

04/2017

ALL-IN-ONE MAGAZINE

PHOENIX group



Your Access to Success

First PHOENIX Pharmacy
Partnership European Conference

Closed-loop success

Real world evidence with
our Business Intelligence

Opening Soon

New Healthcare Logistics
Warehouse in Brno, CZ

one
ALL IN
a PHOENIX service



Dear reader,

When launching new products, measuring the RoI on marketing and sales campaigns, understanding patients and their consumer patterns and having in-depth market insight is key to success.

Thanks to our countless data points in over 2,000 own pharmacies and more than 12,000 cooperation pharmacies, we can provide you with market intelligence in near real-time covering 1.5 Mio patient contacts per day.

Increase your revenues and take advantage of the benefits of our data analysis. Our Business Intelligence experts can provide you with a better understanding of your market.

Looking forward to cooperating with you!

Kind regards

Stefan Jung

Head of Pharma Services



**BUSINESS
GROWTH**



**LOWER
COSTS**



**OPTIMISED
PROCESSES**



SIMPLICITY

ALL IN one
a PHOENIX service

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Title Page:

Oliver Windholz, CEO PHOENIX group, presents at the PHOENIX Pharmacy Partnership European Conference Berlin, 19th October 2017.

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STRONG PARTNERSHIP

LONGTIME COOPERATION PHOENIX GROUP AND TEVA

PHOENIX group and Teva:
Strong longtime partnership
further prolonged

For seven years now, PHOENIX group and one of the worldwide leading pharmaceutical companies, Teva, have been cooperating on a European level in a long and trustful partnership that brings added value for patients across Europe. Partnerships are part of PHOENIX All-in-One, a combination of services along the entire value chain for the pharmaceutical industry.

The contract with Teva was prolonged including the existing contract with Actavis, acquired by Teva, and also a longtime partner of PHOENIX group.

"We can face the challenges in the market better together", said Stefan

TOP-TO-TOP MEETING JULY 2017

Picture (from left to right): Nemanja Jankovic (Head of Partnerships, PHOENIX group), Richard Daniell (President and CEO Europe Generics, Teva), Frank Große-Natrop (Board Member, PHOENIX group), Josephin Malade (Lead, Strategic Projects & Alliances, Teva), Stefan Jung (Head of Pharma Services, PHOENIX group), Christoph Stoller (former Senior Vice President Generics and Commercial Operations Europe, now General Manager (ad interim) Germany and Austria, Teva) and Rob Breninkmeijer (Head of Strategic projects & Alliances - SPA, Teva).

Jung, Head of Pharma Services and Group Sourcing at PHOENIX group. Christoph Stoller, former SVP, Chief Operating Officer GGM Europe and new General Manager of Teva in Germany and Austria, added *"We really can make a difference with our partnership – it's a natural thing that we work together as market leaders in Europe."*

PARTNERSHIPS

With our PHOENIX All-in-One **Commercial Partnerships**, we provide sales growth on European, regional and local level through proven business services with involvement of HQ with certain partners.



Real world evidence for better business decisions

The success of a drug and its benefit to the patient or consumer is measured in the market. Why not use intelligence from the real world to prepare for the market and to monitor and optimise its success? PHOENIX group is a leading Integrated Healthcare Provider present in 26 European countries. Its real-world universe includes 150 million patient contacts each year visiting its 2,000 own pharmacies or one of its 12,500 cooperation partners.



FROM MARKET ACCESS TO MARKET SUCCESS

PHOENIX group Business Intelligence

Based on discussions with you, our industry partners, we realised the value you can gain from retail data sets. Initial proof of concept confirmed that clients can benefit from data analyses and increased revenue, spend budgets wisely and improving patient treatments. The decision was taken to integrate wholesale and retail data into **one database**. This real world and real time database is the foundation of PHOENIX All-in-One solutions. You can benefit from market intelligence in near real-time.

Market Access

Our Business Intelligence services provide valuable input into market access activities. Responses from real markets show the diversity in drug usage and co-medication. Questions are for example, how products in this segment are being used currently in a patient's treatment regimen or whether a product is used appropriately in accordance with treatment regimes. In a product specific study it was analysed that nearly 50% of patients were under-dispensed. Another study showed that nearly 30% of patients picked up between **five to eight** other Rx products besides the product in scope.

