejaculation".
 - **IUDs:** If they require professional insertion (POM), advertise to Healthcare Professionals only, not the public.
- **Strictly Prohibited:**
 - Any advertisement promoting the procurement of miscarriage (abortion).
 - Claims of curing habits associated with "sexual indulgence" or restoring sexual functions.
 - Indecent images or pictures of sexual organs.

The Application Process & Compliance Checklist



Key Points:

- **The Process:** Apply via the Pharmacy and Poisons Board Portal. Fees are Kshs. 5,000 per advertisement, per medium, per product.
- **Timeline & Validity:** Review takes up to 30 working days. Approval is valid for **one year**.
- **Mandatory Display:** You must include the **PPB approval reference number** on all promotional materials.
- **Compliance Checklist:**
 - Is the product registered/retained?.
 - Is the page supervised by a professional?.
 - Is the content free of "safe/miracle" claims?.
 - Do we have the PPB Ref No. visible?.

Q & A

Sheila

Communications

Engaging on Social Media: Hashtags

Primary Hashtags

- #AdvancedFPinPharmacy
- #FPinPharmacy

Secondary Hashtags

- #FamilyPlanning
- #DMPASC
- #ContraceptiveThursdays
- #Reproductivehealth

Always tag inSupply Health and Associations on Facebook, X (Formerly Twitter), and LinkedIn.

Why Monitor

#AdvancedFPinPharmacy

- Measure reach & engagement of FP-in-pharmacy content
- Strengthen advocacy and messaging
- Demonstrate momentum & demand for pharmacy FP services



Lifting Up Healthcare for Women & Girls





Build the confidence in her:

150 mcg Desogestrel & 30 mcg Ethinylestradiol

Advanced pill for young patients:

- Low rate of bleeding irregularities
- Lesser weight gain
- No amenorrhea
- Reduces frequency of nausea and headaches
- Lesser chances of acne & hirsutism



PRONTA 1 is a ONE tablet:

- 1.5 mg Levonorgestrel
- Progestin-only emergency contraceptive pill

Benefits :

- Safe to use
- Extended release (XR)
- Effective method
- Works right away if used within 72 hours
- Easily available
- Can be used by women of all age



Misoprostol 200 mcg Tablets:

- Pregnancy termination less than 13 weeks (91 days) gestation
- Post abortion care: incomplete a bortion or miscarriage and inevitable abortion
- Missed abortion (miscarriage) and intrauterine fetal death
- Cervical preparation for surgical abortion
- Postpartum hemorrhage prevention and treatment



Thank you!



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