

Vezeeta's ePharmacy solution makes access to prescription medications in Egypt easier than ever

From doctors' consultations to medication purchase and delivery - Vezeeta users can now manage every single healthcare need from the comfort of their home, using just the mobile app

February 2021, Cairo, Egypt – **Vezeeta**, Middle East and Africa's leading digital healthcare platform announces the launch of its ePharmacy solution (*Vezeeta Pharmacy*) that enables its users to conveniently order their prescription medications through the mobile app. The new launch is another breakthrough for the digital powerhouse, this time aimed towards revolutionizing the traditional pharmacy experience in Egypt.

Through the mobile app, Vezeeta users can upload their e-prescriptions, add their insurance preference, choose cash or cashless payment options before checking out, and schedule same-day home deliveries in Cairo and Giza. Patients can also combine their pharmacy experience with doctors' teleconsultations, as well as 24/7 access to licensed pharmacists and customer care providers, meeting their healthcare needs seamlessly, from start to finish.

"We are after a delightful patient journey," said **Amir Barsoum, Founder & CEO, Vezeeta**. "By offering our users the data to choose, and the right digital tools to transact, Vezeeta is, and will continue to empower its patients in every healthcare step."

"Today, we're witnessing the golden era of Egyptian tech, and we aim to further the government's tireless efforts to drive healthcare advancement and become frontrunners within the African continent. The ePharmacy launch is positioned to do just that," he added.

First launched in August 2020, Vezeeta Pharmacy is powered by an in-house logistics team that helps drive delightful end-to-end pharmacy experiences for all users.

"We first digitally integrated doctors within our healthcare ecosystem, and now we are doing the same for pharmacists," said **Maha Melhem, VP of ePharmacy, Vezeeta**. "Our pharmacists receive excellent training and compensation to ensure a fulfilling experience for every user, every time they log onto the Vezeeta app. We adhere to strict hygiene standards through our unique high-quality packaging, and we make sure that patients can rely on us for the delivery of essential medications in 60-minutes or less. It is key that our users get the most value out of their transactions with Vezeeta" she added.

The e-solution is an integral part of Vezeeta's extensive healthcare portfolio that includes physical and virtual doctors' consultations, as well as access to labs and scans - all designed to drive accessibility and affordability in healthcare.

"With every new launch, we aim to enhance the patient's healthcare journey. We have been working to incorporate ePharmacy seamlessly in Vezeeta patients journey to improve health outcomes. Patients enjoy a complete remote experience with teleconsultations with the best doctors in Egypt, e-prescription and outstanding medication delivery all made possible through cutting-edge AI solutions," said **Mohammed El Mougi, Chief Product Officer, Vezeeta**. "We're excited to soon introduce dosage and medication refill reminders among other features for chronic patients," he added.

To date, Vezeeta Pharmacy has served up to 1 million patients in Cairo and Giza, with new cities to be added to its footprint in near future. With its in-pharmacy SaaS, e-prescriptions, teleconsultations, and AI-supported delivery, Vezeeta aims to offer patients their free medical records on the mobile app.



“The new launch ushers in a welcome change from the traditional and complex healthcare system many Egyptian patients are used to navigating, which echoes the urgent and necessary need for the ePharmacy solution. To date, 68 percent of our users have utilized the solution for chronic disease management, and we believe more users will find tremendous value in this digital-first healthcare solution, that can drastically improve health outcomes,” said **Khaled Atef, MD of Egypt, Vezeeta.**

By offering uninterrupted digital healthcare experiences to patients from the comfort of their home, Vezeeta is helping more customers save time, money and hassle while accessing quality care, improving health outcomes, and placing patient satisfaction at the heart of its technology.

To learn more about Vezeeta, visit www.vezeeta.com or [download the app](#).

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About Vezeeta

Vezeeta is a global digital healthcare powerhouse that serves and empowers patients in every step of their healthcare journey by tapping into the power of data and knowledge. Trusted by patients, healthcare providers, leading PharmaCos and health insurance providers, Vezeeta facilitates and enhances healthcare accessibility and quality for more than 6 million patients across 6 countries, by creating a seamless digital experience through an extensive product portfolio. Using the Vezeeta app, patients can connect with top-rated doctors in-person or virtually, locally and globally, as well as schedule doctors' Home Visits, upload e-prescriptions, purchase medications online and schedule home deliveries, all using a singular, holistic digital healthcare platform.

To learn more about Vezeeta, visit www.vezeeta.com

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