

EXCLUSIVE INTERVIEW



Kosta Conomos

HEAD OF INTELLIPHARM

Intellipharm is a leading business intelligence, data and loyalty supplier for the pharmacy industry, promoted as being trusted by more than 4500 pharmacies in Australia and New Zealand. Its recently appointed Head, with a background of driving retailer and manufacturer growth and profitability through data and analytics, tells how he's applying his experience and leadership skills to enhance current client solutions and expand Intellipharm's client base, with the goal of using insights and innovation to improve the lives of as many pharmacy customers as possible.

Please tell us about your background in the industry.

I've been heading up the Intellipharm business at EBOS for six months now, and it's been so great to work with a team that's genuinely passionate about driving better outcomes for the pharmacy channel.

My background has always been in the retail industry, and the more time I've spent in this industry, the more I've learned the value of leveraging data and analytics to generate insights that help clients make better-informed decisions that will ultimately benefit their customers.

I've joined Intellipharm at a truly exciting time. The broad consumer healthcare sector is an area of significant growth, not just because of the pandemic, but also because it's an industry that has access to many different customer touchpoints.

We're in a fantastic position to help the industry gain a more holistic view of consumer health by bringing together different data sets that pharmacies and their suppliers can use to make positive business decisions based on real insights.

For those who don't know the business, please provide an overview of what you do. Tell us a little about your portfolio of services.

Intellipharm's purpose is to drive profitable growth for our pharmacy and supplier clients by embracing innovation and using our data-driven business intelligence capabilities to provide them with an unparalleled understanding of their consumers.



We do this in three different ways.

First, we use our data processing and analytical expertise to generate insights on our easy-to-use dashboard reporting software. These insights help our community of 4500 pharmacies to better understand transactions and how customers respond to different products and offers on the market. They use this information to optimise their customer experience across pharmaceuticals, OTC and front-of-store products.

Our second key growth driver is e-commerce. With access to our e-commerce hosting services, we can provide single-site, multi-site and group-level pharmacies with their own online shopping platform that's tailored around the specific product needs of their local clientele.

The third growth pathway is loyalty. We know that our clients are seeking to drive greater visitation from their

customers to drive sales growth for the pharmacy and their supplier partners. Intellipharm's loyalty program uses rich, deep data to build effective and sophisticated target marketing strategies that improve customer retention by rewarding shopper behaviour.

For pharmacists to understand their business, data is critical. What is your message to pharmacists, and in particular, pharmacy owners?

The world is changing at an unprecedented and unpredictable pace, and this is having a flow-on effect on our industry. We have an ageing population, workplace conditions are changing daily, and we're still feeling the aftermath of a once-in-a-generation worldwide pandemic. This means a day in the life of a pharmacist can be incredibly complex. But their core focus day in, day out never changes. It's all about helping customers fulfil their overall health needs.

Intellipharm's role is to help simplify some of this complexity by providing our clients with easy access to meaningful insights that bring to light what their customers want and need, and provide easy-to-use, intuitive tools to activate against these insights.

What are the priorities for the business in the coming 12 months?

At Intellipharm, we're working on streamlining, enhancing and integrating our data, e-commerce and loyalty solutions. If you'd like to understand how we can help forecast current and future customer needs to drive your business forward, we'd love to hear from you.