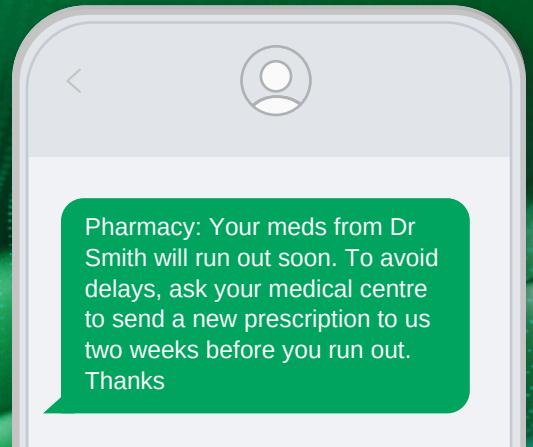


Addressing Health Equity in New Zealand with Zoom Health



Distance from a pharmacy, lack of transport, mobility issues and complex prescriptions – for many New Zealanders, medication and health advice aren't as accessible as they should be. Zoom Health is dedicated to delivering better health outcomes to all New Zealanders through a tech-powered, patient-centred approach.

"We strongly believe that healthcare should be about the patient, not the provider." Din Redzepagic (DR), ZOOM Pharmacy Director, Zoom Health COO.

The Challenge

There are four key challenges that Zoom Pharmacy addresses:

- 1. Accessibility:** Zoom Health software supports patients in rural communities who may struggle to get to a pharmacy, people aged 65 or over, and patients who take multiple long-term medications.
- 2. Staff Shortages:** 94% of pharmacists reported being understaffed in the past year.
- 3. Adherence Gaps:** Due to understaffing and underfunding, pharmacies struggle to follow up on uncollected prescriptions or offer advice to patients.
- 4. Economic Pressures:** Pharmacies are underfunded, they lack the resources to invest in proactive care for their patients.

Through Zoom Health's innovative software platform, MedSimply, the company fills the gap by supporting digital prescriptions, home delivery, click-and-collect and pre-packaged medications to make life easier for people living with chronic conditions and complex prescriptions.

"With our compliance packaging, patients receive medicines in specific dose times on a specific day. Patients who are using 8, 10 or 15 vials of meds have them all in one place now, and they simply tear off the sachet and take their medicines," says Din.

Communication is the key piece of the puzzle for Zoom. The company proactively sends patients timely prescription updates and appointment reminders, and respond to patient questions as needed. Originally, the business was using a combination of email, phone calls and a patient app for this communication – but this system was expensive and inefficient.

"The problem with the app is that it's very rigid, you can't amend it very easily, and any changes are really expensive," Din explains.

Updating the app and following up with phone calls or emails was time-consuming for employees, while high churn and missed prescriptions pointed to disengagement on the patient side.

The Solution

Zoom Health needed a better communication tool that didn't involve updating apps or calling patients.

This led them to One NZ's SMS solution, multiTXT.

With a responsive SMS platform, the team can now automate patient messages and make changes in real-time.

"Texts are completely different. You can amend them quickly and have updates going out in minutes," Din explains.

The solution has reduced the admin burden for the Zoom Health team and provided more tools for patient outreach.

The SMS platform lets staff see patient responses and prescription updates, so they can follow the entire patient journey and escalate if needed.

“If patients don’t reply to a communication from us, it’ll escalate to the next tier,” says Din. “With our system, it closes the loop. We know the prescription has landed and we keep following up with the patient.”

A patient from Zoom Pharmacy explains how helpful Zoom Health’s service is.

“Zoom Health gives friendly helpful advice over the phone and reminders by text to renew my script and next delivery. It’s exciting opening my ‘chilly box’ of medications and consumables each month. They’re always well packaged.” Jill from Auckland



The Result: Proactive care, engaged patients

Zoom Health has seen some real, tangible changes for patients and staff – improved compliance with medications, more efficient operations and positive feedback from patients.

- Medication **adherence reached 82.6%**, exceeding the 80% target.
- Less manual work for pharmacists and the Zoom admin team leaves **more time for patient care**.
- Patients using ZOOM Pharmacy were **1.59x more adherent** to their medicines than those using traditional pharmacies
- **1.5% churn rate** and high NPS (Net Promotor Score) reflect patient satisfaction.

Din explains that SMS also allows for continuity of care – the pharmacist, the Zoom team and the patient all know what’s happening throughout their medication journey. For patients who don’t get personalised care or struggle to access their medications, it’s a game changer.

“One of our patients from South Auckland told us, ‘This is the first time I’ve felt like healthcare was about me,’” says Din. “Hearing that kind of feedback is what makes it all worth it.”

“The service provided by Zoom is first class. Being an older couple, living remotely, having our medicines arranged with our medical centre, packed in daily doses, and delivered to our rural address, is an outstanding service provided by Zoom.” Neil from Matakana - Zoom Pharmacy Patient.



What’s Next?

What’s next for Zoom Health? The company aims to expand its work to pharmacies in communities across New Zealand, with the goals of boosting medication adherence, alleviating the impact of staffing shortages, and improving health equity for underserved communities.

Zoom Health is also planning to grow its offering to include healthcare reminders alongside medication delivery. By working with providers, it can use SMS to send patients updates about specialist appointments and cancer screenings.

“Looking ahead, Zoom Health’s MedSimply platform is set to revolutionise pharmacy services across New Zealand. We plan to introduce new SMS-driven health services that will continue to improve health outcomes for Kiwis.

With a proven track record of innovation, Zoom Health is positioned to lead the digital transformation of healthcare, ensuring patients remain at the heart of the journey,” says Din.

Connect, engage, check-in – change patient communication for the better with multiTXT.

