



Community
of Intersectoral
Belgian Healthcare

A photograph of two women in a laboratory setting. The woman on the right has long blonde hair and is wearing a white lab coat over a light blue top; she is smiling and looking towards the other woman. The woman on the left has dark hair and is wearing a white lab coat over a green top; she is seen from the side, looking towards the blonde woman. The background is a blurred laboratory with shelves and equipment. A large, semi-transparent graphic of the CIBH logo is overlaid on the bottom left of the image.

Planning 2023



Discover the **extranet** page on our website: www.cibh.be with the **videos** of our conferences in replay.

You also get access to the presentations as well as our **barometer** of 2022!





Dear member,

2022 has been a pivotal year for the CIBH, during this year; we decided to consolidate the strategy that the Board of Directors wanted to implement in 2021.

- We would like to share some figures resulting our new approach:
- We are happy to have seen so many: 754 people came to our events,
- 94 different pharmaceutical companies participated,
- We relaunch our barometer with a real success; many of you asked us more details on it,
- We have launched our extranet, where you can find all the presentations and videos of 2022
- We are very proud to welcome 14 new CIBH members, we are growing!

Of course, not all this is possible without the board members and the daily follow-up, so join me to congratulate the whole board for its application as well as Diane and Sylvia, who work daily to make sure that the CIBH and our events go as smoothly as possible.

Furthermore, the year 2023 is shaping up to be a vintage year for which the board of directors already has many leads to bring you even more information for your strategic choices.

I would also like to remind you that this organization lives thanks to you, so if you have wishes, ideas, dreams... Let us know and we will try realizing them!

Finally, we would like to thank you all for your confidence in us this year and we hope that the program and the new features of 2023 will meet your expectations!

Looking forward to see you in 2023,



Roland De Schryver
CIBH President

Become a member !

Become a member and enjoy
events and advantages

How?

Contact us to have
more informations :
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Planning of 2023

16-02-23 Salons The Romree
Grimbergen

Human Ressource

Joris SPIGT
Fleet Manager / D'Ieteren

David De Backer
CEO / David De Backer – Tax Advisor

27-04-23 BluePoint Brussels
Brussels

Marketing Digital

- **14h30- 18h30**

The Metaverse virtual pharmacy: a future reality or not?
Support by Roularta Healthcare

- **18h30**

Bruno Liesse
CEO / Polaris

Thierry Geerts
CEO / Google Benelux

08-06-23 La Sucrierie
Wavre

Symposium on Pharmacy

David SYR
CEO/ GERS

Bruno Liesse
CEO/ Polaris

Ken Langenkens
Engagement Manager -IQVIA

Frederik Van Der Heijden
Commercial leader in Healthcare – Mosadex Groep

19-10-23 BluePoint Brussels
Brussels

Strategy

- **14h30- 18h30**

Digital Transformation, patients become managers of their health data. Impacts for health professionals.
Support by Aface

- **18h30**

An De Boelpaep
CEO /X-conscious

Katja Schipperheijn
CEO/ sCooledu

14-12-23 Ferme de Mont-Saint-Jean
Waterloo

Economical review 2023

Michaël Van Droogenbroeck
Journalist/VRT

Nationale Bank Van België / Banque National de Belgique

A man in a blue suit is standing and presenting to a group of five people seated around him in a modern office setting. He is pointing towards a whiteboard that displays various charts and graphs. The group consists of three women and two men, all dressed in business casual attire. They are sitting on a wooden floor with some concrete steps, and large windows in the background let in bright light. The overall atmosphere is professional and collaborative.

STRATEGY

19.10.2023 Conference

- 14h30– 18h30

Digital Transformation, patients become managers of their health data. Impacts for health professionals. Support by Aface

- 18h30

An De Boelpaep
CEO /X-conscious

Katja Schipperheijn
CEO/ sCooledu

Enrich our experiences and develop contacts between health professionals



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Non-profit association active in the nursing homes sector

The non-profit association aface organizes study, as part of training for the staff of nursing homes.

The association conducts studies aimed at improving practices, particularly in medication management.

The association is in contact with the INAMI, AViQ and IRIS-CARE as well as the various health stakeholders.

