

03/2019

ALL-IN-ONE MAGAZINE

PHOENIX group



FUTURE CONCEPT

New BENU store concept
introduced in Serbia

SOCIAL MEDIA

PHOENIX joins Pharma
Social Media conference to
discuss pharmacy channels

INNOVATION

Dose dispensing Robot "Smila"
revolutionises the Finnish health-
care market



Dear reader,

With our expertise in 27 European countries, we know your challenges and offer valuable solutions that help you stay on top of industry trends.

Pharmacies play a critical role when it comes to reaching out to patients – both the community pharmacies and their steadily growing digital channels offer trusted healthcare consulting. With more than 2,500 own and more than 13,500 cooperation pharmacies supporting millions of patients following their preferred brands on Social Media networks, we can help you reach out to your customers by providing important healthcare information.

Talk to us and we will prove to you that together we can make a difference. **We are looking forward to a close and successful joint cooperation with you!**

Kind regards

Stefan Jung & Stefan Pflug
Commercial & Operational Heads of
Corporate Pharma Services & Sourcing
PHOENIX group



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The **All-in-One Magazine** is published by PHOENIX Pharmahandel GmbH & Co KG, Corporate Pharma Services & Sourcing, Pfingstweidstraße 10-12, 68199 Mannheim, Germany. All rights reserved, no part of this publication may be reproduced without prior permission by the publisher.

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Title Page:

New BENU pharmacy in Niš

Printed by:

Konica Minolta Marketing Service, Köln



PHOENIX GROUP REGISTERS SURGE IN EARNINGS



PHOENIX group is continuously growing: During the first three months of fiscal year 2019/20 (February to April 2019), the total operating performance rose by 4.1 per cent to €8.3 billion.

This key figure, comprising revenue and handled volume, is particularly relevant for the pharmaceutical wholesale. With activities in 27 European countries, the healthcare provider's revenue grew by €365.1 million (5.9 per cent) to €6.6 billion. This increase derived in particular from the Western European region and from Eastern Europe, where revenue growth was increased in Romania by the acquisition of the pharmaceutical wholesaler Farmexim and the nationwide pharmacy chain Help Net on 31st July 2018.

The profit for the same period increased by 39.8 per cent. It grew by €13 million to €45.7 million.

"With the establishment of the new digital unit, PXG Health Tech GmbH, in June 2019, we are driving forward our goal of offering customers digital platform

solutions with a B2C focus across Europe. We are also increasing our cooperation with start-ups in this area," said Oliver Windholz, Chief Executive Officer of PHOENIX Pharma SE.

A telemedicine pilot project was launched in the United Kingdom, which allows patients to make use of online doctor consultation on topics like travel vaccines, which are offered by PHOENIX group's Rowlands pharmacies.

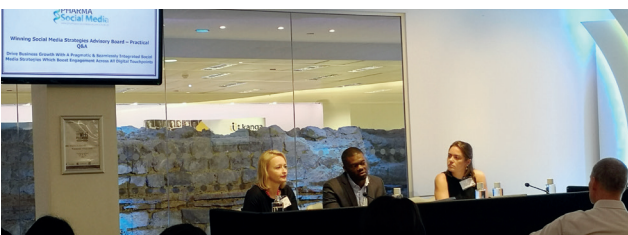
In Germany, PHOENIX launched the app "deine Apotheke" ("your pharmacy"), for German pharmacies including various useful digital services designed to increase sales. The app consists of two key components: The first component allows customers to quickly and easily scan prescriptions, pre-order drugs or medical products directly from their preferred pharmacy, and chat with the pharmacist. Second, with its exclusive cooperation in the German pharmacy market with PAYBACK, PHOENIX is also providing access to Germany's most popular loyalty programme.

GROWING IMPORTANCE OF SOCIAL MEDIA



The importance of Social Media to support campaigns is continuously growing – that was the overall conclusion of the participants. Cyril Mandry, Social Media & Digital Marketing Director, MSD and many other pharma companies presented their activities and challenges.

In terms of reaching out to patients, digital communication in general and Social Media Channels in specific become more and more important for you, our industry partners. For awareness campaigns and patient education, PHOENIX group is using various (virtual) trusted pharmacy chain Social Media Channels. Olaf Christiansen, Head of Marketing at Corporate Pharma Services, joined the Pharma Social Media conference in London on 25th June 2019, to learn more about the challenges of the industry and inform about our Social Media Channels in Europe (see map below).