Benefit from market intelligence in near real-time.

It was also shown that the use of specific OTC drugs was a precursor to the analysed product.

Launch excellence

The first weeks and months of a product on the market determine the success of the new product. Subsequently, optimising the resources spent to manage the launch

based on outdated data does not provide the agility needed to respond. PHOENIX' Business Intelligence team works with clients to monitor the uptake of their product in terms of volumes, patients and regional distribution based on weekly or even daily retail data. For some clients it was a shock to find that their products left their manufacturing premises but did not reach any pharmacy shelves.

Once recognised, PHOENIX is

able to help to optimise delivery to the point of sale.

Closed-loop success based collaborations

Marketing campaign ROI analysis

Budget limitation is always a challenge. Marketing and product managers want to spend their scarce resources effectively. At the same time, they want to respond quickly to market needs or opportunities. We assess the impact of marketing campaigns with a regional granularity defined by the first two digits of the postal code with a potential daily delivery frequency.

Partnering for success

Beyond providing Business Intelligence solutions, we have more arrows in the quiver to provide success and take appropriate action. PHOENIX All-in-One services, such as Healthcare Logistics and Patient Services, can be combined resulting in closed-loop success based collaborations. PHOENIX group provides business analytics, helps optimise the supply chain and provide PoS support, thus closing the loop between you and your patients to deliver success.

Contact us to discuss your needs:

businessinsights@phoenix-all-in-one.eu.

FIRST EUROPEAN CONFERENCE



**PHOENIX PHARMACY PARTNERSHIP
EUROPEAN CONFERENCE**
19 – 21 OCTOBER 2017, BERLIN

How are independent pharmacies preparing for the digital future? Around 300 pharmacists discussed this question with experts at the PHOENIX Pharmacy Partnership conference in Berlin. This network is the umbrella organisation for PHOENIX group's **12 existing pharmacy cooperation programmes in 15 countries**. Over 9,000 independent pharmacies are members of **Europe's largest network** for pharmacy cooperations.

"Great steps are being taken towards digitisation in the healthcare industry. New players are appearing on the market, and pressure on healthcare budgets is increasing. It is therefore essential that pharmacies move even closer to their customers", remarked Oliver Windholz, CEO of the PHOENIX group. He believes that access to digitisation will be crucial for success.

Futurists like Bertalan Meskó and experts from the pharmaceutical industry and trade agreed that bricks-and-mortar dispensing pharmacies would remain, but that their range, services, and communication channels would change significantly, with a move towards more intensive and individual patient care.

The pharmacy of the future would become a "point of care", a central hub for local healthcare. The fo-

cus would lie on personalised care for every patient – for example in dosing the active ingredients of a drug.

The pharmacy could use digital channels to advise the customer on every aspect of healthcare.

The slogan for the two-day event sponsored by Sandoz, Teva, Zentiva, QuintilesIMS and Mylan was "Your Access to Success".

**Your Access to Success –
via over 9,000 pharmacies
in Europe**

"At PHOENIX, independent pharmacists have a voice. This is why we established an Advisory Board to determine focus areas. We collaborate openly and transparently", said Sara Zucca, a pharmacist from Milan. She is one of the twelve members of the PHOENIX Pharmacy Partnership's European Advisory Board. Over the past year, the network's agenda has covered the expansion of loyalty programmes, category management, and digital marketing in the member programmes.

Positive signals emerged from the conference: participants stressed the need to continue developing their businesses – including the use of digital opportunities. They want to work together to confront the increasingly tough competition, exchange knowledge, and drive forward innovations for their business and patients.

More information about the partnership:
www.phoenix-pharmacy-partnership.eu



NEW BRNO WAREHOUSE



PHOENIX Czech Republic is the longtime leader in the pharmaceutical distribution market in the Czech Republic. During 25 years of its existence, PHOENIX has established a strong base of six distribution centers for the storage and full-area distribution of pharmaceuticals in the regions of Bohemia and Moravia.

