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## RFID Loyalty cards provide more customer comfort in pharmacies

Loyalty programs using Smart Cards are part of our daily life. Everybody knows them at fuel stations, in department stores or collecting miles by using his favor airline.

For pharmacy customers, using a loyalty card with RFID technology is rather something new – looking at the benefits one is wondering, why nobody else had this idea much earlier.



### 17 pharmacy stores in Italy use RFID for their customers

In Venaria Reale, a town near Turin in the region Piedmont, pharmacy customers do not use their stores only to get prescription. With a RFID based loyalty program, customers receive discounts and rewards and use their loyalty card as access medium to different health services. In any 17 pharmacy stores several auto diagnostic checks (diabetes, cholesterol, blood pressure etc.) are offered. But customers do not only receive discount for regular performance of these checks. The results of these checks are stored with the customers personal data. So every customer can receive his personal “health diary” in each store. Furthermore yearly health care expenses reports are available.

All medical data are exclusively stored on the server of the operating company ASM Venaria, a 100% subsidiary of the town Venaria – on the RFID cards only the personal data of the card owner are stored, protecting customer privacy and preventing unauthorized reading of serious data.

By specific request from the card owner, data can be exposed on the Web and accessed by the customer using its Personal Identification Number and password.

But ASM Venaria thinks ahead. Currently 5.000 transponder cards are in circulation. The program will forecast the distribution of about 30.000 cards in the next two years, because ASM Venaria is not only responsible for the management of 17 pharmacy stores. The company manages on behalf of the city two another services, RFID loyalty cards could and should be used for.

The first service is the management of school meals for the Venaria primary and secondary schools, the second one the organization of public transport –ASM Card is planned to be used as payment medium in both, canteens and buses.

Furthermore cultural events, tradeshowes and tourism activities are organized with the same goal, using ASM Card for payment services.

Already realized and all planned applications are based on the 13.56 MHz transponder technology. The selection of using ISO14443 standard opens applications to use so-called „Near Field Communication“ (NFC). Central idea of NFC is using mobile phones with integrated RFID technology as payment- and access medium.

As RFID reader hardware, reader modules of the OBID<sup>®</sup> *classic-pro* product family are used. The readers were distributed by our Italian Distribution partner SOFTWORK to the executing system integrator H&S Custom. This system integrator installed all the readers in the pharmacy stores, created the application software and personalized the RFID cards.

## OBID<sup>®</sup> - RFID by FEIG ELECTRONIC

### About FEIG ELECTRONIC GmbH

FEIG ELECTRONIC is a German, worldwide leading manufacturer of RFID reader systems.

**OBID<sup>®</sup>** readers are in use worldwide – they are developed, manufactured and distributed by FEIG ELECTRONIC worldwide.

**OBID<sup>®</sup>** readers are developed according to public RFID standards, in very closed collaboration with every leading manufacturer of transponder chips.

**OBID<sup>®</sup>** readers are available for all common frequencies as LF, HF and UHF.

[www.feig.de](http://www.feig.de)

#### Further links:

ASM Venaria: [www.asmvenaria.it](http://www.asmvenaria.it)

H&S Custom: [www.hscustom.it](http://www.hscustom.it)

SOFTWORK: [www.rf-id.it](http://www.rf-id.it)