

FAQS for Pharmacy

Overview

Q. What exactly is Map My Mole and how does it work?

A: Map My Mole is a rapid-access, teledermatology service focused on skin health and cancer detection. Patients can book an appointment at your pharmacy where a trained staff member uses a dermatoscope attached to a smart phone camera to capture high-quality images within the Map My Mole app of the index lesion or mole (s). These images are then securely uploaded and reviewed by UK-based consultant dermatologist with results typically returned to the patient within 24-48 hours.

Q: What's the benefit to me as a pharmacy owner?

A: Partnering with Map My Mole offers significant advantages for your pharmacy:

- Drives New Revenue: £20-£30k a year based on just 2 patients a day
- Easy set-up: Just download our app to get started, with no subscription or heavy outlay
- High-Quality Support: We provide the necessary equipment, comprehensive training, and ongoing clinical support, allowing you to get started with image-capture immediately
- Futureproofs Your Business: Diversify your income streams beyond NHS prescriptions and over-the-counter sales, addressing rising overheads and shrinking margins.
- Quick ROI: Breaks even in 3 patients, not 20+ for some ear removal services.

Q: How do I get started?

A: For individual sites, simply [download](#) the Map My Mole App, sign up, and follow the onboarding workflow to pay your set-up fee, and receive delivery of your dermatoscope. Follow the in-app training and once approved by the team, you're good to get started. We will send you digital marketing assets to share your new service with patients. There is always support from our team on great image capture etc. and we have an active intercom service for quick queries and responses. You can check out our reviews on Trustpilot [here](#).

For groups, of over 10 locations, we can discuss centralised billing, onboarding and enablement support across your group. Get in touch at support@mapmymole.com

Product & Service Delivery

Q. Who performs the mole imaging – do I need a clinician?

A: No clinical training is required for your staff. They are provided with step-by-step guidance on how to capture images within the app. A minimum of three test cases are required before using the service in patients. This allows the Map My Mole team to provide feedback on image capture quality and how to improve. No clinical opinion is made on-site by your staff. You can utilise multiple existing staff across your account such as friendly technicians or counter staff.

Q. What training is provided?

A: We provide comprehensive onboarding support, ongoing access to refresher materials, and continuous support, including virtual or in-person drop-in sessions and in-app intercom support. We also partner with training providers like skcin.org to provide ongoing dermatology training. Our training is specifically designed for non-clinical specialists like pharmacy assistants, technicians, or counter staff.

Q. How long does an appointment take?

A: Each appointment takes about 10 minutes, making it ideal for integrating into existing pharmacy workflows.

Q. What if a customer asks clinical questions I can't answer?

A: Your staff will be trained to explain the screening process but not to offer clinical advice. All clinical concerns and diagnoses are handled by our consultant dermatologists who review the images.

Q. Is your service just AI?

A: No, Map My Mole is not an AI tool. All images are reviewed by UK-based dermatologists, ensuring safe, consultant-led decisions and reducing diagnostic uncertainty. Unlike standalone AI tools, we focus on empowering specialists and reducing the burden on GPs rather than shifting diagnostic uncertainty back onto them.

Q. What happens if a patient needs treatment?

A: The patient and your pharmacy receive a clinician report within 24-48 hours of image submission. If a dermatologist recommends further review, we ensure the pathway is clearly joined up and we call the patient to reassure them about next steps. While your pharmacy's role is limited to image capture, we partner with lesion removal services, to offer a joined-up pathway for your patients. Many pharmacies are adding lesion removal to their offering (which we can help you with), or we can refer to our national network of over 1000+ clinics who offer safe lesion removal. For anything more serious (< 5-10% of cases), we contact the patient and help them to access rapid GP or hospital referral.

Space & Resourcing

Q. Can I use my existing consultation room?

A: Yes, you can use your existing consultation room and providing the Map My Mole service ensures you are getting the maximum value for this space.

Q. What equipment is needed?

A: We provide the DE 300 robust cost effective dermatoscope and the accompanying app. You will only need Wi-Fi and a regular smartphone with the Map My Mole app downloaded, in addition to the consultation space you have identified within your pharmacy.

Q. How many staff are needed?

A: Only one trained staff member is needed per appointment. This service can be easily integrated into your current staffing structure, especially during quieter hours and multiple colleagues can deliver the service to increase service resilience.

Commercial / Marketing

Q. How do I charge for this service?

A: You have full control over your pricing, but most partners charge between £50-£85 for image capture and reporting. For comparison, a private dermatologist appointment usually costs £250-£300, so our service offers fantastic value - without GP wait times. More pricing strategies are discussed in various case studies [here](#). Patients typically pay at the point of booking or directly in your pharmacy. We then invoice you monthly.

