

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

12,000+
pharmacy
cooperation
members

More than
150 million
patient contacts
each year

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



Business Intelligence



Clinical Trial Supply Services



Commercial Partnerships



Healthcare Logistics



Patient Services



Sales Support



Specialty



Supply Chain Optimisation

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