

02/2018

# ALL-IN-ONE MAGAZINE

PHOENIX group



## FMD

PHOENIX group is prepared for the Falsified Medicine Directive

## Austria

All-in-One at the biggest pharmaceutical fair austropharm

## Finland

PHOENIX company Medaffcon promotes future cancer care



Dear reader,

Having the best setup and structure to help you increase your revenue in Europe is our main concern at PHOENIX group.

Therefore, well ahead we started creating a high-quality and reliable solution for the EU **Falsified Medicines Directive (FMD)**. More than ix months before FMD will come into effect, we are ready to link our PHOENIX FMD Cloud to the local systems.

What is more, we offer outstanding expertise in our 26 PHOENIX countries and maintain a strong relationship with our European industry partners. Read more about our successful local manufacturer events in Switzerland and Sweden and our activities at austropharm – Austria's biggest pharmaceutical fair – in Vienna.

Looking forward to cooperating with you!

Kind regards

Stefan Jung

Commercial Head of Pharma Services



BUSINESS  
GROWTH



LOWER  
COSTS



OPTIMISED  
PROCESSES



SIMPLICITY

**ALL IN one**  
a PHOENIX service

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PHOENIX group is ready for the EU Falsified Medicines Directive (FMD).

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# FALSIFIED MEDICINES DIRECTIVE PHOENIX IS READY



On **9th February 2019**, the Delegated Regulation of the **EU Falsified Medicines Directive (FMD)** will go into effect and all supply chain partners in the European Union, Norway and Switzerland will need to ensure readiness to perform end-to-end verification of medicinal products.

We from PHOENIX group are keen on offering our best services and care to our customers – wherever we are. This means that we are

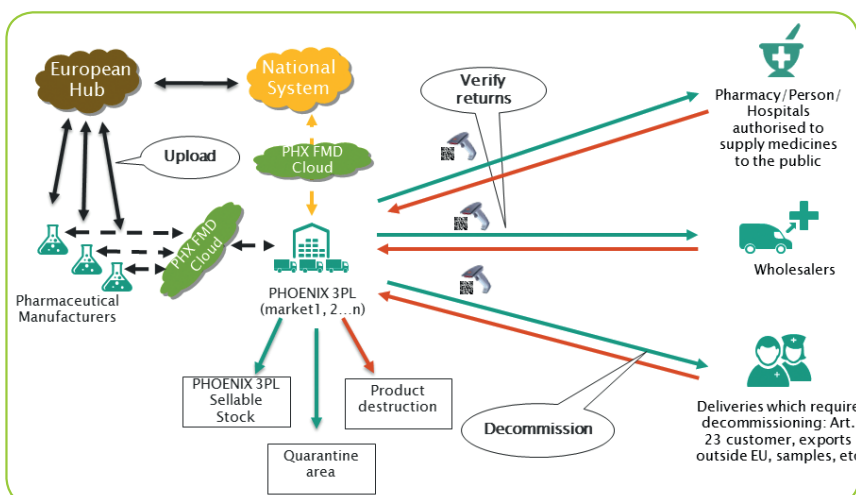
also fully committed to ensure the **safety** of the medicines that reach patients. For this reason, we have been working **diligently and pro-actively** on the implementation of the EU Falsified Medicines Directive across all of our business areas to be fully compliant to the legislation in all our markets.

## Central PHOENIX FMD Cloud

A dedicated team around Magda Grozavu Savin, Head of Serialization Implementation at PHOENIX

group, developed a central **FMD solution** which will cater the needs of the industry partners working with our Healthcare Logistics business partners across Europe.

The cornerstone of our solution is the **PHOENIX FMD Cloud** which offers a flexible, reliable and cost-effective means to support our partners in their quest for full compliance with regard to the verification and decommissioning activities associated with FMD-impacted processes.



The PHOENIX FMD Cloud serves as the **interface** between the PHOENIX systems and the different National Medicine Verification Systems (NMVSs), and as a connection to the cloud systems of our partners. This allows PHOENIX to route the serialised information either to the NMVSs or to the cloud of our partners, depending on the latter's preferred option.



# EUROPEAN PHARMACY COOPERATION MEETING

On 7<sup>th</sup> and 8<sup>th</sup> March 2018 the managers of the PHOENIX Pharmacy Cooperation Programmes, a European network consisting of more than 9,000 pharmacies, met in Prague.

