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Pharmitas Licenses PSE Scanning Software To Handheld Firm, Looks To Sign Customers

By: Jessica Lake

Pharmitas has licensed the software it developed for scanning and tracking pseudoephedrine product sales to a major manufacturer of handheld data-tracking devices as it prepares to announce agreements with retailers interested in using the technology, the firm said Aug. 8.

The Bellevue, Wash.-based retail technology firm launched a pilot program in April at Bartell Drugs' Lynnwood, Wash., store to test the software and database program it developed to help retail chains comply with log-book requirements mandated by the federal Combat Meth Act ("Health News Daily" March 3, 2006).

The pilot "bore a lot of fruit and got us connected with other folks that like the solution and want to get it in place and we're pretty close to being able to announce those guys," Pharmitas President and CEO Chris Parsons told "The Tan Sheet" Aug. 8.

The pilot "certainly has generated a lot of interest with other retailers that are looking for the same solution," he said, adding Pharmitas expects to roll out devices with its software "in the quite near future to the rest of the Bartell chain."

Additionally, the launch of devices with Pharmitas' software and its database program in other chains is coming "very, very soon," Parsons said.

He said he expects to release more information on retail partnerships during the National Association of Chain Drug Stores' Pharmacy and Technology Conference Aug. 11-15 in Boston.

The firm also announced a partnership with Skaneateles Falls, N.Y.-based Hand Held Products, which will add Pharmitas' sales tracking software to its **IK8570** and **Dolphin 7900** scanners to track PSE product sales.

Hand Held's devices enable rapid, omni-directional scanning of one- and two-dimensional barcodes and can employ an integrated magnetic stripe reader, the firms say.

Pharmitas called its software "SudaScan" when the pilot program began, but renamed it **Pharmitas Pharmacy Solution** in anticipation the technology could be applied to tracking sales of products other than nonprescription PSE-containing drugs, Parsons added.

He cited possibilities of other OTC products being moved to behind-the-counter sales to prevent abuse, such as dextromethorphan cough-cold products and nonprescription night-time pain relievers such as McNeil's **Tylenol PM** ("Health News Daily" June 30, 2006).