

04/2018

# ALL-IN-ONE MAGAZINE

PHOENIX group



## AWARDS

22nd PHOENIX Pharmaceutical  
Science Awards in Frankfurt

## FULL-SERVICE

Order-to-Cash-Cycle from  
HEALTH LOGISTICS Germany

## PIÙ FORTE INSIEME

Annual congress of Italian phar-  
macy cooperation Valore Salute

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Dear reader,

We know that you are confronted with a lot of challenges in today's European healthcare markets. And we know that just showing you where we see room for improvement through our BI services only takes you half the way. That is why we offer solutions that analyse the markets and execute our value-adding services under the PHOENIX All-in-One brand across 27 countries in Europe to solve the challenges you face.

As the leading fully integrated European Healthcare Provider with Wholesale, Pre-wholesale, 2,500 own and more than 13,400 cooperation pharmacies in Europe we provide experienced experts in all our markets that help you to grow.

Talk to us and we will prove to you that we can make a difference you need. **We look forward to a close and successful cooperation with you!**

Kind regards

Stefan Jung

Commercial Head of

Corporate Pharma Services & Sourcing

PHOENIX group



BUSINESS  
GROWTH



LOWER  
COSTS



OPTIMISED  
PROCESSES



SIMPLICITY

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PHOENIX Pharmaceutical Science Award Ceremony with industry partners in Frankfurt on 25th October 2018. Photo: Marc Fippel.

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# PHOENIX SUPPORTS SCIENTIFIC RESEARCH



For the 22nd time, PHOENIX group has awarded the best scientific research projects with the PHOENIX Pharmaceutical Science Awards. Industry representatives from Accord, CSL Behring, Mylan and Teva joined the award ceremony in Frankfurt, Germany.

Can depression be treated with Magic Mushrooms? Can a bacterium produce wound dressings? These are only two of the questions that the winners of this year's PHOENIX Pharmacy Science Award are dealing with. On 25th October 2018, the prize, endowed with 40,000 Euros, was awarded in Frankfurt's Palmengarten. The prize is awarded annually for innovative and outstanding research projects in the pharmaceutical sector. Participants from Germany, Switzerland and Austria submitted their contributions in four categories. An independent jury led by Professor Jörg Kreu-

ter, Goethe University Frankfurt am Main, evaluated the papers from the branches pharmacology and clinical pharmacy, pharmaceutical biology, pharmaceutical chemistry and pharmaceutical technology.

A gala event framed the festive award ceremony. The event also marked the start of the 25th anniversary of the PHOENIX group. In his opening speech, Oliver Windholz, CEO PHOENIX group (picture on top), referred to the almost equally long-standing acknowledgement of pharmaceutical excellence through the PHOENIX Pharmacy Science Award: *"With more than 80 award-winning research projects from Germany, Austria and Switzerland, the PHOENIX Pharmaceutical Science Award is our contribution to ensuring that top pharmaceutical research has a home in the DACH region. Top-class research that can be groundbreaking for the healthcare worldwide"*.



## PHOENIX Pharmaceuticals Science Award 2018

- Molecular biological analyses of „Magic Mushrooms“
- Bacterial nanocellulose for the production of wound dressings
- New therapeutic approaches for the treatment of non-alcoholic fatty liver hepatitis
- The role of receptor Plexin-B2 and it's ligand Semaphorin-4C in inflammatory pain

# ORDER-TO-CASH-CYCLE AT HEALTH LOGISTICS



*The Service Center of Health Logistics is an important part of the order-to-cash-cycle in supporting clients with their requests.*

**Health Logistics, a German PHOENIX company, is a full service logistic provider specialised in the fields of pharmaceuticals, healthcare and biotechnology.**

For 17 years, the company has been successful with a proven concept in Germany which includes value-adding services for industry partners. Consequently, the client can easily outsource the entire **order-to-cash-cycle**. In cooperation with PHOENIX group, Health Logistics is able to provide a Europe-wide network and implement Pan-European distribution solutions.

## The services include:

- GDP compliant customer qualification
- Customer order acceptance and documentation
- Invoicing / accounting in the name of the client
- Observation of incoming payments / credit limits / reminder
- Reporting
- Logistical order handling

This service is ideal for start-up companies that want to bring new products successfully to the market but do not have a logistic infrastructure yet and are limited in setting up own management processes. In consultation with the client, an individual tailor-made

solution will be discussed and developed in a one- or two-day workshop to offer the best possible solution.

