

MBE Profile - Click Pharmacy



click pharmacy

ClickPharmacy was born in 1998 in the midst of the dot-com explosion. But unlike the masses of on-line retailers who did not survive the internet bubble, ClickPharmacy continues to thrive. Its business has mastered the art of providing convenience and personal service using the power of the internet.

Gloria Rodriguez, President and CEO, fully credits the company's staying power to its ability to provide the ultimate shopping venue for consumers purchasing pharmacy products. "We give customers every advantage the internet can offer. We have a wider selection, because we're not limited by shelf space. We put vital education resources at their fingertips. We provide interactive service and support 24 hours a day. We're linked to their local pharmacists to provide personal service and support." Ms. Rodriguez adds, "This is how we define the ultimate shopping experience."

ClickPharmacy offers over 7,500 products to consumers in 43 states and makes it easy to shop with 22 virtual aisles of inventory. It stocks 98% of all prescription medications filled in the U.S. today.

The heart of the firm's service strategy is its partnership with 150+ independent pharmacies who adhere to the highest service standards and offer same-day delivery to home or office. According to Ms. Rodriguez, "There are generally two types of pharmacy vendors – pure on-line and pure bricks and mortar. We chose to combine the best of both worlds for our customers."

In the markets Click now serves, local customers using the firm's on-line store, are actually accessing products from their local pharmacy. In effect, Click has given mom and pop pharmacies a channel to sell on-line. Instead of competing with local stores, Click partners with them to create a more efficient shopping experience for the customer.

As its reputation for pharmacy partnerships grew, Click found itself strategically positioned to provide marketing services to pharmaceutical companies seeking stronger distribution channels. The company's relationships with a growing list of buyers - independent pharmacies, physicians, patients and consumers – enables Click to take a pharmaceutical company's products into a broader market.

Ms. Rodriguez founded Click with over 20 years of experience in all aspects of the pharmacy trade, including distribution, merchandising, marketing, brand development and launching products. In 2004, Click expects another record-setting year. To view the ClickPharmacy inventory, visit www.clickpharmacy.com.