

01/2019

# ALL-IN-ONE MAGAZINE

PHOENIX group



## NETWORKING

HEALTHCARE EXECUTIVE  
FORUM in Deidesheim, Germany

## COOPERATION

First Partnership Meeting with  
Zentiva

## FUTURE HEALTHCARE

Real-World Evidence (RWE)  
to benefit patients in Finland



**Dear reader,**

Regardless of whether you are looking for a reliable healthcare logistics partner in Europe, a strategic commercial partner or a partner that can help you be more patient-centric and value-driven – being present in 27 European countries with nearly 150 warehouses, both in wholesale and healthcare logistics, 2,500 own pharmacies and more than 13,500 cooperation pharmacies, PHOENIX group is your perfect partner.

We are continuously expanding our healthcare logistics network building additional warehouses in Hungary, Poland and Denmark. With our patient apps and consultation programs in Norway and the Czech Republic, and with the analyses of patient data to optimise medical therapy in Finland, we are patient centricity pioneers.

Talk to us and we will prove to you that together we can make a difference. **We are looking forward to a close and successful cooperation with you!**

**Kind regards**

Stefan Jung & Stefan Pflug  
 Commercial & Operational Heads of  
 Corporate Pharma Services & Sourcing  
 PHOENIX group



**EUROPE**

- 3 Healthcare Executive Forum in Germany
- 4 First Partnership Meeting with Zentiva in Prague

**COUNTRIES**

- 5 Norway: Apotek 1 App supports patients
- 6 Hungary: Healthcare logistics expansion
- 7 Balkan Region: Clinical Trial Conference in Belgrade
- 8 Poland: New distribution centre near Warsaw
- 9 Czech Republic: Patient Services at BENU pharmacies
- 10 Finland: Advancing future healthcare

**ALL-IN-ONE NEWSFLASH**

- 12 Charity for children in Latvia// 2,500th BENU pharmacy opening

**IMPRINT**

The **All-in-One Magazine** is published by PHOENIX Pharmahandel GmbH & Co KG, Corporate Pharma Services & Sourcing, Pfingstweidstraße 10-12, 68199 Mannheim, Germany. All rights reserved, no part of this publication may be reproduced without prior permission by the publisher.

**Editorial Team:**  
 Chief Editor, Olaf Christiansen (o.christiansen@phoenixgroup.eu), Editorial Team: Julia Haßfeld, Nataša Cvetković, László Gyetvai, Michał Jaroszewski, Kjersti Solberg Ofstad, Ivana Stara, Werner Tuompo.

**Title Page:**  
 Dr. Angela Coulter, Keynote speaker at the HEALTHCARE EXECUTIVE FORUM in Deidesheim.

**Printed by:**  
 Konica Minolta Marketing Service, Köln





# FIRST HEALTHCARE EXECUTIVE FORUM



PHOENIX group and INSIGHT Health invited to the first HEALTHCARE EXECUTIVE FORUM in Deidesheim, Germany

The digital age offers many opportunities to engage with patients more directly. Pharmacies play an important role in this interaction, as patients need advice and guidance. That is the result of several studies presented by Dr. Angela Coulter (right picture at the bottom), a UK-based health policy analyst and researcher, with special interests in patient and public involvement, at the 1st HEALTHCARE EXECUTIVE FORUM organised by PHOENIX group and INSIGHT Health on 24th and 25th January 2019 in Deidesheim, Germany.

Executives from several industry partners participated in the event that took place at an old winery. The event started with a guided tour of the wine cellar including a wine tasting and a closing gala dinner, where Frank Große-Natrop, Member of the Board, PHOENIX group, and Roland Lederer, Chairman of the Board, INSIGHT Health, gave their speeches. The morning after, Torsten Roos, Executive Board Member, INSIGHT Health, as well as Stefan Jung,

Head of Corporate Pharma Services & Sourcing, and Nemanja Jankovic, Head of Partnerships, both from PHOENIX group (left pictures) welcomed all participants and presented the core competencies of both companies.

The main focus was on "Patient Centricity in the Digital Age", and in this context, the participants debated the development of joint programs to better serve patients in Europe.