The association promotes exchanges with other countries, through participation in international meetings or the organization of events.



We are looking for teams that want to get out of the status-quo and that want to grow their organisation in a constructive way! Unlocking the full potential of everyone!

APB



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Luc Adriaenssens

General Manager
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The APB is the national federation of independent dispensing pharmacists. More than four out of five Belgian public pharmacies are affiliated to it and are represented by their local professional union. In addition to defending and promoting the profession with all stakeholders in the health sector, the APB provides its members with a wide range of services and tools to support them in the daily practice of their profession.

At the same time, it is developing an important research and forward-looking activity focused on the deployment of new pharmacy services that make a positive contribution to public health. The APB can count on a hundred or so collaborators who all share the same objective: to develop, enhance and support the expertise of independent pharmacists in the service of their patients' health.



BACHI already represents 85% of the pharmaceutical companies active in the selfcare market but we are always looking for new companies to become BACHI members.

**Belgian Association
of the Consumer
Healthcare Industry
(BACHI)**



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BACHI is the Belgian Association of the Consumer Healthcare Industry representing companies commercializing over-the-counter (OTC) healthcare products and defending their common interests.

As a key player active in public health, BACHI promotes a responsible self-medication

- as part of a responsible way of caring for oneself
- in the interest of patients, consumers, pharmacists, healthcare professionals and companies that are members of the association
- for a responsible economic policy regarding medicines and healthcare products

BACHI's mission is to stimulate a favourable social and political climate for self-medication and selfcare products, in which the patient-consumer has a central position.

BACHI strives for the recognition of the socio-economic role of OTC healthcare products, taking into account the interests of public health, pharmacists and member companies.

BACHI is the Belgian association of companies marketing medicines and healthcare products sold over the counter in pharmacies.

We are looking for teams that want to get out of the status-quo and that want to grow their organisation in a constructive way! Unlocking the full potential of everyone!

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Turn your potential into performance! Take your life into your own hands so that you can grow and excel, as a person, a team, an organization.

We represent Management Drives in Belgium and Luxemburg: the tool that visualizes the motivations profile of individuals and teams. By using MD, we create a language that leaves the emotion out, and that makes everything discussable, but always in an appreciative way.

Turn your potential into performance!

Take your life into your own hands so that you can grow and excel, as a person, a team, an organization.

We help individuals, teams and companies unlock their authentic power.

120 Dynaphar pharmacists at your service!



Dynaphar



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Your health, a capital to protect and maintain

Health is a precious asset! Today, we are more and more concerned about preserving it, especially since we now have an abundant supply of numerous «health products», whether in pharmacies, supermarkets, health food stores or via the Internet.

All these products are not active or too often maintain false hopes and lull the customer into a state of sweet illusion. Your pharmacist offers you his expertise to help you make the right choice. When it comes to prevention, he or she is, along with your doctor, your privileged contact;

The DYNAPHAR pharmacist offers a unique service And it is precisely to reinforce this role of advisor that a group of independent pharmacists created DYNAPHAR. Today, this group has nearly 180 pharmacists.

By sharing their experience, these pharmacists offer a unique service and advice that you can really count on. They offer products with the best quality-price ratio. In addition, they regularly attend training courses to update their health knowledge. DYNAPHAR, a guarantee of quality and health.

The Dynaphar logo, visible at the entrance to the pharmacy, is a guarantee of quality for your health. You can trust it! It represents our commitment.

You should also know that DYNAPHAR invests considerably to inform you as correctly as possible. To complete his advice, each pharmacist provides you with a series of free information sheets on various topics and conditions, as well as their treatment.

But above all, he is there to answer your health questions and will do everything he can to help you.

THE ADVANTAGES OF DYNAPHAR

As a patient, DYNAPHAR guarantees you

The commitment and personal involvement of your pharmacist;

- Independent advice;
- Up-to-date knowledge of the products;
- In-depth professional competence;
- Products selected according to objective criteria;
- Information sheets on specific topics.



If you are a medical or pharmaceutical company with a sales team or medical representatives, please contact us to discuss this further. We believe it is important to give your team the right tools to develop your business.

