



one
ALL IN
a PHOENIX service

MAGAZINE

FOCUS TOPIC

HEALTHCARE LOGISTICS
CEE BRIDGE - CONNECTING
PHARMACEUTICAL INDUSTRY,
WHOLESALE, AND RETAIL IN
CENTRAL AND EASTERN EUROPE





Dear reader,

Our value-added services have one clear target: increase your revenue. With PHOENIX All-in-One, we provide services for you along the entire value chain, generating more revenue at multiple different stages. All-in-One cuts complexity and allows you to concentrate on your core business.

How can we do this? With our ready-to-use and tailor-made sales and marketing support at more than 14,000 pharmacies in 26 countries across Europe and valuable insights on pharmacists, doctors and patients behaviour creating improved patient adherence and better decision making. In addition, we are able to decrease your cost through expert warehousing and healthcare logistics and offer customised specialty solutions. Speak with us – we are looking forward to support you!

Kind regards
Stefan Jung
Head of Pharma Services

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Cover picture: The new CEE Bridge Hub in Belgrade.

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FRUITFUL DISCUSSIONS

PHOENIX All-in-One combines services of a wide range, focussed to increase sales for our industry partners. To discuss our Healthcare Logistics network in Central and Eastern Europe and our Clinical Trial Supply Services, we participated at PHARM Connect in Budapest and the Clinical Trial Summit Europe in Barcelona.



Interesting discussions and high interest in our stand activity "Hot wire" at the PHARM Connect Congress in Budapest in February.

On 22-23 February 2017, PHOENIX All-in-One participated at the PHARM Connect Congress in Budapest, the largest and most important pharmaceutical and biotechnology business summit in Central and Eastern European and the CIS region. Focus topic was our CEE Bridge Healthcare Logistics Network with one international quality statement and interconnected IT solution, the most efficient healthcare supply chain exactly in this region. Zoltan Kelemen and Paul Stanton (picture bottom left) had many fruitful discussions at our stand in Budapest and are looking forward to following-up and continuing the talks.

The availability of comparator drugs is always a challenge in clinical trials, or rather the availability

of the right amount of comparator drugs, within the right time, at the right place, in the right condition, and with all the necessary certificates. PHOENIX All-in-One Clinical Trial Supply Services is your ideal partner for overcoming those challenges. We can offer all services from one hand via one point of contact on European level. Hugh Adams and Sandra Schomburg from the central team as well as Zrinka Rogosic (PHOENIX Croatia) and Mai Loan Le (Nomeco Denmark) attended the congress and had fruitful discussions with congress visitors (pictures bottom right). The topics of the different sessions during the conference were all clinical trial related services like labelling and packaging as well as comparator sourcing and current challenges in that area.



GRAND OPENING HUB BELGRADE

With the opening ceremony of the new modern Hub in Belgrade on 28th March 2017, the CEE Bridge Healthcare Logistics network, a combination of regional, sub-regional and local warehouses and international transport, is now fully operative in Central and Eastern Europe.



Oliver Windholz, CEO PHOENIX group, at the opening ceremony of the Belgrade Hub.

The modern facility is located approximately 30 kilometres from the city centre in the industrial zone, near the airport and with access to all major roads leading to Budapest, Sofia, Skopje and Zagreb.

"We are making yet another contribution to improve the supply of pharmaceuticals by means of our regional logistics solution CEE Bridge, which optimally connects all our different customer groups", said Oliver Windholz, CEO PHOENIX group, at the opening ceremony for the new Belgrade Hub on 28th March 2017. Approximately 200 guests joined the opening ceremony, including officials from the Serbian government, the German embassy and the President of the Chamber of Commerce and In-

dustry of Serbia (CCIS), Marko Čadež. The state-of-the-art warehouse in Belgrade enables PHOENIX in the Balkan region to plan the specification of user requirements to comply with the Good Distribution Practice (GDP).

The requirements of an integrated management system hereby are fulfilled, and so are the guidelines of environmental protection, safety and health at work and other regulatory and institutional requirements.

The high bay hub is a modern, 6-pallet-level warehouse with a capacity of approximately **12,000 pallets** – of which 500 pallet positions are in the **cold chain**. The building has a size of 10,230 square meters of which the modern warehouse space covers more than 7,000 square meters.





