

# One-stop service provider

**PHOENIX group** is a well-known and reliable partner of the pharmaceutical industry present in 26 European countries. It is a market leader in the wholesale sector, but it is also a healthcare provider with many services along the whole value chain from the manufacturer to the patient. *World Pharmaceutical Frontiers* speaks to members of the Pharma Services team at PHOENIX group to find out more.

**M**ore 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 speciality 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 speciality 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 PHOENIX services are combined under one strong European brand: the PHOENIX All-in-One.



Tap into new opportunities for success and growth between you and your patients with PHOENIX All-in-One.

“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

