Business Intelligence Services & Reports

Making better business decisions
Commercial and real-world
Insights and impact across Europe

- More than 2,200 own pharmacies
- 26 European markets
- 12,000+ pharmacy cooperation members
- More than 150 million patient contacts each year
- Over 130 years of experience
- Value-added services along the entire value chain

PHOENIX group
Covering all your Needs

Standard reports and tailored services

**Strategy & Portfolio Management**

1. **Patient / Pharmacy Potential**
   - Focus your promotional resources
   - Explore full patient/consumer potential

2. **Patient Journey**
   - Understand product use in a patient’s treatment regimen
   - Find new levers to improve disease outcome
   - Improve product adherence
   - Explore PHOENIX Patient Services

3. **Buying Patterns**
   - Identify co-shopping/co-medication patterns
   - Understand correlation between Rx and OTC purchase
   - Explore PHOENIX Sales Support services

4. **Pharmacy Surveys**
   - Understand brand positioning
   - Get patient insights

**Commercial Excellence**

5. **Benchmarking Performance**
   - Track development of sales volumes and market shares
   - Understand share of new vs. existing patients/consumers
   - Allocate resources to areas with growth potential

6. **Launch Tracking**
   - Monitor uptake of product regionally
   - Allocate resources to manage launches successfully
   - Quantify the return on investment for campaigns

7. **ROI Analysis**
   - Attract new patients/consumers
   - Analyse whether campaign grows total market and/or your share

**Operational Excellence**

8. **On-shelf Availability**
   - Quantify magnitude of non-availability at pharmacy level
   - Understand consequences if product is not available at point of sales
   - Explore PHOENIX Supply Chain Optimisation services

9. **Stock Optimisation**
   - Understand stock levels across regions
   - Synchronise wholesale and retail stock levels
   - Ensure product availability and optimise employed capital
Value adding services for our industry partners

Pharma Services Europe
Phone +49 621 8505 8573
bi@phoenix-all-in-one.eu

PHOENIX Pharmahandel
GmbH & Co KG
Pfingstweidstraße 10-12
68199 Mannheim, Germany
www.phoenix-all-in-one.eu