

111 to advance Internet and Healthcare

17 June 2019 | News

Online marketing campaign on 111's B2B platform "1 Drug Mall" launched to leverage B2B distribution channels and to serve more consumers



111, Inc., a leading integrated online and offline healthcare platform, on 13 June 2019, announced that it has signed a strategic partnership agreement with Tong Ren Tang Technologies Co., Ltd. ("Tong Ren Tang Technologies"), a subsidiary of China Beijing Tong Ren Tang Group Co., Ltd to deliver pharmaceutical products and services in highly-efficient and transparent manner and expand deeper into the "Internet + Healthcare" space.

This agreement is the latest in a number of strategic initiatives 111 has signed with pharmaceutical companies, insurance providers, and offline pharmacy retailers this year. 2019 is a critical year for the Company as it continues to strengthen its position in the market and build an Internet-based pharmaceutical and healthcare ecosystem.

Starting 12 June 2019, Tong Ren Tang Technologies will launch an online marketing campaign on 111's B2B platform "1 Drug Mall". 111 will leverage its B2B distribution channels to broaden the distribution of Tong Ren Tang Technologies' products across the market and allow it serve more consumers. 111 will also provide value-added services and tools including marketing, data analytics, and CRM solutions which will allow Tong Ren Tang Technologies to better craft product and sales strategies based on more comprehensive, highly-accurate and timely data, creating greater market value.

Dr Gang Yu, Co-Founder and Executive Chairman of 111, commented, "Tong Ren Tang is not only a time-honoured Chinese brand with 350 years of history but also the top brand in traditional Chinese medicine, with a prestigious reputation and extensive product line. Our strategic partnership will allow 111 to further enrich our integrated online and offline healthcare platform to better serve our ecosystem. Together we will create a successful win-win model in the 'Internet + Healthcare' industry."

As a leading Internet healthcare company, 111 has over 290,000 online SKUs, has over 2,000 medical professionals, has direct sourcing channels from 98 global and domestic pharmaceutical companies, and serves more than 170,000 pharmacies nationwide. It has also built its core competency via its smart supply chain, cloud-based solutions, big-data analytics, and medical service capabilities.

111 has built an integrated online and offline pharmaceutical new retail solution through its B2C pharmaceutical platform "1 Drugstore", B2B pharmaceutical platform "1 Drug Mall" and online hospital platform "1 Clinic". 111 will better serve customers through its unique T2B2C model, provide integrated online and offline solutions and build a pharmaceutical healthcare ecosystem to empower pharmaceutical manufacturers, customers, hospitals, doctors, pharmacies and insurance companies to solve the pain points of low-efficiencies and lack of transparency in the pharmaceutical distribution sector and the mounting problems of healthcare service access and high drug prices in China.