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1. Introduction

Boots UK operates essentially across three areas of business: pharmacy services, retail healthcare and beauty retail. Historically founded on its pharmacy division, the company is in the business of dispensing prescriptions, as well as medication management and pharmaceutical consultations through its network of qualified pharmacists. The healthcare retail segment involves over the counter medicines, Vitamins and supplements, mobility aids and a bulk of wellness products meant for everyday needs (Boots-uk.com, 2025). Boots has also combined these healthcare offerings with a dominant role in beauty retailer, stocking both mass market produce and top line beauty brands such as its own label ranges No7 and Botanics.

The Boots brand identity is built around trust in accessibility and expertise, and so the Boots promise of being a caring health partner to help customers on their well-being journey. Boots' customer-focused approach to retail healthcare is shown through its 15 million membership Advantage Card loyalty programme, and this identity is reinforced (Boots-uk.com, 2025).

Through the introduction of 'Boots Virtual Care', a subscription-based platform providing online GP consultations and personalised wellness coaching, this report examines a strategic brand extension for Boots UK (Boots-uk.com, 2025). The digital healthcare extension analysis will identify how the application of this to Boots already established brand values will satisfy emerging market demand for affordable, convenient health from within a growing ecommerce market.

2. Brand Extension

2.1 Boots Virtual Care

Boots Virtual Care is a new transformative digitally enabled GP consultation and wellness coaching brand extension that provides access to subscription online GP consultations. As a comprehensive virtual healthcare platform, customers will be able to connect with qualified healthcare professionals via video consultations, digital health monitoring tools, and secure messaging (Bray et al. 2021). Prescriptions can be electronically sent to the Boots pharmacy of customer choice for immediate collection or can be home delivered.

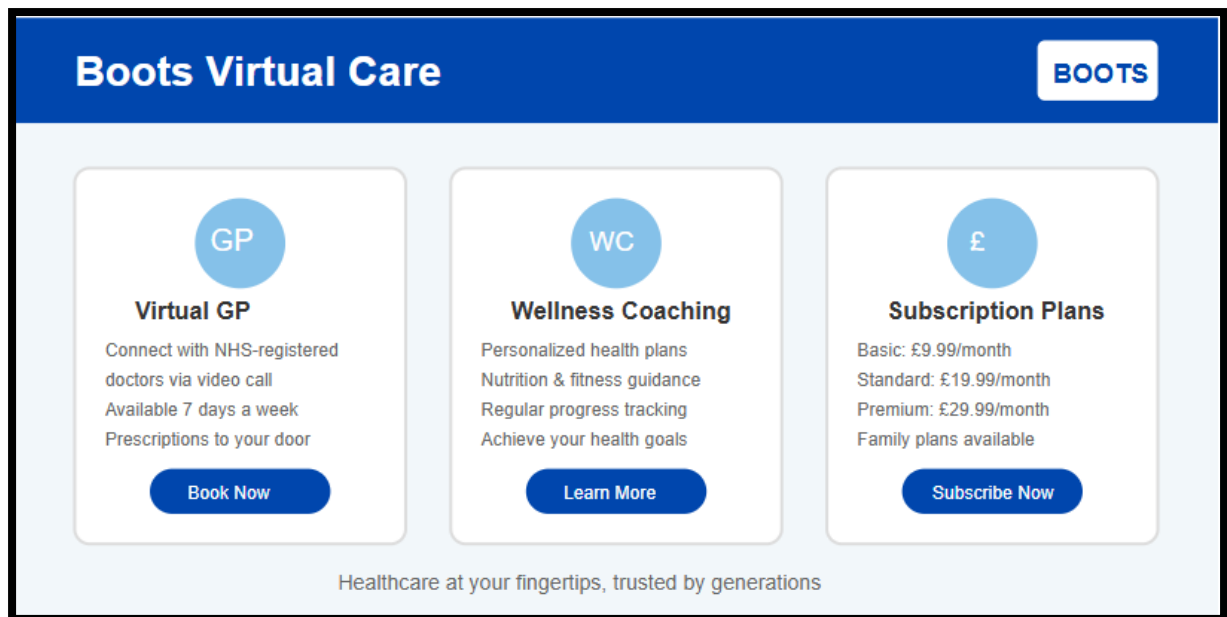


Figure 1: Visualization of Boots Virtual Care

(Source: Boots-uk.com, 2025)

2.2 Alignment with Brand Values

The Boots Virtual Care extension is perfectly in line with the core values and positioning of Boots that have helped the brand become a trusted healthcare provider.

