Business Intelligence Services & Reports
Making better business decisions
Commercial and real-world
Insights and impact across Europe

More than 2,200 own pharmacies

26 European markets

More than 150 million patient contacts each year

12,000+ pharmacy cooperation members

Over 130 years of experience

Value-added services along the entire value chain
Covering all your Needs
Standard reports and tailored services

**Strategy & Portfolio Management**

1. Patient / Pharmacy Potential
   - Focus your promotional resources
   - Explore full patient/consumer potential

2. 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

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

4. Pharmacy Surveys
   - Understand brand positioning
   - Get patient insights

**Commercial Excellence**

5. Benchmarking Performance
   - Track development of sales volumes and market shares
   - 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**

8. 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

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