The Health Logistics Service Centre is located in Bruchsal, Germany. The multilingual Service Centre Agents are currently able to supervise customer orders in German and English. Based on their high flexibility and professional qualification, a competent contact person is always available.

If needed, the customer services are expandable in the future to match the need of our industry partners.



## More information:

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# INTERNATIONAL SYMPOSIUM IN SERBIA

With wholesale, healthcare logistics and retail, PHOENIX group is facing challenges concerning FMD – therefore, well in advance of the deadline in February 2019, we began to work with our industry partners to get prepared. Dr. Tikesh Ramtohl, Head of Serialization at PHOENIX group, joined the 14th International Symposium of the Medicines and Medical Devices Agency (SERBIA) in Kragujevac, the fourth biggest Serbian city, located 140 kilometres southeast of the capital Belgrade. The heading of the symposium was “From vision to practice in the regulation of medicines and medical devices for human and veterinary use”.

Every year, the Symposium is organised by the Agency for Medicines and Medical Devices of Serbia (ALIMS), in cooperation with the Serbian Chamber of Commerce, the Association of Innovative Medicines Manufacturers – INOVIA and the Association of Foreign Generic Drug Producers – GENEZIS. The Symposium is primarily intended for medicines manufacturers and market authorisation holders, producers of medical devices, as well as healthcare professionals, representatives of regulatory bodies and universities.

The sessions including the following topics – harmonisation with EU requirements, quality of Medicines for Veterinary use, international cooperation of National Regulatory Authorities, new legislation in the field of medical devices, Clinical trials of medicines for human use and serialisation/FMD, which was the main point of interest for PHOENIX Serbia. Dr. Tikesh Ramtohl (picture below) gave a presentation on the topic “FMD

@PHOENIX: The Journey” in which he presented the path of implementation of the EU FDA regulation within the PHOENIX group. The deadline for the implementation of the EU FMD is 9th February 2019. At the workshop, Serbian producers shared their experience regarding their international cooperation with EU partners. Representatives from GSK and the Croatian Organisation for the Verification of Medicines Authenticity joined Tikesh on stage.



## FMD at PHOENIX group

As a trusted and quality-oriented healthcare provider in 27 European countries, PHOENIX group takes the topic of Falsified Medicines Directive (FMD) very seriously. At PHOENIX, several business segments are impacted: retail, wholesale, healthcare logistics (pre-wholesale) and GMP services, such as repackaging. PHOENIX will be ready and FMD-compliant by 9th February 2019. In addition to the technological aspects of the FMD implementation, the PHOENIX countries are investing a lot of effort locally in offering appropriate education and training to their employees, in order to make the transition into the FMD era as seamless as possible, which by extension, implies better service to our end customers, in line with our patient-centric approach.

Read more about FMD on our website:



# SPECIALISED CARE AT THE PATIENT'S HOME



Brocef Healthcare Services (BHS), a specialised PHOENIX company in the Netherlands, offers care programs for specific medication and therapeutic areas, in collaboration with the pharmaceutical industry or hospitals.

Our care programs range from delivering medication to patients to providing nursing care at home. We do this with a dedicated team of nurses and a pharmaceutically trained staff, who are available 24/7. Based on years of experience in the development of care programs, such as for multiple sclerosis and hypercholesterolaemia, we have the expert knowledge required to provide optimal support to patients in the use of their medication.



## Patient Support Programs in cooperation with our industry partners

BHS works in close cooperation with the pharmaceutical industry. Through our programs and our expert knowledge in pharmaceutical and nursing care, we foster a proper use of medication. We make sure that the patient receives the right medication at the right time. Additionally, in consultation with the medical specialist, we provide the patient with a detailed explanation of a proper medication use. Our team has been trained to know medication and diseases, which allows the team members to provide optimal support. The result: a significant increase in the continuity of the treatment and high patient satisfaction.

## Home Care in cooperation with hospitals

Our cooperation with hospitals differs from hospital to hospital, depending on the needs. We work together with outpatient pharmacists and medical specialists, such as oncologists and nephrologists. Our service ranges from delivering medication to the patients' homes and giving instructions, to the administration of medication. For example, in cooperation with the oncology department of a University Medical Hospital, we have designed a home service for infusion therapy in which patients receive their medication at home.