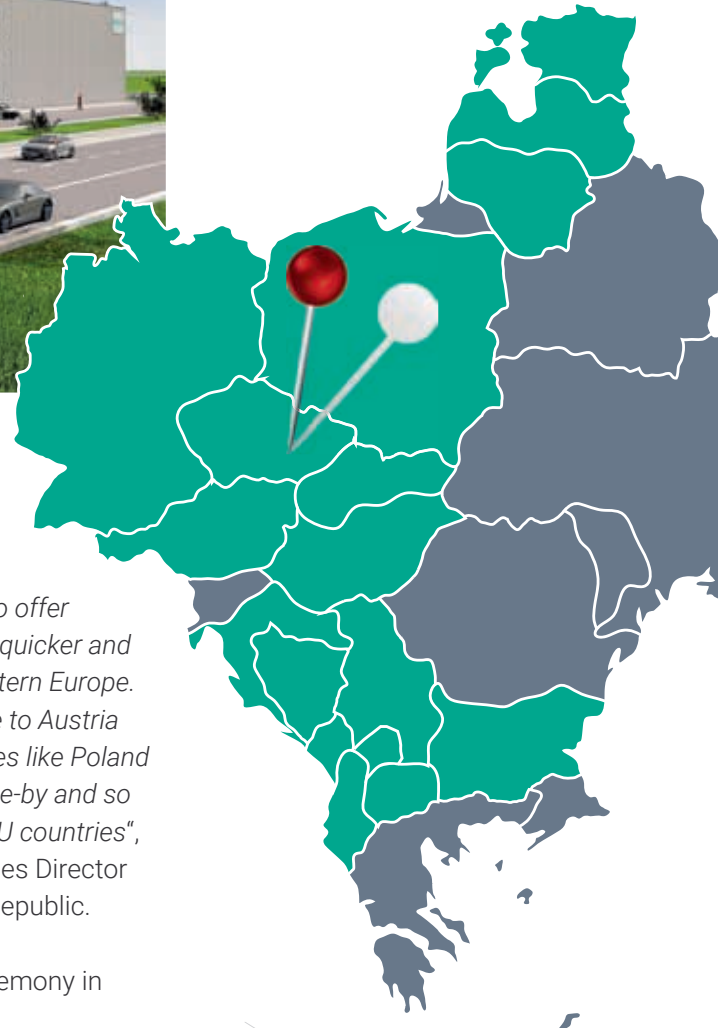
Today, PHOENIX provides fast and reliable deliveries of 25,000 SKUs to more than 4,000 pharmacies, hospitals and other customers on a daily basis. For nearly 200 Czech and foreign partners, PHOENIX ensures the operation of consignment, customs or own warehouses, including a wide range of services for some of them, as well as throughout the Central European region, the Balkans and the CIS countries.

In our everyday work, we rely on our rich experience. Emphasis is placed mainly on the quality of the services provided, the product range and the approach of our employees. PHOENIX has also become one of the most important pharma

partners in the Czech Republic. „With the new state-of-the-art warehouse in Brno, we are able to offer our partners an even quicker and easier access to Eastern Europe. Brno is situated close to Austria and Slovakia, countries like Poland and Hungary are close-by and so are the Balkan Non-EU countries“, says Petr Dvorak, Sales Director of PHOENIX Czech Republic.

Join our opening ceremony in Brno.

Contact us: P.Dvorak@phoenix.cz.



STATE OF THE ART WAREHOUSE **BRNO**

- ▶ 10,500 square metres (plus 3,500 sqm extension potential)
- ▶ 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 places for narcotics
- ▶ Fully GDP compliant

OPENING SOON



FIRST WITH ISO 50001:2011

SUCCESSFUL CERTIFICATION OF PHOENIX CROATIA

PHOENIX Farmacija d.o.o. is one of the leading healthcare providers in Croatia.

From five distribution centres, PHOENIX Croatia supplies customers with medicines and medical products, dietary supplements, baby food, special nutritional food-

stuffs, chemicals, and diagnostic and laboratory equipment.

After six months of intensive preparation and a successful certification audit held in June 2017 by DNV-GL, the wholesale and healthcare logistics warehouses of

PHOENIX Croatia in Zagreb, Velika Gorica, Osijek and Solin have been successfully certificated according to Quality Management Systems ISO 9001, ISO 14001, and Energy Management System ISO 50001.