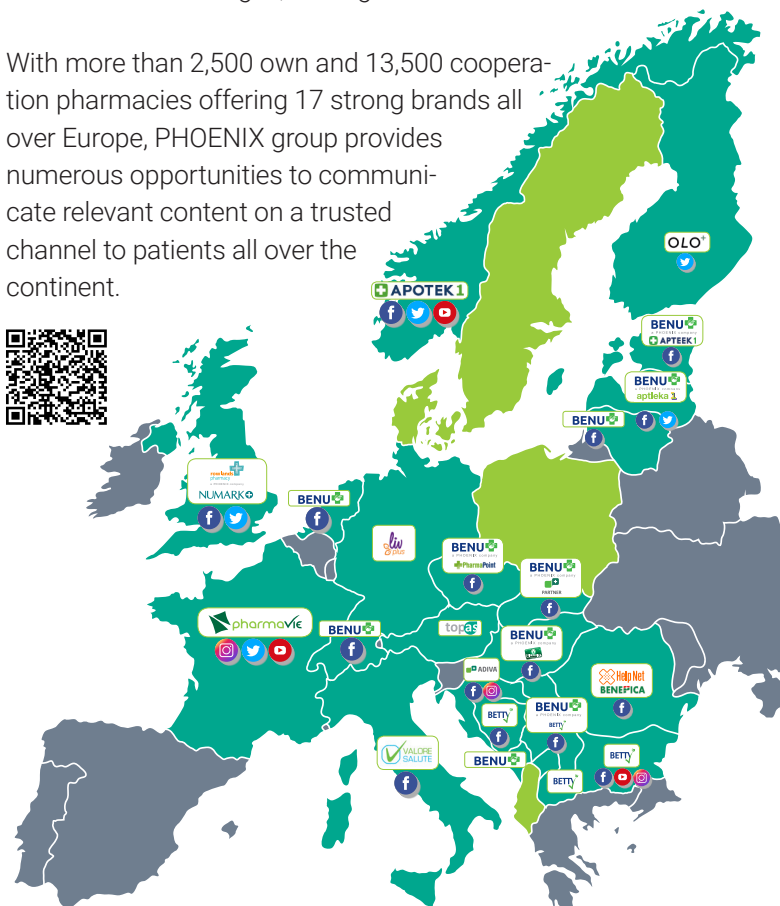
Yvonne Möller, Head of Communications, Shire Germany, Muchena Zigomo, Associate Director, Regional Communications MSD, and Charlotte Frapelli, Associate Director, Digital Communications, AstraZeneca, opening the Pharma Social Media Conference in London.

Communicators from the pharmaceutical industry, such as Allergan, Amgen, Astellas, AstraZeneca, Bayer,

Boehringer Ingelheim, Celgene, GSK, MSD, Merck, Pfizer, Roche and many more joined the well-organised event. The conference provided networking opportunities to discuss current challenges, strategies and solutions.



With more than 2,500 own and 13,500 cooperation pharmacies offering 17 strong brands all over Europe, PHOENIX group provides numerous opportunities to communicate relevant content on a trusted channel to patients all over the continent.



PHOENIX GROUP PRESENT AT PHARMA TALK IN BERLIN



To discuss patient-centric programmes in Europe, PHOENIX group was present at this year's PharmaTalk conference in Berlin. Left picture: Olaf Christiansen, Head of Marketing&Communications, and Julia Haßfeld, Communications Manager, both Corporate Pharma Services.

On 4th and 5th June, PHOENIX group was present at the PharmaTalk congress in Berlin. Olaf Christiansen, Head of Marketing, Julia Hassfeld, Marketing Manager, both from PHOENIX group, and Alexandra Schneider, Purchase Director PHOENIX Germany, were present at the two-day-event in the German capital with their own exhibition stand.

With a 30-minute workshop led by Olaf Christiansen and a presentation focusing on patient centricity, PHOENIX furthermore contributed to the conference agenda. The session provided a closer look at PHOENIX group's patient centricity programmes, showing how patient-centric concepts are now being integrated into PHOENIX group's **All-in-One** service offering.

The overall focus was laid on providing a range of solutions, including adherence services, vaccination campaigns, healthcare education, and a new medication therapy management app primarily based on pa-

tient experience and individualisation for oncology patients in Germany.

"With our All-in-One solution offering, we have become an integrated partner and solution provider for the healthcare industry, providing end-to-end solutions and patient-centric programmes across Europe." - Olaf Christiansen, Head of Marketing

The well-organised conference was characterised by a mixture of workshops, panel discussions and pre-organised one-to-one meetings. We had some very interesting discussions with pharmaceutical companies and used the opportunity to present PHOENIX group's capabilities in providing tailor-made solutions for the patients' individual needs including additional targeted and responsive care creating added value for all parties involved.

