

CENTRAL NEW YORK

BUSINESS JOURNAL

FAST TRACK 50 / REVENUE GREATER THAN \$10M



Health Direct Institutional Pharmacy Services (A Division of Kinney Drugs)

- **Top Executives:** Craig Painter
- **Employees:** 150
- **Employees in CNY:** 110
- **Web site address:** www.healthdirectpsrx.com

■ **Company description:** The company provides integrated in-

stitutional pharmacy solutions to nursing homes, correctional facilities, assisted living, and other institutional facilities.

■ **Major factors contributing to the company's growth**

and success: The reputation of the services that we provide is one of the key factors why many new clients have made the decision to convert to Health Direct.

■ **Best management decision the company made in the last year?** The best decision was to escalate the investment by the company into new technologies and human resources. This has enabled the company not only to service more clients, but also enhance the services to the existing clients.

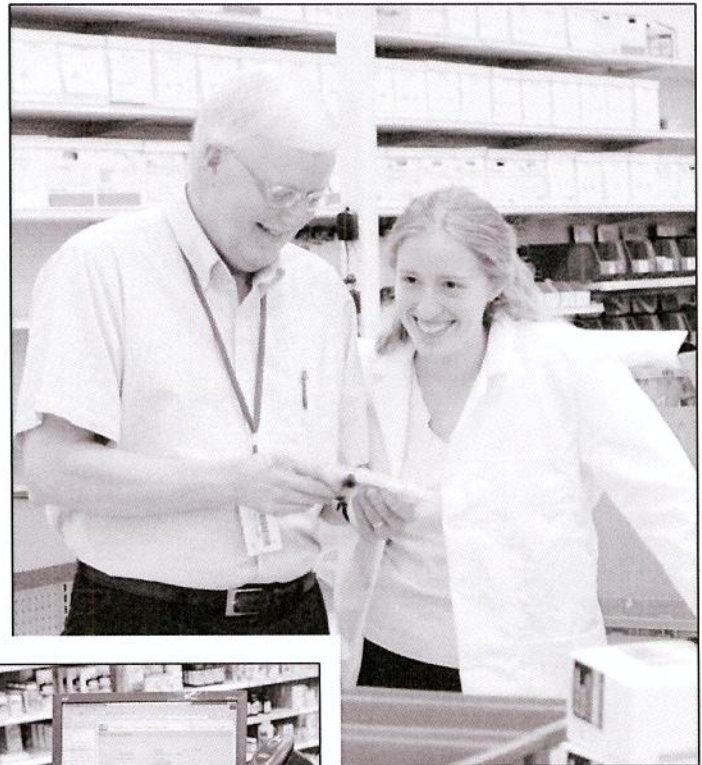


Painter

■ **Company's target markets and how it gets its**

message out to these markets: The target markets are nursing homes, correctional facilities, and assisted-living facilities, which are serviced by facilities located in Liverpool, Gouverneur, and Williston, Vt. We typically get our message out via references from existing clients and attending various trade events.

■ **Plans for future growth:** We will continue to grow our business in our current markets by adding new clients and extending the services we currently offer. We will also look at those markets in New York and Vermont we feel are under-served. We will expand in these markets by adding state-of-the-art facilities and qualified professionals to staff them.

PHOTOS COURTESY OF
HEALTH DIRECT

Health Direct Institutional Pharmacy Services, a division of Kinney Drugs, provides integrated institutional pharmacy solutions to nursing homes, correctional facilities, assisted living, and other institutional facilities.