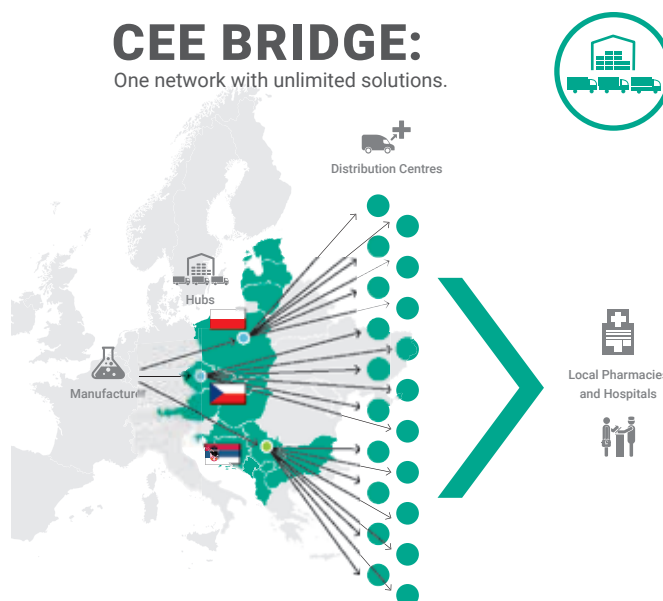
Oliver Windholz, CEO PHOENIX group (middle) and Marko Čadež, President of the Chamber of Commerce and Industry of Serbia (CCIS; left).

The modern equipment allows easy and quick manipulation of large quantities of goods, the storage of a variety of pharmaceutical products and medical devices (required to be stored at a certain temperature) and the safe and unhindered movement and work of employees and goods. The energy efficient facility was built with environmentally friendly material and technology.

With the opening of the hub in Belgrade, PHOENIX is able to significantly reduce the complexity of international logistics processes which leads to **reduced costs by optimising the stock levels**. The CEE Bridge network ensures access to regional connected markets within the entire region. Positive developments and forecasts of the most relevant financial institutions, such as IMF and The World Bank, indicate that the Serbian market will continue to grow. This overall growth would be

CEE BRIDGE:

One network with unlimited solutions.



The Healthcare Logistics Network "CEE Bridge" covers the whole region with three Hubs in Prague, Warsaw and Belgrade.

certainly stimulated by the growth in the health-care and pharmaceutical sectors, and in that light, PHOENIX Pharma is one of the contributors.

"We are making another contribution to improve the supply of pharmaceuticals by means of our regional logistics solution CEE Bridge" (Oliver Windholz, CEO PHOENIX group)

However, further improvements of the business ambient, as well as the successful finalisation of transport infrastructure would be of crucial importance for new business initiatives, and we hope that Serbia is a growing and competitive country as expected.

More information about CEE Bridge on our homepage www.phoenix-all-in-one.eu.



TAMRODAGEN IN STOCKHOLM



Tamro Sweden, a PHOENIX company, is a well-known pharmaceutical wholesaler in the Swedish market and a trusted and long-time partner of pharmacies and pharmacy chains in the third-largest country in the European Union by area. Every year, Tamro invites industry partners and pharmacy chains to discuss common health-related topics and learn more about the Tamro Sweden service offer, including PHOENIX All-in-One.

Tamro Sweden, established almost 100 years ago, in 1921, as ADA (Apotekarnes Droghandelsaktiebolag) and an important healthcare company in the market, yearly invites to **Tamrodagen**. The day-long event started in 1992 and is a get-together of healthcare professionals from Tamro, industry partners and representatives of pharmacies and pharmacy chains in Sweden.

More than 150 participants came together for Tamrodagen 2017 on 23rd March 2017 in Stockholm, where most Swedish pharma and pharmacy company headquarters are located. PHOENIX All-in-One was part of one of three interactive service presentations in the morning about temperature-controlled delivery, digital value-added services and partnerships and innovative new solutions.

