

Kring-apotheek BV in Retailing (Netherlands)

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Abstracts

As the leader in the chemists/pharmacies channel in the Netherlands, the company is aiming to maintain its leadership through stronger emphasis on the importance of personalised care and web connectivity through personalised medical applications. The company's future focus will especially be on further development of personalised access with an internet application that provides a summary of the prescribed medicines and that gives access for ordering new medicines, asking questions and...

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