



## **NEWS RELEASE**

### **TCE GROUP LAUNCHES 'THE FUTURE OF PHARMACY'; PHARMA KIOSK (PK+)**

*~ Kiosk Offers Ontarians a Convenient Pharmacy Service ~*

**MARKHAM, ON, June 7, 2011** – TCE Group ([www.tcegroup.com](http://www.tcegroup.com)), an Ontario-based engineering company, experienced in the pharmacy and technology industries, has launched Pharma Kiosk (PK+) ([www.pk-plus.com](http://www.pk-plus.com)) -- a terminal-like ATM machine that allows customers to conveniently order prescription drugs and pharmacy products by using an Internet-enabled service kiosk in compliance with current industry and government regulations.

“PK+ and its mail order infrastructure offer consumers an alternative convenience they badly need in Ontario,” says Amr Bannis, president, TCE Group. “It is truly the future of pharmacy services in Canada.”

“The automation of many service delivery models, like automated cashier machines in grocery stores, flight check-in kiosks at airports and many other examples, makes the move to automate the drug delivery infrastructure a natural progression. But due to the complexity, sensitivity, safety and regulatory requirements of this essential healthcare service, the development of its automation has not been adequately commercialized - until now.”

Over the past year, TCE Group has developed PK+ and now is showcasing it at the Ontario Pharmacists' Association's annual conference, June 9-11 in Huntsville.

“In 2009, the Ontario government passed regulations to change the drug pricing system which affects all community pharmacies -- forcing small pharmacies to close and reducing profit margins of larger operations,” adds Bannis. “This policy leads to less consumer accessibility as drug stores close down or reduce business hours to save on operational costs. Gradually, consumers will be facing longer wait times at drug stores to fill their prescriptions. That's why we chose to develop and launch PK+ to help fill this marketplace gap and provide an alternative pharmacy service to Ontarians.”

PK+'s patent pending process offers an efficient, convenient, secure and low cost of ownership service model for pharmacies, doctors and others business segments. Total cost of operation is estimated to be \$30 to \$40 per day.

“PK+ is an excellent opportunity for pharmacies to expand their customer base, improve customer service, reduce business costs and extend their service hours 24/7, without losing customer contact,” says Bannis.

The kiosk is fully-customizable, has a touch screen, a card reader user interface, an OCR scanner to send prescriptions directly to the pharmacy system and a printer to issue receipts and print promotional coupons.

To order medications or pharmacy products, customers simply swipe their driver’s license or OHIP card and then answer a few simple questions via the kiosk’s touch screen. Users can choose to pick-up his/her medications or have it delivered by a local pharmacy or centrally filled by ADV-Care pharmacy and have it shipped anywhere in Canada. Users always have direct contact with a pharmacy agent from the kiosk to answer questions.

To see PK+ in operation, visit us at the Ontario Pharmacists' Association’s annual conference 2011, booth # 100 or visit [www.pk-plus.com](http://www.pk-plus.com)

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#### **About TCE Group**

TCE Group ([www.tcegroup.com](http://www.tcegroup.com)) is an Ontario-based engineering company and IBM business partner specializing in automation and systems integration since 1992. The company has developed PK+ and its processing applications and has filed for patent protection (file #2,707,411 in Canada and #12/984,867 in the USA).

Since 1999, TCE Group has developed many innovative systems to support the infrastructure of the online mail-order operation of ADV-Care Pharmacy ([www.adv-care.com](http://www.adv-care.com)) such as Just-In-Time Predictive Inventory control, Automated Refill Reminders, online orders tracking and International Pharmacy Processing.

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