

THE MID-MONTH

Magazine

April 2023



Top Trends

BB insights

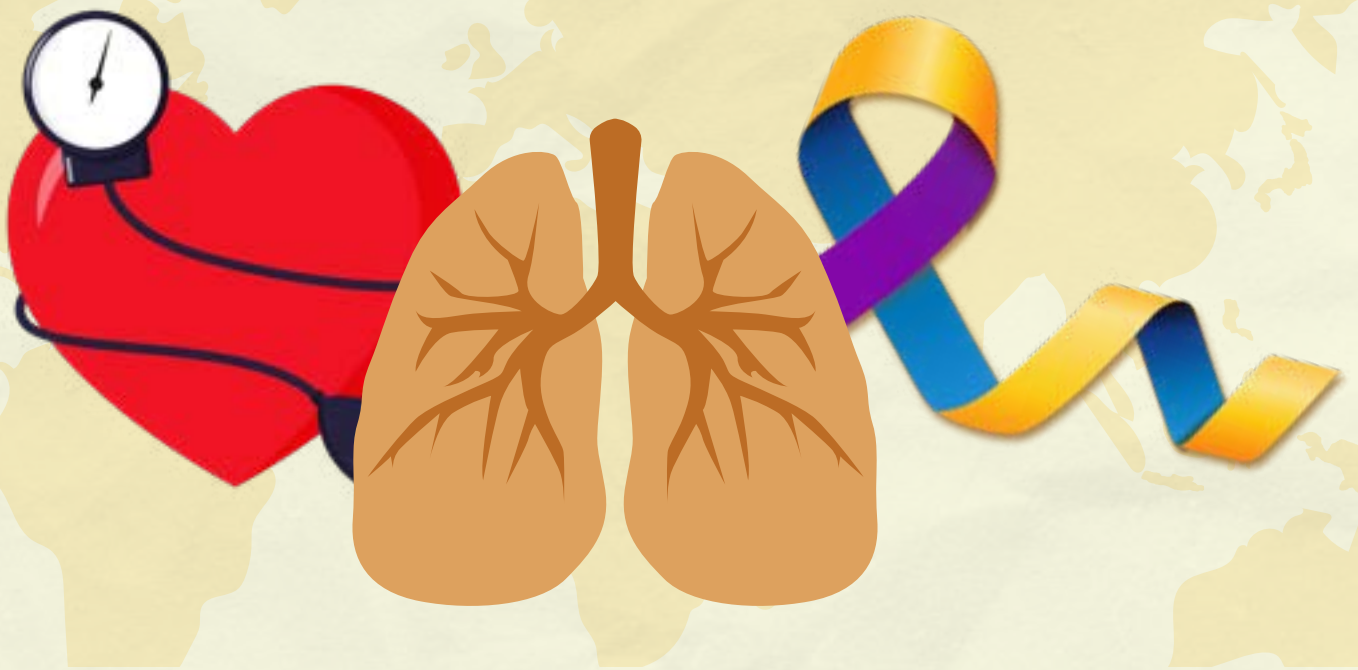
Tips & Tricks

AI in healthcare

Healthcare Events

Immunization week

UPCOMING HEALTHCARE EVENTS IN MAY



**Bladder Cancer Awareness Month
World Asthma Day & World Hypertension Day!**

2 May 2023

World Asthma Day

World Asthma Day is an annual event that takes place on the first Tuesday of May.

The day is organized by the Global Initiative for Asthma (GINA) to raise awareness about asthma, a chronic respiratory disease that affects millions of people around the world. **The goal of World Asthma Day is to improve asthma awareness and care globally**, through education, advocacy, and outreach activities.

The day also aims to encourage individuals with asthma to take control of their condition and improve their quality of life.

World Asthma Day is celebrated with various activities such as seminars, workshops, and public awareness campaigns, aimed at promoting asthma education and helping people to better manage their asthma.



World Asthma Day can be related to pharmacy merchandising in a few ways. For example:

1

Eye-catching displays: Create eye-catching displays that highlight asthma products, such as inhalers, nebulizers, and display the products in prominent locations to catch customers' attention.

2

Provide educational materials that explain the proper use of asthma products, as well as tips for managing asthma symptoms. This can help customers feel more confident in using these products and increase their likelihood of making a purchase.

3

Product bundling and cross-selling : Bundle asthma products with mouthwashes, as every patient that needs asthma inhalers needs to use a mouthwash after using it.