- **Healthcare Expertise and Trust:** Built Reaching for over 170 years on pharmaceutical expertise and healthcare knowledge, Boots has earned its reputation for Healthcare Expertise and Trust (Callaghan et al. 2021). This trusted Boots healthcare heritage is brought into the digital world by Boots Virtual Care, enabling customers to access qualified medical professionals who continue to adhere to the high standards of care of physical Boots pharmacy and healthcare services.
- **Accessibility and Convenience:** One of the most important aspects of the Boots' brand is the ability to provide accessibility and convenience to healthcare for any community, across its extensive store network. The principle of extending accessibility by removing geographic barriers and time constraints is carried through the Virtual Care platform, which ensures that healthcare is always and everywhere accessible (Chiu, 2022).
- **Customer-Centric Care:** The Boots Virtual Care platform improves this personalized approach by working with wellness coaches to develop ongoing

relationships with the customers, delivering tailored health advice and continuous support to foster long-term engagement with the Boots brand.

2.3 Market Value and Gap Analysis

Addressing Healthcare Accessibility Challenges: The NHS is under unprecedented pressure from high GP waiting times and less availability for appointments. Boots Virtual Care fills a critical gap by offering rapid access to qualified healthcare professionals with complimentary not in place of NHS services (Dolega et al. 2021).

Meeting Digital Health Expectations: Post pandemic, consumer behaviour is changing permanently to become increasingly digital, wanting to increasingly use virtual options: meeting digital health expectations. 73% of the UK consumers are now comfortable to use virtual healthcare consultants but the market is fragmented with a lack of services offering consultation, prescription, and ongoing wellness support (Doolan, 2023).

Creating New Revenue Streams: The subscription-based model is generating predictable recurring revenue stream to Boots and further enhance the customer relationship beyond transactional level (Hodson, 2021).

3. STP for the New Brand Extension

3.1 Segmentation

Boots Virtual Care segmentation approach identifies the variety of segmentation criteria to direct marketing efforts for the market segments appropriately. The demographic segmentation is focused on adults aged 25-55, two decades younger hence also referred to as digital natives and early technology adopters; and older adults (55-75), who have chronic healthcare needs which can be served through regular virtual monitoring (Jones, 2021). While the service will be marketed to all genders, the strategy acknowledges the female skew in Boots' existing customer base, which represents approximately 65% of loyal customers. Income targeting concentrates on middle and upper-middle-income households that can afford subscription healthcare services.

Geographically, the service will be available nationwide but will initially prioritize urban and suburban areas with strong digital infrastructure and existing Boots presence. Special attention will be given to areas with documented GP shortages or lengthy NHS waiting times, where virtual care represents a particularly valuable solution (Kopot and Reed, 2023).

Psychographically, three key attitudinal segments have been identified: **proactive health managers** who actively seek preventative healthcare solutions; **convenience seekers** who prioritize time-efficiency in healthcare interactions; and **digital health adopters** who already use health-tracking technologies and are comfortable with virtual consultations.

The behavioural segmentation identifies high-potential customers through their existing interactions with Boots, particularly focusing on Advantage Card holders who regularly purchase health-related products, pharmacy service users, and those who have previously engaged with Boots' digital platforms (Lee and SEONG, 2021).

3.2 Targeting

Boots Virtual Care will employ a differentiated targeting strategy focusing primarily on three high-potential segments:

- **Time-Pressed Health-Conscious Professionals (30-45):** Career-focused individuals who prioritize health but struggle to access traditional healthcare due to scheduling constraints (Markey, 2021). These customers value convenience and efficiency while maintaining high standards for healthcare quality.
- **Digital-Native Parents (28-40):** Parents that want partners for managing family health responsibilities and streamlined healthcare solutions to meet busy family needs. Other family management tasks are carried out through digital solutions in this segment, and they are looking for the same type of efficiency in healthcare (Meissner et al. 2022).
- **Chronic Condition Managers (45-65):** People who have chronic conditions and are being monitored monthly by healthcare and are finding that they suffer

cornerstones appointments that they feel they have to enter into (Ng et al. 2024). These customers value the integration between virtual care and physical pharmacy services and the continuous support.

This differentiated approach allows an organization to offer a common 'core' offering, with customized marketing messages and service features. The strategy positions differing needs across the segments and takes advantage of Boots already existing strengths in providing healthcare (O'Higgins and Fatorachian, 2025).

