

# Workflow & tasks



**SPIEGEL ONLINE**

collecting  
data

scraping data when released as  
HTML tables

turning pdf reports into well structured data  
(data journalism team)

processing  
data

merge data sets released by  
different pharmaceutical companies  
deduplication / person matching  
setting up data base

validation of extracted data sets  
(data journalism team)

reporting

extensive data base  
articles

compact data base  
interactive map  
articles (science / health department)

collaborative reporting

[illegible]

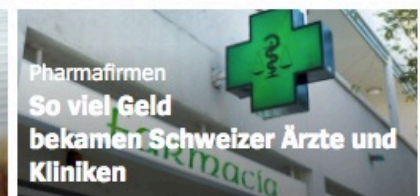
- | Kontingiert: Name<br>(20.04.19.12) | Prüfer oder Verantwortliche |  |  | Kategorie<br>A<br>B<br>C<br>D<br>E<br>F<br>G<br>H<br>I<br>J<br>K<br>L<br>M<br>N<br>O<br>P<br>Q<br>R<br>S<br>T<br>U<br>V<br>W<br>X<br>Y<br>Z<br>AA<br>AB<br>AC<br>AD<br>AE<br>AF<br>AG<br>AH<br>AI<br>AJ<br>AK<br>AL<br>AM<br>AN<br>AO<br>AP<br>AQ<br>AR<br>AS<br>AT<br>AU<br>AV<br>AW<br>AX<br>AY<br>AZ<br>BA<br>BB<br>BC<br>BD<br>BE<br>BF<br>BG<br>BH<br>BI<br>BJ<br>BK<br>BL<br>BM<br>BN<br>BO<br>BP<br>BQ<br>BR<br>BS<br>BT<br>BU<br>BV<br>BW<br>BX<br>BY<br>BZ<br>CA<br>CB<br>CC<br>CD<br>CE<br>CF<br>CG<br>CH<br>CI<br>CJ<br>CK<br>CL<br>CM<br>CN<br>CO<br>CP<br>CQ<br>CR<br>CS<br>CT<br>CU<br>CV<br>CW<br>CX<br>CY<br>CZ<br>DA<br>DB<br>DC<br>DD<br>DE<br>DF<br>DG<br>DH<br>DI<br>DJ<br>DK<br>DL<br>DM<br>DN<br>DO<br>DP<br>DQ<br>DR<br>DS<br>DT<br>DU<br>DV<br>DW<br>DX<br>DY<br>DZ<br>EA<br>EB<br>EC<br>ED<br>EE<br>EF<br>EG<br>EH<br>EI<br>EJ<br>EK<br>EL<br>EM<br>EN<br>EO<br>EP<br>EQ<br>ER<br>ES<br>ET<br>EU<br>EV<br>EW<br>EX<br>EY<br>EZ<br>FA<br>FB<br>FC<br>FD<br>FE<br>FF<br>FG<br>FH<br>FI<br>FJ<br>FK<br>FL<br>FM<br>FN<br>FO<br>FP<br>FQ<br>FR<br>FS<br>FT<br>FU<br>FV<br>FW<br>FX<br>FY<br>FZ<br>GA<br>GB<br>GC<br>GD<br>GE<br>GF<br>GG<br>GH<br>GI<br>GJ<br>GK<br>GL<br>GM<br>GN<br>GO<br>GP<br>GQ<br>GR<br>GS<br>GT<br>GU<br>GV<br>GW<br>GX<br>GY<br>GZ<br>HA<br>HB<br>HC<br>HD<br>HE<br>HF<br>HG<br>HH<br>HI<br>HJ<br>HK<br>HL<br>HM<br>HN<br>HO<br>HP<br>HQ<br>HR<br>HS<br>HT<br>HU<br>HV<br>HW<br>HX<br>HY<br>HZ<br>IA<br>IB<br