mapmymole
By Community Dermatology

FAQs for Pharmacy (Ireland)

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 smartphone 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 a 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: meaningful additional income each year; does not require pharmacist
- 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 HSE and over-the-counter sales, addressing rising overheads and shrinking margins
- Quick ROI: breaks even in just 6 patients

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 of **€399** (no VAT added)*, 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, 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

*As a UK supplier, we don't charge VAT to Irish businesses. You simply account for it under the reverse charge on your usual VAT return.

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. 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 consultant 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 talk through their options. While your pharmacy's role is limited to image capture, we've partnered with the Surgical Institute Dublin (SID) as our named surgical partner in Ireland to offer a joined-up pathway for patients who need further treatment. SID operates a "See and Treat" model, meaning assessment and treatment can often happen on the same day. Patients are also always free to choose referral to their own GP or another provider instead.

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 a 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. What do I charge for this service?

A: You have full control over your pricing, but most partners charge around €150 for image capture and reporting. For comparison, a private dermatologist appointment in Ireland typically costs in the region of €300, so our service offers fantastic value, without the wait. Patients typically pay at the point of booking or directly in your pharmacy. Most pharmacies pay as they go in the app.

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. 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. In addition, you can boost new

service awareness with door drops and digital advertising, which we can help with. You can find out here how other great partners have priced and marketed the service successfully.

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

A: HIQA formally endorsed teledermatology to the HSE in April 2026 as a solution to Ireland's dermatology waiting list backlog, and we're proud to be building the Irish infrastructure to deliver exactly that. In the UK, our contracted NHS work demonstrated significant results, including a 70% reduction in patients in the urgent skin cancer pathway. We also work with over 2000 partners like Well Pharmacy, Right Medicine and Vita Healthcare. We have a 4.9* out of 5 average Trustpilot review.

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 a rapidly growing network already trusted by over 2000 pharmacies and clinics in the UK, and you'll be among the first to shape how the service grows here in Ireland.

Insurance & Liability

Q: What insurance cover does Map My Mole provide?

A: Map My Mole carries comprehensive public liability cover for the services delivered through the platform.

Q. What happens to user data?

A: We comply with GDPR requirements and securely store patient data in line with Irish data protection standards.

Q. Is this service covered by private health insurance?

A: At the moment, this service is direct to consumer. However, our treatment partner Surgical Institute Dublin is covered by all major healthcare insurance, should patients go on to need treatment.

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.

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, already trusted by over 1,700 pharmacies and clinics in the UK, many of which are small operations, consistently praise our support and ease of use.

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. Based on running 2-4 mole check appointments a week, partner pharmacies can expect to generate somewhere in the region of €585-€1,169 a month with minimal effort.

Support & Escalation

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

A: We offer real-time customer service, regular check-ins, and a named partner success manager.

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 consultant 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 1,700 pharmacies and clinics in the UK, with consistent 24 to 48 hour turnaround times.

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. 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. **We do not recommend the iPhone 17 Pro Max for this service**. Android users: 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. If you don't have a devcie already, we can help you secure this through our partnership with Big Phone Enterprise.

Bring Trusted Mole Checks into Your Pharmacy

Download the app and support early diagnosis in your community

Download on the App Store

GET IT ON Google Play