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Easi is a Belgian IT company founded in 1999, offering state-of-the-art solutions and services to the mid-market, in the domains of software development, IT infrastructure, cloud and cybersecurity.

We believe that companies can achieve better and smarter performance by using humanised technology. We provide companies with an optimal IT setup, where we take full responsibility for their IT infrastructure and software applications, as well as their cybersecurity. We aim to deliver short implementation cycles and a high added value: flexible solutions for companies that need a partner that stays close to them. We do so by offering managed IT services and solutions with expertise tailored to our clients' individual needs.

We also spend a lot of attention to the well-being of our more than 450 collaborators. Easi has been awarded the title of Belgium's Best Workplace every year since 2015.

Amongst all solutions and services we offer, SmartSales is particularly interesting for companies in the medical or pharmaceutical industry, that are organized with a sales team or medical representatives.

SmartSales is an all-in-one field sales application that eliminates paperwork and allows salespeople on the road to sell more and better.

- No more paperwork: Every document, from product lists to visit reports, is scanned and uploaded from the backend. Orders are also placed directly in the application.
- Territory management: Prospects and customers are geolocated and can be assigned attributes and classification.
- Constant accuracy: stocks, prices and documents are always up to date.

All of these elements make it possible to implement a data-driven strategy.

Provide the best tools and services for in-store digital marketing at pharmacy, improving the shopper experience, triggering more purchases, and delivering incremental brand revenue to our retail partners.



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iDKlic is a digital technology and solutions provider, serving retail pharmacy. We are a division of STRATACACHE, the #1 digital signage company in the world. Founded in 2006, iDKlic's solutions address a growing demand in the pharmacy retail market: the need for in-store digital experiences to improve shopper experience, sell more products, limit returns, and increase brand advertising at pharmacies. Based in Brussels, our technology and services are present in over 1,250 pharmacies across Europe and over 900 pharmacies in the US.



We aspire to work alongside our customers and partners to be a catalyst for innovation in healthcare. Thousands of healthcare organizations around the world work with IQVIA to speed drug development, ensure product quality and safety, improve commercial effectiveness, get the right treatments to patients, improve access to and delivery of healthcare, and ultimately drive better health outcomes. Work with us and together we can do extraordinary things to accelerate innovations for a healthier world.

IQVIA Solutions Belgium NV



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Recent disruptions in global health, combined with the exciting potential of new biotechnology and information technology, are driving unprecedented progress and have raised the bar for what healthcare can deliver. We are at yet another inflection point for healthcare. The future requires us all to be more agile, more evidence-driven, and more results-focused. At IQVIA, our purpose is to accelerate healthcare innovation to help create a healthier world for all. Together with customers and partners, we are powering healthcare transformation by intelligently connecting the right insights, technology, and people—both inside IQVIA and throughout healthcare. We call this IQVIA Connected Intelligence™. Connecting unparalleled data, advanced analytics, innovative technologies, and deep healthcare and scientific expertise makes it possible for our customers to discover previously unseen insights, drive smarter decision-making, and unleash new opportunities. Work with us and together we can do extraordinary things to accelerate innovations for a healthier world. Looking to stay up to date with insightful trends in the ever-changing healthcare industry?

Make sure to follow us on LinkedIn @IQVIABelux and obtain all of these valuable insights right in the palm of your hand or visit our website www.iqvia.com/locations/belgium.

IQVIA is a world leader in using data, technology, advanced analytics and human expertise to help customers drive healthcare – and human health – forward. Together with the companies we serve, we are enabling a more modern, more effective and more efficient healthcare system, and creating breakthrough solutions that transform business and patient outcomes.

We are looking to extend our network in order to connect with customers, candidates and partners.

**Medipartner,
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We focus on recruiting profiles for the medical, pharmaceutical and healthcare sector, through direct searching or outsourcing. Thanks to this niche approach, we have built up an extensive talent pool over the years, covering profiles at all levels of experience. Recruitment is not just fishing for talent, it's also about giving feedback to candidates. That positive, mutually beneficial mindset has proven to be a vital source of referrals – allowing us to grow our talent pool in a truly organic way beyond traditional networks.

