



**HUNT**



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Media Launch

**Coverage Report**

Prepared by  
Hunter Communications

# Coverage Overview

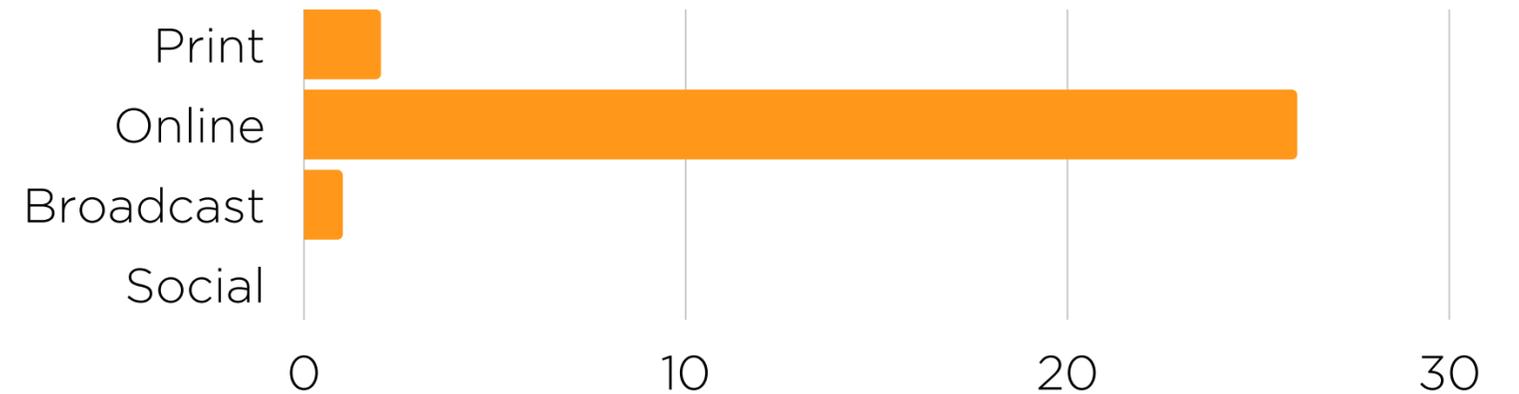
## Clippings

	Clips	Reach
<b>Print</b>	2	343,290
<b>Online</b>	26	2,147,711
<b>Broadcast</b>	1	735,000
<b>Social</b>	1	1,762
<b>EDM</b>	-	-

