



Rebecca Theisen
Press office

t: +49 2692 9206 1430
f: +49 2692 9206 1299
rowa.presse@bd.com

**Becton Dickinson
Rowa Germany GmbH**
Rowastraße 1-3
53539 Kelberg
Germany

bd.com/rowa

Pharmacy Product of the Year:

BD Rowa™ Vmax gains pharmacies more time for clinical services

Kelberg, 17/02/2020 – BD Rowa™ Vmax has been voted Pharmacy Product of the Year in the category “Technology/IT” by the readers of Independent Community Pharmacist magazine. Known for its “Made in Germany” reliability and quality, BD Rowa™ Vmax is a trusted technology offering pharmacies two key benefits: enabling more efficient resource management; and safer dispensing with fewer errors.

“I am delighted that readers of Independent Community Pharmacist have chosen the Rowa™ Vmax as product of the year,” commented Ian Parsons, Sales Leader Northern Europe at BD Rowa™. “We see an increasing trend towards investment in robots by pharmacies shifting their business model from pure dispensing to include additional clinical services. A dispensing robot frees not only space to devote to these new services, but also staff time so existing resources can be used more efficiently without needing additional personnel.”

The new, five-year pharmacy contract is designed to financially reward pharmacies for offering new clinical services, whilst giving only flat funding for dispensing. Against this backdrop, a dispensing robot is a route to profitability by lowering the cost of dispensing, whilst freeing up space and resources to deliver more clinical services, with the added benefit of reduced dispensing error rates. Expiry dates are managed automatically by the robot. There is also an expected legislation change to allow Hub and Spoke between different legal entities, which could further encourage automation and centralisation.

BD Rowa™ Vmax is a very flexible dispensing robot, completely customised to each pharmacy’s requirements and available space. “We have over 20 years’ experience in this market. In order to find exactly the right solution for each pharmacy, our team undertakes in-depth stock and workflow analysis,” added Ian Parsons. “Every dispensing robot is then individually manufactured at our headquarters in Germany.”

There are more installations of the BD Rowa™ Vmax than any other Rowa™ brand dispensing robot.

About BD Rowa™

BD Rowa™ provides innovative and reliable products in the field of pharmaceutical logistics. A pioneer in automation and digitalisation, at its headquarters in Kelberg (Germany), the company develops and manufactures solutions for pharmacies, hospitals, the pharmaceutical industry and blister centres. 800 employees worldwide are committed to providing expert, reliable customer care. Rowa is part of the global medical technology company Becton Dickinson (BD). Our shared vision is to make healthcare safe and sustainable. ©2019 BD. All rights reserved.