3.3 Positioning

Boots Virtual Care is trusted virtual healthcare service that blends professional medical expertise with an easy fit for physical pharmacy services for a holistic health management solution that the other sole telehealth platforms are unable to compete (Whitler and Barta, 2024).

With three key differentiators, Boots Virtual Care will set itself up as a distinctive market position. The first will use Boots' existing healthcare credibility and 170+ years of trust to differentiate from newer digital only healthcare startups (Yurt, Sorkun and Hsuan, 2023). The second is a service that will show how it is melded with physical infrastructure in a way that facilitates going from virtual consultation to in-store collection of prescriptions or recommendations for products.

This strategic positioning makes Boots Virtual Care stand out from being the best of NHS digital services (more convenient, more personalized) and from being the best of private telemedicine co providers (integrating into physical retail healthcare).

4. Customer Personal Profile

Primary Customer Persona: Emma Richards

DEMOGRAPHIC PROFILE	
Age	38 years
Gender	Female
Location	Greater Manchester (suburban area)
Occupation	Marketing Manager at a medium-sized agency

Education	Bachelor's degree in Business Communications
Income	£52,000 per annum
Household Status	Married with two school-aged children (8 and 11)
Housing	Owns a 4-bedroom house in suburban development
Transportation	Owns family car, commutes 40 minutes each way to office
Health Insurance	Has basic private health insurance through employer
PSYCHOGRAPHIC PROFILE	
Core Values	Work-life balance, family wellbeing, preventative health, time efficiency
Health Attitudes	Proactive about health maintenance, seeks preventative care, concerned about NHS waiting times
Digital Comfort	Digitally fluent, uses multiple health apps and online shopping services regularly
Decision Factors	Convenience, trusted expertise, time-saving, family suitability, value for money
Pain Points	Difficulty scheduling GP appointments around work, frustration with waiting times, challenge of managing family health needs
Information Sources	Health websites, parenting forums, professional recommendations, trusted brands
BEHAVIORS & LIFESTYLE	
Shopping Patterns	Loyal Boots Advantage Card user, visits store 2-3 times monthly, regular online shopper
Health Management	Manages prescriptions online when possible, uses health tracking apps, organizes family medical appointments
Time Pressures	Works full-time with occasional evening commitments, balances children's activities with household management
Wellness Activities	Morning yoga 2-3 times weekly, tries to maintain balanced diet, concerned about stress management

Technology Usage	Smartphone-reliant, comfortable with video calls, uses multiple apps daily for work and personal life
GOALS & ASPIRATIONS	
Health Goals	Maintain family wellbeing, manage occasional asthma symptoms, prevent stress-related health issues
Service Expectations	Prompt responses, qualified professionals, seamless integration between digital and physical services
Future Concerns	Long-term family health planning, aging parents who may need healthcare support, work-related stress management
Value Proposition	Saves precious time, reduces anxiety around healthcare access, provides credible medical advice without lengthy waits

Table 1: Primary Customer Persona

(Source: Boots-uk.com, 2025)

5. Marketing Mix Strategy

Product

Both core service components will be part of an all-encompassing digital healthcare ecosystem from Boots Virtual Care. Virtual GP consultations will be the primary offering and will give patients access to qualified medical professionals through an encrypted video connection (Bray et al. 2021). Prescription services, general health advice, specialist referrals and medical certificates will form part of these consultations.

Subscription Tier	Features
Essential	• 6 GP consultations annually • Basic health assessment • Prescription services • Digital health record
Plus	• 12 GP consultations annually • Comprehensive health assessment • 4 wellness coaching sessions

	• Prescription services • Digital health record • Priority booking
Family	• 24 GP consultations annually • Health assessments for up to 4 family members • 8 wellness coaching sessions • Prescription services • Family health records • Priority booking • Medication reminders

Table 2: Different types of products

(Source: Boots-uk.com, 2025)

Price

Boots Virtual Care will offer service at premium, yet accessible prices for a value-based pricing strategy that is reflective of the brand quality credentials and acknowledges the price sensitivity around healthcare services (Callaghan et al. 2021). The subscription model will enable the company to predict recurring revenue and motivate continued engagement in health services.

