

Marketing



Marketing professionals at Pharmaceutical 3PL companies manage a complex process often involving several parties all working together to increase awareness of pharmaceutical drug products and related materials. WDSrx groups together several marketing functions that streamline the process and increase positive responses from target markets, including:

E-Commerce Solutions – As consumer expectations influence traditional delivery models, new approaches highlight online ordering, fulfillment, returns and customer service.

Physician/Patient Services – Increase response rate and maintain compliance with our on-site call center for physician messaging and patient support services.