



## Newsletter

Issue 2, January 2011

Highlighting the latest news and special offers at SIGMA pharmaceuticals plc

### Pharmacy websites now available through Sigma

Sigma launched their latest division, sigNET, at Sigma's annual conference in Shanghai, China, earlier this year in partnership with Haarty Hanks. Rajiv Shah and Amit Bhagalia of Sigma and Haarty Hanks, respectively, have headed up this joint venture, which aims to deliver cutting-edge, web-based solutions to community pharmacies.

Over the last 12 months, research showed that an increasing number of pharmacies have gone online, but the overall figure of internet pharmacies was still significantly low in relation to the size of the profession. There are a variety of reasons for this, most notably a lack of understanding of the online market from pharmacists and its potential for growth. Furthermore, there is a lack of providers offering pharmacy-centric internet models and those that do, fail to offer the functionality and components required to achieve online success.


When speaking with delegates in Shanghai, the feedback received was consistent: pharmacists were all in agreement that they could no longer procrastinate going online and, whilst all agreed that having a website was paramount, the audience was somewhat split in terms of what solution to adopt. Certainly, the majority were interested in extending their revenue streams online, bearing in mind the nominal overheads, but there were a few

who felt they did not have the capacity short term to manage such a model, and thus were more interested in something smaller and less interactive.

With this in mind, sigNET is offering internet solutions to fit both ends of the spectrum. Static, information-only websites, with the ability for patients to reorder prescriptions online and participate in online surveys are available, while fully fledged e-commerce websites are available too, with the ability to receive prescriptions online, sell P and GSL medicines, provide online consultations, interactive health guides and much more. All e-commerce solutions are powered by QueroSoft®, a bespoke framework developed using best of breed Microsoft technologies.

Amit Bhagalia of sigNET stated, "With the profession being subjected to a number of market forces over the last few years, it is imperative that community pharmacists future proof their business by maintaining their competitive advantage, whilst still providing an efficient service to their patients. We believe sigNET will help our customers achieve this and aid them in making the next steps into the digital economy."

Those interested in sigNET and taking their business online, please contact: Rajiv Shah at Sigma: 01923 332 749 or rajiv@sigmaplc.co.uk

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Article by Rajiv Shah, Sigma.  sigNET

#### In the news...

- Sigma accounts department
- Mobility
- Activa Healthcare
- Global Infosys and accounts outsourcing
- TENA range available at Sigma

#### New products available at Sigma

##### Generics

- MYCOPHENOLATE 250 & 500 MG TABS (GENERIC OF CELLCEPT®)
- ACARBOSE 50 & 100 MG TABS (GENERIC OF GLUCOBAY®)

##### Parallel Imports

- MIRAPEXIN 0.26/0.52/2.1/3.15 MG TABS
- SEROQUEL XL 50/200/300/400 MG TABS
- TIMOPTOL UNIT DOSE 0.5% PK/30
- TAVANIC 500 MG TABS
- OPTIVE EYE DROPS 10 ML

##### Surgical dressings

- ALTIFORM D.T. HOSIERY: CLASS 1, 2 & 3 @ 33% DISCOUNT