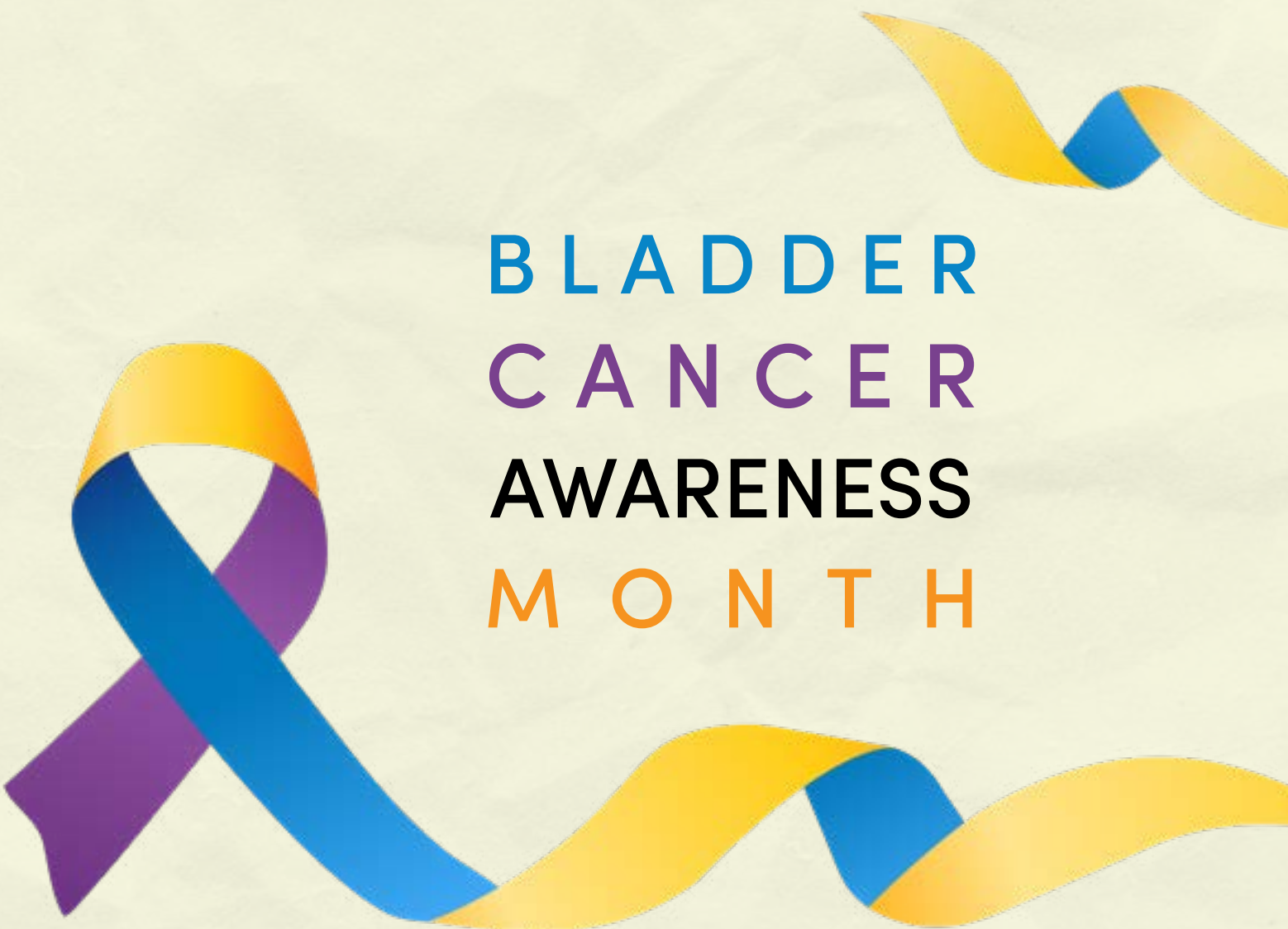
Your pharmacy is an excellent place to raise awareness about **Bladder Cancer**!

Bladder Cancer Awareness Month takes place in May and provides an opportunity to **raise awareness about bladder cancer and promote education and prevention efforts.**

Here are some ideas for activities and events that can be done during Bladder Cancer Awareness Month:

- **Informational posters:** Display informational posters about bladder cancer in visible locations within the pharmacy. The posters should include information about risk factors, symptoms, and screening recommendations.
- **Brochures and leaflets:** Place brochures and leaflets about bladder cancer in the waiting area and near the pharmacy counter. These materials can provide detailed information about bladder cancer prevention, diagnosis, and treatment options.
- **Social media campaigns:** Use the pharmacy's social media accounts to promote bladder cancer awareness. Share educational articles, patient stories, and tips for bladder cancer prevention and early detection.