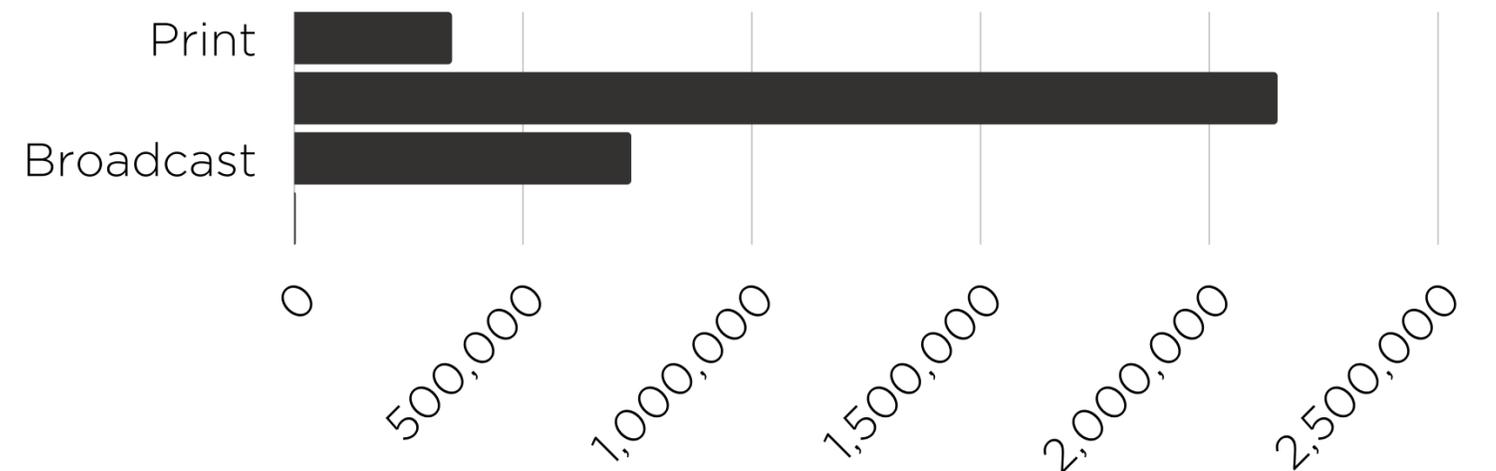
## PR \$ Value

\$968,328.90

## Total Clippings



## Total Reach



# Media Update

## Feedback

- The timing of year impacted our response from media as publications such as the Australian Financial Review, which was unable to accept the exclusive on the expansion news due to limited number of spaces in the paper in the lead up to the end of the year and breaking news taking priority.
  - AFR showed interest in covering news surrounding Series A as this would constitute 'breaking news', however Packapill is still finalising the Series A funding round and unable to announce to media as yet.
- Being unable to name the two pharmaceutical chains impacted the newsworthiness of the announcement as they added credibility to the overall news pull.
- We received positive feedback from Fairfax Media titles — WAToday, Sydney Morning Herald, The Age, Brisbane Times — however the coverage is yet to be published. Hunter has followed up with the media titles and can confirm WA Today did not decide to run the story due to The West Australian running the story first and
- Consumer press were not as receptive as originally envisioned, with many media titles coming back to the press release offering ad spend alternatives as it was considered too promotional.

## Recommendations

- Given AFR has expressed interest in the Series A funding news, Hunter recommends proactive media relations takes place upon finalising the Series A funding round. This will help legitimise the product to media who often see various apps come and go in the market.
- As an alternative to consumer outreach, Hunter recommends exploring influencer engagement for Packapill with core consumer markets to expand reach of the news.

# Print Clippings

Clips: 2

64 WEST BUSINESS The West Australian  
Friday, November 26, 2021

## Online sales fall could be an indicator for WA

DANIELLE LE MESSURIER

WA's powerhouse economy could be losing some steam, according to economists, with the State following a national pull-back in online retail sales in October despite the absence of lockdowns.

NAB's online retail sales index showed growth contracted 5.6 per cent on September on the back of NSW, the ACT and Victoria ending lockdowns.

WA recorded a 2.9 per cent fall in online sales which was led by a plunge in spending from department stores (4.5 per cent) and home and appliances (4.1 per cent).

NAB chief economist Alan Oster said it was interesting that COVID-free WA also contracted,

suggesting "separate factors are at play".

"Our internal transactions data has shown WA has been doing well but in the last month or so it's not as strong as it was," he said. "When States get locked down they all go up, and then the reverse happens when it goes the other way, but that's not what has happened in WA."

"I suspect the WA economy is not softening but it's not as strong as it was, so that could well be one of the reasons you get those sort of results online as well as in other areas."

In year-on-year terms, however, NAB said all States recorded positive growth. With the exception of the ACT and NSW, which surged by 67.4 per cent and 38.4 per cent respectively, all

other States grew online retail sales under 20 per cent year-on-year.

The ANZ Stateometer Index, also released on Thursday, showed WA's economic activity deteriorated in the three months to September in tandem with the national average. WA's merchandise exports fell 1.1 per cent on a quarterly and seasonally adjusted basis, "reflecting the decline in the iron ore price".

The consumer component also dropped an annual growth in retail trade slipped to 1.8 per cent year-on-year from double digit growth rates in previous quarters. But on a quarterly sequential basis, retail trade increased 1.1 per cent in the third quarter.

The business component also fell as business conditions and confidence weakened, according to NAB's business survey.

Looking ahead, ANZ said WA's lower vaccination rate and strict interstate border restrictions would likely have "mixed impacts" in the fourth quarter.

"But one positive is that WA residents are likely to continue to spend a higher than normal share of their spending locally, reducing the usual net financial outflow of travel (since more WA residents spend outside WA than tourists spend within)."

ANZ also highlighted WA's low wages growth, which only rose 0.8 per cent in the third quarter, and said local employers could be holding out on offering bigger pay rises until borders reopen.

## Shell after eco jet fuel

Royal Dutch Shell is eyeing opportunities in sustainable aviation fuel and electric vehicle charging points in Asia as it refines its oil refining operations in the region, says downstream director Hubert Vigevano.

The oil major sees big demand in Asia for SAF, and customers including Singapore Airlines, Cathay Pacific Airways and Japan Airlines have been requesting it, he said. Shell aims to produce two million tonnes a year of the fuel around the world by 2030 and wants it to make up 10 per cent of all jet fuel sales by 2050, it said in September.

Alternative aviation fuel, which can be made from feedstocks including algae and cooking oil, is still a lot more expensive than traditional jet fuel. It accounts for just 0.1 per cent of global supply, but major carriers are interested in it.