*"We as healthcare professionals should come up with solutions for the patients and be more proactive in this area." – Stefan Jung, PHOENIX group*

Watch the short video about the HEALTHCARE EXECUTIVE FORUM on Vimeo.



# FIRST PARTNERSHIP MEETING WITH ZENTIVA IN PRAGUE



Since 1st October 2018, Zentiva has officially operated as an independent company, owned by the investor Advent International. However, the first joint project, the strategic partnership in Hungary, already started in summer 2018.

In the meantime, the partnership has expanded to 12 countries. To learn more about the new Zentiva setup,

**“The partnership between Zentiva and PHOENIX is a great fit, not only because we are in the same industry, but also because Europe is our homeland.” – Robert Storch, Zentiva**

the European activities, and to discuss the future country plans, more than 40 participants from both

companies came together for the first Partnership Meeting in Prague.

Robert Storch, Trade & Revenue Head at Zentiva, and Nemanja Jankovic, Head of Partnerships at PHOENIX group, welcomed the participants and gave an update

about both companies and about potential collaboration projects involving Healthcare Logistics and Business Intelligence. Thereafter, the Hungarian teams which have already been working together since summer 2018, shared their strategic collaboration experience.

On the second day, all country teams, led and moderated by the headquarters teams, discussed and later presented their concrete country plans for 2019. The kick-off of the European partnership between Zentiva and PHOENIX group in a friendly and trustful atmosphere was a great success.

**“We believe that Zentiva is a great partner for a European Partnership, that comes from the history, broad portfolio and presence in large number of European markets.” – Nemanja Jankovic, PHOENIX**

The broad PHOENIX All-in-One services ensure a promising future for long-standing partnerships – locally, regionally and/or Europe-wide. More information about our European All-in-One Commercial Partnership service:

[partnerships@phoenixgroup.eu](mailto:partnerships@phoenixgroup.eu)



Watch the short video about the First Partnership Meeting on Vimeo.





# CLOSER TO THE PATIENT

## APOTEK1 IN NORWAY

Our Norwegian Retail chain Apotek1 is a well-known and trusted partner for patients across Norway. With the "subscription service", Apotek1 makes sure patients do not forget to renew their prescription and stay adherent. The app "ADA" is the ideal tool to support the service.

Almost 60,000 patients in Norway have signed up for the "subscription service". The service was launched one year ago, supported by a campaign on various platforms, including a creative and targeted TV ad.

The subscription service is an adaptable service based on the type of medicine and the amount each individual customer uses. When a customer runs out of medicine, he/she will receive an SMS and the medicine will be put together for pick-up or delivery. The service is value adding both for customers and Apotek 1. The customer will never run out of lifesaving medicine again, and Apotek 1 is able to develop loyal customer relationships in a competing pharmacy market where differentiation is a challenge.

As a run-up to the campaign, the entire website apotek1.no has been redesigned to become an omnichannel that offers a seamless customer experience. It is still very much a competitive internet pharmacy, but it also gives the customer the possibility now to manage his/her personal subscription online.



"We have to develop our digital solutions to fit the needs of our customers. We have to be aware of the fact that our customers are everywhere, and it is crucial for us to be available and present on their preferred platforms and channels", says Group Retail Director Knut Arne Colbjørnsen

Due to the highly competitive pharmacy market, this is an essential service for

Apotek 1, and it will contribute to an increasing base of loyal customers. "The subscription service is the number one loyalty concept for Apotek 1. It does not only ensure loyal customers, but also an efficient way to manage them," says Colbjørnsen.

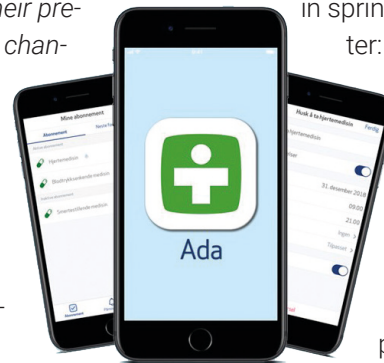
Now the first edition of an app called ADA offers additional ser-

vice support and simpler customer subscription management. Among other features, the app includes a **notification option**. The second edition, which will be launched

in spring, will be even better: It makes it possible to submit a subscription via app without having to visit a pharmacy, and thus offers digital contact with the pharmacy. "We have to be available where

the customer wants us to be available", says Apotek 1 Retail Systems Manager Ola Bøen. "The customer sets the roadmap for us, and we have to stay innovative to make sure we live up to the customer's demands."

