

02/2019

# ALL-IN-ONE MAGAZINE

PHOENIX group



## CORNERSTONE

New healthcare logistics warehouse in Zagreb strengthens CEE network

## ACCESS

B2B Platforms to reach out to pharmacists in Austria and Germany

## EXCHANGE

PHOENIX joins NEXT Pharma Summit 2019 to present Patient Programs in Europe



**Dear reader,**

With 25 years of experience as a European Healthcare Provider, we from PHOENIX group know that you have a lot of challenges. In many cases, we have the solutions. This magazine highlights some examples such as business insights from European markets via Tableau Online, real-world evidence (RWE) about migraine in Finland a new B2B platform in Austria and eLearning in Germany to reach out to pharmacists.

Our international healthcare logistics network further expanded in the CEE region with the opening of our brand-new warehouse in Zagreb.

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

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Opening ceremony of the Zagreb HCL warehouse on 21st May 2019

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# VALUABLE EXCHANGE

## NEXT PHARMA SUMMIT



Olaf Christiansen, Head of Marketing Corporate Pharma Services, PHOENIX group, presents our Patient Programmes at the summit.

On 6th and 7th May 2019, international pharma leaders from all over the world met at the NEXT Pharma Summit in the Croatian city of Dubrovnik. Olaf Christiansen, Head of Marketing, Corporate Pharma Services at PHOENIX group, was part of the patient centricity track and presented to the more than 200 participants examples of successful patient programmes at PHOENIX group.

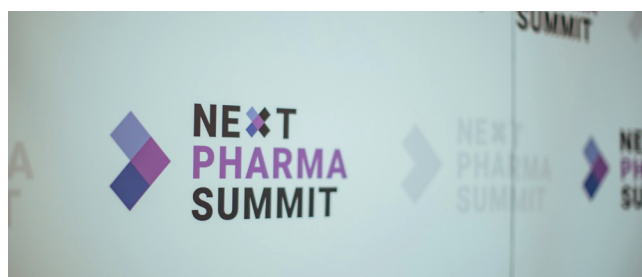
**“With our coverage and close relationship with more than 16,000 pharmacies in Europe, we can help to make the industry’s vision to be more patient-centric come true”**  
– Dr. Alexander Maier, PHOENIX

More than 200 participants from more than 30 countries were present at the NEXT Pharma Summit

2019, representing major pharma companies from Teva, Sandoz and Stada to Merck, Pfizer, Johnson & Johnson and Novartis – to name just a few.

More than 40 speakers informed about many topics that are recently discussed in the industry. One of the tracks was patient centricity, where we from PHOENIX group have developed patient programmes throughout Europe. Olaf Christiansen was part of the patient track and presented recent activities of PHOENIX group in that field. Olaf and Dr. Alexander Maier, Head of Service Development, Corporate Pharma Services & Sourcing, and responsible for Patient Services, used the opportunity to get in contact with existing and future industry partners – for Patient Services as well as our other service sectors such as Healthcare Logistics and Commercial Partnerships.

The well-organised event was a great experience and networking opportunity. We are glad to have met so many interesting and nice people from the industry and are looking forward to working together in the future!



# WEB-BASED REPORTING TOOL TABLEAU ONLINE

The European healthcare market is challenging, therefore, the most important thing you need to do is set your business on the right track. In order to be successful, knowing your customer’s buying patterns, tracking your sales and keeping track of your inventory is crucial. To help you improve your business, the PHOENIX All-in-One Business Intelligence service provides you, our industry partners, with real-time data.

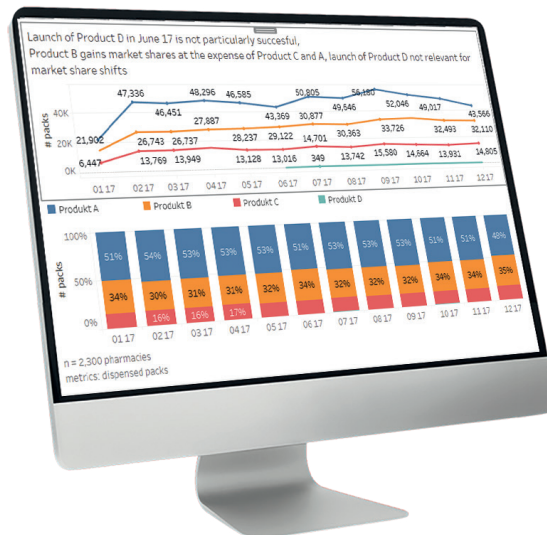
We have optimised the data dashboards further by implementing a new web-based solution for your individual needs: Tableau Online, a professional web-based reporting tool which is used to publish reports.