## Indigenous still targeted

Sales practices targeting Indigenous consumers have not improved since Telstra copped a \$10 million fine from the Federal Court, a Federal parliamentary committee has heard.

The Consumer Action Law Centre's Samantha Radolph told the Indigenous Affairs standing committee the methods that led to the telco giant being fined for engaging in unconscionable conduct had continued in other States including Victoria.

Telstra was sanctioned in May after admitting it breached consumer law by signing up 108 Indigenous consumers to multiple post-paid mobile contracts they did not understand or could not afford.

Ms Radolph said 30 per cent of respondents to a recent survey were sold extra items including phones, tablets and subscriptions they didn't need by telecommunications providers.

## Jobs growth stays positive

Payroll jobs continue to recover from the impact of the most recent COVID-19 lockdowns, rising in the second half of October.

However, the impact of those lockdowns in NSW, Victoria and the ACT had a severe impact on business investment during the September quarter.

The Australian Bureau of Statistics said payroll jobs rose 1.4 per cent in the fortnight to October 30 after a 1.1 per cent increase in the first two weeks of the month.

Hundreds of thousands of jobs were lost during the lockdowns, which has seen the unemployment rate spike to 5.2 per cent.

Meanwhile, the ABS said capital expenditure by private businesses dropped 2.2 per cent in the September quarter to \$22.7 billion. Spending on equipment



## STARTUP'S PILL DELIVERY FLIPS THE SCRIPT

CAITLIN PAROCZAI

Perth medical technology startup Packapill is on a mission to transform the healthcare sector, offering on-demand delivery for pharmaceutical products in under three hours.

Packapill co-founder Lenin Rajendran realised there was a need for more accessible pharmacy delivery after he struggled to find Children's Hospital after 30km a couple of years ago. "People are getting used to the culture of urgency, but when it comes to medicine

... that was something that had not been cracked," he said.

The company - which Mr Rajendran founded with his brother Thiru Rajendran and Dr Vishnu Gopalan, all pictured above, early last year - provides delivery of pharmaceutical and non-pharmaceutical products direct from local pharmacies through its app.

"It's similar to how Deliveroo operates with food delivery," Mr Rajendran said. "You put in your address, it shows you nearby pharmacies and you can select your local one."

Items sold on the service resemble the in-store price of products, with a flat fee of \$4.99 for delivery.

Community pharmacies have benefited from the service. "Coming from non-tech backgrounds, most pharmacies wanted to jump online with us," Mr Rajendran said.

Packapill, which delivers to all major metropolitan suburbs in WA, is now expanding to include telehealth services through a new consult feature. The company has partnered with Western Diagnostics Pathology to offer support with COVID-19 testing referrals. "When you go to a drive-through testing clinic, if you don't have a referral letter there will be a Packapill QR code. You scan the code, enter your personal details and then you'll be connected to the first available GP," Mr Rajendran said.

The new feature facilitated over 4000 patient consultations in its initial trial months, with an average wait time of 3.9 minutes for a patient to be connected to a GP.

Mr Rajendran said Packapill's ultimate goal was to become an "all-in-one, super health app".

## Pharmacy Daily

Fri 26th Nov 2021

Today's issue of PD  
Pharmacy Daily today  
features two pages of news.

### EMA approves COVAX for kids

The European Medicines Agency (EMA) has followed the US Food and Drug Administration (FDA) in granting approval for the use of Pfizer's COVID-19 vaccine (COVAX) in children aged five to 11 years.

The EMA confirmed that the dose regime would see children receive lower doses of the vaccine than people aged 12 years and older (10 µg compared with 30 µg).

The Therapeutic Goods Administration (TGA) had granted a provisional determination for a similar approval of the shot last month.

### Time to talk boosters with patients

PHARMACISTS are being urged to use their position in the community to discuss COVID-19 vaccine boosters with older patients.

Speaking during a webinar hosted by the Pharmaceutical Society of Australia (PSA), Australian Technical Advisory Group of Immunisation (ATAGI) member, Professor Kristine Macartney, said that while the committee was not recommending that boosters

be mandated, but noted that patients aged 65 years and older could benefit from a top-up dose.

"It's about saying you're better to meet this disease with this protection onboard," she said.

"This is a group you need to be talking to out there in the community - you've known Mrs Smith for a long time, you've been looking after her for years, drop in to the conversation 'have you booked your booster yet?'"

## Power your success with Symbion

No matter the unique needs of your pharmacy business, there's a Symbion solution to match. Join us today - [symbion.com.au](http://symbion.com.au) or email [info@symbion.com.au](mailto:info@symbion.com.au)

Mag-Sup  
High absorption magnesium  
Pharmacy only.