PHOENIX Croatia is the first pharmaceutical wholesaler in Croatia with a ISO 50001:2011 certificate and one of the first in the pharmaceutical industry.

PHOENIX Croatia ensures a high level of service, compliant with the legal requirements and expectations of clients, partners and suppliers. PHOENIX Croatia implements an integrated Quality, Environment and Energy Management System in accordance with the requirements of ISO 9001: 2015, ISO 14001: 2015 ISO 50001: 2011 and the requirements of Good Manufacturing Practices (GMP) and Good Distribution Practice (GDP).

„Providing first class services and quality for our industry partners is and will always be our focus“, says Tomislav Kulić, Group Logistics Director at PHOENIX Croatia.

„These certificates are another step to ensure our pretence.“



PHOENIX IN CROATIA

- » 5 distribution centres
- » Wholesale, Healthcare Logistics and value added services for the industry
- » Strong local pharmacy cooperation **ADIVA**
- » More information: www.phoenix-farmacija.hr

APOTEK1 IN NORWAY

SUBSCRIPTION SERVICES



our industry partners. It is free of charge for patients, they can manage it themselves online, giving them peace of mind knowing that the pharmacy will have the products they need when they need it. This improves patient adherence, resulting in greater revenues..

"We have worked with the development of this subscription service for two years, and we're ahead of the competition.", says Apotek 1 Retail Systems Manager Ola Bøen.

Apotek1, the Norwegian PHOENIX group company, is market leader in wholesale and retail. The subscription deal is a perfect way for our industry partners to reach out to patients.

What used to be Apotek 1's „prescription deal" has now changed shape and form and become a „subscription service" for patients.

The service is adaptable based on the type of medicine and the amount each individual customer uses. When the customer runs out of medicine, they will receive an SMS and their medicine will be made ready for pick-up or delivery. The customer will never run out of lifesaving medicine ever again. This subscription service is value adding for both the the patient and

Apotek 1 is aiming for 30,000 subscribers by the end of the year and 60,000 by the end of 2018. Thorough smart and targeted marketing, as well as the right focus from efficient and service-minded pharmacy staff, this is a manageable goal.

More information:

Mads.Schei.Knutsen@apotek1.no

MODERN COMMUNICATION CHANNEL

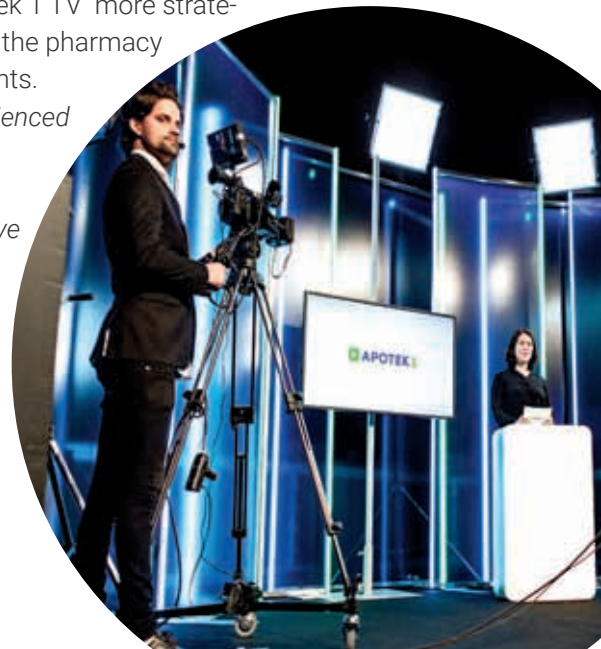
APOTEK1 TV STRENGTHENS COMMUNICATION

Two years and four months have passed since Apotek 1 launched its own TV channel – Apotek 1 TV. Since then, more than 500 programs and series have been produced and published.

In May 2017, Apotek 1 celebrated the two year anniversary. What started as a vision to develop a user-focused, state-of-the-art and efficient platform for internal communications and training, is today a prominent communications channel for Apotek 1. On Apotek 1 TV, pharmacy employees can learn about what's new in the world of health and pharmaceuticals. Everyone can use it as a training tool to keep themselves updated on seasonal trends and topics, new products and upcoming market campaigns..

