Colombia | Pharmacy-linked clinical services

MIO-PHARM-CO-001 · V6 EN · Cut-off: 22 October 2026.

Market intelligence; not a clinical protocol or authorisation to deliver healthcare.

The central decision

Do not prioritise a business line from its advertised final price. First identify provider, payment unit and retained revenue share; then compare costs and constraints. Public evidence distinguishes retail offers, partner-IPS care and institutional follow-up, but does not establish a national margin.

Editorial and commercial recommendation

The proposed primary reader is a services or partnerships development manager at a chain or pharmaceutical manager. This is an audience hypothesis, not validated demand. The proposition is to reduce comparison errors and structure conditional decisions. A reader needing only one tariff or a software user price can be adequately served by free sources.

What the comparison establishes

Six substitute types were compared using available public documentation. A members-only report was not accessed and software demos were not executed; superiority over unseen content is not claimed. Buyer time savings, willingness to pay and error rates were not measured.

Method and boundaries

The register contains 55 sources, including failed and partial retrievals, without treating them as positive evidence. Its 27 amount rows include deposits, software and external comparators. They are not averaged together. The twelve families include subsegments and cross-cutting axes; they are not twelve additive markets. Public sources only; no interviews, surveys, purchases or contacts.

Evidence classification

An offer establishes an announcement; a manual describes rules for its period; a budget establishes a financial reference; a signed contract would require checking parties and effective period; an invoice establishes a billing claim; payment establishes collection. No stage automatically establishes the next. An operator statement is not independent corroboration.

Corrections to earlier iterations

V1 had not recovered useful tariffs; V2 corrected that gap. V3 separated rent, deposit and purchase; V4 separated contact, report and programme. V6 removes the assumption that a simple calculator provides sufficient differentiation and explicitly compares substitutes. Data limitations do not become a general prohibition on selling research; they are assessed against the approved objective.

Twelve-family coverage

P01 · Measurements and anthropometry

Measurement offers have published prices; a vital-sign package may overlap individual measurements. Compare equivalent acts and avoid adding both package and components.

[CO18,CO21,CO22]

P02 · Outpatient procedures

Separate local IM administration, home visits and historical 2025 IPS infusion bands. Duration and provider differ; a higher price does not establish a higher margin.

[CO18,CO20,CO27]

P03 · Testing, laboratory and imaging

A linked wellness booth advertises campaigns and sample collection; external laboratories are comparators. Pharmacy-channel volume and revenue allocation remain unverified.

[CO19,CO09,CO46]

P04 · Genetics and pharmacogenetics

Research and specialist diagnostic offers exist. Commercial genetics delivered through retail pharmacies is not established; retain it as a testing subsegment.

[CO13,CO30,CO46]

P05 · Vaccination

Distinguish booth campaigns, institutional benefits and external vaccination providers. Vaccine product and administration fees are not separately established; one corporate page was only partially retrieved.

[CO19,CO23,CO24,CO47]

P06 · Consultations by profession

Remote guidance has published offer prices, but is not automatically equivalent to a diagnostic consultation. Establish professional role, duration, provider and included components before comparing.

[CO18,CO19,CO22]

P07 · Programmes and medication review

Institutional follow-up and one-off care are different units. A 2020 manual separates quarterly follow-up from monthly reporting; a current patient-period contract fee was not recovered.

[CO02,CO18,CO36,CO37,CO38,CO48,CO50]