Medipartner wants to be approachable, in an active way by connecting with customers, applicants and employees. Embracing diversity and flexibility. As we are always looking for the next challenge, thinking out of the box and going the extra mile for our customers are key. We're real problem solvers as we work on innovative and customized solutions. We embrace the power of data and give honest feedback. Medipartner stands for pureness and simplicity: what you see is what you get.



Increase impact.
Enhance market share.
Powerful consumer health
merchandising tools in
pharmacies.

Building on its hallmark healthcare logistics solutions, Medista continues to innovate with the launch of Medista Consumer Healthcare Services. Based on solid experience with Belgium's leading pharmacies, our new consumer healthcare services feature the latest POS merchandising tools and techniques to optimise onsite product placement, shelf management and overall product promotion.

Discover our consumer healthcare services at
medista.be/consumer



medista

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Pharmaceuticals company to offer an ALL-IN Branding & Logistic Strategy Plans Implementation Services.

Medista NV



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Medista is a GDP and GMP certified pharmaceutical service company specialising in high-tech medical supply chain management. Through the integration of innovative technology and healthcare logistics we deliver flexible solutions that meet customer needs, bridging gaps, confronting barriers, and eliminating complexity from one end of the supply chain to the other.

CHC Division : The latest marketing tools and retail expertise Working together with the 1500 top-performing pharmacies, Medista retail experts bring the latest market insight and insider knowledge in visual merchandising to the table. From point-of-sales expertise to VIP service packages for window displays our advanced sales tools and tailored advice will change the way you think about the pharmacy business. Our experienced team is regularly onsite at select pharmacies to customize your space and optimize your POS presence – maximising every aspect of your retail marketing strategy.

At Medista, we close the gap between what is needed and what is possible by minimising complexity and accelerating efficiencies at every stage of the medical supply chain.

CHC Division : From point of sales to profit margins Working with a team of experienced healthcare retailers, Medista takes charge of your onsite merchandising needs so that your pharmacy meets its true potential. Designed to match your space, geographical location and seasonal requirements, our advice guides you towards maximum profitability and customer satisfaction.

Are you looking to engage your customers through promotional channels such as e-Direct mail, e-Detailing, bannering, or other visibility channels ?
Or are you willing to partner around our educational offering through eLearning, CME, KOL videos, Webinars, congress coverage or podcasting services ?
Contact us : partner@mediquality.net

**MediQuality
from Medscape**



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Medscape Benelux is the publisher of MediQuality.net, the leading HealthCare Professionals website community in Be-NeLux. MediQuality from Medscape provides its more than 40.000 members with socio-professional and medical information as well as professional education and CME and a set of tools and services useful for the practice of their profession.

Medscape Benelux is part of WebMD/Medscape. Medscape is the leading online global destination for physicians and healthcare professionals worldwide reaching 6 millions of HCP's and offering them the latest medical news and expert perspectives; essential point-of-care drug and disease information; and relevant professional education and CME.

For the pharmaceutical industry, **MediQuality** offers a simple and efficient way to engage healthcare providers across the BeNeLux in a true omnichannel way, with measurable impact and return on investment.

Contact us : partner@mediquality.net

LEARN MORE



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Mensura External Occupational Health Service in the Workplace. Mensura inspires and assists clients with improving the health and employability of their workers. As an expert in the field of workplace prevention, safety and health, Mensura provides you with personalised advice and custom solutions to meet the needs of your business, not only in terms of legal compliance, but in all aspects of the workplace. Together with your organisation, we will set a number of specific, measurable targets that we will achieve as a team.

Ensure a positive and measurable impact on the well-being of people and organisations

As newpharma, we have built a trusted reputation and we value long term partnerships for the benefit of EU customers.



Newpharma group



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Newpharma is a Belgian company, leader in the pharmacy-related and OTC ("Over The Counter") market in Belgium. Dedicated to health and well-being, the company sells more than 30.000 products and operates in Europe with several dedicated e-commerce platforms (France, Germany, Netherlands and Austria).

Newpharma has proved its performance by winning awards such as the Becommerce Overall Awards in 2009 and 2015, the Cross Border Award in 2013 as well as the Safeshops.be Diamond Award in 2017 and 2018.

