

Dispensary Warehouse Launches SOVRYN™ — Australia's First B2B Trading Platform for Alternative & Unapproved Medicines

Opening National Beta Waitlist Ahead of Full Launch on 1 July



Melbourne, Victoria Jan 29, 2026 ([IssueWire.com](https://www.issuewire.com)) - Dispensary Warehouse Launches SOVRYN™, Opening National Beta Waitlist Ahead of Full Launch on 1 July

Dispensary Warehouse today announced the launch of **SOVRYN™**, a proprietary technology platform designed to operate as the foundational access and coordination layer for alternative and unapproved medicines within Australia's regulated healthcare system.

Purpose-built for medicines supplied under the Special Access Scheme (SAS) and Authorised Prescriber (AP) frameworks, including Schedule 4 and Schedule 8 medicinal cannabis products, SOVRYN underpins the Dispensary Warehouse B2B marketplace and represents a structural shift in how these therapies are accessed, supplied, and supported across the professional healthcare supply chain.

Dispensary Warehouse confirmed that pharmacies, clinics, and licensed manufacturers / brands, can now register for the SOVRYN Beta waitlist, with a full national launch planned for later in 2026.

A Market That Has Reached Scale — Without Infrastructure

Australia's alternative and unapproved medicines sector has grown rapidly over the past decade.

Prescribing volumes are established. Telehealth is embedded. Pharmacy participation is nationwide. Regulatory frameworks are mature and well understood.

Yet despite this progress, the sector continues to operate without shared infrastructure.

Unlike PBS-listed medicines, alternative and unapproved therapies lack standardised access pathways, coordinated pharmacy engagement, and consistent commercial discipline. As a result, manufacturers compete for fragmented access, pharmacies carry disproportionate sourcing and inventory risk, and clinics face uncertainty around product availability and continuity of care.

According to Dispensary Warehouse, these challenges are not driven by demand or clinical uncertainty, they are structural gaps.

“This market has outgrown ad hoc solutions,” said a spokesperson for Dispensary Warehouse. “SOVRYN exists because the category is now established, but the infrastructure supporting it has not kept pace.”

What SOVRYN Is — and What It Is Not

SOVRYN is not a wholesaler and does not buy, hold, or resell product.

Instead, it operates as a technology-enabled B2B infrastructure layer, allowing licensed manufacturers, independent pharmacies, and clinics to engage directly within a compliant, pharmacy-led framework.

By sitting outside traditional wholesale structures, SOVRYN removes unnecessary friction and margin stacking while preserving regulatory integrity, clinical governance, and professional oversight.

Core platform capabilities include:

- Direct, compliant connectivity between licensed manufacturers, pharmacies, and prescriber networks
- Ordering and fulfilment workflows aligned to SAS and AP requirements
- Manufacturer-controlled pricing, commercial terms, and supply parameters
- Improved visibility across product availability, continuity of supply, and aged or at-risk inventory
- A neutral access layer that supports long-term pharmacy confidence and patient continuity

What the Beta Phase Means for Pharmacies, Clinics, and Brands

The SOVRYN Beta phase is deliberately limited and curated.

Rather than an open marketplace or software trial, the Beta phase is designed to assemble a founding cohort of pharmacies, clinics, and manufacturers who will help define the operational standards and access model ahead of the July launch.

For Pharmacies

Beta participation provides early access to a structured, curated catalogue of licensed manufacturers, improved visibility across supply and pricing, and a pharmacy-first framework designed to support predictable dispensing and patient retention.

For Clinics and Prescriber Networks

SOVRYN supports pharmacy-aligned prescribing pathways, reducing friction between prescription and dispensing while improving confidence around product availability and continuity of care. Engagement remains professional-only, with no consumer-facing promotion.

For Manufacturers and Brands

The Beta phase offers early inclusion in the foundational catalogue, direct access to pharmacy demand, and the opportunity to engage within a disciplined, compliant framework that prioritises long-term market sustainability over short-term discounting.

“This is not an open listing environment,” the spokesperson said.

“Early participants will help shape the system. Later entrants should expect higher barriers to inclusion.”

Designed for Medicinal Cannabis — Built for the Next Wave

While medicinal cannabis remains the largest category of unapproved medicines in Australia today, SOVRYN has been architected to support a broader range of regulated, non-PBS therapies as the healthcare landscape evolves.

These are medicines that require:

- Professional-only engagement
- Prescriber education and confidence
- Pharmacy-controlled access
- Strong clinical governance rather than consumer marketing

SOVRYN reflects a pharmacy-led model designed for durability, compliance, and long-term category stability.

Education Embedded as Infrastructure

Education is integrated directly into the SOVRYN ecosystem through **Dispensary Insider**, the Dispensary Warehouse trade publication for pharmacists and prescribers.

This enables structured, compliant education to support prescribing confidence, informed product selection, and responsible dispensing without consumer advertising or promotional activity.

Now Open: Beta Waitlist Registrations

Dispensary Warehouse is now accepting expressions of interest from:

Email - SOVRYN@dispensarywarehouse.com to request access.

- Independent pharmacies and pharmacy groups
- Clinics and prescriber networks
- Australian and international brands / licensed manufacturers

Participation in the SOVRYN Beta phase is limited. A full national launch is scheduled for 1 July.

About Dispensary Warehouse

Dispensary Warehouse is a pharmacy-led B2B marketplace connecting licensed manufacturers of alternative and unapproved medicines, including medicinal cannabis, with independent pharmacies and prescribers nationwide. The platform operates exclusively within the professional healthcare supply chain and is powered by its proprietary technology platform, SOVRYN™.

Media, Industry & Beta Enquiries:

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