For more information about our value-adding services at Apotek1 contact: Sebastian Smith, [Sebastian.SMITH@apotek1.no](mailto:Sebastian.SMITH@apotek1.no)



# HEALTHCARE LOGISTICS EXPANSION IN HUNGARY



*The Healthcare Logistics capacity extension in the warehouse in Fót, Hungary strengthens the position of PHOENIX Hungary in the market.*

PHOENIX in Hungary is not just a well-known big pharmaceutical wholesaler, but also very active in services and healthcare logistics. The ever-increasing demands made the expansion of the healthcare logistics storage capacity necessary. In the near future, PHOENIX Hungary will be able to accommodate another 6,000 pallets in a modern warehouse that meets all pharma requirements of the 21st century.

The project is expected to be completed in summer 2019. PHOENIX Hungary's goal is to continue providing the **highest level of service** to pharmaceutical partners, including the range of value-adding services. Our high-quality services, decades of experience in the pharma sector, as well as our unique geographical location, underpin our legitimacy.

With the investment in the new warehouse in Fót, PHOENIX Hungary has strengthened its position in the market and as part of the Eu-

ropean network "CEE Bridge" that covers all Central- and Eastern European countries.

In the past decades, PHOENIX Hungary has proved that it is a highly valuable world-class company within PHOENIX group, which provides a good basis for capacity expansion.

The current project provides an opportunity to take advantage of our experience in pharmaceutical logistics and to offer a **wider range of services** to our partners.



Find out more about PHOENIX Hungary and the warehouse in Fót:



[www.phoenix.hu](http://www.phoenix.hu)



# CLINICAL TRIALS CONFERENCE IN BELGRADE

As the Clinical Trial Supply Services are part of the successful All-in-One service offering in the Balkan Region, PHOENIX was present at the 8th Regular Clinical Trials conference “Partnership in Clinical Trials” on 13th December 2018 in Belgrade. The focus was laid on promoting the significance of collegial cooperation between all parties involved in a clinical trial process – sponsors, regulatory authorities, contract research organisations (CROs) and monitors, wholesalers and manufacturers, research centres, software solutions, laboratories, as well as supporting businesses, such as logistic companies and pharmaceutical waste management companies.

This important conference was attended by all major clinical research leaders. Our local management has therefore sponsored an attractive exhibition booth well-placed in the entrance area. To quote the event’s chief organiser: **“PHOENIX has raised the bar and shown its commitment in this area.”**

Branka Krstic Paukovic, Head of Clinical Trials Logistics at PHOENIX Serbia, introduced around 150 attendees to our services with a presentation titled “Logistic Support in Clinical Trials”. By opening the congress with our latest “All-in-One” animation video starting with a clinical research solution example, we were able to showcase our wide-ranging clinical trials logistic support in Serbia, the Balkan region and Europe and finally meet the needs of sponsors and CROs. In addition, we were given the opportunity to display the value of PHOENIX’s commitment in procuring comparator



drugs in Europe, along with the trend to outsource entire studies to CRO companies which in turn require logistic support in every country.



Also our colleagues from Montenegro and North Macedonia were present at this conference. The presentations and Q&As at our booth as well as the interesting and fruitful conversations with all participants emphasised the great atmosphere and good impression we made. PHOENIX group was able to show that our tailor-made services meet any needs of our customers.

To show that the management’s focus is laid on further developing our All-in-One services, our conference presentation was backed up by Aleksandra Draskovic, Board member of Directors for Logistics and Operations, and Marija Petrovic, Regional Director Pharma Service and Business Development.

