

Industry news: Sandoz uses ongoing X/Procure® system to promote products

Issued by [Owlhurst Communications](#)

6 Sep 2007

X/procure®, the advertising procurement system directly targeting pharmacists has launched a campaign for Sandoz, one of the world's leading generic pharmaceutical companies. The ongoing campaign has seen four new central nervous system (CNS) products launch into more than 1500 pharmacies countrywide.

To up the ante for Sandoz the procurement company suggested placing Intervention Adverts against current competitors – this allows the selected product to make its presence known when a competitive product is requested. The use of Announcement Screens, a second media platform devised by X/procure® was used to further boost awareness.

“X/procure® is a vital partner to gain access to customers at a crucial point in the dispensing and ordering process,” says Rosalina de Abreu, Product Manager for CNS.

“Their innovation sets it apart from the competition and helps us set our brands apart from the rest.”

Deon Lewis, MD of X/procure® adds, “Our system has the ability to get straight to the decision maker who is ordering the products for the pharmacy, reminding them of a brand whenever they go into the system to place an order. Electronic procurement is now regarded as the industry standard.”

With the use of X/procure®'s Intervention advertising and announcement screens, Sandoz's central nervous system products which tackle anxieties like sleep disorders and anxiety are sure to give competitors in this category a run for their money.

About X/procure®

X/procure® Software specialises in the delivery of electronic ordering and advertising technology to a wide segment of the South African Healthcare industry. To the pharmacists X/procure® Software offers a premium ordering system, to the pharmaceutical manufacturers an opportunity to place advertising on the computer interface at the point when the buying decision is made in the form of banners, intervention adverts, watermarks and pop-ups amongst others.

For further information visit www.xprocure.co.za

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