

PHARMAGEST INTER@CTIVE SIGNS KEY PARTNERSHIP DEAL WITH PHR GROUP

Pharmagest Inter@ctive, the leading French medicinal IT company, today announced it had signed a key partnership agreement with the PHR (Pharma Référence) group, which has over 1,900 pharmacists as members within the PHR Référence grouping and 2 trade names Pharma Référence and Viadys.

Against the background of cut-backs in the number of reimbursed medicines and a switch to over-the-counter sales of family medication specialties, there is an ever-increasing focus on the need for effective communication and patient-oriented advice. The PHR group has opted for referencing and recommending the Pharmagest Inter@ctive-CIP solutions to its members and participants. The partnership is based on mutual undertakings designed to:- improve the profitability of the dispensing pharmacies covered by the PHR Référence group and its trade names – enhance the status of the pharmacist profession and allow members and participants to have access to the most effective multifunctional software on the market.

LGPI ® - CIP Global Services : a unique system enters the arena.

Offering various management features plus knowledge and data bases, the LGPI ® is an effective tool for the pharmacist that also allows laboratories to get in touch with a pharmacy team via dedicated facilities notifying them about new products and special features of new medicinal products ...

The LGPI communication, training and information tool allows pharmacists to offer better advice and secure the loyalty of their customers.

This partnership will primarily cover 3 innovative solutions which have been developed by Pharmagest and incorporated into the LGPI, in its complete version: Offimedia, Officentral and Offidirect.

OFFIMEDIA : an interactive and innovative communication tool

As a logical extension of LGPI / CIP Global Services, the OffiMédia system is designed to help dispensing pharmacies to coordinate their points of sale, offer information to customers, while encouraging requests for advice and impulse buying as a result of broadcasting repeated message on screens placed in highly visible locations in the sales environment: counters, retail display spaces, front wall. This service also enhances the complementary relationship between the marketing campaigns of the PHR group and its laboratory partners.

OFFICENTRAL : solving day-to-day multisite management woes

Officentral was developed by Pharmagest Inter@ctive to cater for the professionals' growing infatuation with the management of their consolidated purchases.

An optimised and pooled stock management system, and a consolidated buying policy for guaranteeing better purchasing and management procedures – these are the key characteristics of the "Officentral" application. This tool smoothes the consolidated purchases path for member pharmacies so they can secure the best commercial terms (ordering directly from laboratories), while maximising the effectiveness of the system for spreading the stock of products amongst network pharmacies so as to provide a central overview of stock and business activities.

OFFIDIRECT : more sophisticated stock management

This service designed to boost the effectiveness of the direct online ordering process is offered to pharmacies using a specific interface incorporated into the application so as to be able to place orders directly within a short space of time, at any time of the day. They also enjoy the special direct ordering rates and conditions the laboratories offer on an ongoing basis. The more sophisticated stock management system enables a pharmacy team to obtain a better storage cost/ordering terms ratio.

Thierry Chapusot, Pharmagest Inter@ctive's Managing Director, says that: *"From the very outset Pharmagest has been anticipating the challenges of the pharmaceutical industry. Our group has made a clear appraisal of the need for pharmacies to sell more and offer better advice and the requirement for laboratories to be a central component of the activities of pharmacies. In view of the growing trend in France towards self-medication and the role of new information and communication technologies, Pharmagest Inter@ctive is rolling out tailor-made and innovative solutions to keep pace with the latest developments in the healthcare marketplace. This major partnership with the PHR group is a testament to our commitment to remain attentive to the needs of pharmacists, while adjusting to new developments in the pharmacy sector."*

About Pharmagest Inter@ctive – CIP SA

The Pharmagest Inter@ctive - CIP SA Group is the leading French medicinal IT company, boasting a 43% market share, 9,800 customers and 600 employees. The group also started operating in Northern Europe in September 2007, securing a 12% market share in Belgium and Luxembourg.

The key partner of pharmacists for over 20 years, Pharmagest Inter@ctive designs innovative computing solutions aimed at dispensing pharmacies, and is developing a high-potential E-Media E-Business aimed at laboratories.

The first Logiciel de Gestion à Portail Intégré (LGPI®), (Management Software with Integrated Portal), offers opportunities for patients, pharmacists and laboratories, boosts sales, optimises purchases and enhances patient advice. It is also the first media with a permanent impact in dispensing pharmacies, providing laboratories with a direct channel of communication to pharmacists and their patients.

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Discover all the news about the group on www.pharmagest.com

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