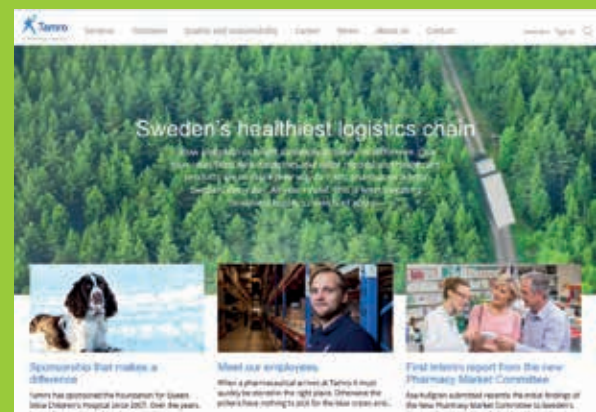
"At Tamrodagen, we discussed the challenges we all face in the market, as we closely monitor all developments" says Lars Schenatz, Managing Director Tamro Sweden (picture upper left hand corner), *"And we showed which services we offer to help both the industry and the pharmacies to grow and be successful."* This year, the newly presented "pharmacy investigation" in Sweden and the future role of pharmacies in the healthcare system were the focus topics at Tamrodagen.



Interesting panel discussions at Tamrodagen on 23rd March 2017 in Stockholm.

New website www.tamro.se

On 9th March 2017, Tamro Sweden launched a brand-new website. The responsive easy-to-use page is customer- and service-oriented, the modern layout is in line with the new visual identity of Tamro – blue as primary colour, green as secondary and the message "Tamro is Sweden's healthiest logistics chain". Take a look: www.tamro.se.



PHARMAVIE CONGRESS



The city of Vienna, rich in history and talents, respectful of its past but turned towards its future (just like PHOENIX!), hosted the 34th Annual congress of PharmaVie, the French pharmacy cooperation and member of the PHOENIX Pharmacy Partnership. From 17th to 20th March 2017, 710 attendees from 400 French pharmacies met with the motto "Together to Excellence".



The agenda of the congress included conferences, workshops, projects presentations, forum, relaxation time, startup contest, private concert and gala reception.

The congress was a good opportunity to present projects and innovations, but also exchange views with members, understanding their expectations to better meet their needs. Leading figures coming from various areas took part in conferences and workshops. The aim is to "get inspired to innovate". Among the speakers were Guillaume Malleville, Quality Officer for **Airbus**, and Claude Onesta, Manager of the men's **French National Handball Team**, six time World Champion.

At the forum, about 20 partners, e.g. Biogaran, Mylan and Teva, discussed and exchanged with PharmaVie members. The pharmacists used the congress to get more information about products, services and news of the manufacturers. Many members came to the forum to meet our partners, ask questions and conclude partnerships.



This congress was also the opportunity for PharmaVie to strengthen its two main projects: the **Affinity Program** and **PharmaVie Nutri**. Through the loyalty Affinity Program, the customers could benefit from advantages, special offers and advices. For PharmaVie, it is a great opportunity to build a strong relation with their clients and to communicate about products, services and bring healthcare advices. In the future, PharmaVie expects to get three million customers contacts through this projects.

PHOENIX Pharmacy Partnership – European Conference



From 19th to 21st October 2017, PHOENIX will host for the first time an **international conference in Berlin**.

To manufacturers and members of the PHOENIX Pharmacy Cooperation Programs the conference will offer a lot of interesting opportunities to get in contact with each other and to discuss about the future of the independent pharmacy market as well as future trends in healthcare. Don't miss this opportunity and be part of the European Conference!

For more information please get in contact with your local All-in-One team.

ALL-IN-ONE IN CROATIA



To discuss the local All-in-One service portfolio in Croatia, PHOENIX Farmacija invited manufacturers to Zagreb on 29th March 2017. // Strengthening the brand: The Supportive Initiative from ADIVA, member of PHOENIX Pharmacy Partnership, connects pharmacies and manufacturers.

Since the PHOENIX All-in-One concept was launched in November 2015, PHOENIX in Croatia is continuously promoting the advantages and the benefits of this unique concept which aims to grant a direct access for manufacturers to patients.

To discuss local tailor-made and ready-to-use solutions for manufacturers, PHOENIX in Croatia has organised an event with its main suppliers to further promote the All-in-One concept as well as to present services that are being offered in Croatia under the All-in-One umbrella name.

„Scope of additional services for manufacturers is what gives PHOENIX Farmacija a competitive advantage in the local market. Most of our partners



have already recognised the value of our services and use them in everyday business. International experience and partnerships with leading regional and European pharmaceutical manufacturers enables PHOENIX Farmacija to constantly improve the level of services and to develop new ones.

