

Business Intelligence Services & Reports

Making better business decisions

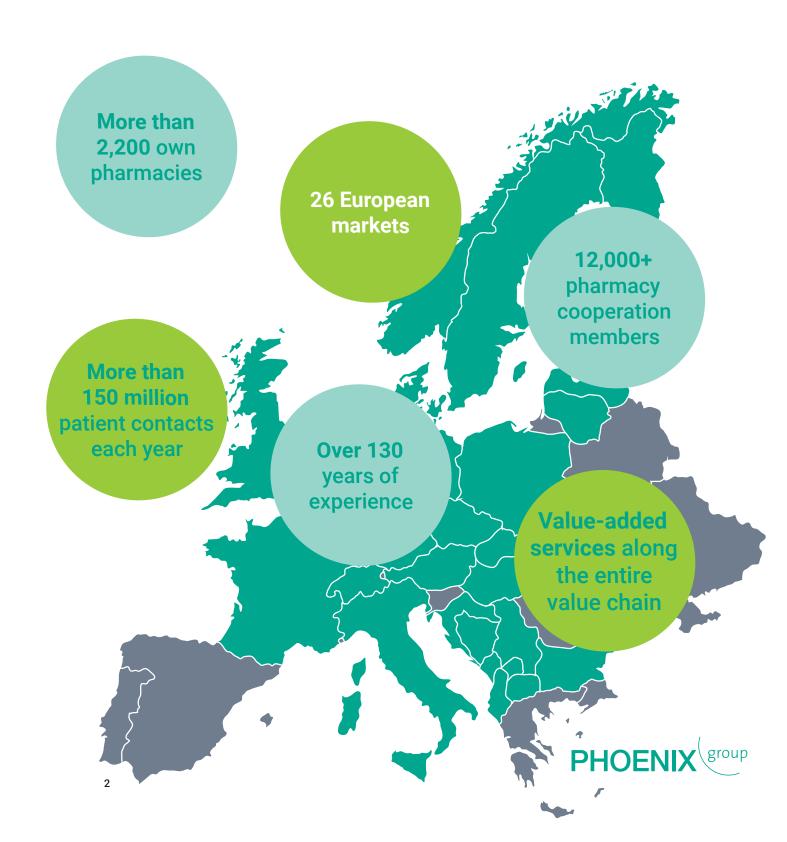






Commercial and real-world

Insights and impact across Europe



Covering all your Needs

Standard reports and tailored services



Strategy & Portfolio Management

- Patient /
 Pharmacy
 Potential
- Focus your promotional resources
- Explore full patient/consumer potential
- 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
- Buying Patterns
- Identify co-shopping/co-medication patterns
- Understand correlation between Rx and OTC purchase
- Explore PHOENIX Sales Support services
- Pharmacy
 Surveys
- Understand brand positioning
- Get patient insights



Commercial Excellence

- Benchmarking Performance •
- Track development of sales volumes and market shares
 - ance 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

- 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









Clinical Trial Supply Services



Commercial Healthcare Partnerships Logistics





Patient Services



Sales Support



Specialty



Supply Chain Optimisation

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