

Tampa Bay Business Journal - August 25, 2008

<http://tampabay.bizjournals.com/tampabay/stories/2008/08/25/daily18.html>



Monday, August 25, 2008 - 7:36 PM EDT | Modified: Tuesday, August 26, 2008 - 4:48 AM

## Lakeland lures WellDyneRx

Tampa Bay Business Journal - by [Janet Leiser](#)

**WellDyneRx Inc.** will create more than 670 jobs when it opens a new facility in Lakeland, more than tripling the Colorado company's prescription mail order capacity.

WellDyneRx said Monday it is building a \$20 million southeastern operations center that will be able to fill more than 30 million mail order prescriptions annually, the **Lakeland Economic Development Council** said.

The facility, expected to open in November, will utilize an advanced robotic dispensing and distribution system that improves efficiency, safety and cost effectiveness. WellDyneRx uses the same technology at its Centennial, Colo., headquarters.

"We continue to have great market response to our pharmacy benefit offering and need to support this business success with additional capacity," Damien Lamendola, president and chief executive officer of WellDyneRx, said in a statement.

The company chose Lakeland for expansion based on a comprehensive evaluation of targeted communities by Development Advisors, a Charlotte, N.C.-based consulting firm. Polk County won out over competing locations in Florida, North Carolina and South Carolina.

The Central Florida location provides immediate access to major drug distribution centers and national transportation services for timely, cost effective shipments to WellDyne's clients nationally.

"This is a significant victory for our community and we're very happy about [the] decision" Steve Scruggs, executive director of the Lakeland Economic Development Council, said in a statement.

Beginning in the third quarter, WellDyneRx will hire pharmacists, pharmacy technicians, developers, call center and support functions within accounting and technology.

WellDyneRx now serves more than 3 million health plan members through a retail network of over 59,000 national pharmacies and two mail service facilities.

*All contents of this site © American City Business Journals Inc. All rights reserved.*