Apotek 1 TV Editor, Anders Dahl, is very optimistic about the future of Apotek 1 TV. There is great potential to use Apotek 1 TV more strategically towards the pharmacy team and patients.

„We have experienced that this way of communicating is both innovative and groundbreaking when it comes to Norwegian retail", says Dahl.



TAMRO LINK

ADMINISTRATING MEDICINES



ceuticals are already widely used globally.

"I expect that Tamro's service will facilitate the practical implementation of pricing models so that no model or treatment will remain unutilised because of the additional work it involves," says Elina Ahomäki, Senior pharmacist-in-charge, HUS Hospital District Pharmacy.

Tamro Corporation, a PHOENIX company in Finland, provides hospitals and pharmaceutical companies with an innovative **Tamro LINK Hospital** service for administering value-based pricing models for hospital medicines. A need for the service emerged when hospitals were short of tools for monitoring and administering an increasing number of agreements that are based on medicine and patient-specific effectiveness. The digital service is now available to all hospitals and pharmaceutical companies.

"This entirely new and digitalised operating model was jointly developed and is a good example of how we speed up the development of the healthcare sector with our customers, both in terms of operational efficiency and savings to society. As an integrator for the sector, Tamro found it natural to take up the challenge for streamlining the work of professionals in the pharmaceuticals industry," says Kai Kaasalainen, Managing Director of Tamro Corporation. The service was jointly construc-

ted as an outcome of close development collaboration between hospitals, pharmaceutical companies and Tamro.

Value and outcome-based pricing models for pharmaceuticals provide hospitals with increasingly more opportunities to choose the best medicinal treatment for the patient in a cost-effective way.

With the help of the pricing models, the hospital will only pay a part of the patient's medicines, or according to the health benefit received from the treatment on a patient-by-patient basis. Value-based pricing models for pharma-

The service will reduce the amount of work at hospital pharmacies and wards related to medicines with value-based pricing. The Tamro LINK Hospital service will collect

Reduce the amount of work significantly

all information related to agreements so that medical staff can easily enter the information about the medication dose administered to the patient and the treatment period on a centralised basis into a single application.

The reporting section of the application makes it easy for the hospital pharmacy to monitor and administer the agreements.

"This entirely new and digitalised operating model is a good example of how we speed up the development of the healthcare sector with our customers, both in terms of operational efficiency and savings to society."

Kai Kaasalainen, Managing Director Tamro Corporation

YOUR EXPERT IN THE BALTICS

Tamro Baltics is a longtime trusted healthcare provider in the region.



The Baltic States, Estonia, Latvia and Lithuania, are important markets even though they are sometimes, without a plausible reason, a bit „out of focus“. More than six million people live in the three countries bordering the Baltic Sea, Russia, Belarus and Poland.



PHOENIX group is present in the Baltic states with a strong and successful company: Tamro Baltics. The company is the only international integrated healthcare provider with equal coverage and local presence in all three Baltic markets - a natural partner for you, our industry partners, to reach out to patients in the region.

Tamro Baltics is designed to meet all the different customer requirements



In all three countries, Tamro Baltics has a unified quality management approach with GDP, GMP, ISO 9001:2015 and is ISO 50001:2012 licenced. Furthermore, a customer proven quality focus service provider approach is given.

To meet all customer requirements, Tamro Baltics has three temperature controlled distribution centres in each country: Kaunas, Lithuania, Riga, Latvia and Tallinn, Estonia.

