

### About Us     A unique approach

The Pharmacy Centre website platform levels the playing field and gives you a website that is impressive and powerful enough to compete with the UK's largest pharmacies, without needing any of the resources, investment and hard work that this would normally involve.

The Pharmacy Centre is a wholly owned subsidiary of MedicineChest Ltd- a dynamic media company providing online solutions and health information, based in Amersham, Buckinghamshire. We are the leading provider of pharmacy websites in the UK with over 1000 independent pharmacy websites already using our platform successfully. We have a thorough understanding of the needs and challenges facing independent pharmacists built up over 10 years.

All the technology has been developed by ourselves in close collaboration with pharmacists and custom built to pharmacists' specifications. We are confident our offering surpasses anything available elsewhere for a fraction of the cost.

### [About The Pharmacy Centre Pharmacy website Service](#)

#### Background

MedicineChest began providing health information in doctors' surgeries in 2001. The information was written in easy to understand terms to help promote the role of pharmacy and self treatment at every appropriate opportunity. We developed a relationship with pharmacy from this as it became clear we were offering information valuable to pharmacy customers.

From offering health information in printed format we began to provide it on-line in a ["white label"](#) form and quickly established clients such as leading national newspapers and stores. The information provided two main benefits –customers spent more time on this area of the client's website and the content drove better conversions from visitors to sales.

We identified that pharmacy was poorly served on-line with an affordable service that offered

real value to pharmacists and began to develop a platform for independents. This has evolved significantly with a great deal of input from pharmacists and those using the platform along the way.