



## SMART CITIES: Italia e Oman, esperienze e tendenze

*Eccellenze tecnologiche Made in Italy per il futuro delle nostre città*

**26 Novembre 2015**

URBAN CENTER – Galleria Vittorio Emanuele, 11 – Milano

**Smart Healthcare, l'integrazione del benessere del cittadino con la tecnologia**



# Alexander Dr. Fleming



*Franchise network specialized in the Healthcare*

Owned by WM Capital Spa, company listed on AIM Milan since 2013



- Precision and guaranteed results
- Fast service and fast report
- Cost and time reduction
- “Client-oriented”
- pleasant atmosphere
- data usable everywhere and by all



## Retail Design:

- LED lighting for color therapy
- Layout inspired by petri dishes
- Products show: branded space
- Automatic product dispensing

## Technologies:

- Sales assistance through a new management system completely in-cloud
- Highly innovative machinery for new service experiences







**Located in modern shopping centers, large assortment,  
automated system for storage and delivery of products**



**Suited for central or crowded streets, broad assortment and focus on the delivery of services**



**Selected stations and airports, limited footage (50% services, 50% products)**



**Positioning of corner in existing facilities (pharmacies, medical centers)**





**Corner Box in GDO (12-25 mq)**  
small spaces, narrow assortment (top seller products), smart services, sales of private label products

### Medical spa(+200 mq)

Designed to be integrated in the hotel or high-end spas; heuristic health vision, comprehensive and complete offering of products and services









## The Social Healthcare Revolution