More information: [Hélène Lantsheer, Director Brocef Healthcare Services: hlantsheer@brocef.nl](mailto:hlantsheer@brocef.nl)

## Value of our Patient Programs

- ✓ Coverage of the entire process from the prescription, the delivery of medication, the 24/7 availability of a nurse, to treatment at home
- ✓ Increased treatment continuity, achieved through personal attention with home visits and telephone contact
- ✓ Verification of the medication and its dosage
- ✓ Punctual delivery at the desired location
- ✓ Experienced nurses with the highest credentials



# SUCCESSFUL EVENTS IN AUSTRIA



## Pharmacy Member Days

For the tenth time in a row, the Pharmacy Team Member Days ("PKA Tage") took place on 10th October in Mils/Tirol and on 11th October in Wels (Oberösterreich). This special training aims at strengthening the pharmacy team members' personality and is offered once a year in four different locations. Since 2009, more than 600 pharmacy team members have been exploiting this opportunity. Due to the cooperation with twelve industry partners and the Austrian Pharmacists Association, the training has meanwhile evolved into a highly appreciated and acknowledged event and has helped increase PHOENIX's excellent reputation. The industry partners this year included boso, Gebro Pharma, Kottas, Louis Widmer, Mölnlycke, Pfizer, Austroplant, Rausch, Ratiopharm, Dr. Schmidgall, schülke and Procter&Gamble.



crets of achieving duplex sales". Top speaker Roger Rankel from Munich, author of nine books and one of the best sales representatives in Marketing and Sales, was able to convince the guests who were vigilantly following his speech. In plain language, he addressed all core issues very persuasively, with many practical examples: „How can we win new customers, how can we achieve higher profits and how can we sell our products and services more effectively"? The success of the event was underlined by the fact that many participants immediately booked Roger Rankel's online workshop for pharmacies.



## Tag des Wissens

The PHOENIX Austria Knowledge Day is a training event organized by PHOENIX Austria for industry partners who, inter alia, attach great importance to the positive development of the pharmacies. Since 2015, the event takes place every year in Vienna and in Graz. This year, PHOENIX was happy to welcome more than 200 participants from almost all federal states. The main topic this year was indeed highly interesting: „The se-

## Pharma Marketing Club Austria

PHOENIX Austria hosted the monthly event of professionals organised in the Pharma Marketing Club Austria. Thomas Sommereder, Head of Pharma Services Austria and Hubert Neurauther, Group Logistics Director Austria, welcomed more than 50 member in Vienna.

In addition to a warehouse tour, Dr. Wolfgang Andiel from the Austrian Generics Association and Thomas Sommereder shared useful information about a "hot topic" – the local guidelines concerning FMD.



# FIRST DELIVERY IN SWITZERLAND



*Happy to get things started (left to right): Zijavera Demiri (Sales Coordinator Accord), Brigitte Muffat and Uwe Graef (KeyAccount Manager Accord), Dr. Richard Hummel (Country Head Accord), Reto Brändli (Head Pre-Wholesale Amedis) and Goce Trajanovski (Head Logistics Pre-Wholesale Amedis).*

**Accord Healthcare, one of the most innovative generic drug manufacturers, and PHOENIX group have been European partners for almost two years with existing collaborations in Bulgaria, United Kingdom and a cooperation model in BMS.**

In Switzerland, Accord Healthcare has started a Pre-Wholesale-Partnership with Amedis-UE SA, a PHOENIX company. On 28th September 2018, both teams celebrated the arrival of the first Accord Healthcare product in our HCL warehouse in Puidoux near Lake Geneva in Switzerland. Accord Healthcare is currently starting its operations in Switzerland and has decided to hand over its Pre-Wholesale (Order-to-Cash) activities to Amedis.

Besides this new pre-wholesale partnership in Switzerland, the commercial relationship between Accord and PHOENIX group started in 2017 with United Kingdom and Bulgaria in scope. One year later, the partnership incorporated Bosnia, Macedonia, Serbia, Montenegro,

Albania and Kosovo. Earlier in June, PHOENIX and Accord organised a European two-day workshop with more than 15 countries. Local insights were used to create tailor-made business plans for each country in order to drive growth initiatives together.

