

The Irish
Pharmacy

Awards

2023



Finalists



Alliance Online Pharmacy Retailer of the Year Award 2023



The online pharmacy team from Hickey's, Allcare and Life Pharmacies

Allcare Pharmacy

Allcare Pharmacy has an online offering that is unique in comparison to other online pharmacies, remaining available 24 hours a day, always open to support customers with products, advice and service bookings. Allcare Pharmacy gives customers the best online journey using AI tools for personalisation and email segmentation to send customers personalised emails based on demographic information and shopping behaviours.

The team also provide OTC products which is a convenient and accessible service. This supports privacy for customers ordering certain products online with free next day delivery.

This is particularly beneficial for people who do not live close to a pharmacy, the elderly, disabled people, and those who cannot visit their local pharmacy due to opening hours etc.

Whites Pharmacy/Always There Pharmacy

Always There Pharmacy offers a large range of products catering to a wide audience with brands such as La Roche Posay, Vichy, Clarins, Hugo Boss and Marc Jacobs. The team offer nationwide delivery and excellent customer service as standard. Since they launched their website in October 2021, they have expanded the online services to include prescription ordering, live chat, weight management and most recently, have added an online nutritionist service. There is also an online booking system where customers can book in online for in-store flu vaccines, covid vaccines and blood pressure monitoring.



Life Pharmacy

As an online pharmacy, Life offers vitamins and supplements, beauty, skincare, fragrance, electrical items, mother & baby care and healthcare services; Medical equipment for assisted living; an Online Doctor service, which is a quick, safe and discreet way to obtain prescriptions and expert blogs written by local pharmacists and healthcare experts.

Life Pharmacy has had exponential growth of app prescription orders due to the convenience and ease of repeat usage and accessibility to in - app history. Benefits of their app include:

- Multiple Patient support added to app to enhance convenience.
- Inclusion of EHC, Viagra Connect, Online Doctor and Vaccine booking service to app.
- Push Notifications to periodically send promotions to patients – instant touchpoint to communicate with channel to drive engagement.



The online pharmacy team from Hickey's, Allcare and Life Pharmacies

Meaghers Pharmacy Group

Meaghers Pharmacy is a well-known Irish pharmacy chain with over 11 locations across the country. In addition to their physical stores, they also have an online store that offers a wide range of health and wellness products, including skincare, vitamins, supplements, beauty products, baby care, and more. The pharmacy team support various health needs such as immune support, energy, and joint health and lead the way in areas such as gut health, pain management, and specialised skincare, with a range of innovative products and knowledge that support patient/customer care.

Alongside beauty, lifestyle, and healthcare products, we also offer customers, access to our team of pharmacists, a prescription delivery service, and online sales of OTC medicines. We're dedicated to providing the same personalised, excellent customer service to our online customers as we do to our in-store customers.



The online pharmacy team from Hickey's, Allcare and Life Pharmacies

Hickey's Pharmacy

Hickey's Pharmacy use email segmentation to send customers personalised emails based on demographic information and shopping behaviours and offer the best in class logistics – over the last year the team has updated their warehouse management system, delivering increased efficiency throughout the entire warehousing and distributing processes.

Hickey's Pharmacy also offer an extended selection of health services alongside online doctor, ask a pharmacist, vaccine bookings and sexual wellness forms and strive to provide a high level of online customer service and support. They have set about achieving this objective by investing in Zendesk customer support software. This allows the team to nurture customer relationships with personalised, responsive support across all channels

Pharmacy Store Ireland

When transferring to online, the Pharmacy Store had one sole purpose to provide the same customer service and journey online as they have been providing in-store but using online capabilities to make the process as smooth as possible for customers. They are a community pharmacy that employed e-commerce with a clear focus on innovation with steps to enhance the customer experience and journey the same way online as customers receive in store.

The team focus was to allow local customers and customers nationwide to be able to use the current growth and developed technology to access pharmacy products and services at anytime and anywhere. The Pharmacy Store are thriving to keep stepping up with innovation and new developments in technology to create an even quicker and smoother customer journey.

