

Chain Drug Review

Reporter for the Chain Drug Store Industry

Giant Pilot Program

RESTON, Va. — Giant Food Inc. is piloting the Asteres ScriptCenter prescription pickup kiosk, affording new convenience to customers who are now able to pick up medication refills whenever the store is open. The supermarket pharmacy operator is testing the unit at a store in this Virginia community.

“Giant continues to implement innovative technologies to meet the diverse needs of our time-constrained customers,” comments senior vice president of pharmacy John Fegan. “We believe the pilot in our Reston, Va., store will show that ScriptCenter gives us the ability to offer our customers a secure and convenient way to pick up refill prescriptions whenever the store is

open — without the necessity of having to wait in line.

“In addition, the technology will enable our pharmacy staff to have more time to spend with customers who need consultation or additional help with their health care needs. ScriptCenter takes convenience and safety to a whole new level.”

Asteres founder and chief business officer Linda Pinney characterizes Giant as a leader in deploying customer convenience technologies.

“At a time when mail order is on the rise,” she says, “ScriptCenter helps pharmacies provide customers the option of fast and convenient prescription pickup while maintaining a relationship with their trusted pharmacist.”