- **Focus on the healthy habits** that decrease the incidence of cancer bladder, such as promoting a balanced diet rich in fruits,vegetables, and whole grains, as well as encouraging regular exercise and healthy weight management.
- **Organizing a medical day** in cooperation with pharmaceutical companies to educate people about bladder cancer.



BLADDER CANCER AWARENESS MONTH




It's the start of **IMMUNIZATION WEEK**

Let's raise awareness about immunization

World Immunization Week is an annual global public health campaign that takes place during the last week of April every year. The campaign is led by the World Health Organization (WHO) and aims to promote the use of vaccines to protect people of all ages against preventable diseases.

The week raises awareness about the importance of immunization and encourages people to get vaccinated, regardless of their age, gender, or location. The theme of World Immunization Week varies every year, with a focus on different aspects of immunization, such as access to vaccines, vaccine safety, and vaccine innovation. World Immunization Week is an important initiative to promote global health and reduce the spread of preventable diseases.



Immunization, also known as vaccination, is one of the most effective ways to protect people against a range of infectious diseases.

Here are some of the key importance of immunization:

1. Protect against potentially dangerous diseases such as measles, polio, hepatitis and influenza.
2. Prevent the spread of viruses and infectious diseases.
3. Reduces healthcare costs by reducing the need for costly medical treatments.
4. Protecting individuals and society.
5. Stimulating the body's immune system.
6. Safe and effective.
7. Giving the vaccine to a high percentage of the population makes the disease more difficult to spread.



AI IN HEALTHCARE

Are you imagining that Artificial intelligence is having important applications in the healthcare sector!



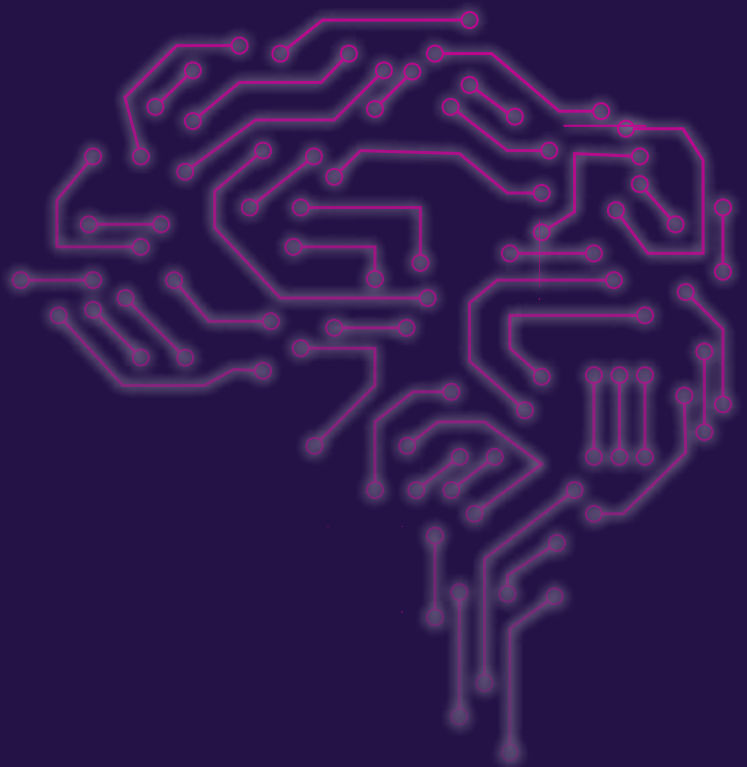
What is Artificial intelligence?

Artificial intelligence refers to the development of computer systems that can perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation. AI algorithms use machine learning and deep learning techniques to analyze data, learn from it, and make decisions or predictions based on that data.

AI can be divided into two categories: **narrow** or **weak** AI, and general or strong AI. Narrow AI refers to AI systems that are designed to perform specific tasks, such as facial recognition or voice assistants. General AI, on the other hand, refers to AI systems that can perform any intellectual task that a human can.

General AI is still largely in the realm of science fiction and is not yet a reality.

AI has a wide range of applications across various industries, including healthcare, finance, transportation, and entertainment. It has the potential to transform the way we live, work, and interact with technology, and is expected to have a significant impact on society in the years to come.