PHOENIX group and Accord Healthcare are constantly exploring new areas of collaboration to expand the ongoing partnership. Accord has a promising pipeline of upcoming biological products that we from PHOENIX cannot wait to access.

Accord is currently focusing on added value products and expanding their retail portfolio and we from PHOENIX are willing to support them all the way through becoming a major pan-region generics company by 2021.

With our **Commercial Partnerships** offer, we help our industry partners grow or maintain their strong market position.





# INSIEME SIAMO PIÙ FORTI TOGETHER WE ARE STRONGER



More than 600 participants joined the annual Valore Salute convention, including many industry partners who used the opportunity to discuss future challenges with Italian pharmacies and joint activities with PHOENIX/Comifar.

**“Insieme siamo più forti” (together we are stronger)** was the motto of the annual convention of Valore Salute, PHOENIX group's Italian pharmacy cooperation, that took place from 3rd to 6th October 2018 in Marrakesh, bringing pharmacists, PHOENIX/Comifar and industry partners together.

With more than 13,500 pharmacies in 14 countries, PHOENIX Pharmacy Partnership is the biggest and strongest pharmacy network in Europe, and with more than 800 pharmacies, Valore Salute is a well-known and successful pharmacy cooperation in Italy.

The organisers welcomed representatives from more than 300 Italian pharmacies, industry partners and PHOENIX group's CEO, Oliver Windholz (picture in the middle) to discuss the challenges in a highly competitive and now liberated Italian market.

Valore Salute presented their successful cross-media-related case studies such as the combination of the “XME” (per me = for me)-App with category management in pharmacies and personalised coupons for Valore Salute loyalty card holders.

The contribution from the industry partners played an important role on the agenda as well: Domenico Maggi, Senior Category Manager Procter & Gamble (picture on the left), showed how a combined approach of using several communication channels based on market data can boost sales by 34%. Adelaide Raina, Sales Director from Reckitt Benckiser (picture on the right) shared her thoughts about digital customer experience and the value both for pharmacists and for the industry. Tommaso Torsello, Sales Director from Mylan joined a panel discussion about the future of the pharmacy market in Italy and increasing partnerships with the industry to remain successful.



# NEW PARTNERSHIP WITH ZENTIVA IN HUNGARY



Starting the joint journey (left to right): Dr. János Pál PATKÁS, Head of Legal, PHOENIX Hungary; Robert Storch, Trade & Commercial Excellence Head, Zentiva; Nemanja Jankovic, Head of Partnerships, PHOENIX group; Gábor Gröschl, Head of Pharma Services, PHOENIX Hungary.

After 10 years, Sanofi decided to divest Zentiva in 2018. On 1st October 2018, Zentiva became independent again, owned by Advent International. The company is at a unique and exciting crossroads and started a partnership with PHOENIX Hungary.

Zentiva's aspiration: healthcare should be a right and not a privilege. With more than 2,500 employees and two production sites in Prague and Bucharest, Zentiva works for the European population. As a leading Generics and OTC medicines manufacturer, Zentiva wants to better support people's daily healthcare needs.

Many factors played a role in the selection of PHOENIX Hungary as a strategic partner of Zentiva: PHOENIX is market leader in Hungary, is part of PHOENIX group, the healthcare provider with the best coverage in Europe, and the affiliate based in Fót near Budapest can offer a complex service package – much more than just a wholesaler. PHOENIX Hungary offers a complex service package to Zentiva, which includes, among other things, marketing activities, doctor visits and call-center campaigns to notify pharma-

cies about the availability and stable supply of Zentiva products. The doctor visits will start in Q1/2019 based on preliminary consultations and will be carried out by PHOENIX Hungary through an outsourced company.

With a number of benefits and revenue on both sides, the new strategic partnership of PHOENIX and Zentiva in Hungary is a great opportunity to practice for new service areas, next to the long-term strategic cooperation possibilities at European level.

## PHOENIX IN HUNGARY

PHOENIX group is present in 27 European countries and has an especially strong position in Central and Eastern Europe. In Hungary, PHOENIX is market leader in wholesale, has a modern healthcare logistics (pre-wholesale) warehouse in Fót (near Budapest) and runs successful retail activities with more than 300 BENU Pharmacies (with franchise partners) and 380 cooperation pharmacies (SZIMPATIKA). The marketing mix consists of TV spots, outdoor advertisement, magazines, category management and more.