We are looking forward to a successful future collaboration!

PRODUCT INFORMATION FOR PATIENTS AT THE POS

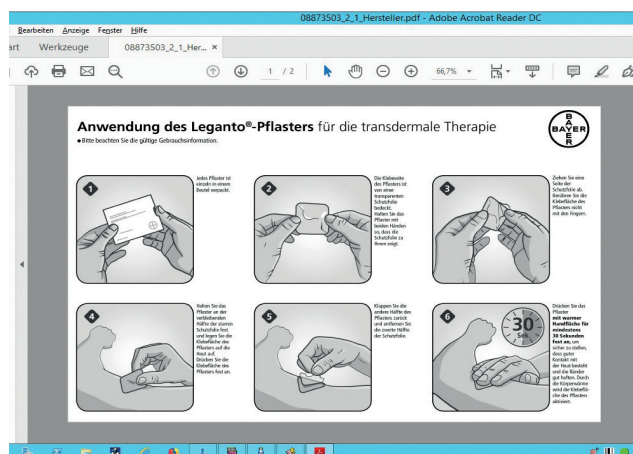
As part of PHOENIX group, ADG Pharmacy Software provides a variety of services and solutions for pharmacies and pharmacy chains. One key activity in Germany is focused on developing, implementing and supporting computer based POS/ERP Systems for pharmacies. To address the services to you, our industry partners, ADG offers the possibility to include information of all products immediately at the point of sale.

When the pharmacist searches for a product, a symbol indicates the existence of manufacturer services. After scanning the product label and transferring it to the cash register, an information box included in the system will provide the pharmacist with additional detailed product information, such as:

- General information for the pharmacists (e.g. package / product / device changes)
- Supply shortages
- Customer information (e.g. instructions how to take product, package / product / device changes)
- Patient information in many different languages

A PDF information sheet including this additional information can be easily printed (see image below).

German information will be transferred to a uniform layout by our partner DAP (DeutschesApothekenPortal). DAP can help with completing pharmaceutical ads or customer information as they have an excellent expertise in pharmaceutical needs. This support ser-



Information box implemented in the ADG system showing additional product information.

vice promotes the selling process. Besides, there is no wastage due to the targeted placement and guaranteed visibility of the information for all products available. The system contains important information for OTC products and RX products. Consequently, the pharmacist has immediate access to all product details and can consult the patient in the best way.

About ADG



- Since 1972, ADG has been producing computer based solutions and concepts for pharmacies
- More than 9,000 clients and over 600 employees groupwide
- POS/ERP Systems as well as additional solutions in Germany, Hungary, Czech Republic, Serbia and Montenegro
- Partner of the industry and pharmacists

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A CALL FOR INNOVATION - NEW CARE SERVICE "SMILA"



The need for home care is increasing, but at the same time the resources for this are short. According to experts, technology will revolutionise home care in the next few years. Equipping a robotic telemedicine facility with a drug delivery robot will improve patient safety and coordination between different home care providers.

Tamro Finland, a PHOENIX company, has started a new business area that focuses on supporting a good and safe life both at home and in retirement homes. The aging Finnish population and society are in need of new healthcare solutions. For this reason, the company has developed an innovative health technology solution: a device called "Smila" that makes life easier for patients receiving multiple-dose treatment.

Smila is the new generation of healthcare services devices that connects the care unit and their clients living at home or staying at a nursing home. It assures a secure daily life to the customer for as long as possible. The new service offering includes the provision of the electronic dose-dispensing device, the collection of health data (with the help of other healthcare devices, various sensors, via user interface) and extensive communication options (with nurse, doctor, relatives, pharmacy, etc.).

Dose-dispensing robots will remind the customers to take their medicine and will help them stay connected with the responsible health care unit. Safe, effective and at the right time taken medication is ensured,

through easy-to-use technology in the comfort of the customers own home. Based on the innovative interface, communication with the care unit and family is easy for the customer.

Since the need for cost-efficient, effective health services is steadily growing, the healthcare sector needs to provide sufficient health care personnel and target human resources optimally. This is where Tamro's new business area can help allow nurses more time for human interaction and support a dignified life for the elderly generation at home.

