BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

111 partners with Baiyunshan in digital medicine innovation

September 4, 2020 | News

Under the agreement, companies are willing to deepen their cooperation in digital medicine innovation to drive the penetration of its expansive portfolio of medical health products into wider online and offline markets through the integration of 111's smart supply chain.

On25 August 2020, 111, Inc., a company dedicated to digitally connecting patients with drugs and healthcare services in China, and Guangzhou Baiyunshan Pharmaceutical Sales Co., Ltd., an affiliate of Guangzhou Pharmaceuticals Corporation, signed a strategic cooperation agreement in Shanghai.

Under the agreement, 111 will be the first Internet-based omni-channel business partner of Baiyunshan Pharmaceutical Sales. Both parties will deepen their cooperation in digital medicine innovation to drive the penetration of its expansive portfolio of medical health products into wider online and offline markets through integration of 111's smart supply chain. The partnership also extends to cover the likes of big data, digital marketing, brand co-building and offering of direct services to patients, making concerted efforts to create a quality value chain.

Internet-based medical and health companies have played an active role in the fight against the global COVID-19 pandemic crisis this year, reflecting their value and contributions with recognition from the communities and nations.