Available in 50's, 100's and 250's from Symbion, Sigma, API and CH2.

Always read the label. Follow the directions for use.

## ECPs urged to stick with pharmacy

EARLY career pharmacists (ECPs) who walk away from the profession seeking greater rewards in other healthcare roles are likely to be disappointed, Pharmacy Guild of Australia National President, Trent Twomey believes.

Speaking on the latest episode of Raven's Recruitment's Your Pharmacy Career podcast, Twomey said the majority of health professions were undergoing their own challenges.

"Pharmacy is not unique and different," he said.

"General practice is going through an immense period of change, tertiary healthcare is going through an immense period of change [too]."

"There are financial pressures in every healthcare sector, and there are technological disruptions happening in every single sector, so thinking the grass is greener on the other side and jumping the fence, I'm really sorry you'll invest

all that risk, skills and training, and you'll wake up in five years' time in a new profession and realise you've got exactly the same challenges."

Twomey said that embracing change and pushing for pharmacists to be able to work to their full scope of practice, including the authority to prescribe and administer medications (PD 24 Nov), would be crucial to keeping ECPs in the profession.

"I want to retain talent," he said. "I want a professionally rewarding profession, a highly remunerated profession."

"But we're only going to get those things if everybody changes, and that's from the pharmacy owners, the pharmacist managers to the pharmacy assistants."

"We need to embrace technology to take over a lot of those repetitive things that are contributing to burnout - ordering,



stock management, a lot of those technical aspects of dispensing, so we free our time up to do those more professionally rewarding things."

"Those cognitive things that we've spent half a decade training [in] and obtaining - that's what will ensure not only do we attract the very best talent to our profession, but we also most importantly retain the very best talent in our profession."

[CLICK HERE](#) to listen to the podcast in full.

### Packapill signs telehealth partnership

PERTH-BASED on-demand medicine delivery app, Packapill, is expanding its services into telehealth, signing a partnership with Western Diagnostics Pathology.

Packapill co-founder, Lenin Rajendran, said an initial month-long trial of the app's telehealth feature, Consult, saw 4,000 patient calls being made, with prescriptions being dispensed by partner pharmacies.

"The demand for this feature



confirms the need to extend health services to platforms that are readily accessible to use," he said.

Packapill currently lists 80 partner pharmacies on its website.

symbion

Outlet: The West Business  
Date: 26/11/21

Outlet: Pharmacy Daily  
Date: 26/11/21

# Online Clippings

Clips: 3

The screenshot shows the top of a news article on The West Australian website. The headline is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thursday, 25 November 2021. The article features a photo of three men, the founders of Packapill, sitting on a couch. One man is holding a smartphone displaying the Packapill app, and another is holding a box of medicine. The article text discusses the startup's mission to provide on-demand delivery of pharmaceutical products within three hours. A sidebar on the right contains promotional banners for HIMSS and IBM.

**Outlet: The West Australian**

**Date: 25/11/21**

**Circulation: 1,400,000**

**Link**

The screenshot shows a news article on the Mobihealth News website. The headline is "Meds delivery startup Packapill expands telehealth" by Adam Ang, dated November 25, 2021. The article features a photo of a hand holding a smartphone displaying the Packapill app interface. The article text states that Packapill has officially launched its Apple mobile app for Australian consumers. The article is categorized under "ANZ Pharma". A sidebar on the right contains promotional banners for HIMSS and IBM.

**Outlet: Mobihealth News**

**Date: 25/11/21**

**Circulation: 288,090**

**Link**

The screenshot shows a news article on the Albany Advertiser website. The headline is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thursday, 25 November 2021. The article features a photo of three men, the founders of Packapill, sitting on a couch. One man is holding a smartphone displaying the Packapill app, and another is holding a box of medicine. The article text discusses the startup's mission to provide on-demand delivery of pharmaceutical products within three hours. A sidebar on the right contains promotional banners for MEJU and LOCAL NEWS.

**Outlet: The Albany Advertiser**

**Date:**

**Circulation:**

**Link:**

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Health | Startups

## How WA medical technology startup Packapill is changing the pharmacy game

Caitlin Paroczal | The West Australian  
Thu, 25 November 2021 5:35PM

Packapill founders Lenin Rajendran, Thiru Rajendran and Dr Vishnu Gopalan. Credit: Justin Benson-Cooper/The West Australian

Perth medical technology startup Packapill is on a mission to transform the healthcare sector, offering on-demand delivery for pharmaceutical products in under three hours.

Packapill co-founder Lenin Rajendran realised there was an obvious need for more accessible pharmacy delivery after he struggled to find Children's Panadol after 9:30pm a couple of years ago.

