

Industry news: Thebe Pharmaceuticals focuses on the supply of cost effective treatment

Issued by [Owlhurst Communications](#)

29 Jun 2007

Thebe Pharmaceuticals, local black-empowered healthcare group with its focus on the supply of cost effective pharmaceuticals, has tasked X/procure® to drive awareness of its probiotic product Reuteri, directly to pharmacists.

During the winter months more antibiotics are prescribed and ordered than at any other time of the year, and with them most pharmacists will offer a probiotic to counter their side effects. Thebe Pharmaceuticals, offering a wide range of branded ethical, generic and niche complimentary medicines wanted its probiotic product to be on top of the list.

"The three month campaign will utilise X/procure®'s Complimentary Intervention advertising platform," says X/procure® MD, Deon Lewis. "It allows for the Reuteri product to be prompted onto the pharmacist's computer screen at the same time he or she would prescribe an antibiotic, ensuring top of mind awareness."

Sharon Teversham, Product Manager of Thebe Pharmaceuticals says, "The X/procure intervention platform, specifically on the dispensing package used by pharmacists, offers us an excellent opportunity to target key decision makers and indirectly add value to the pharmacy."

About X/procure®

X/procure® Software specialises in the delivery of electronic ordering and advertising technology to a wide segment of the South African Healthcare industry. To the pharmacists X/procure® Software offers a premium ordering system, to the pharmaceutical manufacturers an opportunity to place advertising on the computer interface at the point when the buying decision is made in the form of banners, intervention adverts, watermarks and pop-ups amongst others.

For more information visit www.xprocure.com

Editorial contact

Issued on behalf of: X/procure® - Deon Lewis

Tel: +27 11 562 6500

Primedia Unlimited - Ken Varejes

Tel: +27 11 562 6666

Prepared by: Owlhurst Communications

T: +27 11 234 6520