We extract our data from our internal European database, in which we manage data from all over Europe collected by our subsidiaries and partner pharmacies. The reports are created via “Tableau Desktop”, tailor-made based on your requests, and are published in “Tableau Online”, where they are updated automatically based on your needs – even on a daily basis if needed. The reports originate from wholesale data of our PHOENIX subsidiaries and retail and prescription data from our own and partner pharmacies.

This way, you can access all the required information about your products, from the wholesaler to the patient – comfortably available online and always up to date.

With our database and Tableau Online, we can provide you with several report options, such as:

- Regional Analysis
- Launch Tracking
- Buying Patterns
- Sales Tracking
- RoI Analysis
- Patient Journey
- Inventory Reports
- Benchmarking
- Market Scarcity
- On Shelf Availability



With your individual login credentials, you can easily access the web-based Tableau Online version 24/7 to view and download reports. Additionally, the tool includes other useful features, such as individually defined views, interactive filtering and download possibilities for each report.



Strategy & Portfolio Management



Commercial Excellence



Operational Excellence

### We provide solutions for your needs

Providing real-time data and making it easily accessible for you is only one of the services PHOENIX All-in-One is offering to you. We are continuously improving our services to find solutions that meet your specific needs.

For more information please contact:

PHOENIX Business Intelligence Team  
businessinsights@phoenixgroup.eu





# PHARMADAVOS EVENING AMEDIS AND ZENTIVA



*Stephan Künzler, Head of Marketing Amedis, Dominique Durnat, General Manager Zentiva Switzerland and Martial Barbier, Managing Director BENU Switzerland, celebrated the successful event for pharmacists powered by Amedis and Zentiva in Switzerland.*

To celebrate the fifth anniversary of the PharmaDavos Congress, Amedis, the Swiss PHOENIX group company, and Zentiva Switzerland organised an evening event for pharmacists at Steigenberger Grand Hotel in Davos on 11th February 2019.

Kaspar Niklaus, Managing Director Amedis, and Dominique Durnat, General Manager of Zentiva Switzerland, welcomed the guests and emphasised the thriving partnership between the two companies which was established five years ago.

Furthermore, Kaspar Niklaus thanked the Amedis team for their work, because the company's positive development is mainly based on constant improvement, adaptation to customer needs, and on the implementation of new service ideas. Dominique Durnat drew attention to the independence of Zentiva established in autumn 2018, with Advent International as business owner in the background. Both company managers agreed that with a certain degree of flexibility and the right market orientation, it is possible to exploit much more potential.

PHOENIX group, including the subsidiary Amedis, entered into a European strategic partnership with Zentiva in autumn 2018. In the future, the two companies will continue to exhaust existing opportunities to be able to provide improved access to pharmaceuticals within Europe. Based on the partnership between the two healthcare providers, the market entry in other European countries is planned.

In Switzerland, Amedis and Zentiva are looking forward to a long lasting and successful partnership in the future and are striving to offer high quality services to their customers and partners.

Check out the event video on the PHOENIX All-in-One Vimeo channel.

<https://vimeo.com/336274292>



# NEW B2B PLATFORM TOP CONNECT



PHOENIX Austria has developed a new B2B platform called "Top Connect" to create a venue for pharmacies and the industry.

Keeping pharmacies up-to-date and inform them about available (industry) services means an immense effort. Pharmacies receive vast amounts of information on different channels every day, which costs valuable time to process. It therefore remains in the effort of low efficiency. Top Connect aims to change that.

Top Connect brings pharmacies and the industry together, and strengthens the partnership between these two market participants. Current market information opens up better opportunities for pharmacies in customer service and customer communication. With Top Connect, we can help you save time and resources by providing pharmacies with valuable information: product announcements, promotional offers, learning and explanation videos, events, sales tips – available to your pharmacy partners in real time.