By doing so, PHOENIX Farmacija has positioned itself as leading integrated healthcare provider on the Croatian pharmaceutical market”, said Mr. Matusinovic, Managing Director of PHOENIX Croatia.

More information (in Croatian):

www.phoenix-farmacija.hr/phoenix-all-in-one.aspx

All-in-One services in Croatia

- Sales Support via Rent a Rep service
- Patient Care program
- E-learning
- Telemarketing
- Category Management
- Marketing presence in pharmacies via ADIVA



ADIVA Supportive Initiative

For eight years, the PHOENIX Pharmacy Cooperation Program ADIVA has been a strong brand in Croatia. To further improve the image of ADIVA pharmacies in public and to make their relationship with PHOENIX stronger, an idea of founding a **Supportive Initiative** has risen.

The Initiative's aim is to **encourage excellence** by supporting young talented athletes, students, scientists and artists in Croatia to fulfil their potential and to achieve their ambitions by giving them financial support and recognition. One of the main Initiative's goals is also corporate philanthropy, sup-

porting the image of PHOENIX as a company giving back to a community through commitment and concern, building respect and reputation.



The Initiative will operate with financial donations given from the **percentage of sales of selected products** in ADIVA pharmacies within a certain time period.

By supporting the Initiative, manufacturer partners can leverage their relationship with PHOENIX and pharmacies, and enhance their image in the community.

STRONG IN BENELUX



PHOENIX group is well represented in the Benelux Healthcare Logistics market following the acquisition of Mediq. Brocacef Healthcare Logistics is one of the key players in the Benelux market, with over 25 years of experience in the healthcare logistics market and approximately 40.000 pallet locations.



Brocacef Healthcare Logistics, part of the Brocacef Group, the Dutch PHOENIX company, is a specialised service provider of supply chain solutions for the pharmaceutical, medical supplies and veterinary industries, and has the ability to meet all logistic needs in this field.

Brocacef Healthcare Logistics offers logistic services that cover the entire supply chain with activities ranging from receipt, storage, picking, packing and distribution to full-service financial management. Our modular service approach enables us to fulfil tailor-made services according to the requirements of our customers.

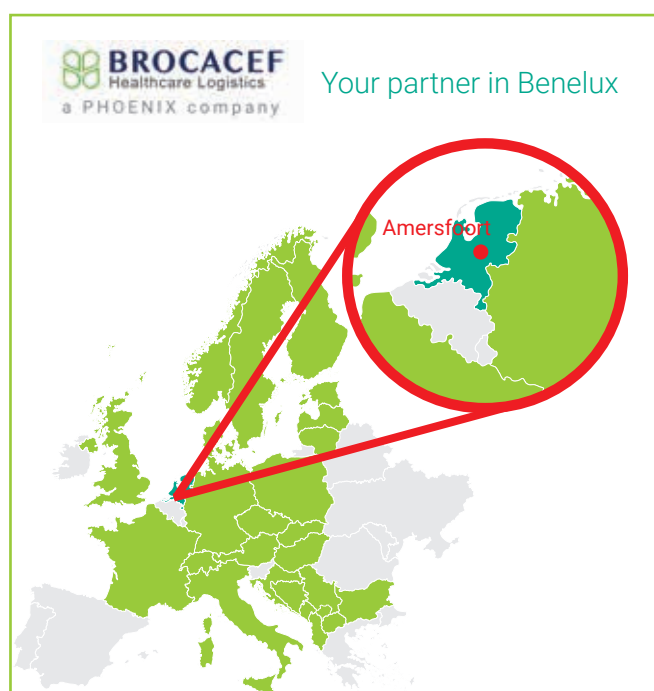
Aside from the high quality standardised processes, Brocacef Healthcare Logistics also has the ability to offer additional value to our customers by providing tailor-made reports for all aspects of the logistic services offered. The Brocacef Healthcare Logistics facility is centrally located in the Netherlands and meets the highest quality and safety standards. The total area of **over 14,000 square metres** is divided into conditioned areas of 15 to 25°C (ambient) and 2 to 8°C (cold), and an opiate vault. We deliver daily to wholesalers, hospitals and pharmacies through our own temperature controlled transportation network though the Netherlands, Belgium and Luxembourg.