"You can get everything at the tap of a button, other than pharmacy products. People are getting used to this culture of urgency, but when it comes to medicine ... that was something that had not been cracked," he said.

The company – which Mr Rajendran founded with his brother Thiru Rajendran and Dr Vishnu Gopalan early last year – provides delivery of pharmaceutical and non-pharmaceutical products direct from local pharmacies through its app.

"It's similar to how Deliveroo operates with food delivery," Mr Rajendran said. "You put in your address, it shows you nearby pharmacies and you can select your local one."

Items sold on the service resemble the in-store price of products, with a flat fee of \$4.99 for delivery.

Mr Rajendran said the app is particularly beneficial for working parents and FIFO families.

**Book Your Appointment Now**

Most Health Fur Expire On Dec 31. Don't Waste! Book On

**LOCAL NEWS**

- LABOR FOR Labor n Forrest
- UNCLAIM South 1 thousa
- IN THE DA Night n the bla

**Outlet: Augusta Margaret River Times**

**Date: 25/11/21**

**Link**

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Mr Rajendran said the app is particularly beneficial for working parents and FIFO families.

"We are also seeing a lot of senior people using the app, and young people who are time poor," he said.

Community pharmacies have also benefited from the service.

"Coming from non-tech backgrounds, most pharmacies wanted to jump online with us. It gave us a channel to establish their business as well," Mr Rajendran said.

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**Outlet: Bunbury Herald**

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**Outlet: Busselton and Dunsborough Times**

**Date: 25/11/21**

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**Outlet: The Geraldton Guardian**

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**Outlet: The Great Southern Herald**

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**Outlet: Harvey Waroona Reporter**

**Date: 25/11/21**

**Link**



The screenshot shows the top of a news article on the Kalgoorlie Miner website. The page title is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thursday, 25 November 2021. The article features a photo of three men (Packapill founders) and a sidebar advertisement for Decton. The main text discusses the startup's mission to provide on-demand pharmaceutical delivery within three hours, highlighting the founder's personal experience with a medication shortage. It also mentions the company's pricing, which is similar to in-store prices with a \$4.99 delivery fee, and notes that the service is particularly helpful for working parents and FIFO families.

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**Link**



The screenshot shows the top of a news article on the Manjimup-Bridgetown Times website. The page title is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thursday, 25 November 2021. The article features a photo of three men (Packapill founders) and a sidebar advertisement for Bailey Nels. The main text discusses the startup's mission to provide on-demand pharmaceutical delivery within three hours, highlighting the founder's personal experience with a medication shortage. It also mentions the company's pricing, which is similar to in-store prices with a \$4.99 delivery fee, and notes that the service is particularly helpful for working parents and FIFO families.

**Outlet: Manjimup-Bridgetown Times**

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The screenshot shows the article on the Midwest Times website. The page layout includes a search bar at the top, the outlet logo, and a sidebar with various advertisements and local news snippets. The main content area features the article title, author information, a large photo of the founders, and several paragraphs of text. Social media sharing icons are visible at the bottom left of the article content.

Health | Startups

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Caitlin Paroczal | The West Australian  
Thu, 25 November 2021 5:35PM

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**Outlet: Midwest Times**

**Date: 25/11/21**

**Link**

The screenshot shows the article on the Narrogin Observer website. The layout is similar to the Midwest Times version, with a search bar, outlet logo, and sidebar. The main content area contains the article title, author information, a photo of the founders, and the full text of the article. Social media sharing icons are present at the bottom left.

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**Outlet: North West Telegraph**

**Date: 25/11/21**

**Link**

# Online Clippings

Clips: 3



The screenshot shows the Pilbara News website. The article title is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thu, 25 November 2021 5:35PM. The article features a photo of three men (Packapill founders) sitting on a couch, one holding a smartphone and another a box of medicine. The article text discusses the startup's mission to transform the healthcare sector with on-demand delivery of pharmaceutical products. A sidebar on the right contains an advertisement for "END YEAR" with a "View" button and a "Maxxa" logo.

Health | Startups

## How WA medical technology startup Packapill is changing the pharmacy game

Caitlin Paroczal | The West Australian  
Thu, 25 November 2021 5:35PM



Ⓜ Packapill founders Lenin Rajendran, Thiru Rajendran and Dr Vishnu Gopalan. Credit: Justin Benson-Cooper/The West Australian

Perth medical technology startup Packapill is on a mission to transform the healthcare sector, offering on-demand delivery for pharmaceutical products in under three hours.

Packapill co-founder Lenin Rajendran realised there was an obvious need for more accessible pharmacy delivery after he struggled to find Children's Panadol after 9:30pm a couple of years ago.

