

Pharmacists cash in big with X/procure® X/points™ Payouts

X/procure® specialises in the provision of electronic procurement and advertising technology to the South African Healthcare Industry. To retail pharmacists X/procure® offers a premium electronic ordering system, and to pharmaceutical manufacturers it offers various advertising options on the computer interface at the point of purchase.

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X/procure® recently made industry history by being the first specialised application software supplier to acknowledge and reward its licensees who actively utilise its electronic medicine procurement system, by making cash payouts through its X/points™ Rewards Programme. To date X/procure® has paid out in excess of R600 000, ensuring pharmacists the country over are smiling all the way to the bank.

“In a society where cash is king, what better way to reward loyal pharmacy customers who subscribe to an utilise our system, than to pay them in cash? The more the pharmacy makes use of the X/procure® procurement system, the more X/points™ they earn, which benefits advertisers on X/procure® who enjoy increased brand recall at the point of ordering, resulting in a win-win situation for all involved. The X/points™ programme has been exceptionally well received by our numerous subscribers”, commented MD Deon Lewis.

At the start of each day the pharmacist is reminded electronically of his X/points™ balance, which can be redeemed for cash on a monthly basis. Those X/points™ not cashed in will automatically roll over to the next month allowing pharmacies to build up a healthy cash balance.

In a society where its more common to receive than to give, its refreshing to see an organisation not afraid to share their pie with their loyal supporters, once again proving why X/procure® remain undisputed industry leaders within its field.

For further information visit www.xprocure.com

X/procure®

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