

Stratacache's PRN Buys iDKLIC

Written by Roger Douglas
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PRN, a Stratacache company, will buy the Belgium-based **iDKLIC**, a digital marketing specialist whose technology and services are present in more than 1250 pharmacies across Europe. **PRN**, with solutions found in over 18,000 retail locations, is known for its LIFT interactive point of purchase network at convenience stores, in-aisle interactive touchscreens and smart video signage.



PRN currently provides interactive pharmacy displays and touchscreens for today's leading wellness retailers. Now iDKLIC will operate within a newly-formed **PRN Health Ltd. Division** as part of the wellness product offerings.

Changes in both patient profile and healthcare delivery are leading pharmacies to evolve from small medicinal counters to inspiring well-being centers, evolving the in-store experience to an entirely new level. PRN Health's digital solutions are a strategic part of enhancing the patient journey in a retail environment.

iDKLIC provides thousands of pharmacies in Europe with turnkey and customizable content management, digital signage solutions and interactive digital advertising networks. Its

Pharmaseen

platform currently operates in Belgium, France, Ireland and Luxembourg, with multiple expansion opportunities throughout Europe.

Pharmaseen is a unique health communication channel created specifically for the pharmacy retail environment. It attracts, engages and educates the audience while triggering point-of-decision upsell opportunities.

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