More than just a wholesaler and box-mover, PHOENIX group is a provider of services that include healthcare logistics (with more than 180,000 pallet spaces in 30 warehouses across 22 countries), pharmacies, business intelligence, patient services, clinical trial supply services and partnerships.

Take, for example, the access to the point of sale: PHOENIX has access to more than 12,000 pharmacies – some it owns (BENU, Rowlands, Apotek 1) and others with which it favours cooperation (PHOENIX Pharmacy Partnership). The company has a far-reaching healthcare logistics network across Central and Eastern Europe, with three hubs in Warsaw, Prague and Belgrade. All of these services are combined under one strong European brand: PHOENIX All-in-One, run by the Pharma Services team from PHOENIX group.

**Business intelligence**

With the business intelligence service, manufacturers get tailor-made data from all over Europe in almost real time. “Many companies struggle with forecasting because it is based on estimated figures, but we can provide better data to help improve production,” says Nina Felton, head of business intelligence at Pharma Services.

“It’s not just delivering raw data; we have analysts in place to offer targeted solutions to help manufacturers improve business decisions.”

**Value added services**

Patient services makes sure that patient adherence programmes in pharmacies lead to measurable results, and the clinical trial support services take care of everything around clinical trials, including comparator sourcing and logistics all over the continent. The company based in Mannheim, Germany, works on services for specialty products. “Specialty is a growing business segment with many products in the pipeline. We, as the PHOENIX group, know the specific needs of this industry and are prepared to offer the right solutions,” says Dr Alexander Maier, project leader for specialty at Pharma Services.

**Partnerships**

With the preferred and strategic partnerships, PHOENIX group and industry partners focus on growth in European markets. The concept cuts through complexity and allows manufacturers to concentrate on what they do best: developing and producing world-class products.

“All-in-One has four main goals,” says Olaf Christiansen, head of marketing and communication at Pharma Services, “to grow your business, lower your costs, optimise your processes and offer all of that with striking simplicity. We are aiming to be the best European healthcare provider – and PHOENIX All-in-One is an important service to help us achieve that.”

Further information
PHOENIX group
www.phoenix-all-in-one.eu