Q. How do I market this to patients?

A: We provide a comprehensive marketing toolkit that includes posters, digital assets, social media templates, and digital screen content. If you have HealthPoint TV, you can select Map My Mole as part of your content schedule. We also offer support for local PR and raising awareness among local GPs. Successful pharmacies often place Map My Mole leaflets in prescription bags and display posters in high-traffic retail or treatment areas. Local Facebook groups are also an effective way to let patients know about your services.

You can find out [here](#) how other great partners have priced and marketed the service successfully. You can access more of these assets at any time and for free within your "My Clinic" by selecting assets, adding them to your basket and ordering.

Q. How do I know you are a quality service provider?

A: Map My Mole is recommended by the National Pharmacy Association and boasts a team of world-class dermatologists. Our South-West pilot demonstrated significant results, including a 64% reduction in two-week-wait referrals and 989 GP appointments saved. The service has also received ministerial interest and has been championed in Parliament. You can check out our reviews on Trustpilot [here](#).

Q. Why else should I consider Map My Mole?

A: Beyond the current benefits, Map My Mole is continuously evolving to further support pharmacies. By partnering with us now, you become part of our rapidly growing national network of over 1000 clinics and pharmacies. This network facilitates image capture for our partners, including health insurance providers and paid NHS pathways, expanding your reach and opportunities when you sign up.

Insurance & Liability

Q. Am I liable for any clinical outcomes?

A: No, as a pharmacy partner, you are providing an image capture and referral service. As long as your staff adhere to the provided protocol, all clinical responsibility and liability lie with Map My Mole. Your existing public liability insurance should be sufficient, and we can provide a template to confirm this with your broker. The National Pharmacy Association has recommended insurance products on its [website](#).

Q: What insurance cover does Map My Mole provide?

A: Map My Mole is fully insured including public liability of £5m+ per claim. This ensures comprehensive protection for the services delivered through the Map My Mole platform.

Q. Is the equipment insured?

A: You have the option of a lease model that includes equipment cover, or you can insure the device through your existing pharmacy insurance policy.

Q. What happens to user data?

A: We comply with ICO requirements and securely store patient data. Our health data policy is viewable [here](#).

Time & Workflow Concerns

Q. Is this going to add too much admin?

A: The Map My Mole system is designed to be low administration. Booking, image uploads, and result delivery are all streamlined. Our support team is available to help troubleshoot at any time. Our existing network of over 1000 clinics, many of which are small operations, consistently praise our support and ease of use. Check out our partner [case study page](#) to learn how others are using MMM. Booking can happen via Walk Ins or Online Booking Software, if you have this.

Success Measurement & ROI

Q. How much can I expect to earn from this service?

A: Earnings will vary based on footfall, your chosen pricing, and local demand. However, some of our partner pharmacies and clinics generate between £500 and £1500 per month with minimal effort.

Support & Escalation

Q. What support do I get if something goes wrong?

A: We offer real-time customer service, weekly check-ins for the first month, and a named partner success manager. We pride ourselves on how we support our partners.

Q. What if the technology fails or I can't upload an image?

A: Our tech team provides same-day support. We also offer step-by-step troubleshooting and backup workflows.

Q. How do I know you have enough dermatologists to scale the service?

A: We work with a dedicated pool of UK-based dermatologists, supported by an efficient review hub that allows most cases to be assessed quickly, meaning capacity scales easily as demand grows. The model is already proven across more than 1000 pharmacies and clinics with consistent 24 to 48 hour turnaround times. Dermatologists are quicker in assessing than GPs, who are non-specialists.

Q. How does the app work across multiple sites?

A: Each site has its own account, and device, which multiple staff can log into via the downloaded app as needed. All submissions are automatically linked to that site's account, making reporting and invoicing straightforward. For organisations with more than ten sites, we can also provide centralised invoicing, oversight and account management to keep everything streamlined at group level.

Q. Can I use an iPad?

A: You can technically use an iPad, and the scope will attach, but the app will run in iPhone format so the display experience is not ideal. A small number of clinics do use iPads, but we currently have no plans to develop an iPad-specific version of the app. For ease of use, image quality and a smoother workflow, a smartphone remains the best option.

Q. Which Smartphone should I use?

A: To get the best experience with Map My Mole, you simply need a modern smartphone with a rear camera. iPhone users: Choosing an iPhone from 2021 onwards gives you long term stability and excellent camera quality for skin imaging. Android users: For our service, the key requirement is a rear camera positioned in the corner of the phone so the dermatoscope fits securely. A simple Android device running Android 15 or above is ideal and you do not need multiple camera lenses. Please note that as new versions of Android and iOS are released, older devices steadily lose support. As a rule of thumb, iPhones typically receive updates for around six years. In short, any recent iPhone or a straightforward Android released in the last few years will work perfectly and keep you supported for the long term.

Bring Trusted Mole Checks into Your Pharmacy

[Download the app](#) and support
early diagnosis in your community