"We have a surging demand for quality home services that are cost-efficient for society. The need for home care is expected to triple by 2030, particularly among the elderly. We are happy that the fruit of the international cooperation between Tamro and PHOENIX group will be placed on the Finnish market first and made available to municipal and private health care units." - Kai Kaasalainen, Managing Director



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EXCHANGE AT BULGARIAN PHARMACEUTICAL DAYS 2019

The Bulgarian Pharmaceutical Days are a trademark event of the Bulgarian Pharmaceutical Union (BFU). The beginning of the tradition was set in 1996 and since then the forum has been held on an annually basis. In 2007, it gained popularity under this name. The event is associated with the Saint John's eve/ Midsummer celebration on June 24th, which is considered the professional holiday for pharmacists in Bulgaria.

The success and popularity of the forum is growing with every passing year. The participants do not only include pharmacists, but also representatives from state institutions and from the academic community, students, producers, distributors, representatives of related Bulgarian and international organisations, and many other healthcare specialists take part in it.



The focus of this year's edition was the adoption of new rules for good pharmaceutical practice, the establishment and implementation of the BFU code of conduction in retail trade in the sphere of medical products, within the meaning of art. 40, § 1 of Regulation (EU) 2016/679.

Find out more about
PHOENIX Bulgaria:

www.phoenixpharma.bg/

This year the Bulgarian Pharmaceutical Days were held on 21st - 23rd June at Hotel Rila, Borovets. The representation business of PHOENIX Pharma took part in this event and presented to the visitors our exclusive portfolio. The guests of the event had the pleasure and the opportunity to get in touch with the product managers of our exclusive products, as well as with colleagues from different regions, to ask questions, get more information about upcoming activities, and to exchange experiences and ideas.

The highlights of our exhibition stand included:

- Presentation of the change in the name of **GeloMyrtol** 120mg x 20 – from April it is with the trade name **Myrtol** 120 mg x 20
- **Accord** – leading generic pharmaceutical company and our partner since 2017
- The confirmation of the reputation of our **most recognisable products** – Myrtol, Nasic, Neo-Angin, Junior-Angin and GeloRevoice
- Presentation of our new product **HelicoBalance** – innovative product used in the therapy against Helicobacter
- **Ascensia** – Contour Plus – the only blood glucose meter with technology “Second Chance” allowing the addition of another blood drop
- **Bettina Barty** – cosmetics, made in Germany, with added perfume water from leading perfume trademarks



WOUNDCARE CATALOGUE TO IMPROVE CONSULTING

In Switzerland, Amedis-UE, a PHOENIX company, has recently developed and published a new woundcare catalogue for pharmacies. This guideline is unique on the Swiss market and does not exist in this form in any other European country.

The wound care catalogue was developed to improve consulting in the pharmacy and at the doctor's office and to focus on specific wound care products listed in the catalogue. Cooperation pharmacies receive this catalogue which contains a list of all relevant products, product information and various product recommendations for other medical fields. The contents are divided into three sections - wound treatment, dressing material and supplies. Whenever a patient visits a Swiss pharmacy, the pharmacist can find the optimal wound care products in the assortment catalogue.

In addition, the patient is offered specialised training for the entire product range which is conducted in cooperation with our partner Medinform - all free of charge. To meet the customer's need in the Swiss market, the catalogue is available in two different languages - French and German.



The woundcare catalogue helps improve consulting at Swiss pharmacies.

The contents of this reference book have been carefully compiled in cooperation with various industry partners and have been adapted to the wound material compendium of Medinform. This gives you, our industry partners, the possibility to get your products listed in this catalogue and to raise awareness. Three additional catalogues focusing on residential care, skin treatment in the pharmacy and vital substances are already planned for the future.



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PHARMACIES STRENGTHEN FUTURE PHARMACISTS



To prepare students for their pharmaceutical profession, Czech BENU pharmacies started a cooperation with the Faculty of Veterinary and Pharmaceutical University Brno.



BENU pharmacies started a cooperation with the Faculty of Pharmacy at Veterinary and Pharmaceutical University Brno which gave students an insight about the practical aspects of a pharmacist profession and offered valuable experience for their future profession during a series of workshops.

The "Pharmacist with Added Value" project was implemented by BENU pharmacies in cooperation with the Union of Students Veterinary and Pharmaceutical University Brno. The project was designed for students of all grades who want to be able to use communication as an effective tool in work and personal life, to gain pharmacy know-how and to effectively utilise their knowledge. Students completed five workshops with the aim to manage effective communication. Through interactive workshops, students realised how much the pharmacist profession requires effective communication.

