

## iDklic Wins Belmedis Group Network

Written by Roger Douglas  
29. 04. 2016

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In Belgium, **iDklic** wins the Belmedis Group network with 260 independent pharmacies that makes the Belmedis the second biggest wholesaler distributor in Belgium.

iDklic will operate the network as well as handle advertising sales on this project—signed late last year with nearly all 260 pharmacies coming on board in 2016.

iDklic is a Brussels-based company specialized in digital media & signage at points of sales, focused largely on the pharmaceutical industry. They created **PharmaSeen TV** specifically for the pharmacy market and now PharmaSeen TV is deployed in more than 1300 pharmacies across continental Europe and in 150 Irish pharmacies (there are even 50 pharmacies in Luxembourg). With this unique channel, **each pharmacist can operate and program his/her own screen via iDklic's dedicated web-based platform**

The pharmacist has access to a wide range of content (advertising, health-related thematics, customizable templates, weather forecast and much more) which enables him/her to fully personalize his playlist & promote his offers, events and specialties.

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Jean-Charles Figoni, iDklic's CEO & Co-founder, says "The PharmaSeen TV© entertains and informs healthcare consumers with relevant video content and advertising messages which encourage impulse purchases. Our business model corresponds perfectly to our clients' expectations who are looking for a measurable return on investment."

Miriam Taub, Co-Founder & CCO adds: "This deployment fully integrates the multilingual approach of the PharmaSeen TV concept. The multilingual PharmaSeen concept is a strong asset towards future acquisition of other European markets. This is one of the many reasons why PharmaSeen TV is such a success with our customers in Belgium and in the rest of Europe where we already have a presence."

iDklic's objective is to continue spreading the PharmaSeen TV concept by creating more partnerships -- and to become the leading player in digital media for pharmacies throughout Europe.

Go [iDklic and PharmaSeen TV](#)