"You can get everything at the tap of a button, other than pharmacy products. People are getting used to this culture of urgency, but when it comes to medicine ... that was something that had not been cracked," he said.

The company – which Mr Rajendran founded with his brother Thiru Rajendran and Dr Vishnu Gopalan early last year – provides delivery of pharmaceutical and non-pharmaceutical products direct from local pharmacies through its app.

"It's similar to how Deliveroo operates with food delivery," Mr Rajendran said. "You put in your address, it shows you nearby pharmacies and you can select your local one."

Items sold on the service resemble the in-store price of products, with a flat fee of \$4.99 for delivery.

Mr Rajendran said the app is particularly beneficial for working parents and FIFO families.

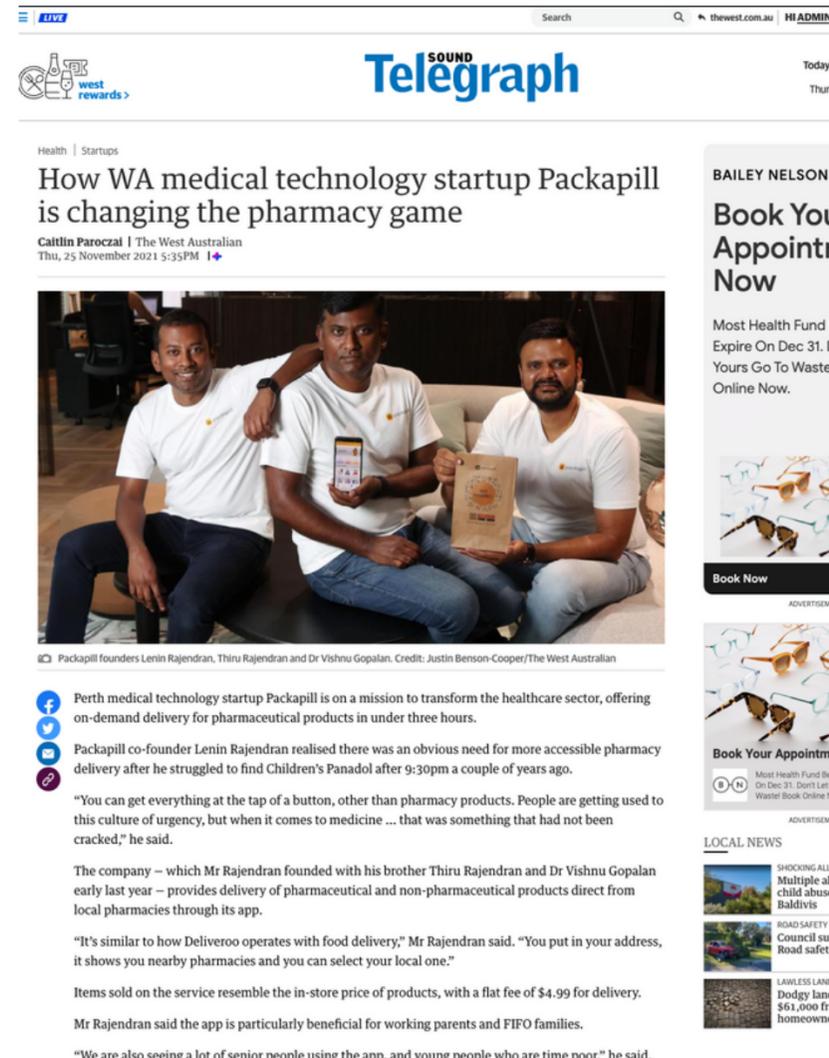
**LOCAL NEWS**

- TOTAL ECLH Exmouth 2023 ecl
- GREEN MOV Paper ba reduce litter
- HYDROGEN Karratha hub plan

**Outlet: Pilbara News**

**Date: 25/11/21**

**Link**



The screenshot shows the Sound Telegraph website. The article title is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thu, 25 November 2021 5:35PM. The article features a photo of three men (Packapill founders) sitting on a couch, one holding a smartphone and another a box of medicine. The article text discusses the startup's mission to transform the healthcare sector with on-demand delivery of pharmaceutical products. A sidebar on the right contains an advertisement for "Book Your Appointment Now" and a "LOCAL NEWS" section.

Health | Startups

## How WA medical technology startup Packapill is changing the pharmacy game

Caitlin Paroczal | The West Australian  
Thu, 25 November 2021 5:35PM



Ⓜ Packapill founders Lenin Rajendran, Thiru Rajendran and Dr Vishnu Gopalan. Credit: Justin Benson-Cooper/The West Australian

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"We are also seeing a lot of senior people using the app, and young people who are time poor," he said.