"Thanks to our workshops and lessons, students realise that effective communication is an important prerequisite in order to be a successful pharmacist. Therefore, they can effectively use their expertise, acquire satisfied customers and fulfil the mission of the pharmacy profession." - Iva Lízalová, Training & Development Manager of BENU pharmacies Czech Republic

Another aspect included the identification of customer needs, gain their trust, respect, and, last but not least, ensure the highest quality comprehensive care. In total, fifty students of the Faculty of Pharmacy participated. Thanks to the project, students increase their value and chances in the labour market. Workshops were voluntary and offered to students for free. According to the Union of Students, the project was a valuable opportunity to gain practical experiences.

"The project helps many students realise how to combine expertise and customer approach. Proper communication with patients is crucial for our work. Students give us very positive feedback on the project and finish the course with enthusiasm." - Eliška Žubretovská, Union of Pharmacy Students at VFU Brno

By supporting our 2,500 own and 13,500 cooperation pharmacies in 16 European countries, we know the pharmacy market very well. PHOENIX group is a valuable business partner and solution provider regarding patient centricity and patient programmes not only for the future pharmacists, but also for you, our industry partners.

For more information about Benu in Czech Republic:
<https://www.benu.cz/>

BENU 
a PHOENIX company

NEW STORE, NEW SERVICES BENU PHARMACY IN NIŠ



BENU, the strong successful pharmacy brand of PHOENIX group in 10 countries (marked in blue on the map below) has state-of-the-art pharmacies offering comprehensive services to their patients. To strengthen this commitment, on 16th May 2019, BENU opened up another pharmacy based on the new 2.0 concept. Following Budapest and Prague, Serbia is the third country in a row to implement this future-proof concept of a new pharmacy generation.

The pharmacy was opened in proximity to the central "Stop Shop center", and it covers an area of 90 square metres. Both our patients and our employees will enjoy the modern design. Natural furniture materials make shopping in the new pharmacy become quite an experience. Our patients are thrilled; everyone who stops by can feel the difference.

In the new BENU pharmacy, in a specially designed cosmetic corner, visitors are offered a free facial skin test, as well as a vitamin-mineral checkup. Based on the condition of the facial skin, the pharmacist in the BENU pharmacy, provides advice and suggests appropriate skin care products. The vitamin-mineral checkup involves a non-invasive method, and after determining which vitamins and minerals are in deficit or

in surplus in the organism, the pharmacist provides adequate advice on how a patient can help his or her organism return to balance with the help of the right supplements.

Only in BENU pharmacies, our patients enjoy the modern ambiance and receive additional services from our professional pharmacists to enhance their health and well-being.

Since June 2019, Serbia has been richer for another pharmacy in the new BENU 2.0 concept. Another new pharmacy was opened in Niš on 9th June 2019, situated in the main walking area in the very heart of the city.

PHOENIX group has the biggest pharmacy network in Europe with more than 2,500 own (BENU [Blue], Apotek1, Rowlands, HelpNet [Turquoise]) and more than 13,500 cooperation pharmacies (Green on the map).



ONCOLOGY SUPPORT SERVICE IN FRANCE



The Oncology support service, called Onco PharmaVie, is a service that helps pharmacist advice patients with cancer. Several laboratories are partners in this project (AVENE, MEME and BIOGARAN). The services offered to the pharmacies include a two-day training course, focusing on the quality of patient support (patient psychology, adverse effects of various treatments, food supplements etc.).

Pharmacies offering the service have to provide a dedicated area in the pharmacy, including a shelf dedicated to the category oncology, a proper signage, a dedicated fitting room and a dedicated counter.

PHOENIX Pharmacy Partnership

With the European network of 13 local brands from Nu-mark in UK, PharmaVie in France, Valore Salute in Italy, ADIVA in Croatia and BETTY in the Balkan region, PHOENIX Pharmacy Partnership is number one in Europe with more than 10,500 independent pharmacy members in 16 countries.

More information:

www.phoenix-pharmacy-partnership.eu



VALORE SALUTE ACADEMY - WEBINAR



Often the implementation of new services in the pharmacies is not paid enough attention on both sides: proper training from PHOENIX and consequently proper execution of the service towards the end-consumer. One reason can be the lack of communication & insufficient training of the pharmacy team beforehand.

Since November 2018 Valore Salute has been organising monthly webinars for pharmacies. The webinars are exclusive online meetings and aim to train pharmacists and staff. The trainings have an operational character and explain how to use / perform a specific service and why offering this service to the end-consumer is beneficial for the pharmacy.



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