People want to make their own conscious choices that are relevant for their situation and evolve to a holistic approach of health using technology. More and more people focus on preventive care for a balanced life. We believe that newpharma as a pharmacist, can play an important role in making health and well-being accessible and affordable for all. We believe Newpharma can act as a facilitator in the shift to a preventive and personal health and well-being. We are the pharmacist that makes health and well-being easy and accessible to all, in every possible way. **Empowering people in taking care of their Health & Well-being.**

Our goal is to uncover strong talent and fascinating opportunities and to provide development opportunities for job seekers.

Nuwhi bv Affligem & Genval



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Liske Wambacq and Roxane Leloup have created Nuwhi in 2018, as specialized recruitment agency in the Life Sciences Industry. We recruit sales, marketing, medical affairs, regulatory affairs, market access, quality affairs, drug safety, scientist and clinical research professionals.

Nuwhi offers permanent staffing solutions in a retained approach. We support life sciences companies, aiming to hire the «best in class» professionals, by providing access to a wide network of talented candidates. Nuwhi offers a professional and personalized service in recruitment, search & selection. Finding the perfect fit for our customer is our main goal. We commit until a result has been delivered!

We can take charge entirely or partially of the recruitment process so that you can stay focused on the heart of your activity: we do our job so you can do yours !

**PlusOne
Louvain-la-Neuve**



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PlusOne is dedicated to Life Sciences recruitment (including bio-tech, medtech and hightech)

You are active in the Life Sciences and are looking for new staff but haven't enough time or competent resources necessary to handle recruitments, then a team of experienced life sciences recruiters is at your service.

PlusOne offers you highly qualitative direct search hiring services.

We are trained to understand the most complex profiles and to identify them on the Belgian or foreign job market.

Our aim is to help you find the resource that will allow your core business to continue to develop.

Roularta HealthCare is continuously looking for sustainable partnerships & new ways to keep Belgian healthcare professionals up-to-speed within their medical domain.

Roularta HealthCare



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Roularta HealthCare is the market leader in the medical press segment. Besides Artsenkrant/Le Journal du Médecin, we also publish de Apotheker/le Pharmacien, Belgian Oncology & Hematology News and AK/JDM Hospitals. Each title specialises in a particular sub-domain and keeps GPs, specialists, pharmacists and hospital managers up to date with the latest news in their field. Needless to say each title is accompanied by newsletters and websites.

Guided by our communications, project & education consultants our titles offer numerous solutions for your communication strategy: print, direct mails, websites, live & hybrid webinars, e-learning, podcasts, congress reports, etc.

The editorial staff & creative team produce an optimal environment for your communication, based on strong editorial content customised for the readers.

Roularta HealthCare's aims to be a qualitative & creative all-round communication partner for all companies & associations looking to bring their messages across towards any stakeholder within the Belgian Healthcare community.

With our high-quality, independent and relevant media content we want to keep as many Belgian general practitioners, specialists, pharmacists and hospital managers up to date with the very latest news within healthcare.

www.roulartahealthcare.be
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COMMUNICATION AGENCY



CONTENT PROVIDER

- Texts
- Interviews
- Congress Reports
- Mappings
- Advertorials
- Round Tables
- Debates
- E-Learnings
- Webinars (interactive)
- Scientific Events



MULTI-CHANNEL DIFFUSION

- **Print Campaigns**
 - Magazines
 - Newspapers
 - Special Editions
- **Digital Campaigns**
 - Newsletters
 - Internet Sites
 - Direct Mailings
- **Videos**
 - E-Learnings
 - Podcasts
 - Webinars
 - Reps Talks



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Studio

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RMNet

Meet dynamix companies ready to innovate in their communication



RMN – Kraainem



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Content provider (KOL interviews, congress reports, round tables, advisory Boards, vidéos, e-learnings, webinars, ...) and diffuse it via high quality channels targetted in function of the needs of the industry (Medi-Sphere, Pharma-Sphere, Gunaikeia, Neurone, Vaisseaux-Coeur-Poumons, Skin, Onco-Hemato, Ortho-Rhumato, Percentile, Le Specialiste, Urologic

Give to the pharma industry the better content and the better channels of communication to the HCPs (doctors, pharmacists, other)

Building bridges between the pharmacies and the healthcare companies



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Santalís, network of independent pharmacists.
Present in Belgium with over 170 member pharmacies.