## Your advantages:

- Providing pharmacies with real-time information
- Efficiency without scattering loss
- Rapid reaction and action possible
- Relief for the external sales force
- Time and cost saving
- Company news and product novelties
- Product portfolio and application tips
- Actions and promotional activities
- Image videos and trainings

## Our solutions for your challenges

Based on our corporate philosophy we offer you, our industry partners, flexible solutions along the entire value chain ensuring your success – ranging from our clinical trials support, to market launch packages and process optimisation services, and finally to pharmacy campaigns and access to patients.



Register here:  
[www.top-connect.at](http://www.top-connect.at)

Top Connect offers you a platform to keep an eye on the market with a few clicks.

Find more information about our value-adding services in Austria.



# NEW STUDY ON THE BURDEN OF MIGRAINE

Real-world evidence provides data related to real-life use and to the effects of health interventions. As healthcare resources are limited, they should be focused to places where interventions have the largest impact. For this purpose, identifying patients with a high disease burden can promote cost-effective treatments and improve decision making.

In a collaborative study conducted by Medaffcon, a PHOENIX company, Novartis and insurance company Terveystalo, the burden of migraine disease was investigated. The study shows how real world data can be utilised to assess the current status of migraine care and its impact on the healthcare system and society.

## New real-world evidence (RWE) based study shows that migraine nearly doubles the number of healthcare visits and sick-leave days

The highest prevalence of migraine is detected among people who are of working age and it significantly reduces both physical and social performance. In 2016, the global burden of disease study showed, that migraine was associated with the highest burden of years lived with disability worldwide for men and women under the age of 50 years, highlighting the lack of effective disease management. Disease disability, health care resource use and direct costs increase simultaneously with increasing number of headache days. In our new study, the burden of migraine in Finnish health care was assessed by utilising patient data collected in an occupational health care setting. Electronic medical records (EMR) of the private health care provider Terveystalo were utilised in this retrospective register-based study.

Patients who had given their written informed consent using occupational health care at Terveystalo (N = 369,383) were included. Altogether 17,623 migraine patients were identified, for which an age and gender matched control population was established. During the follow-up period during the years 2012 to 2017, the number of occupational health care visits, sick-leave days and co-morbidities were compared between these two groups. The prevalence of migraine among

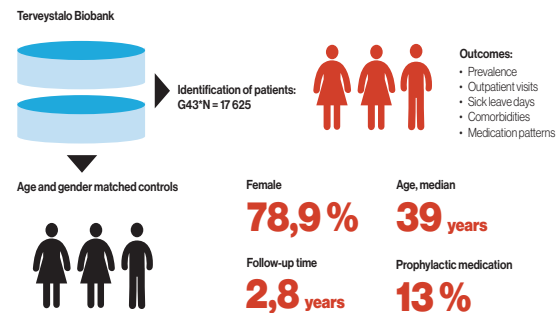


Figure 1. Study population and outcomes

occupational healthcare customers was 4.8-6.3 % and a majority of the patients (78.9 %) were women. Based on prescriptions, 37 % of migraine patients exclusively received acute medication and 13 % prophylactic medication. Results showed that prophylactic treatment lines increased the healthcare resource use and sick-leave days, since the number of visits rose from 13.8 to 26.2 and sick-leave days from 16.8 to 30.4 in those without prophylaxis vs.  $\geq 3$  prophylactic treatment lines.

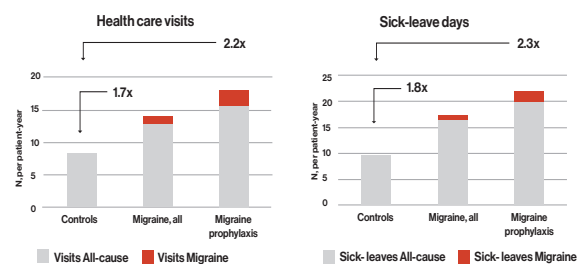


Figure 2. Outpatient visits at the healthcare provider and prescribed sick-leave days

Study results indicate that migraine patients would benefit from more effective disease management and treatment, which would also provide tools to prevent detrimental effects on health and the quality of life.

