

PIPELINE PREVIEWS

microPharmacy® Corp. Launches First In-Office System to Bring an Immersive Shopping Experience into Cosmetic Medical Practices

microPharmacy Corp. announced availability of microPharmacy Touch™, the first connected promotional and interactive display. This customized platform merges in-office product dispensing with online retailing, educational videos, and personalized patient engagement for plastic surgery and dermatology practices. microPharmacyTouch creates new revenue opportunities by combining in-office marketing with cutting-edge hardware and responsive software.

At almost 5 feet tall, the microPharmacyTouch has an all-in-one computer comprised of a 43-inch touchscreen, stereo speakers, camera, and microphone to create a fully immersive in-office experience. Patients can interact with it the same way they use their cell phone, tablet, or PC. Patients will be invited to register to become an online customer, actively shop for products, and interact with important new marketing resources and online advertisements.