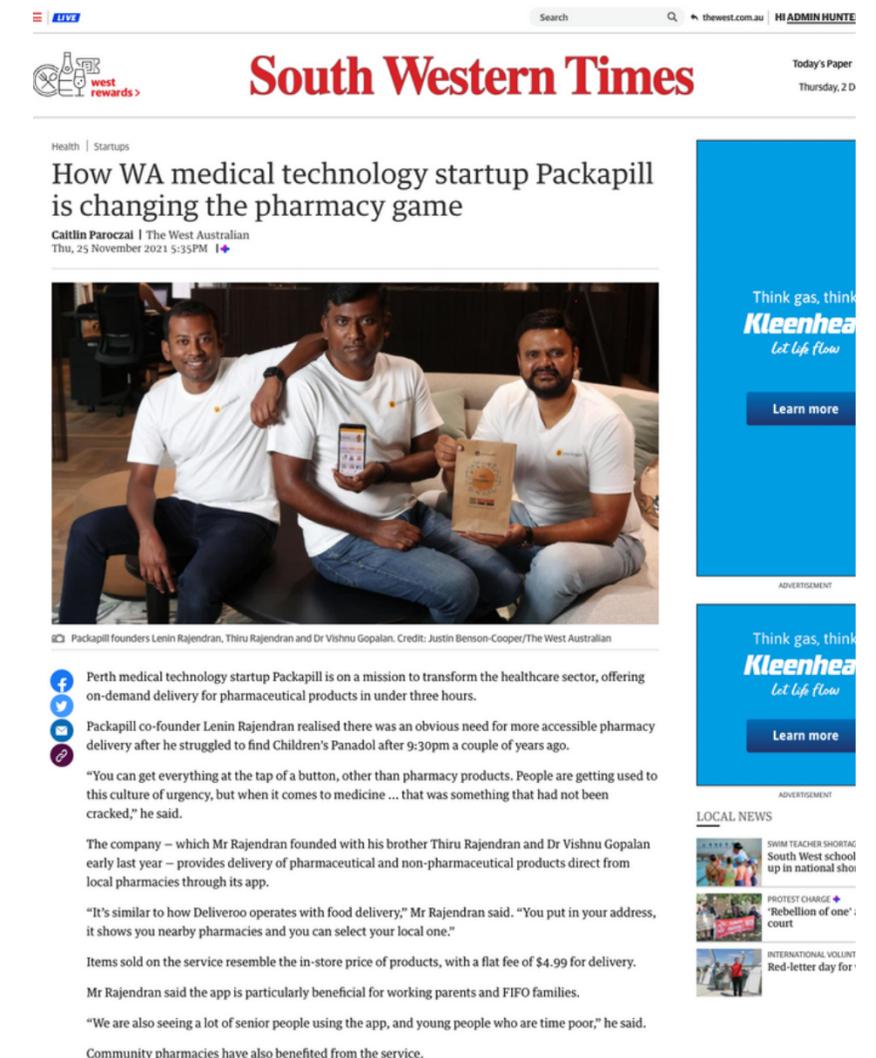
**LOCAL NEWS**

- SHOCKING ALLEG Multiple alle child abuse a Baldivis
- ROAD SAFETY Council supp Road safety c
- LAWLESS LANDS Dodgy lands \$61,000 from HOMEOWNERS

**Outlet: Sound Telegraph**

**Date: 25/11/21**

**Link**



The screenshot shows the South Western Times website. The article title is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated Thu, 25 November 2021 5:35PM. The article features a photo of three men (Packapill founders) sitting on a couch, one holding a smartphone and another a box of medicine. The article text discusses the startup's mission to transform the healthcare sector with on-demand delivery of pharmaceutical products. A sidebar on the right contains an advertisement for "Kleenhea" and a "LOCAL NEWS" section.

Health | Startups

## How WA medical technology startup Packapill is changing the pharmacy game

Caitlin Paroczal | The West Australian  
Thu, 25 November 2021 5:35PM



Ⓜ Packapill founders Lenin Rajendran, Thiru Rajendran and Dr Vishnu Gopalan. Credit: Justin Benson-Cooper/The West Australian

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Mr Rajendran said the app is particularly beneficial for working parents and FIFO families.

"We are also seeing a lot of senior people using the app, and young people who are time poor," he said.

Community pharmacies have also benefited from the service.