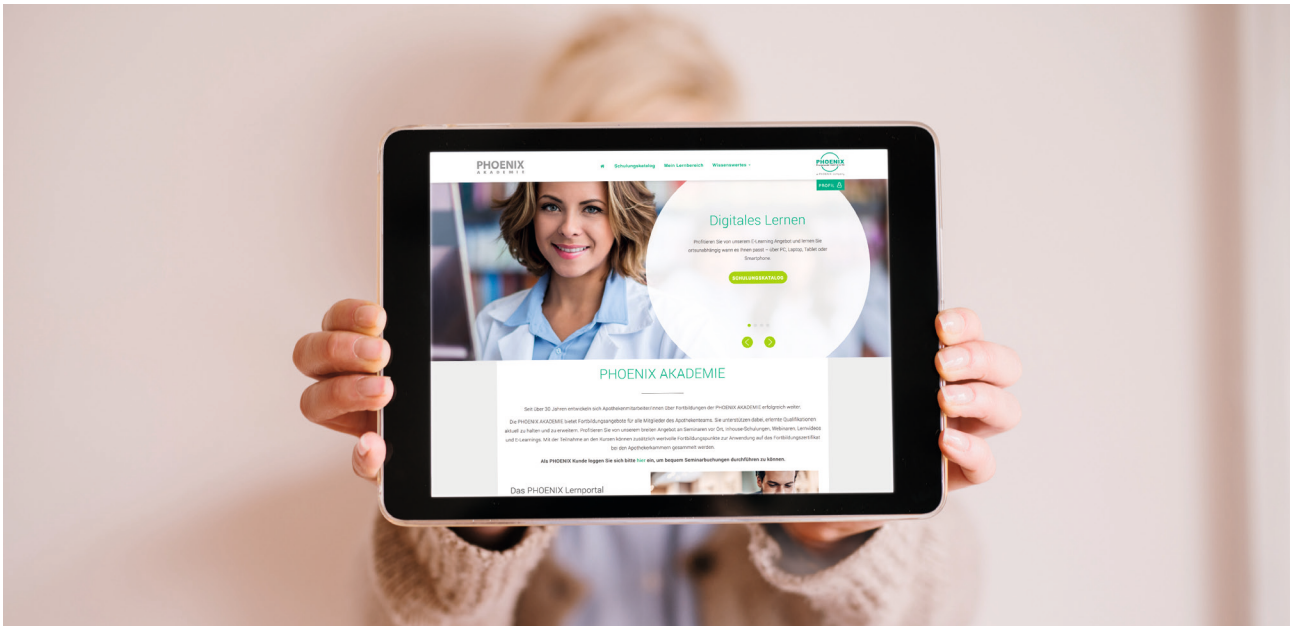
### Read more:

Korolainen MA, Kurki S, Lassenius MI, Toppila I, Costa-Scharplatz M, Purmonen T, Nissilä M. Burden of migraine in Finland: health care resource use, sick-leaves and comorbidities in occupational health care. *The Journal of Headache and Pain*, 12,20(1):13, 2019. doi: 10.1186/s10194-019-0964-5





# INDIVIDUAL ELEARNINGS FOR PHOENIX CUSTOMERS



PHOENIX ACADEMY has launched a new learning portal for pharmacists and their staff including high-quality eLearnings and live webinars.

In April, PHOENIX ACADEMY in Germany has launched a new learning portal for its pharmacy customers: [www.phoenixakademie.de](http://www.phoenixakademie.de). The portal offers new digital ways of learning for pharmacists and their staff. For you, our industry partners, this means great opportunities to bring content closer to pharmacies.

After a one-time registration, every user gets access to the complete program of the PHOENIX ACADEMY. This includes hundreds of locally based seminars all over Germany, but also a growing range of online trainings (see graphic below).

With the portal, PHOENIX offers its pharmacy customers the possibility to participate in eLearnings – 24/7. Afterwards, users can instantly download their participants’ certificates complete with accreditation points from the pharmacy chambers. For example, pharmacists can thus make effective use of idle times during emergency service in the nighttime. Furthermore, users find a wide range of live webinars on the portal, during which they listen to a speaker over their computer, tablet or mobile phone while being at home, in the pharmacy or even on public transport. Users may also directly ask the speakers questions without having to go to a training location.



The learning portal offers potential for establishing a cooperation between PHOENIX and pharmaceutical manufacturers. You can provide individual e-learnings to PHOENIX pharmacy customers, reach out to them via live webinars or promote your locally based seminars through the PHOENIX ACADEMY. Of course, there is also the possibility of publishing online advertisement banners on the portal.

