

iTherapeutics partners with Pharmacy Today in New Zealand!

In a New Zealand first, iTherapeutics has partnered with Pharmacy Today, to bring free online product education to Pharmacists and Pharmacy staff in New Zealand.

Pharmacytoday.co.nz is the leading news website for pharmacy in New Zealand and as such is ideally placed to carry an eLearning portal to support the established iTherapeutics platform. The print title, Pharmacy Today has a 97% penetration into pharmacy staff and is the ideal vehicle to market and promote the eLearning initiative on the website.

This exciting new partnership will ensure the strengths of both organisations can be leveraged to successfully market and deliver high quality eLearning services, not only to Pharmacy Staff, but to a diverse range of Healthcare Professionals, across New Zealand.

Experience in Australia has shown that the delivery of high quality education drives increased product sales for pharmacy store owners and the suppliers of these products.

Suppliers that wish to know more about delivering their product education to Healthcare Professionals in New Zealand are welcome to contact James White (Sales and Marketing Manager UBM Medica NZ).

James White, Sales and Marketing Manager from UBM Medica NZ describes the initiative as “A very exciting development for pharmacy training in New Zealand. We are very happy with the level of engagement pharmacytoday.co.nz has in our market and are always looking at ways to improve its relevance and utility for pharmacy”.

“Because Pharmacy Today is so well respected and widely used by New Zealand Healthcare Professionals, it is our first choice for the dissemination of high quality online education for health professionals across NZ” said Peter De Lorenzo, Chief Executive Officer UnityHealth.

PharmacyToday

iTHERAPEUTICS*