Our Mission:

To enable our member pharmacies to maintain their independence while improving their performance.

To help our member pharmacists demonstrate and improve their added value as health care providers.

Your Benefits as company for our pharmacies:

- **Selectivity:** encouraging members to prefer your brands by highlighting them in the LPA catalog in paper format and via our CLARA extranet
- **Regular purchase frequency:** brand loyalty and reduce risk of Out of stock
- **Time saving:**
 - Your reps can devote themselves to advice in pharmacies
 - Thanks to computer referencing on pharmacy software, the pharmacist can focus on selling your products without worrying about supply
- **Results:**
 - Push of your brands by actions on your products via our extranet
 - Ongoing support from our coaches
 - Possibility of placing delegated orders via direct order on our platform
- **Transparency:** each month you will receive the Selling-In of our members
- **Financial gain:**
 - One single point of contact for deliveries and invoicing
 - No cost of recovery risk for our members

Our tools at your service:

- **Selectivity:** platform, Launches, the "Actor Health" Corner, Planogram OTC, Support by our coaches
- **Consumer Visibility:** Santalís TV (internal & external screens, digital display), Santalís Net (website for pharmacies), Santalís Mag, Install of planogram by our merchandisers, Social Network support, ...
- **Commitments:** Automatic delivery, Commitment Forms & Purchase orders available on our extranet, E-mailings, E-Learnings, ...



SeekandCare

For us, being part of the CIBH is an ideal way to meet key actors of the market in Belgium and Europe. What matters the most for us is to share our vision with them, be challenged and help them in facing their new challenges.

SeekandCare Belgium



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SeekandCare is a Belgian marketplace located in Wallonia and exclusively dedicated to health professionals. At SeekandCare, we are convinced that health professionals must dedicate their time to what matters the most: their patients. They have better things to do than administration or purchase. Our multi-brand, multi-product and multi-price approach allows them to search, compare and buy everything they need for their practice on a single one-stop-shop :
www.seekandcare.com

Pharmacists are key actors of healthcare sector in Belgium. But they are more and more challenged by pure players and their margin are under pressure. The answer to their challenges is, for them, to develop an omnichannel strategy and reach new B2B targets such as docs, nurses, vets, dentists,... Seekandcare helps them on both sides: on the one hand, they optimize their purchase, discover new exclusive range of products and bring new products to their clients; on the other hand, they reach new B2B targets.

Manufacturers and laboratories are also struggling to keep their market share and margin despite the increase in prices of raw material, energy and personal costs. They must optimize their sales and reach new targets. Seekandcare allows them to directly reach pharmacists, prescribers (as the doctors) and helps their salespersons to focus on sales and prospection. On an e-commerce platform, image and quality of product information are key factors of success (even more than price) but retailers don't pay enough attention to the quality of the information they provide. SeekandCare gives manufacturers a 100% control of their brand image, allows benchmarking and a real time control of the respect of their price policy.

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Vivactis Group is an independent consulting group delivering services across the whole pharmaceutical value chain world-wide.

Our teams provide value-added consulting services to healthcare market players throughout the world (pharma companies, biotech, medtech, etc...).

The Vivactis network is both multi-national and multi-cultural. Because our focus is 100% healthcare, we are widely recognized and valued for our scientific expertise.

Global, Pan-European and local campaigns for pharmaceuticals, biotechnology, medical devices, medical nutrition and consumer healthcare is at the heart of what we do.

Transform the life journey of human beings in healthcare. Vision ? be an international key player in healthcare by offering a range of creative, integrated solutions.

Growth and development

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Viridis Consulting is a consulting company for the Healthcare market. It offers its services to pharmaceutical laboratories, wholesalers & distributors, pharmaceutical groups & cooperatives and nursing homes.

We offer creative, innovative services to help you position yourself in the market and stand out, with the goal of satisfying your customers and end consumers. Our work is carried out in complete confidence and we share our expertise with you and your teams.



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