**LOCAL NEWS**

- SWIM TEACHER SHORTAGE South West school up in national sho
- PROTEST CHARGE 'Rebellion of one' court
- INTERNATIONAL VOLUNT Red-letter day for

**Outlet: South Western Times**

**Date: 25/11/21**

**Link**

# Online Clippings

Clips: 3

The screenshot shows the article on The Kimberley Echo website. The headline is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated 25 November 2021. The article features a photo of the three founders sitting on a couch, holding a smartphone and a cardboard box. The text describes the startup's mission to provide on-demand delivery of pharmaceutical products within three hours. It mentions that the founders identified a need for more accessible pharmacy delivery after a personal experience with a child's medication. The article also notes that the service is particularly beneficial for working parents and FIFO families.

**Outlet: The Kimberley Echo**

**Date: 25/11/21**

**Link**

The screenshot shows the article on the Countryman website. The headline is "How WA medical technology startup Packapill is changing the pharmacy game" by Caitlin Paroczal, dated 25 November 2021. The article features a photo of the three founders sitting on a couch, holding a smartphone and a cardboard box. The text describes the startup's mission to transform the healthcare sector by offering on-demand delivery of pharmaceutical products in under three hours. It highlights the founder's realization of a need for more accessible pharmacy delivery and the company's current operations, which provide direct delivery from local pharmacies. The article also mentions that the service is particularly beneficial for working parents and FIFO families.

**Outlet: Countryman**

**Date: 25/11/21**

**Link**

The screenshot shows the article on Pharmacy Daily website. The headline is "Packapill signs telehealth partnership" dated November 26, 2021. The article features a graphic of a pharmacist in a white uniform and cap holding a clipboard, with a cardboard box next to a smartphone displaying the Packapill app interface. The text states that the Perth-based on-demand medicine delivery app, Packapill, is expanding its services through a partnership with Western Diagnostics Pathology. The article also includes social media sharing options for Facebook, Twitter, LinkedIn, and more.

**Outlet: Pharmacy Daily**

**Date: 25/11/21**

**Link**

# Online Clippings

Clips: 2

## STARTUP NEWS

... covering West Australian startups since 2013

News

### Packapill officially launches on-demand app

By Sebastian Tofts-Len - 13 December 2021

52 0



Packapill team, from left to right: Lenin Rajendran (Execution Lead), Vishnu Gopalan (Medical Innovation Lead), Thiru Rajendran (Technology Lead). Source: Image supplied.

Medtech startup Packapill has officially launched its on-demand health services app, which has been endorsed by national pharmacy chains.

Founded by trio Lenin Rajendran, Thiru Rajendran and Vishnu Gopalan, Packapill provides on-demand delivery services of pharmaceutical and non-pharmaceutical products from local pharmacies in under three hours.

Packapill not only supports patients with its on-demand services, but also industry practitioners and local pharmacy owners. Pharmacies can sign on as a Packapill supplier, allowing them to extend their reach to acquire new customers. This effectively marks the app as a new sales channel for prescription and non-prescription products.

Prescriptions and e-scripts are carried out through an encrypted script upload feature, with the app also housing an integration to manage scripts for family members who may not be able to use the app - such as the elderly or vulnerable.

Through its rapidly expanding network of community pharmacies, the app is set to have one of the largest on-demand medtech footprints in Australia, with access to over 200 local pharmacies nationwide.

With a vision to connect a national network of on-demand health services as easily as sending a text, Packapill has also expanded its offering to include on-demand telehealth services.

**Outlet: Start Up News**

**Date: 13/12/21**

**Link**

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## Low WA medical technology startup Packapill changing the pharmacy game

West Australian

Nov. 25, 2021, 04:35 AM

SHARE

Start Trading >>

Low WA medical technology startup Packapill is on a mission to transform the healthcare sector, offering on-demand delivery for pharmaceutical products in under three hours.

Read more on ["The West Australian"](#)

#### Your Market View

NAME	PRICE	+/-	%	DATE
▲ TSLA	1,095.00	-49.76	-4.35	Offici
▲ AAPL	164.77	-0.53	-0.32	Offici
▲ MSFT	330.08	-0.51	-0.15	Offici

**Outlet: Markets Insider**

**Date: 25/11/21**

**Link**

# Social Media Clippings

Clips: 1



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Packapill officially launches on-demand app

// The medtech startup has been endorsed by national pharmacy chains

<https://lnkd.in/g5MQWu8>

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 Nicole Moody and 14 others

1 comment

Reactions



**Outlet: Startup News - LinkedIn**

**Date: 13/12/21**

**[Link](#)**

# Broadcast (Television) Clippings

Clips: 1



**Outlet: 7News**

**Date: 3/12/21**

**[Link](#)**



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