22 participants had an interactive and successful meeting exchanging ideas and lots of discussions about how to further shape PHOENIX Pharmacy Partnership and the local cooperation programmes.

One key topic was digitalisation and how to exploit this big opportunity to bring PHOENIX closer to the end-consumer. The participants got inspired by the interesting presentations on various digital marketing tools in the B2B & B2C area implemented at PHOENIX group. In a workshop, the participants discussed how to develop and promote the concept of PHOENIX Pharmacy Partnership with new measures. One takeaway was the decision to have a second European Conference which is planned to take place in autumn 2019.

As part of the agenda, PHOENIX All-in-One organised a joint workshop with Procter & Gamble. The purpose of

the workshop was to determine together how the P&G's Oral Care portfolio can best support the PHOENIX Pharmacy Partnership business. Participants had the opportunity to learn more about innovations coming from P&G and tools they developed to further accelerate category growth in pharmacies – Oral Care is already one of the fastest growing FMCG categories within the channel.

Overall, it was a very successful meeting with many new ideas and decisions that will help to further develop the European network PHOENIX Pharmacy Partnership. Additionally, it highlights once again the benefit of using synergies and sharing best practices across country borders.

Check out the short video about the first PHOENIX Pharmacy Partnership European Conference in Berlin in October 2017 by scanning the QR-Code below or go to <https://vimeo.com/261837103>



PHOENIX group CEO Oliver Windholz (middle) with the European participants from the local pharmacy cooperation programmes.



# FRUITFUL DISCUSSIONS AT CONGRESSES IN EUROPE



Interesting discussions: European Key Account Manager Annikki Vuola (left) with Sarah Adams and Mark Hutchison from Santen and Dr. Zoltan Kelemen (right picture, in the middle) with Balazs Toth and David Dowling from Bristol-Myers Squibb.

To learn more about your challenges and discuss our solutions, we participated in several congresses to make ourselves available for you, our industry partners and to listen to your important topics and how we can help you.

## PharmConnect congress 2018

On 13h&14th March 2018, more than 500 participants from over 20 countries – mostly from the CEE region – visited the PharmConnect congress in Budapest. PHOENIX All-in-One had an exhibition stand and acted as one of the sponsors of the event. Meetings with our industry partners were held by Zoltan Kelemen (image below) and Annikki Vuola to introduce the extensive



development of PHOENIX in the region and to show our company's presence also in the rest of Europe.

## Clinical Trial Supply Europe, Milan

On 14h&15th March 2018, Terhi Liukko-Joenpolvi (Tamro Finland), Bojana Canic (PHOENIX Serbia) and Sandra Schomburg (Pharma



Services Europe) participated in the Clinical Trial Supply Europe in Milan with an exhibition stand. Like last year, they had many discussions with industry partners about the status of ongoing projects and how existing relationships could be further developed. The event allowed PHOENIX to successfully present their extended capabilities.

## LogiPharma in Montreux

Annikki Vuola and Zoltan Kelemen (see pictures at the top) represented PHOENIX All-in-One at one of the biggest European healthcare logistics conferences with more than 700 participants. PHOENIX provides international healthcare logistics solutions across Europe with its regional hub setup. Regional hub solutions are available e.g. in Denmark for the Nordics, in the Netherlands for the Benelux region, in Serbia for the non-EU countries in the Balkans, and in Czech Republic, Poland and Latvia for Central and Eastern Europe. From the CEE hubs, we offer shipping to Russia and the CIS countries as well.

[Check our updated list of congresses at: www.phoenix-all-in-one.eu.](http://www.phoenix-all-in-one.eu)

## LogiPharma MasterClass

Petr Dvorak from PHOENIX CZ and Betrand Nicolau from Servier showed a case study on a regional setup. If you are interested in the presentation, please contact [a.vuola@phoenixgroup.eu](mailto:a.vuola@phoenixgroup.eu)

# PHOENIX AT THE AUSTROPHARM

From 26th to 28th April 2018, PHOENIX Austria presented its services for pharmacies and industry partners at Austria's biggest trade fair for pharmaceutical products, austropharm, in Vienna.

This year's key topics of austropharm included beauty & cosmetics, OTC products, medicinal herbs & natural cosmetics, life science – personalised medication, digitalisation and social media. In addition, today's pharmacy and its future development were made a major subject of discussion.

