

POLOPOLY'S SYSTEM FOR CONTENT MANAGEMENT CULTIVATES MAJOR DIGITAL HEALTH INITIATIVE

The Swedish Pharmacy, Apoteket, has recently released a new website, apoteket.se. This new venture has the goal of becoming the one-stop site for Swedes' questions and thoughts regarding health and medication. Next year it will be possible to buy over-the-counter pharmaceuticals directly on the site. The new website is cultivated by the Polopoly system.

Currently a new digital relationship management infrastructure for Apoteket is being built up. The objective is to be able to deal with a substantially increased orderflow via different digital channels. The digital channels will complement Apoteket's 900 existing Swedish outlets. In Malmö, in Southern Sweden, an editorial team has been set up to manage the day-to-day information flow on the site.

"Through the apoteket.se venture, we hope to make the Swedish Pharmacy more accessible to the general public. Now, we have adopted an editorial perspective on managing information. For us it was important to use a content management platform that meets the highest editorial and operational demands. The Polopoly system provides that technological platform, which makes it possible for us to cost-efficiently carry out a multi-channel distribution strategy," says Tony Rydberg, business area head at Apoteket.

"The Swedish Pharmacy is a demanding customer with an important mission. More and more companies and organizations are taking an editorial approach towards packaging and distributing information. The mediafication trend becomes more pronounced in today's business environment. Critical customer relationships are built and strengthened through the fast and effective distribution and management of information," says Gustaf Sahlman, CEO of Polopoly.

Polopoly develops platform independent systems for digital content management and customer relationship management (eCRM). Clients include some of the main Scandinavian players within media and retail industries, such as Dagens Nyheter, Göteborgs-Posten, Bonnier Publications, the Swedish Television, Boxer.tv, K-World, KF, SIDA and Ericsson. More information: www.polopoly.com. Telephone: 0800 917 2686

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