

[back to article](#)



Printed on page C6

## WellDyne Taking Off In Lakeland

**The company has established an office and plans to have a total of 670 employees by early 2011.**

By [Kyle Kennedy](#)  
THE LEDGER

Published: Wednesday, September 3, 2008 at 12:01 a.m.

LAKELAND | Colorado-based WellDyneRX has established a Lakeland office in advance of a \$20 million expansion here, but local hiring won't ramp up until next year.

Susan Cain, WellDyne's chief operating officer, said the company has already hired 10 employees and plans to add about 25 more by the end of the year. The immediate vacancies include call center representatives, pharmacy and IT staff, and administrative personnel.

WellDyne, a mail order pharmacy and benefit management firm, plans to add 100 employees in 2009 and expects to reach a total of 670 by early 2011, Cain said.

"We will probably have a job fair near the end of first quarter 2009, or beginning of the second quarter," she said. "We just encourage everyone to go ahead and send in a resume. We can keep that on file; a lot of times positions are added throughout the year."

WellDyne has established a temporary office in downtown Lakeland, but is taking resumes and inquiries only through e-mail: [HR@welldynrx.com](mailto:HR@welldynrx.com).

The company expects to move into a permanent facility in December near Interstate 4 and County Line Road.

Because salaries will average more than \$41,000, WellDyne has qualified for about \$2.7 million in state and local incentives, said Rodney Carson, director of business development for the Central Florida Development Council.

WellDyne is the first Lakeland company to qualify for a \$500,000 bonus from the state's Quick Action Closing Fund, which offers "deal closing" assistance to attract new business.

The firm also will receive more than \$210,000 from the county to use for worker

training, facility upgrades or other expenses, and will get more than \$2 million in state-local funds (about \$400,000 of which is contributed by the county) for bringing high-wage jobs in an industry targeted for local development.

Carson said the majority of those funds will be paid over time only if Welldyne meets certain requirements, and noted that the company's annual payroll will exceed \$28 million when hiring is complete.

"The economic impact of this operation is significant," Carson said.

[ Kyle Kennedy can be reached at [kyle.kennedy@theledger.com](mailto:kyle.kennedy@theledger.com) or 863-802-7584. ]

This story appeared in print on page C6

---