



First Prize (Business and Social Implementation Category)

Next generation pharmacy robot (automatic pharmaceutical management), automatic pharmaceutical dispenser, and digital shell OTC sales achieve a “Vision of a drug store for patients”

Nippon Becton Dickinson Company

Using automation to create more time for pharmacists.
Teaming up with medical institutions to support a shift to value-added work.
Contributing to better quality of life for citizens.



■What is the pharmacy robot BD Rowa™ solution?

The BD Rowa Vmax™ System is an automated storage and dispensing system that can take responsibility for managing most of the inventory (prescription and over-the-counter drugs) handled by pharmacies. It supports pharmacists and people working in pharmacies by storing, picking, doing inventory control, stocking shelves, and managing expiry dates, to allow people to shift their work to higher value-added tasks.

The system can also be connected to the following two optional products to increase the value of the entire pharmacy, supporting not only the staff but also improving the customer experience (CX).

1. Automated drug pickup machine (BD Rowa™ Pickup Terminal)

The terminal enables non-face-to-face pickup of prescription medications 24 hours a day, 365 days a year. Prescription medication can be picked up any time without needing to meet anyone, including the same day, after instruction is given on how to take the medicine, either online or in-person. This is a highly flexible solution achieved in a first for Japan thanks to the gray zone elimination system.

2. Digital signage for OTC sales support (BD Rowa Vmotion™ Digital Shelf)

This is a tool that assists pharmacists in explaining OTC drugs to patients by displaying package and package insert information on a screen. OTC drugs can also be dispensed to the pharmacist or other employee by simply selecting them on the screen, allowing them to explain or ring up the sale without interrupting the customer interaction. It also eliminates the time and space required to display OTC drugs and eliminates the need to conduct inventory management.

■Expected Social Impact

In Japan's super-aging society, medical insurance finances and nursing care have been cited as major issues, and pharmacies and pharmacists are expected to play a major role in improving medical care. The national government has set forth a “Vision for Patient-centered Pharmacies” that calls for all community pharmacies to have so-called family pharmacy capabilities by 2025. It calls for the centralized and continuous monitoring of patients' medication information, pharmacological management, guidance to check for duplicate doses and interactions



Scene of a next-generation pharmacy with the BD Rowa™ Solution

between prescribed drugs, improving adherence through medication guidance, promoting home dispensing for patients, and promoting collaboration between pharmacies and medical institutions, to shift the pharmacist's tasks from pharmaceutical-centered (physical) to patient-centered (interpersonal).

The BD Rowa™ Solution will contribute to the task shifting of pharmacists from physical to interpersonal tasks, aiming to create a society where each citizen can think and act on their own health.

■Implementation record

Since the first system was implemented in Japan in March 2019, the system has been installed all over Japan, from individual pharmacies to major dispensing chains and drugstores with more than 500 locations. The system has been installed in all types of pharmacies (by university hospitals, by hospitals, by clinics, on the grounds of hospitals, at pharmacies that service several small clinics, in front of train stations, inside medical malls, at drugstores, and in pharmacy distribution warehouses). It has been well-received and some customers have even installed the system in multiple stores.

■Fun Facts about BD Rowa™

1. Peace of mind with traceability function for pharmaceutical product recalls

All inventory is managed by ID, which enables checking products by the month for their expiry dates that enables removal of expired products all at once. Not only that, but the prescriptions and lot numbers are connected so that in the event of a recall they can be traced.

2. High efficiency storage and high-speed dispensing

By optimizing inventory (rearranging boxes) during free time, highly efficient storage can be achieved in a limited space. Also, multiple boxes can be picked simultaneously for high-speed dispensing.



BD Rowa™ Pickup Terminal



BD Rowa Vmotion™ Digital Shelf

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View product details here ▶