Once more, the fair turned out to be the number one industry get-together and offered PHOENIX Austria a great opportunity to present their unique service offer and to strengthen and further develop their valuable relations with the pharmacies and the industry.

Pharmacists were provided information about the pharmacy cooperation program „topas“, member of the European PHOENIX Pharmacy Partnership. In this context, the pharmacy supplies wholesaler Eisenhut, which has been part of PHOENIX since the beginning of 2018, introduced themselves.

Furthermore, the diverse PHOENIX All-in-One value-adding services were presented to our industry partners.



The PHOENIX Austria Team at the stand at austropharm.

Underpinned by a very positive atmosphere, the PHOENIX fair stand provided an opportunity for many personal discussions – in the current age of digitalisation a welcome occasion to communicate face to face in person, to further develop existing contacts and establish new ones. Here it became clear that personal exchange cannot be replaced by internet research.

In that sense, the austropharm served as wide-ranging information and communication platform both for exhibitors and for trade fair visitors.





# AMEDIS PARTNERTAGUNG

## THE FUTURE IS DIGITAL



Presentations from many different angles – both local and international – at the Amedis Partnertagung in Zürich.

Amedis, PHOENIX group's company in Switzerland, offers several value-adding services both for pharmacists and for our industry partners. To discuss common challenges of the future, Amedis invited partners to Zürich for an inspiring annual event. Motto of the third "Amedis Partnertagung" on 4th May 2018 was "Safe harbours, new worlds – automation and digitisation in the pharmaceutical distribution".

The digitisation in all sectors is developing at an impressive speed. The pressure in becoming more "digital" in (almost) all processes is rising - also or companies in the healthcare sector. "An adaptable digitisation management becomes future-vital", said Kaspar Niklaus, Amedis Managing Director (left picture at the bottom) in his keynote speech.

Several local and international experts showed where this journey leads: Erwin Zetz (GS1), Daniel Hauser (Swisslog), Henrik Kaastrup (Managing Director of PHOENIX group's Danish company Nomeco, right picture at the bottom), Kai Kaasalainen (Managing Director of PHOENIX group's Finish company Tamro, center picture at the bottom), Uli Schäfer (PharmaSuisse) and pharmacists Bruno Rüegg (APODRO pharmacy & drug-store).

After the inspiring presentations, the experts answered the remaining questions of more than 150 guests in a panel discussion lead by the event's host presenter Dr. Markus Meier. During the following "Apéro Riche" lunch buffet, the participants used the opportunity to network and discuss the topics with the experts and among each other.





# PATIENT SERVICES AT PHARMACIES



**Patient Centric:** Throughout February 2018, Rowlands Pharmacy, the PHOENIX UK pharmacy chain, held a national dementia awareness campaign in partnership with Join Dementia Research and Alzheimer's Research UK.

Customers and the general public were encouraged to go to their local Rowlands Pharmacy branch to find out more about dementia and the important role they themselves could play in research studies which will help scientists understand what causes the condition, develop effective treatments, improve care and take steps towards finding a cure. Each branch was supplied with a tool kit containing leaflets, posters, t-shirts and badges to promote the campaign. These were produced and funded by Join Dementia Research and Alzheimer's Research UK.

The campaign led to a **ten-fold increase in the number of people expressing their interest** to participate in research through Join Dementia Research, stating pharmacy as their source of how they found out about the service. Join Dementia Research is a nationwide service that allows everyone – not just those with dementia – to register their interest in studies – connecting volunteers to researchers. As part of the campaign, Rowlands staff were trained to offer advice, information and support. Leaflets, posters and Join Dementia Research registration forms were also on display.

Professor Martin Rossor, NIHR National Director for Dementia Research *"Dementia affects 850,000 people in the UK and sadly there are no treatments available today that can slow or stop the diseases like Alzheimer's, that is the commonest. Research is making progress in tackling these diseases but we need more people to get involved in studies in their area to help researchers make faster progress. We urgently need people with dementia to sign up, but those without a diagnosis can also sign up and get involved in important studies. I am very pleased that opportunities to sign up to Join Dementia Research locally in Rowlands pharmacies were provided."*

The importance of volunteering to participate in trials was highlighted by Dr Laura Phipps of Alzheimer's Research UK. *"We have made great strides forward in preventing and treating conditions such as heart disease and cancer, and we can make the same progress with dementia too. There are over 90 research studies across the UK looking for volunteers on Join Dementia Research, including studies looking at prevention or new ways to diagnose the condition; drug studies trialling new treatments; and surveys aiming to improve the quality of life for people with dementia and their carers".*



The team of the Rowlands Pharmacy Milnthorpe

"Rowlands Pharmacy is your community health hub and is ideally placed for this kind of campaign. Our role is more than simply dispensing medicine. We are at the frontline of providing the healthcare advice and support which people need. We take great pride in that role and caring for our patients is at the heart of what we do."