More information: [www.phoenix.hu](http://www.phoenix.hu)



# ACCORD AND PHOENIX UK LONGTIME PARTNERSHIP



At the annual partnership meeting in June 2018 in Mannheim, David Lea, Group Commercial Manager at PHOENIX UK (left) and Peter Kelly, Managing Director Accord UK (right) showcased the longterm trustful relationship of both the persons and the companies.

**The first Commercial Partnership with, at that time, Actavis UK started in 2008. The 10 year Actavis/ Accord cooperation is pretty unique in the industry and a perfect example of a very strong and unique relationship with a good and fundamental basis to further expansion.**

As the UK is the third largest market worldwide by revenue and second by staff number for Accord, it is also home to their European Regional Headquarters. The size of the generic market in the UK is estimated at £1.5 billion (at ex-factory prices) and in this vibrant multi sourced competitive market, the barriers to entry are fairly low and product prices are set by competition. PHOENIX UK and Accord Healthcare share their expertise, create a

joint understanding of the market and help validate business decisions together.

Together, an annual strategy has been developed that is reviewed regularly on a quarterly and monthly basis to agree on key initiatives.

Over the years, the strategic partnership has carried out an impressive sales trend for generics within PHOENIX. The establishment of a shared dashboard enables both parties to track the progress of all projects and activities.

The overall focus on a win-win business model distinguishes the interdependent relationship. With its different group companies in the UK such as our own retail pharmacy chain "Rowlands", the doctor membership organisation "PSUK"

and the pharmacy membership organisation "Numark", PHOENIX provides great opportunities for Accord in order to follow their vision to expand in generic retail business and to become a major pan-region generics company.

**"Together we can achieve more"**

The combination of Accords rapid growth potential in the generics sector and the broad PHOENIX All-in-One service offerings shows a promising future of this long-standing partnership – not just for Accord, but for all strategic partners – locally, regionally and/or Europe-wide. More info: [partnerships@phoenixgroup.eu](mailto:partnerships@phoenixgroup.eu)



## PHOENIX SPONSORS PHARMACY CONGRESS

PHOENIX is a strong player in the Balkan region. Therefore, PHOENIX Serbia was general sponsor of one of the most important congresses in the region – the 7th International Congress of Pharmacists in Belgrade in October.

The Congress of Pharmacists took place in Belgrade from 10th to 14th October 2018. More than 1,500 participants joined the event: pharmaceutical manufacturers, commercial education facilities, pharmacies, pharmaceutical institutions and faculties.



PHOENIX Serbia, as a general sponsor, presented the local All-in-One service offer at the opening ceremony of the congress. Aleksandra Draskovic, Regional Director of Logistics PHOENIX BMS group, welcomed all participants and pointed out that PHOENIX with its All-in-One concept is a one-stop-shop for all the needs of our industry partner.

At the PHOENIX stand, the team highlighted our pharmacy brand LIVSANE with a product range of vitamins, shakes and probiotic products that are offered in Betty and BENU pharmacies in the region.

At a second presentation table, the local Pharma Service team presented the products we represent in the region and commercial education for pharmacists. Thanks to our All-in-One concept, PHOENIX is the perfect partner for all needs of our industry partners in the Balkan region.



## SUPERBRANDS AWARD FOR BENU SLOVAKIA



On 3rd October 2018, the Slovak Superbrands Award 2018 has been handed over to BENU pharmacy at the Superbrands Tribute Event gala evening at the Carlton Hotel in Bratislava. With this prize, BENU pharmacy belongs to the elite group of top quality brands and it underlines its high quality and excellent reputation.

The companies are not nominated and cannot apply for the Superbrands awards. Selected brands are assessed according to their prestige, innovativeness and the brand awareness on the market.

In the initial phase of the selection of awardees, the organisers worked with a list of all existing brands in Slovakia. Another success factor was business results, followed by a public opinion which narrowed the selection of only the best brands. Members of the Brand Council Jury, who excel by rich experiences in the fields of branding, marketing and business, entered the process in this phase.

Winning this award already for the second time is an excellent and impressive performance.



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