Monthly subscription pricing will be set as follows:

- Essential: £9.99/month (£119.88 annually)
- Plus: £19.99/month (£239.88 annually)
- Family: £29.99/month (£359.88 annually)

Promotion

Targeted social media campaigns across each of the major platforms such as Instagram, Facebook, and LinkedIn will dominate, while digital marketing plays its part (Chiu, 2022). Within a dedicated health and wellness blog boots will become a digital health authority with articles authored by Boots healthcare professionals. In-store promotion will create awareness through:

- Digital displays and interactive demo kiosks in key Boots locations
- Pharmacy counter literature and verbal recommendations from pharmacists
- QR codes on prescription bags linking to service information
- Wellness areas showcasing the virtual care ecosystem

Place

The virtual service will be integrated with Boots' physical store network through:

- Electronic prescription transfer to the customer's preferred Boots pharmacy
- In-store consultation spaces for those needing digital assistance
- Click-and-collect functionality for recommended health products
- Digital kiosks in flagship stores providing service information and registration

Virtual care representatives will be available at select Boots locations to demonstrate the service and help customers with registration (Dolega et al. 2021). This physical presence will reinforce trust in the digital offering and provide support for less tech-savvy customers, particularly older adults.

Process

Customer experience will be optimized through streamlined, user-friendly processes at every touchpoint. The patient journey will begin with a simple registration process, collecting essential health information while minimizing friction (Doolan, 2023). Consultation booking will feature intuitive calendar interfaces with real-time availability, automated reminders, and pre-appointment questionnaires to maximize consultation efficiency (Hodson, 2021).

The virtual consultation process will incorporate:

- Waiting room functionality with accurate timing indicators
- Secure video connection with backup audio options
- Electronic prescribing with integration to preferred pharmacy
- Automated post-consultation summaries and follow-up instructions

People

The success of Boots Virtual Care will depend heavily on recruiting, training, and retaining qualified healthcare professionals who embody both clinical excellence and digital communication skills. All GPs will be NHS-registered with additional training in telemedicine best practices and the Boots customer service ethos (Jones, 2021). Wellness coaches will hold recognized qualifications in their specialty areas (nutrition, fitness, mental wellbeing) with experience in digital coaching methodologies.

Staff development will include:

- Regular clinical updates and digital skills enhancement
- Customer service excellence training
- Cross-functional knowledge of the Boots ecosystem
- Performance evaluation based on clinical outcomes and patient satisfaction

Physical Evidence

Despite being primarily digital, Boots Virtual Care will provide tangible evidence of its service quality throughout the customer journey. The app and web platform will feature professional design aligned with Boots' visual identity while incorporating healthcare-specific elements that convey clinical credibility (Lee and SEONG, 2021). Virtual consultation environments will maintain a consistent, professional appearance with branded backgrounds for healthcare providers.

Documentation will include:

- Digital health records accessible to patients
- Professionally formatted consultation summaries
- Electronic prescriptions with Boots branding
- Personalized wellness plans with progress tracking

Service communications will maintain consistent design language across appointment confirmations, reminders, follow-ups, and health tips (Markey, 2022). Integration with the physical Boots experience will be reinforced through coordinated branding between digital interfaces and in-store elements, creating a seamless omnichannel identity that builds trust in the virtual offering.

6. Conclusion

Boots Virtual Care represents a timely and strategic brand extension that leverages Boots UK's heritage of healthcare expertise, customer trust, and expansive retail presence to meet evolving consumer expectations in the digital age. By offering subscription-based virtual GP consultations and personalized wellness coaching, Boots is not only addressing pressing healthcare accessibility challenges but also expanding its value proposition in a way that is consistent with its core brand values of trust, convenience, and customer-centric care.

By integrating the digital services with Boots' existing physical infrastructure, it is filling the missing link between providing online convenience and in person service reliability and creating competitive edge. Unique to this hybrid model, Boots will outperform digital only telehealth startups and compete with public health options, delivering a more holistic, personal, and seamless customer experience.

The future of Boots Virtual Care will hinge on the ability to promote it in a targeted way to premium segments such as time-pressed professionals, digital native parents and digital condition managers within this customer base, entailing a strong approach to customer education and digital onboarding. It recommends that Boots should invest in robust user experience design, use Boots' Advantage Card data to target more personalized outreach, and ventures into corporate partnerships for wellness programs and for insurance.

As the heart of an increasingly digital and health-conscious community, Boots Virtual Care is a forward think solution for new revenue streams, customer loyalty and cementing Boots continued mission to provide quality health care for all. Beyond meeting today's market needs, this extension future proofs the brand for an age of lightning fast technological and consumer behaviour shifts.

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