James Lindsay, Head of Communications  
at Rowlands Pharmacy

For more information about how PHOENIX UK can help you support your patients please visit:  
[www.allinone.phoenixmedical.co.uk](http://www.allinone.phoenixmedical.co.uk)  
or contact  
[pharmaservices@phoenixmedical.co.uk](mailto:pharmaservices@phoenixmedical.co.uk)

# ADVANCING CUSTOMISED CANCER CARE

Tamro's subsidiary Medaffcon, specialised in medical and healthcare research, has created a unique platform that collects information about innovative Finnish efforts and technologies that advance the development of customized cancer care. The web portal can be found at [www.futurecarefinland.fi](http://www.futurecarefinland.fi).



The online portal gathers information about ongoing pilots, innovative technologies and new future possibilities to advance personalised treatment practices and customised patient care. The current investments in Finnish healthcare in the promotion of the use of genome data, coordinated cancer care and biobank research, as well as the utilisation of digital health data, allow us to take cancer care to the next level.

*"This launch does not mean that our work is finished. In Finland, we have, in addition to the developing ecosystem, several innovative efforts and technologies that can be used to advance cancer care. We need to be more proactive in promoting these efforts, also globally. Using the Future Care Finland platform we will provide up-to-date information to patients, healthcare providers and pharmaceutical industry. In addition, we are opening a dialogue between healthcare professionals regarding new opportunities to provide personalised cancer treatment. One step forward will be to assess the effectiveness of treatment based on data collected from patients,"* explained Maija Wolf and Päivikki Hemmilä, Scientific Advisors at Medaffcon in charge of the project.

The future of the treatment of many diseases lies in multiprofessional teamwork, where the patient receives personalised treatment which makes use of constantly accumulating data on the patient's health. Medaffcon is the leading expert in developing new practices for healthcare professionals, networking and gathering the most recent information.

Medaffcon is currently also preparing the release of a parallel portal, Future Care Platform, to serve as a tailored service platform to healthcare and pharmaceutical industry.

## **Medaffcon, the medical and healthcare research experts**

Tamro's subsidiary Medaffcon is a company established in 2009, specialising in medical and health economy research, as well as consulting services for the pharmaceutical industry and the health care industry. Medaffcon builds collaboration between health care professionals and promotes the evaluation of treatment effectiveness, biobank research, as well as expertise in personalised cancer treatment in Finland and internationally. Read more at: [www.medaffcon.fi](http://www.medaffcon.fi)

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# TAMRO SWEDEN INSPIRATION DAY



Tamro Sweden Managing Director Lars Schenatz (left) shared the Tamro vision with the participants.



Olaf Christiansen, Head of Marketing Pharma Services Europe (right), presented PHOENIX group's value adding services.

Tamro Sweden, a PHOENIX company, is a strong market player in Sweden with Wholesale and Healthcare Logistics activities and a partnership with one of the biggest pharmacy chains, Apoteket. Each year, Tamro invites customers and industry partners to Stockholm to learn more about the company's innovative new products. This year, the Tamro Inspiration Day took place on 19th March 2018.

For the sixteenth consecutive year, Tamro Sweden invited customers and partners of the pharmaceutical industry to their yearly event. This year, the event had a new focus and a brand new name, Tamro Inspiration Day. More than 150 participants got together on 19th March 2018 in Stockholm where Tamro presented some of their innovative value added services together with PHOENIX All-In-One.

The focus of the day was innovation for the future and the participants became acquainted with how PHOENIX group is working

with cross-country exchanges of best practice regarding innovation.



