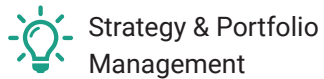


# PHOENIX All-in-One Business Intelligence Services & Reports



Strategy & Portfolio  
Management



Commercial  
Excellence



Operational  
Excellence

**01**

Patient /  
Pharmacy  
Potential

- Focus your promotional resources
- Explore full patient/consumer potential

**02**

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

**03**

Buying  
Patterns

- Identify co-shopping/co-medication patterns
- Understand correlation between Rx and OTC purchase
- Explore PHOENIX Sales Support services

**04**

Bench-  
marking  
Performance

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

**05**

Launch  
Tracking

- Monitor uptake of product regionally
- Allocate resources to manage launches successfully
- Quantify the return on investment for campaigns

**06**

ROI  
Analysis

- Attract new patients/consumers
- Analyse whether campaign grows total market and/or your share

**07**

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

**08**

Stock  
Optimisation

- Understand stock levels across regions
- Synchronise wholesale and retail stock levels
- Ensure product availability and optimise employed capital

A close-up photograph of a hand holding a white and green capsule between the thumb and index finger.

# PHOENIX ALL-IN-ONE

## PHOENIX All-in-One

Integrated healthcare provider

PHOENIX group



More than **2,000** own and **12,000** pharmacies in cooperation programs in **18** European countries

Wholesaler in **26** European countries, market leader in **11**

More than **150** warehouses  
**150,000,000+** patients/consumer contacts per year

Healthcare Logistics in **23** countries with **300,000+** pallet spaces

## PHOENIX All-in-One

Business Intelligence



- **Improve** your portfolio positioning and market access
- Optimise the allocation of your promotional **resources**
- Ensure **product availability** at the point of sales
- Monitor your product performance real-time and take action to **increase revenues**

**Interested?** More Information:  
**+49 (0) 621 8505-8445**



**one**  
ALL IN  
a PHOENIX service