More information about services in Germany: [www.phoenix-pharma-einkauf.de/en/services](http://www.phoenix-pharma-einkauf.de/en/services)

# PHOENIX WORKSHOP AT 42ND EPSA CONGRESS



Olaf Christiansen, Head of Marketing Corporate Pharma Services, PHOENIX group (left picture on the right) and Nikolay Kolev, Managing Director PHOENIX Bulgaria (left picture on the left), present PHOENIX group and our patient programs at the 42nd EPSA Congress.

Being close to the patients is essential for all stakeholders – especially future pharmacists. Students from all over Europe discussed this topic and other related topics at the 42nd European Pharmaceutical Students' Association (EPSA) congress in Sofia in April. PHOENIX hosted a workshop at the congress to inform about our patient programmes.

Nowadays, pharmacists have to fulfil a number of tasks – stay up-to-date, consult and advise their patients, take care of their team and accounting. PHOENIX is well-known as a trustful logistics partner, but we also offer support to our 2,500 own pharmacies, to our more than 13,500 pharmacy partners in cooperation programs, and finally to every European

pharmacy. The workshop at the EPSA congress for future European pharmacists showcased various successful patient programmes implemented at PHOENIX group and was jointly moderated by Nikolay Kolev, Managing Director at PHOENIX Bulgaria, and Olaf Christiansen, Head of Marketing at Corporate Pharma Services & Sourcing.



Based on PHOENIX group's long-standing experience in supporting pharmacies in 27 countries Europe-wide, PHOENIX group is a valuable business partner regarding patient centricity and patient programmes for both parties involved – the pharmacists and you, our industry partners. Our aim is to bring all stakeholders together to the benefit of the patients all over Europe and their needs.

## The European Pharmaceutical Students' Association (EPSA)

EPSA is an umbrella organisation of all European pharmaceutical students' associations, representing more than 100,000 students in 37 European countries.

The association has a permanent office in Brussels and conducts its activities through regular congresses, training events, publications, campaigns, exchange programmes, collaboration with professional organisations and virtual presence.

The vision of the association is to represent, reach and engage every single pharmaceutical student in Europe to collaborate on the development of the future of pharmacy and healthcare together.



# STRONG PERFORMANCE AT PHARMAGORA PARIS



PHOENIX France runs three business units: pharmaceutical wholesale (PHOENIX Pharma), healthcare logistics / central purchasing (IvryLab) and the successful pharmacy cooperation PharmaVie, member of the PHOENIX Pharmacy Partnership in Europe. The French team was present at “PHARMAGORA PLUS” on 30th and 31st March in Paris with a 72 square metre exhibition stand to present their know-how and their services to visiting pharmacists.

The design of the booth underlined the unity of our three French entities – PHOENIX wholesale, IvryLab and PharmaVie – and offered each entity enough presentation space.

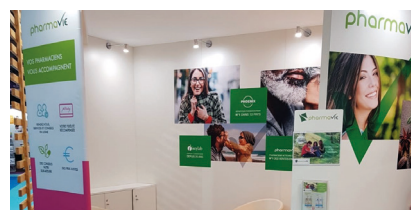
As a strong and dynamic group, we presented a positive image of our organisation to our business partners, members of PharmaVie, other pharmacists and future customers. “PHARMAGORA PLUS” provided us with the opportunity to establish new contacts with pharmacists and industry partners wishing to work with us.

Two pharmacists spontaneously joined PharmaVie after meeting the team at the congress, and others are to follow.

The focus was laid on PharmaVie, especially on their expertise on food supplements, their successful loyalty program, and their new ONCO PharmaVie program. This programme aims to help pharmacists support cancer patients, a dedicated pharmacy field. We were given the opportunity to present this project during our interviews with PharmaRadio.

Thanks to our teams, we were able to highlight the strength of our federally setup network with a very clear commitment to help pharmacists accomplish their mission to improve their patients’ lives.

Our exhibition stand at the PHARMAGORA PLUS congress represented the close collaboration between all PHOENIX Pharma entities in France and the success of our service brand – All-in-One!





# NEW HEALTHCARE LOGISTICS WAREHOUSE IN ZAGREB



Managing Director Jasmin Huljaj (right picture), Logistics Director Tomislav Kulic (left picture at the bottom) and Olaf Christiansen from PHOENIX group (right picture at the bottom) informed about PHOENIX services locally, regionally and Europe-wide.