Finally, the message to our clients and partners was strong and manifest: **PHOENIX is here for whatever you need, wherever you need it, whenever you might need it.**

#### For more information contact:

Marija Petrovic  
Regional Director Pharma Service  
& Business Development  
[marija.petrovic@phoenixpharma.rs](mailto:marija.petrovic@phoenixpharma.rs)



*Branka Krstic-Paukovic, Head of Clinical Trial Logistics PHOENIX Serbia, at the Clinical Trial Conference in Belgrade.*

# NEW DISTRIBUTION CENTRE IN POLAND



*New modern and excellent located warehouse in Konotopa, close to Warsaw, dedicated to the Pharmaceutical Business.*

**PHOENIX group is continuously expanding its Healthcare Logistics capacities across Europe. The newest distribution centre in Poland is located in Konotopa, close to Warsaw.**

With 7,200 pallet spaces in different storage conditions, the warehouse in Konotopa offers additional capacities for our industrial partners. With almost 25 years of experience in the Polish market, PHOENIX Poland is a well-known market player and has established a strong base with well-equipped distribution centres that are all strategically well positioned.

PHOENIX Poland is specialised in Healthcare Logistics Services and Dedicated Pharmaceutical Wholesale as well as Distribution and Transportation.

Besides the warehousing services which include inbound, storage, pick&pack and outbound activities

in line with the GDP requirements, PHOENIX Poland offers various additional services, such as ...

- Importer Warehouse
- Reporting and documentation management
- Complaint handling, recall assisting, destruction of goods
- Invoicing on behalf of the Principal
- DTP and DTH on behalf of the Principal
- Validated ERP system
- Activities based related fees

In addition, the new warehouse provides a ready set up to perform distribution in Poland and an integrated value-chain. Besides the deliveries in controlled temperature with temperature registration, PHOENIX Poland also ensures qualified trucks, skilled and trained drivers and insured deliveries.

For more information contact:  
**Euzebiusz Urbański**  
 Sales & Business Development  
 Director  
 PHOENIX Pharma Polska  
[urbanski@pharma.com.pl](mailto:urbanski@pharma.com.pl)

#### **New warehouse at a glance:**

- New Distribution Center with space of 5,600 m<sup>2</sup>
- Healthcare Logistics Services: Dedicated Warehouses, 3PL Wholesale Warehousing, Own Wholesale Operations
- Central position: Panattoni Park Warszawa Konotopa II Distribution Center located along the A2 Highway





# 360° CONSULTING CAMPAIGN AT BENU PHARMACIES

BENU, the successful PHOENIX pharmacy brand in ten European countries, has expanded their brand and consultation campaign in January to one of its markets: The Czech Republic.

The “360° consultation campaign” is presenting BENU’s unique competitive advantages in the Czech market which include health prevention programs and individual consultation services. These services are provided by specially trained pharmacists across the entire country.

## The services mainly consist of:

- Diabetes screening
- Medicine interactions
- Alzheimer screening
- Homeopathy consultation
- Stop smoking programs
- Blood pressure measurements

The 360° consultation campaign aims to increase the awareness of such services being available in BENU pharmacies as well as further build the quality perception of the brand.

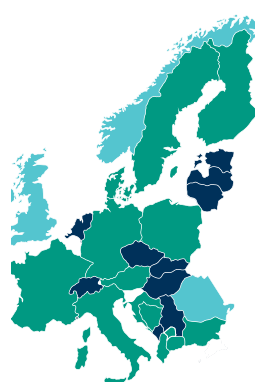
The key communication channels used are TV commercials, magazines with print and PR articles, radio campaigns, online channels, the BENU magazine including leaflets, targeted CRM communication and all the pharmacy PoS materials.



After almost two months on air, BENU Czech Republic obtained the results of the campaign – it was a major success! Awareness of spots reached 47%, which is above average compared to other spots tested in the same time period (41%) and the long-term average of the pharmacy sector (44%). The popularity of the spot gained a great mark of 6.1 (on grades 1-10) – the value is much better than the long-term average of all tested TV spots (5.7) or of the pharmacy sector (5.4) or business (5.4).

PHOENIX group has proven to be able to develop, implement and deliver Patient Services through our large pharmacy network of 2,500 own (see box below) and more than 13,500 partner pharmacies in 16 countries that generate increased adherence and better outcomes, thus generating incremental business.





**BENU**  
a PHOENIX company

**BENU is PHOENIX group’s pharmacy brand in ten countries (blue). More information: [www.benu.eu](http://www.benu.eu).**

Other retail brands are Rowlands (UK), Apotek1 (NL) and Helpnet (RO) (light blue).