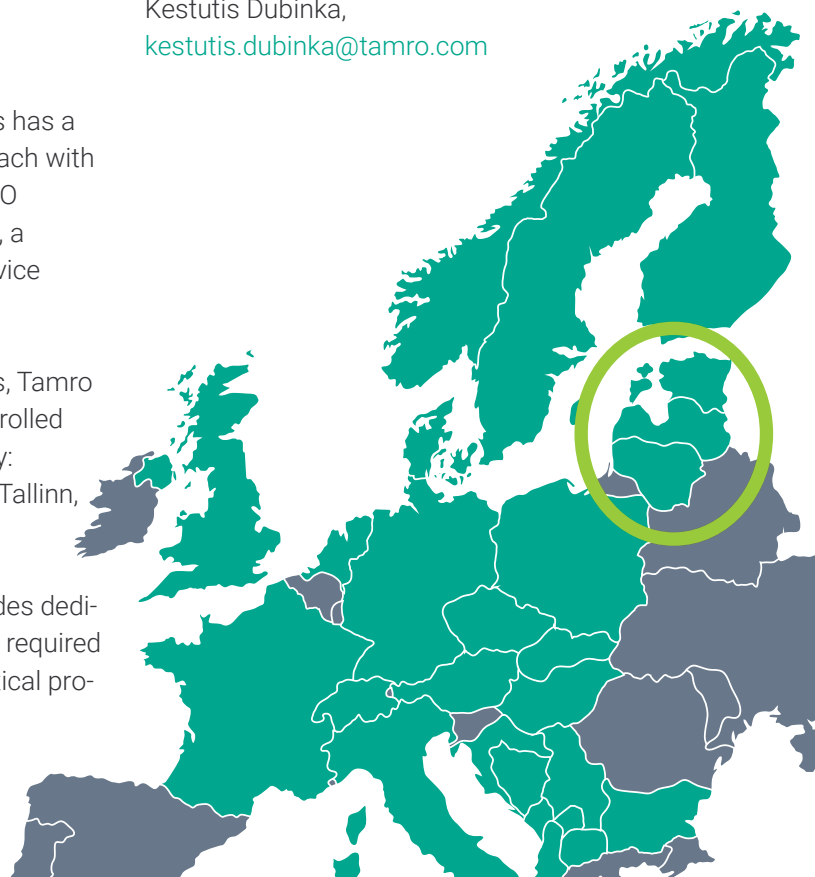
In addition, part of this setup includes dedicated storage areas for all kinds of required storage conditions for pharmaceutical pro-

ducts. The three warehouses are closely connected with a cross-border transportation network.

With Tamro Baltics, you have full access to all customer groups within all the three local markets and the entire region: pharmacies (with own and cooperative pharmacies), hospitals, private clinics and vaccination cabinets. The annual handled volume is more than 210mio Euro.

Besides that, Tamro runs Patient Services like pharmacy trainings, adherence programs, home delivery and adjunct therapy via own and/or cooperation pharmacies.

More information:
Kestutis Dubinka,
kestutis.dubinka@tamro.com



PHOENIX AUSTRIA

Successful IT integration

In today's business world, IT solutions within the logistics chains are essential parts of the business processes. It is therefore very important to have a reliable, experienced and competent partner.

This is particularly true in the pharmaceutical industry, which is confronted with increasing requirements for validated IT systems, whether for production, administration or logistics.

The experienced employees of PHOENIX group IT are continuously supporting all PHOENIX group country organisations with these new challenges. The combined know-

The computer was invented to solve problems that did not exist before. (Bill Gates)

how, experiences and competences from different countries and projects are collected centrally for the benefit of all countries – and you, our industry partners.

This is the case in Austria where one of the largest Healthcare Logistics partners had to implement a version update in SAP and an integration of a new business area within a very short time.

A very challenging task considering the validation requirements, which would not be feasible without many years of experience and precise project management.

This challenging goal could be achieved on both sides by means of mutual commitment, direct and open communication as well as mutual understanding and exchange of experience.

TAMRO SWEDEN

Together we can help you sell more

Our colleagues from Tamro Sweden, a PHOENIX company, are constantly striving to develop their service portfolio, both through their own projects and through the cooperation with others.

Tamro is now giving their customers greater opportunities for increased sales via a new, exciting collaboration. Tamro and **Blue Ocean Sales Scandinavia** have initiated a collaborative partnership centred on services which generate increased sales. This means that you can now get support in your marketing and sales efforts to the pharmacy and self-care market via initiatives such as advisory services and temporary additions to your sales team. These initiatives can easily be combined with our previous offerings in the area, including the distribution of sales material and product information.

Please contact Johan Mossberg, Marketing Manager at Tamro, for more information: johan.mossberg@tamro.com

More information about Tamro Sweden: <http://www.tamro.se/en/>



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pharma.services@phoenixgroup.eu.