Positioned in the heart of Southeastern Europe, Croatia plays an important role in PHOENIX group's international healthcare logistics network "CEE Bridge". On 21st May 2019, PHOENIX Croatia opened a new healthcare logistics warehouse in Jankomir near Zagreb to strengthen the company's market position.

PHOENIX Croatia is one of the leading healthcare providers in Croatia with a strong footprint in wholesale. Within the healthcare system, the company ensures the supply of drugs and medical products to pharmacies, hospitals, health centres, and medical diagnostic laboratories. Ever since the company entered the market, it has been developing additional services for you, our industry partners, other healthcare stakeholders

and pharmacies, trying to facilitate operational processes for business partners, and thus ensuring their market stability and market growth.

On 21st May 2019, the modern, low-energy consumption healthcare logistics warehouse Jankomir opened. At 1,600 square metres, PHOENIX Croatia offers warehousing and distribution services in accordance with the highest industry standards out of the state-of-the-art facility. The warehouse is equipped with a centrally controlled HVAC system and temperature monitoring system. "Our new warehouse, part of our international healthcare logistics network, ensures we can serve all needs of you, our industry partners", said Jasmin Huljaj, Managing Director PHOENIX Croatia.

## Distribution Center Jankomir

- 1,220 pallet spaces in ambient, 50 in cold chain
- Separate space for narcotics or high value
- Fully GDP compliant operations in all temperature zones
- Highest quality and security standards
- Excellent location near all major highways A1, A2 and A3

## Services

- Warehousing according to temperature requirements, including special warehousing
- FMD verification, decommissioning, destruction
- Order picking and packaging
- Sample distribution services
- Secondary packaging and relabelling

More information: [www.phoenix-farmacija.hr/en](http://www.phoenix-farmacija.hr/en)



## CONSULTATION SERVICE IN ESTONIA



**MINUDOC**  
Arstile minutitega!

**UUS TEENUS!**  
**Küsi BENU apteekrilt  
nõu kodust lahkumata!**

Soovime, et meie klientidel oleks võimalikult mugav saada oma terviseküsimustes professionaalset abi. Selleks võttis **Benu Apteek** kasutusele videokonsultatsiooni platvormi Minudoc.

Meie uus teenus võimaldab Sul saada kiiret ja kvaliteetset apteekri konsultatsiooni ajal ja kohas, mis Sulle endale kõige paremini sobib.

Videokonsultatsioon garanteerib Sulle personaalse ja ajaliselt sundimatu vestluse, mida muidu apteegis on ehk keeruline teostada.

In March, BENU Estonia, PHOENIX group's pan-European pharmacy chain, joined the video consultation platform Minudoc, which allows people to receive quick and qualitative consultation from a pharmacist at the time and place that suits the customers the best. This new service offers advice on medication use, dosage, active ingredients, possible side effects, and provides answers to other medication-related questions. In addition, the free pharmacist service allows customers to ask specific questions about their individual medication or receive consultation on beauty products.

Customers can access the free pharmacist consultation service via the BENU and the Minudoc website. After registering on the website, visitors can select their preferred time slot and explain the issues they would like to discuss. To address more serious health concerns, patients can make use the Minudoc web consultation service to contact GPs who have direct access to the clients' digital records and can therefore offer quality medical advice and extend prescriptions when necessary.

*"The platform helps our customers save time and avoid standing in line, and guarantees a conversation that is more personal and private. You also get advice on delicate subjects that you might not want to discuss in public around other pharmacy customers waiting in line."* – Maria Otsa, Head of Development of BENU's pharmacy services.

## APOTEK 1 AGAIN BEST PHARMACY



The Norwegian Customer Barometer 2019 confirms that PHOENIX's Norwegian pharmacy brand Apotek 1 is the best pharmacy chain in Norway – for the 8th time!

Norwegian consumers have expressed their views on the 154 largest Norwegian companies in terms of loyalty and customer satisfaction. Apotek 1 ended in a great ninth place overall. Three places up from last year and again get five out of five stars on the ranking, which means that the customers are excited.

*"This is a confirmation that our customers are very satisfied with the skilled and dedicated pharmacy employees",* says Retail Director Knut Arne Colbjørnsen.



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