As part of the Brocacef Group, our organisation has close relationships with the pharmaceutical industry and hospitals, as well as pharmacies and end users. Due to these connections and experiences, we have the knowledge to fulfil the entire healthcare supply chain. The unique combination of healthcare



and logistics is a key driver for our company. The international knowledge base of the Phoenix Group, All-in-One, ensures that Brocacef can distinguish itself through access to innovations within all of the European markets. This ensures that our service offerings are continuously optimised following the latest trends and technologies.

More information: [Hélène Lantsheer, Director](#), hlantsheer@brocacef.nl



PAPERLESS TO SUCCESS



In the pharmaceutical supply chain, the regular contact between pharmaceutical industry and wholesaler is characterised by the exchange of purchase orders, despatch advices and invoices. Mostly all pharmaceutical companies still use manual, paper-based processes requiring a great effort in administration. An opportunity to decrease administrative workload is EDI – electronic data interchange.

EDI, the electronic data interchange, replaces paper documents with electronic documents which are provided in a standard format enabling both parties to exactly read and process the document. Various studies showed that EDI **lowers cost by at least 35 percent** compared to the paper version. Moreover, EDI allows transactions which lasted for several days to be processed in only a few minutes and errors due to manual processing are largely reduced. All this is accompanied by **saving tons of paper**.

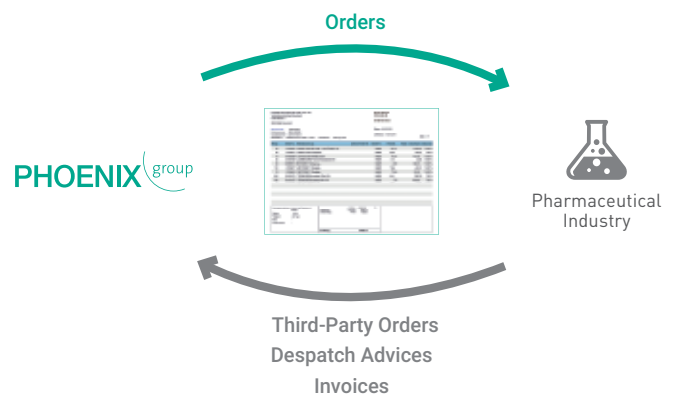
Since the 1990's PHOENIX Germany continuously increases the number of electronic purchase orders, sending nowadays almost 60 percent of our approximately 900,000 orders per year via EDI.

Additionally, we now focus on the implementation of an electronic exchange of despatch advices, invoices and credit notices with manufacturers. In this context, we successfully implemented the EDI connection to Novartis.

"Close cooperations resulted in an optimised, modern workflow and savings for both sides" (Rolf Zimmermann, Novartis)

Since January 2017 we have stopped the exchange of paper-based documents completely. The number of almost 6,000 invoices and despatch advices transferred in three months from November 2016 to January 2017 via EDI gives an insight to the accomplished potential of saved working hours on both sites.

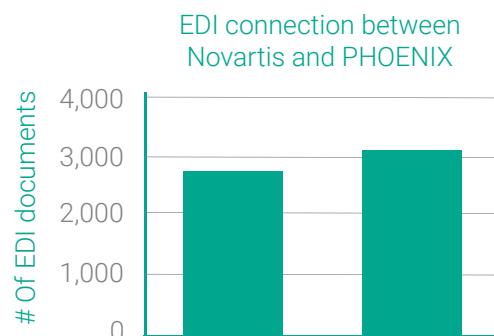
"The implementation of EDI between Novartis and PHOENIX Germany was characterised by a close collaboration and resulted in an optimised, modern



workflow and savings for both sides", states Rolf Zimmermann, Head Key Account Management Wholesalers, Novartis Pharma GmbH Germany.

We already conduct EDI test runs with various other manufacturers and importers and will also have the connection to **TEVA/Ratiopharm** established before publication of this article. Besides that, we are always looking for additional partners.

For further information, contact Reiner Hofmann re.hofmann@phoenixgroup.eu or Frank Schäfer f.schaefer@phoenixgroup.eu



Exchanges EDI documents between November 2016 and January 2017

FULL RANGE CLINICAL SUPPLY



Tamro's clinical trial supply services have been available for pharmaceutical companies and private investigators for well over 30 years. The core of Tamro's services is its experience and high quality, along with the reliable, temperature controlled transportation network that covers all of Finland.



