

Case Study

America's Pharmacy



From Zero to Live in just 4 Weeks.

America's Pharmacy™ offers innovative, easy-to-understand, simple-to-use programs that help families save up to 80% off all FDA-approved prescriptions at more than 95 percent of pharmacies nationwide.

The existing America's Pharmacy website was built to connect consumers with prescription discounts by allowing them to search for their medications, find participating pharmacies, and download coupons and savings cards. However, as the company looked to expand their service offerings, it needed a site that could support paid transactions.

COMPANY AT A GLANCE

Name: America's Pharmacy

Industry: Health Care

Model: B2C

Year Founded: 1993

Headquarters: San Diego, California



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Raj Ramaswamy, Director of Technology at MedImpact



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Specifically, America's Pharmacy sought a digital commerce platform that would enable customers to prepay for their prescriptions--which would make the fulfillment process more convenient for consumers and pharmacies. The platform would also need to fit with its existing infrastructure, work with a complex back-end environment, and support future growth.

The company selected Elastic Path as their commerce partner.

From Zero to Live in Four Weeks

The requirements for the America's Pharmacy website appeared complex. For example, the company has a large network of over sixty thousand pharmacies from which it obtains pricing for each SKU. There were also additional requirements surrounding HIPAA privacy regulations, single-sign-on and customer authentication, and separate systems for fulfillment and customer notifications.

As a headless platform, Elastic Path Commerce is designed to integrate with a larger ecosystem of systems and applications, and it worked seamlessly with America's Pharmacy's existing technology. This not only helped get the site up and running quickly, but also facilitated an easy integration with America's Pharmacy's authentication system--making it so customers are able to sign in to their account, place orders, and receive notifications securely.

From start to finish, it took only four weeks to embed and launch Elastic Path Commerce within the America's Pharmacy website.

Commerce-as-a-Service

By beginning their expansion with a single use case with Elastic Path Commerce Cloud, America's Pharmacy was able to quickly launch a transactional website, and create a better experience for its customers. And, with its headless commerce foundation in place, the company now has the infrastructure necessary to expand their commerce offerings--without needing extensive build outs in the future.

"Implementing headless commerce for this project was straightforward and efficient," said Raj Ramaswamy, Director of Technology at MedImpact., "Through our partnership with Elastic Path, America's Pharmacy was set up for long-term success in just four weeks."

**America's Pharmacy is just
getting started on its
digital commerce journey.**

If you need help delivering unified commerce experiences across all customer touchpoints, contact Elastic Path.

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