# ADVANCING FUTURE HEALTHCARE

Real-World Evidence (RWE) can be defined as the evidence deriving from health-related data, obtained typically from multiple sources outside of traditional clinical research.

The role of RWE in providing means for data-driven decision-making, such as improving care practices and increasing health and well-being, is becoming well-acknowledged. Biobanks that collect and store high-quality biological samples and related information for research purposes, offer immense possibilities for these efforts.

Medaffcon Oy, part of PHOENIX group, is a Finnish company providing expert and research services for the purpose of conducting biobank and other RWE-based studies. The general goal of these studies is to provide decision-making tools for various stakeholders in healthcare and work towards economically sustainable, effective and individualized treatment care (Figure 1).

## The Process of Medaffcon’s Real World Evidence Research Studies

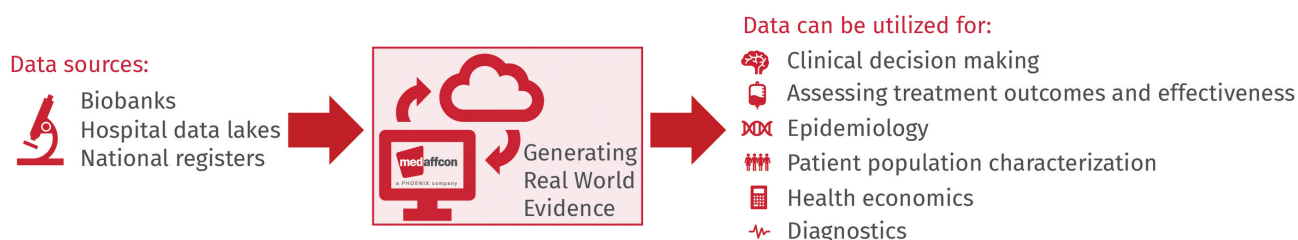


Figure 1. The flow of evidence generation through Medaffcon processes and the purpose of use in healthcare.

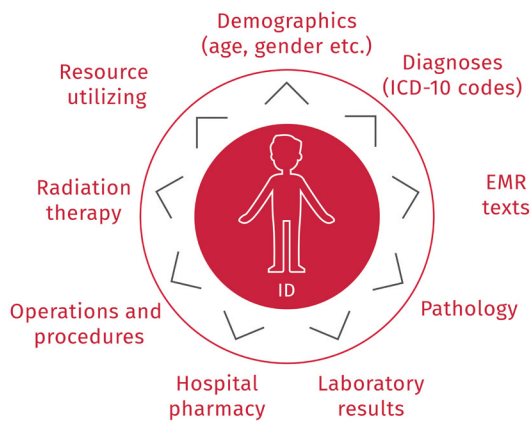
In Finland, there are currently ten registered biobanks: six hospitals, three national and one private. These biobanks are owned by healthcare districts, universities, national institutes and organisations. Based on a recent survey, conducted in 2018 by Medaffcon and the University of Eastern Finland, Finnish hospital biobanks have created a unique research infrastructure in Finland. The survey shed light on the extensive opportunities of conducting biobank research, initiated both by the public and private sectors, and highlights the fact that Finland has a strong motivation to claim the title as the preferred go-to country in biobank research.



The experienced data specialists from Medaffcon, a PHOENIX company, based in Espoo near Helsinki in Finland.



## a) Examples of clinical data available for biobank studies



## b) Data from several sources can be interlinked using personal ID

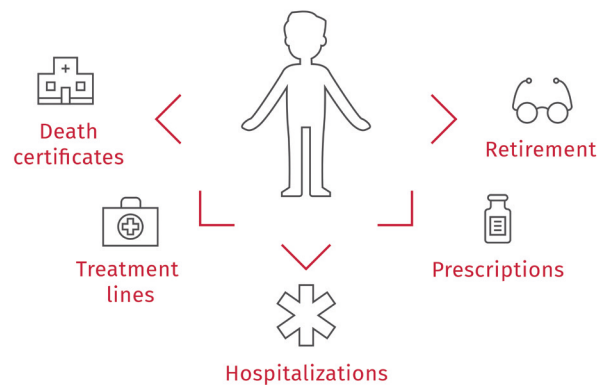


Figure 2. One of the strengths of the research environment in Finland is the possibility to link health-related data from various data sources by using the personal identification number. Clinical data available for biobank studies (a) can be further linked with national registry data (b).