The clinical trial supply services available cover all aspects of clinical trials. As an authorised wholesaler Tamro imports the pharmaceuticals and co-operates with national authorities if e.g. a national batch release is required. Having a full wholesale license gives Tamro the authorisation to handle also controlled drugs, and thus the possibility to co-operate with any pharmaceutical company or CRO. Tamro's team consisting of six competent professionals ensures that the pharmaceutical distribution chain can be verified from a quality



Case Study: Vaccines

- 600 study sites with 50.000 study subjects
- Over 120 pallets of cold stored study products that were relabelled
- An average of 500 study site deliveries per month, over 12.000 deliveries altogether
- Over 600 return pick-ups from study sites

point of view. After confirming all necessary details regarding contracts, the investigational medicinal products are checked and imported to Finland and delivered to the study sites.

The service in brief:

- Import control, warehousing services and pass through distribution
- Returns and Destruction
- Sourcing and Relabelling

Why come to Finland?

Study sites in Finland are characterised by conscientiousness, reliability and punctuality. The study data is reliable and the patients involved in the studies are very committed. They

strictly follow the given guidelines. In spite of being a country of long distances, Tamro's experience together with an effective pharmaceutical distribution chain and an unbroken cold chain makes Finland and Tamro a partner for life – for all of your studies.

Facts about the Finnish market

- Over 800 pharmacies, over 20 hospital pharmacies and almost 100 dispensaries
- Single-channel distribution: The wholesaler signs distribution agreements with pharmaceutical companies and is in charge of distributing all products by the company to pharmacies and hospitals
- Medicines Act regulates and the Finnish Medicines Agency, Fimea, supervises operations
- Pharmaceutical import requires a manufacturing or a pharmaceutical wholesale license
- All pharmaceuticals entering the market need to be batch released for EU
- Vaccines and plasma products require a national batch release

ALL-IN-ONE NEWSFLASH

Nomeco Denmark

Clinical Trial Event 29th-30th March



Nomeco CTSM joined the event "Clinical Trials 2017" in Copenhagen. This year's topics included **new EU clinical trials regulation** and Denmark as a highly suitable country for clinical trials, due to a high GCP standard and easy study start up.

If you plan your next study activities in Denmark, Nomeco CTSM can help you with activities within clinical trial supply – consultancy, comparator sourcing, product forecast, IWRS setup, supply chain optimization, storage, GMP packaging, distribution and destruction.

Our dedicated and trained staff is ready to assist your clinical trials with knowledge and expertise.

Nomeco HealthCare Logistics

Køge Warehouse is taking shape



PHOENIX group is constructing the largest healthcare logistics warehouse ever to be built in Northern Europe.



Nomeco, the Danish PHOENIX group company, intends to cluster the three existing pre-wholesale facilities into one modern, high-tech warehouse, suited for **more than 60.000 pallets**.

The construction began at the end of 2016, and is expected to be completed during the **summer of 2018**. The progress of the project is now very visible, as the construction has reached a height of 30 meters, and 100 meters along the ground. 12,500 tons of concrete are now forming the foundation of the high-bay – the future automated storage area for pallets.

PHOENIX group

Webinar "Unlocking the value of the pharmacy channel to reach the right patients"



Pharmacists are highly trained healthcare professionals who have an extensive knowledge of medicines and daily contact with patients and consumers – however, healthcare systems and pharmaceutical companies frequently overlook this potential.

In our **one-hour-webinar on 29th March 2017**, we discussed how to unlock their value as they have a very significant impact on compliance and disease management in the community. **Pierre-Yves Boisvert**, Global Commercial Trade group head at Pfizer Essential Health, **Paulien Schul**, Head of Patient Services at PHOENIX group, and **Nina Felton**, Head of Business Intelligence at PHOENIX group, discussed how pharmaceutical companies can work in collaboration with pharmacists in Europe to help patients get the most benefit out of their medicines, help generate data to prove the value of these interventions, and above all get the right medicine to the right patients and consumers.



If you missed the webinar, you can watch the webcast on our Vimeo channel, scan the **QR Code** with your mobile device or visit <https://vimeo.com/phoenixallinone>.