Dr. Tobias Bucher, Head of Business Innovation at PHOENIX group, explained the innovation approach of PHOENIX group, Anders Lönnberg from the Swedish government gave a presentation on the government's efforts to strengthen Sweden as a Life Science nation. The participants got to know more about Sara Riggare, who is one of the patients who know more about

their illness than any doctor, and how we can take advantage of these patients' skills and their requirements on medicine availability in the future. Andreas Ekström held an inspiring lecture on Seven Ways of Owning the World, about the greatest challenges and conflict areas of digitalisation and the possibilities for those who want to contribute to real digital democracy. The participants furthermore received an update on the latest news in the industry, including e-verification, the 24-hour rule and tightening rules on pharmaceutical skills.

Tamro Inspiration Day ended with a dinner and entertainment, and the participants were very pleased with all the new information and the new people they met.





# PARTNERSHIP WITH NOBEL PEACE PRIZE CONCERT

In 2017, Apotek 1, the successful retail and wholesale company of PHOENIX group in Norway, established a formal partnership with the Nobel Institute and Nobel Peace Prize Concert. For the next three years, Apotek 1 will focus on the values it shares with this global event that honours the winners of The Nobel Peace Prize – one of the most prestigious awards in the world.

*"Apotek 1 has quite a bit in common with the Nobel Peace Prize, and we feel we can identify with what it represents. Both represent a serious and professional atmosphere, both represent a long and proud history, and both celebrate winners who show warmth and who care about people", says Apotek 1 Managing Director Øyvind Winther (picture below at the gathering in Oslo).*



In 2017, this collaboration was promoted through two corporate initiatives – one internal and one external. The internal Nobel initiative was a monthly award to the best performing Apotek 1 employees. The external Nobel initiative was a social media competition where the Norwegian public was encouraged to nominate engaged individuals who had done something extra to care for others in their local communities. 20 of these nominees were selected "Enthusiasts of the year" and received a gift to their charitable cause.

Common for both the internal and the external Nobel campaigns were that all the winners, 1,000 in total, were invited to the 2017 Nobel Peace Prize Concert



and Apotek 1's Nobel gathering in Oslo on 11th December 2017 (see pictures above and below).

In Apotek 1 we get inspired by people who work hard to make a difference. With this collaboration we want our customers, employees and suppliers to be inspired by the Nobel Peace Prize winners and to care a bit more for others, says Winther.

The Apotek 1 collaboration with the Nobel Peace Prize Concert continues in 2018, this year also with an internal and external competition. The shape and form is slightly different, but the goal is the same: **to emphasise the good and caring customer meeting.**



## PHOENIX CZECH REPUBLIC

Brno is the second largest city in the Czech Republic by population and physical size, the largest Moravian city, and the historical capital city of the Margraviate of Moravia. Brno is the administrative center of the South Moravian Region with about 400,000 inhabitants. The city is the perfect location for the new from PHOENIX warehouse with distribution to the entire Central- and Eastern European region:

- 10,500 square metres and additional 350 sqm of mezzanine space (suitable e.g. for high value goods)
- 19,000 pallet spaces in ambient
- 560 pallet spaces in cold chain (potential to double space if needed)
- 1,000 pallet spaces for narcotics

### *Perfect location for distribution to Central- and Eastern Europe*

- The Brno High-Tech Healthcare Logistics warehouse will meet all your expectations:
- Fully GDP compliant operations in all temperature zones
- GMP licensed
- New and ultra-modern technology in warehouse operations
- Highest quality and security standards
- Excellent location on the central highway D1
- Ideal starting point for CEE distribution (CZ, SK, HU, HR, SK, PL, A)

Read more about the opening ceremony on 15th May 2018 in the next All-in-One Magazine.



## PHOENIX POLAND NEW WAREHOUSE

In Poland, we from PHOENIX have been systematically building our position and writing our own history. We focus on sustained growth via constant development. We are consistent in our pursuit of our vision: being the best healthcare provider - wherever we are.

PHOENIX Poland operates in the domestic market, and at the same time, as part of an **international structure**, we participate in the group's global policy,

### *Healthcare Logistics in Poland: 16,000 new pallet spaces around Warsaw*

benefiting from the experience of other countries, and this constructive collaboration is what gives us the competitive edge.

Our **new modern warehouse** is excellently situated on the A2 motorway in the Panattoni Park at Warszawa Konotopa II. The 12,000 square metres warehouse raises our capacity in Poland by 16,000 pallet spaces.

In Poland, PHOENIX offers dedicated warehouses, 3PL wholesale warehousing and own wholesale operations.

More information at: [www.pharma.com.pl](http://www.pharma.com.pl)



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