

Claims

1. A method for providing an online communication platform for a targeted community of people, comprising the steps of:

- a.) choosing a community of people
- b.) identifying a product accessed by said community of people, said product comprising one or more product units;
- c.) providing a product identifier formed by at least a part of the product unit itself or of a packaging thereof itself;
- d.) providing an online communication platform;

wherein said online communication platform is automatically accessed by reading said product identifier using an image recognition software installed on a suitable device,

wherein scanning the product identifier is the only way for a user to automatically access the online communication platform.

2. The method of claim 1 wherein said online communication platform is selected from the group consisting of message boards, chat rooms and live online audio or video communication.

3. The method of claim 1 wherein said suitable device is a camera equipped smartphone.

4. The method of claim 1, wherein said product is selected from the group consisting of medical devices, drug products, personal care products, nutritional supplements, nutraceuticals, functional foods and foodstuffs and preferably is a drug product, in particular a prescription drug product.

5. The method of claim 1, wherein the targeted community consists of people suffering from a disease or disorder, in particular a chronic or long-term disease or disorder.

6. The method of claim 1, wherein the product identifier comprises a unique unit identifier.

7. The method of claim 6, wherein the unique unit identifier will only permit a singular access to the online communication platform.

8. The method of claim 6, wherein the unique unit identifier will only permit access to the online communication platform in a specific time window.

9. A system for selectively providing information to a targeted community of people, the system comprising,

- at least one product, said being provided with at least one product identifier formed by at least a part of the product itself or of a packaging thereof itself,

- an online communication platform,

- a device having an image recognition software installed thereon, said image recognition software automatically accessing said online communication platform by reading said product identifier,

wherein the product identifier is the only way for a user to automatically access the online communication platform.

10. The system of claim 9 wherein said online communication platform is selected from the group consisting of message boards, chat rooms and live online audio or video communication.