

## SHIRE CHOOSES FLEET RISK PROFILER TO BOOST CORPORATE FLEET RISK MANAGEMENT

Leading specialty biopharmaceutical company Shire plc with more than 1,000 vehicles worldwide, is assessing its fleet risk exposure using the unique Fleet Risk Profiler™, developed by Risk Frisk Ltd, a strategic risk management consultancy based in the UK.

Shire Pharmaceuticals, which has its UK headquarters in Basingstoke, has already started to analyse its 150-strong UK fleet. Next the company will assess its 900-strong fleet in the United States before benchmarking risks in other European countries in which it operates – Republic of Ireland, France, Germany, Italy and Spain.

“In the UK, some staff drive extensively on company business”, commented Greg Newey, Senior Manager, EHS International with Shire Pharmaceuticals. “The actions we will take as a result of the introduction of Fleet Risk Profiler™ will enable the company to manage its risks, be legally compliant and meet our objectives in protecting our most valuable asset, our staff.

John Stevens, Managing Director of Fleet Risk Profiler™, said: “Our system will highlight to Shire Pharmaceuticals areas of their business where they are most at risk enabling them to effectively target preventive action. That will differentiate them within their industry and create competitive advantage.”

### BACKGROUND INFORMATION:

Recognised as the most complete fleet risk management solution on the market, the newly launched online Fleet Risk Profiler™ is specifically designed to enable organisations to meet their enterprise-wide risk management responsibilities.

Fleet Risk Profiler™ assesses an organisation’s risk profile using 16 different risk factors including vehicles, drivers, management support, site, loads, journey and delivery. Risk managing status is then identified using a unique method of analysing responses to a large number of data sets around risk factors affecting individual business. A series of risk rating and management reports are then provided.

The reports enable organisations to measure their own performance against preset weighted criteria and benchmark themselves internally on a site-by-site basis and externally against other organisations. Practical action planning guidance, rather than prescriptive outputs are provided to enable organisations to improve their risk management across all risk areas, including their supply chain, based on their risk appetite and resources.

Fleet Risk Profiler™ is a sister company to Hatfield-based risk management consultancy RiskFrisk, which has provided best practice and management systems development advice to a wide range of organisations.

John Stevens, managing director of Fleet Risk Profiler™, said: “Shire Pharmaceutical is the first company to take delivery of the product outside of the organisations that we already work with on a consultancy basis.

“We have used our international risk management experience to develop an integrated risk profiling and assessment process that goes far beyond the risks associated with a single risk area. No other risk managing product interrogates a full range of fleet and related risks at all levels and within a supply chain and enables an organisation to create and implement a fleet risk management system across its total operations.

“Fleet Risk Profiler allows directors and senior managers to take a holistic approach to fleet risk management enabling them to prove to stakeholders, regulators and insurers that they are taking proactive action to limit their exposure.”

## **EDITOR’S NOTES**

Hatfield-based RiskFrisk specialises in strategic health and safety and fleet risk management. Further information is available at [www.riskfrisk.com](http://www.riskfrisk.com). It is the parent organisation of fleetriskprofiler.com, which has recently launched Fleet Risk Profiler, an online self-completing tool that profiles and risk assesses an organisation’s fleet and related risks. Further information is available at [www.fleetriskprofiler.com](http://www.fleetriskprofiler.com).

## **About Shire Plc**

Shire’s strategic goal is to become the leading specialty biopharmaceutical company that focuses on meeting the needs of the specialist physician. Shire focuses its business on attention deficit and hyperactivity disorder (ADHD), human genetic therapies (HGT), gastrointestinal (GI) and renal diseases. The structure is sufficiently flexible to allow Shire to target new therapeutic areas to the extent opportunities arise through acquisitions. Shire’s in-licensing, merger and acquisition efforts are focused on products in niche markets with strong intellectual property protection either in the US or Europe. Shire believes that a carefully selected portfolio of products with strategically aligned and relatively small-scale sales forces will deliver strong results.

For further information on Shire, please visit the company’s website: [www.shire.com](http://www.shire.com).

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