

VMI's Dispensing automation hits the right notes

The UK Pharmacy Show in Birmingham on 8 and 9 October has been the most successful one so far for VMI Care.

Prior to the show we sent e-mails to all of our sales leads and most of them visited us on the stand over the two days of the show. In addition, we had tremendous interest from other pharmacy businesses, including some of the biggest players in the UK market.

This year we decided to show each of the automation processes separately and step by step. Each step displayed a replica machine, accompanied by a video, showing how it operates and what the benefits are to the pharmacist.

Visitors to our stand recognised that the VMI Care approach strongly supports the Department of Health's new initiative on Patient Safety by reducing dispensing errors.

Pressure for change has never been greater in the UK pharmacy sector, with a fundamental review taking place on the role of the Pharmacist and Pharmacy Technician. VMI Care was able to bring experience of our Dutch customers to help inform this review.

As a result, more companies than ever are aware of the VMI Care brand and how we can help them with all the challenges they face. They increasingly realize that they have to invest in dispensing automation if they want to survive in the long-term. We are confident that we will enlarge our UK footprint substantially over the next year.

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About VMI

VMI is a wholly owned subsidiary of TKH Group N.V. (NYSE Euronext Amsterdam, www.tkhgroup.com). VMI is the world's leading producer of tire manufacturing machinery, and offers global technical support from service centers in The Netherlands, Germany, Poland, USA, Brazil, China, Malaysia and Russia. VMI employs more than 1200 people around the world. To learn more about VMI Group, please visit www.vmi-group.com.