Case Study / Newpharma

Newpharma, an e-pharmacy pioneer

2007
A Belgian pharmacist has an ingenious idea – to sell medication on the internet.

2008
Newpharma sells its first health and beauty products online.

2009
Belgian law allows the online sale of non-prescription medication.

In search of the Belgian payment leader

Although Newpharma was initially a site selling health and beauty products, authorisation to sell non-prescription medication online would revolutionize the growth of the small pharmacy. The market opportunity quickly transformed the pioneering online pharmacy as a leader. The company, which shares 75% of the market with its main competitor, then looked for the best payment solution. This was critical decision to make. To reassure customers, especially when entering a new market as risky as online pharmaceuticals, establishing trust and reinforcing data security is a priority focus.

+35,000
product references available online, compared with an average of 3,000 in pharmacies.

3 key challenges for Newpharma

Easy of use
The Newpharma website must be simple, clear and fast. An excessively slow response time means an abandoned sale.

Reliability
The user experience must be optimised and reassuring as sensitive products are being sold.

Scalability
Attractive Belgian tariffs and the breadth of the catalogue quickly attracted neighbouring countries like France and the Netherlands.
Non-prescription medication accounts for 15% of Newpharma sales, while 85% are health and beauty products.

Exponential growth

Launched in 2008 to sell health and beauty products, in 2009 the Belgian Newpharma site expanded its range to offer medication available without a prescription. Today it sells over 37,000 products and is accredited by the FAMHP (Federal Agency for Medicines and Health Products).

Its exponential growth has already forced the company to relocate three times and expand twice in just eight years.

If the e-pharmacy continues to grow at its current rate, it is set to achieve turnover of €100 million by 2019.

newpharma.be

Benefits of the solution

1. **Every second is crucial**
   The Ingenico site’s uptime is 99.99%. Not a second is lost in the ultimate streamlined payment experience.

2. **An environment of trust**
   From HTTPS to 3D Secure v2, identified logos and strong authentication – a number of reassuring elements are in place.

3. **New markets, new rules**
   The payment path is tailored to the specific requirements of the target countries. Language, currency and preferred means of payment – everything has been carefully thought out.

The Belgian success

Non-prescription medication accounts for 15% of Newpharma sales, while 85% are health and beauty products.

“Because the pharmacy sector is the most demanding in terms of customer requirements... It is essential for us to have a stable and secure platform. And that is what we have managed to put in place thanks to Ingenico ePayments!

Although our site may not be the most beautiful, it is reassuring and meets our conversion targets. We are very happy with our payment partner, although most of the time we don’t need to think about it since everything works as it should, without a glitch.”

Jérôme Gobbesso,
CEO of Newpharma

About Newpharma

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