AI is being used in healthcare in a variety of ways, including:

● **Medical Imaging**

AI algorithms are used to analyze medical images such as X-rays, CT scans, and MRIs to assist radiologists in detecting and diagnosing diseases.

● **Drug Discovery**

AI is used to assist in the discovery of new drugs by predicting the effectiveness of certain compounds, identifying new targets for drug development, and analyzing the results of clinical trials.

● **Personalized Medicine**

AI algorithms can analyze patient data to provide personalized treatment recommendations based on an individual's medical history, genetics, and other factors.

● **Virtual Assistants**

Virtual assistants powered by AI can help patients schedule appointments, track medication schedules, and provide answers to common medical questions.



Patient Monitoring

AI can be used to monitor patients remotely, alerting healthcare providers to changes in vital signs or other health metrics that may require attention.



Medical Diagnosis

AI-powered diagnostic systems can analyze patient data such as symptoms, medical history, and test results to provide accurate and efficient diagnoses.



Predictive Analytics

AI algorithms can analyze large datasets to identify patterns and predict future health outcomes.



ARTIFICIAL INTELLIGENCE CHALLENGES IN MARKETING



BB insights

Regardless the benefits of Artificial Intelligence in marketing applications, there are still some challenges of AI in marketing:

1

Data quality and privacy:

AI relies on large amounts of data to make accurate predictions and decisions. However, if the data is of poor quality or biased, the AI algorithms may produce inaccurate results. Additionally, privacy concerns can arise when collecting and using personal data for marketing purposes.

2

Lack of transparency:

AI algorithms can be complex and difficult to understand, making it challenging for marketers to analyze the results and understand how they were generated. This can lead to a lack of trust in the technology and a reluctance to adopt it.

3

Human expertise and creativity:

While AI can automate certain tasks, it cannot replace human expertise and creativity. Marketers still need to have a deep understanding of their audience and be able to craft compelling messages and experiences.

4

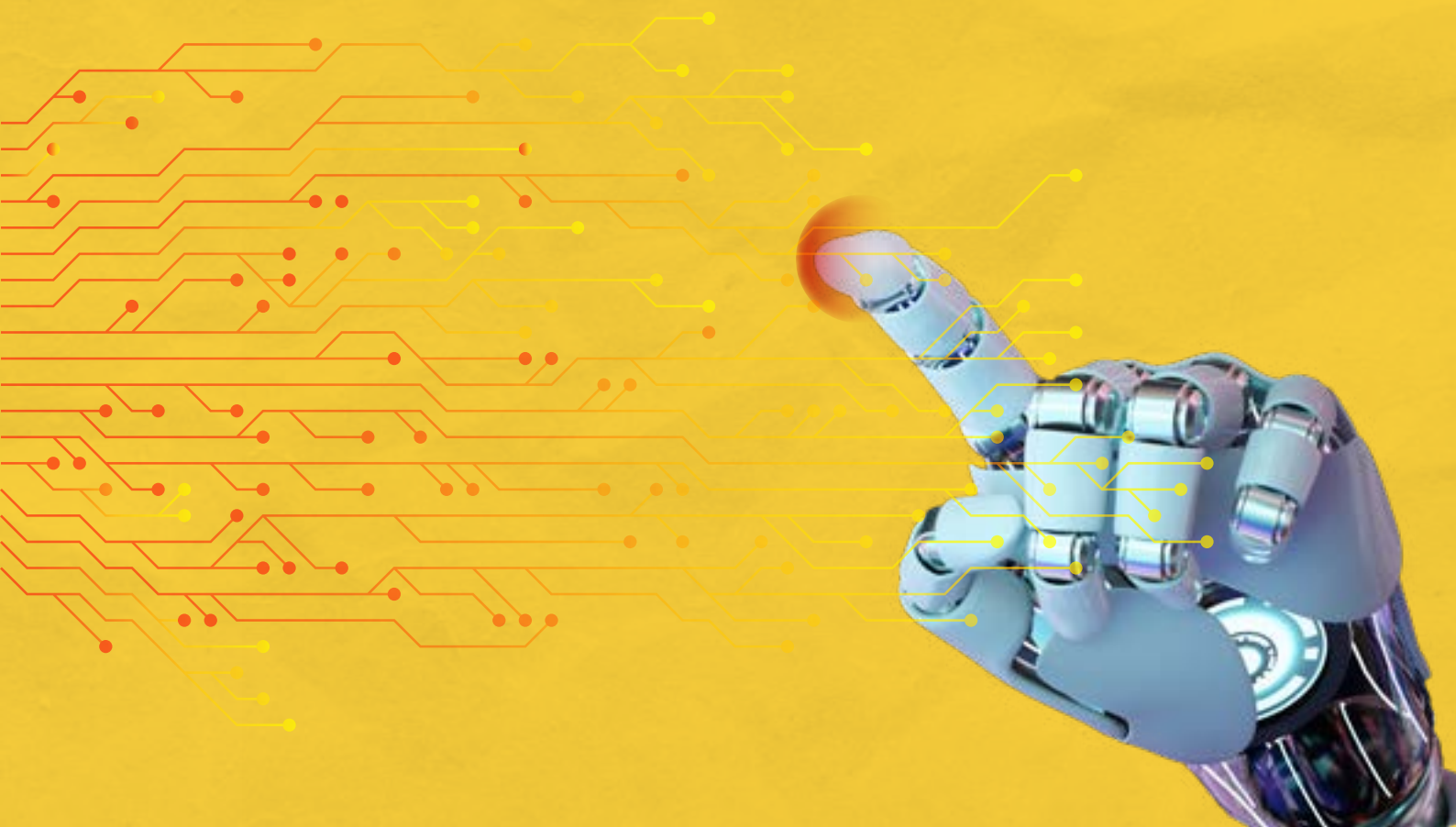
Integration with existing systems:

Implementing AI in marketing requires integrating it with existing systems and processes, which can be a complex and time-consuming process.

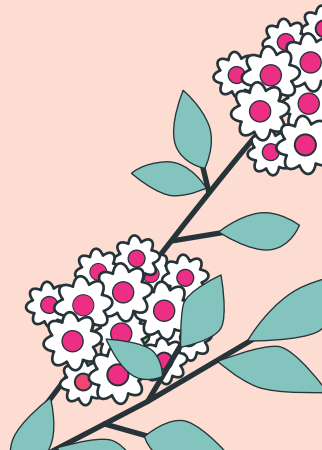
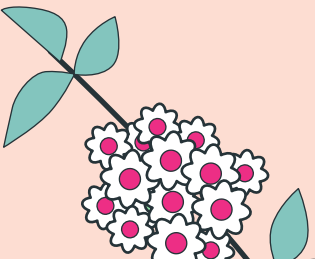
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Cost and complexity:

Implementing AI in marketing can be expensive and require specialized technical expertise. It can be difficult for small and medium-sized businesses to use AI applications in their work.



Tips & Tricks



IT'S ALLERGY SEASON!

Here are our tips & tricks to consider in pharmaceutical digital marketing:

01

Try to increase awareness through social media platforms about seasonal allergies, what are the triggers and how to decrease its symptoms.

02

Increase awareness about nasal sprays and how they are important for moisturizing and decreasing allergy symptoms.

03

Create an awareness video talking about seasonal allergies and what are the proper nasal sprays to use.

04

To explain for patients what are the differences between nasal sprays that are available in the pharmacy.

Top Trends





Jordan

#العشر_الأواخر
#ليلة_القدر
#عدم_الاستقرار_الجوي
#٢٠رمضان



KSA

#العشر_الأواخر
#ليلة_القدر
#امر_ملكي
#٢٠رمضان



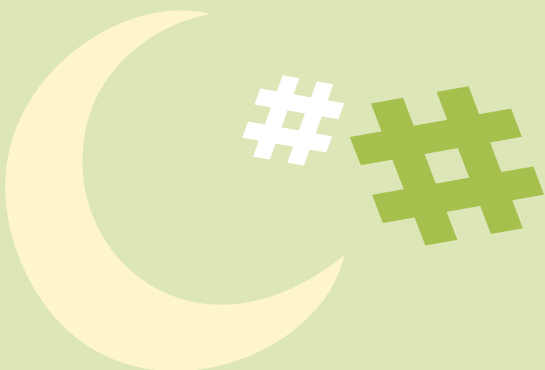
UAE

#يوم_زايد_للعمل_الانساني
#العشر_الأواخر
#ليلة_القدر
#ZayedHumanitarianDay



QATAR

#العشر_الأواخر
#ليلة_القدر
#الاهلي
#كاس_مصر



15 April

Calendar

15 May

Apr

21 Apr

Eid Al-Fitr

22 Apr

World Earth Day

24 Apr

World immunization week

25 Apr

World Malaria Day

May

1 May

Labour's Day

Bladder cancer awareness month

2 May

World Asthma Day

5 May

World Hand Hygiene Day

12 May

World Nurses Day



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