

press info

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ppi Media and IFA GmbH enter next phase of digitization project

When it comes to national and European regulations and social affairs, pricing, billing, security and logistics, Informationsstelle für Arzneispezialitäten GmbH – IFA GmbH offers standardized and quality-assured information as a neutral and central service provider for the healthcare system.

IFA GmbH collects and maintains financial, legal and logistical data on drugs, medical products and other pharmaceuticals on behalf of healthcare professionals and provides the data as part of its IFA information services. At the same time, IFA GmbH is the organization that issues pharmaceutical registration numbers (PZNs), which are unique identification codes for such products.

IFA GmbH is cooperating with Digital Services by ppi Media to continue digitizing and automating the processes involved in the issuing of these identification codes.

November 30, 2020. IFA GmbH is an information service provider that supplies financial, legal and logistical data on products sold in pharmacies throughout Germany. The pharmaceutical registration numbers (PZNs) issued by IFA GmbH – eight-figure codes – are used to uniquely identify all products sold in pharmacies around Germany (drugs, medical products, other goods) according to their name, pharmaceutical form and pack size. In order to obtain a PZN, pharmaceutical companies must provide IFA GmbH with numerous information about their products, so that an appropriate identification code can be assigned.

Specialist partners

After searching for a suitable partner to consistently automate and digitize its workflows involved in the management of manufacturer information, IFA GmbH has decided to join forces with Digital Services by ppi Media. The start phase of their new cooperation, where the partners defined the fundamentals and goals of the project, has already been completed in a completely digital environment due to the ongoing coronavirus pandemic: “In view of the current situation, the start phase of such a project is a huge challenge for everyone involved”, explains Dr. Axel Homann, Head of Digital Services by ppi Media. “However, we’ve ultimately proven once again that successful joint projects are still possible in the current conditions – especially when it comes to digitization. IFA GmbH is a company that is essential for the availability of drugs and medical products, and we’re delighted about our cooperation”.

ppi Media and IFA GmbH are currently launching the next phase of the project: “Our cooperation has so far shown us that Digital Services by ppi Media is the right partner for our project – we look forward to continuing our cooperation”, says Manfred Becker, project owner at IFA GmbH.

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Digital Services by ppi Media provides companies with consultancy, assistance, and custom software solutions for their digital projects.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called "Digital Services", where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.