Including the enormous possibilities that new biological samples provide, biobanks are able to utilise so-called **hospital data lakes**. Data lakes gather structured health information (e.g. ICD-10 codes) and unstructured information (e.g. smoking status or other information obtainable from medical reports) to a more usable format (Figure 2.a.). Large data sets have enabled the usage of modern artificial intelligence (AI) tools and data-mining algorithms to **answer questions that would otherwise be unreachable or e.g. unethical to pursue**. AI-based research tools are the key to promote targeted therapies in the future, ultimately saving healthcare resources.

There are hundreds of biobanks in Europe, with only a fraction in Finland. Finnish biobanking stands out due to **high-quality data collections, strong governmental support, legislative efforts and national registries** that have been built over decades and allow data linkage through the unique social security number to the corresponding samples (Figure 2.b.). Also, the positive attitude of citizens towards medical research is something that should be acknowledged.

Finland is a small country but for the above mentioned reasons, it has the potential of claiming the forefront in biobank research also globally.

*“Research utilising large-scale data collections, has an established and growing role in the field of biomedical research. We believe that the new alliances provide us possibilities to be the leading research company in the Nordics” – Jaana Ahlmaa, Medical and Market Access Director, Medaffcon Oy, a PHOENIX company*

Medaffcon is now looking for new growth opportunities. The recently signed collaboration contract with BC platforms was the first step towards more ambitious international projects. BC platforms, a Finnish based company, has built a global network of biobanks. The new collaboration design enables to combine data internationally.



a PHOENIX company



For more information on biobanking visit the Medaffcon website

[www.medaffcon.fi/en](http://www.medaffcon.fi/en)

## CHARITY FOR CHILDREN IN LATVIA



In cooperation with the Children Hospital Fund, Aptieka1, member of PHOENIX Pharmacy Partnership in Latvia, launched a large-scale charity campaign for Latvian children to pay for medicines not compensated by the state. It started in December 2018 and will last one year. Besides collecting donations, the campaign also aims to raise public attention regarding the need of support and funds.

For one little patient, medicines not compensated by the state may cost up to 1,000 Euro and more, depending on the necessary amount of medicines. The Children Hospital Fund is truly satisfied with this opportunity to collect, together with aptieka 1, donations to buy non-compensated medicines for children who really need them. "Given the ability of the aptieka 1 alliance to reach donors in Latvia, we are sure about the success of this campaign which will help many children in their treatment process and make their everyday life easier," says Ieva Lejniece, CEO of the Children Hospital Fund.

### PHOENIX Pharmacy Partnership

With the European network of 13 local brands from Numark in UK, PharmaVie in France, Valore Salute in Italy, ADIVA in Croatia and BETTY in the Balkan region, PHOENIX Pharmacy Partnership is number one in Europe with more than 10,500 independent pharmacy members in 16 countries.

More information:

[www.phoenix-pharmacy-partnership.eu](http://www.phoenix-pharmacy-partnership.eu)



## 2,500<sup>TH</sup> BENU PHARMACY OPENING



BENU, the largest pharmacy brand of the leading European healthcare provider PHOENIX group, is celebrating the opening of the company's 2,500th pharmacy located in Prague. It is the 40th BENU pharmacy in the Czech capital and the 222nd of all BENU pharmacies in the country.

The new BENU flagship pharmacy with a range of 240-square-metres is located in the shopping centre Chodov and offers a whole new concept store focusing on openness to customers. A warm and friendly shopping environment is created by this new design which combines a modern, visual interior with natural materials, such as wooden wall modules and lamellas. It also provides interactive features, advisory services in dermocosmetics, and has a private consultation room. Additional openings of BENU pharmacies in the Czech Republic are already planned.



Up-to-date with  
our monthly newsletter

Quick and easy to digest like a short **espresso** – subscribe to our monthly news update **All-in-One espresso**:  
[www.phoenix-all-in-one.eu/newsletter](http://www.phoenix-all-in-one.eu/newsletter).