>IC<br>ID<br>IE<br>IF<br>IG<br>IH<br>II<br>IJ<br>IK<br>IL<br>IM<br>IN<br>IO<br>IP<br>IQ<br>IR<br>IS<br>IT<br>IU<br>IV<br>IW<br>IX<br>IY<br>IZ<br>JA<br>JB<br>JC<br>JD<br>JE<br>JF<br>JG<br>JH<br>JI<br>JJ<br>JK<br>JL<br>JM<br>JN<br>JO<br>JP<br>JQ<br>JR<br>JS<br>JT<br>JU<br>JV<br>JW<br>JX<br>JY<br>JZ<br>KA<br>KB<br>KC<br>KD<br>KE<br>KF<br>KG<br>KH<br>KI<br>KJ<br>KL<br>KM<br>KN<br>KO<br>KP<br>KQ<br>KR<br>KS<br>KT<br>KU<br>KV<br>KW<br>KX<br>KY<br>KZ<br>LA<br>LB<br>LC<br>LD<br>LE<br>LF<br>LG<br>LH<br>LI<br>LJ<br>LK<br>LM<br>LN<br>LO<br>LP<br>LQ<br>LR<br>LS<br>LT<br>LU<br>LV<br>LW<br>LX<br>LY<br>LZ<br>MA<br>MB<br>MC<br>MD<br>ME<br>MF<br>MG<br>MH<br>MI<br>MJ<br>MK<br>ML<br>MN<br>MO<br>MP<br>MQ<br>MR<br>MS<br>MT<br>MU<br>MV<br>MW<br>MX<br>MY<br>MZ<br>NA<br>NB<br>NC<br>ND<br>NE<br>NF<br>NG<br>NH<br>NI<br>NJ<br>NK<br>NL<br>NM<br>NO<br>NP<br>NQ<br>NR<br>NS<br>NT<br>NU<br>NV<br>NW<br>NX<br>NY<br>NZ<br>OA<br>OB<br>OC<br>OD<br>OE<br>OF<br>OG<br>OH<br>OI<br>OJ<br>OK<br>OL<br>OM<br>ON<br>OO<br>OP<br>OQ<br>OR<br>OS<br>OT<br>OU<br>OV<br>OW<br>OX<br>OY<br>OZ<br>PA<br>PB<br>PC<br>PD<br>PE<br>PF<br>PG<br>PH<br>PI<br>PJ<br>PK<br>PL<br>PM<br>PN<br>PO<br>PP<br>PQ<br>PR<br>PS<br>PT<br>PU<br>PV<br>PW<br>PX<br>PY<br>PZ<br>QA<br>QB<br>QC<br>QD<br>QE<br>QF<br>QG<br>QH<br>QI<br>QJ<br>QK<br>QL<br>QM<br>QN<br>QO<br>QP<br>QQ<br>QR<br>QS<br>QT<br>QU<br>QV<br>QW<br>QX<br>QY<br>QZ<br>RA<br>RB<br>RC<br>RD<br>RE<br>RF<br>RG<br>RH<br>RI<br>RJ<br>RK<br>RL<br>RM<br>RN<br>RO<br>RP<br>RQ<br>RR<br>RS<br>RT<br>RU<br>RV<br>RW<br>RX<br>RY<br>RZ<br>SA<br>SB<br>SC<br>SD<br>SE<br>SF<br>SG<br>SH<br>SI<br>SJ<br>SK<br>SL<br>SM<br>SN<br>SO<br>SP<br>SQ<br>SR<br>SS<br>ST<br>SU<br>SV<br>SW<br>SX<br>SY<br>SZ<br>TA<br>TB<br>TC<br>TD<br>TE<br>TF<br>TG<br>TH<br>TI<br>TJ<br>TK<br>TL<br>TM<br>TN<br>TO<br>TP<br>TQ<br>TR<br>TS<br>TT<br>TU<br>TV<br>TW<br>TX<br>TY<br>TZ<br>UA<br>UB<br>UC<br>UD<br>UE<br>UF<br>UG<br>UH<br>UI<br>UJ<br>UK<br>UL<br>UM<br>UN<br>UO<br>UP<br>UQ<br>UR<br>US<br>UT<br>UU<br>UV<br>UW<br>UX<br>UY<br>UZ<br>VA<br>VB<br>VC<br>VD<br>VE<br>VF<br>VG<br>VH<br>VI<br>VJ<br>VK<br>VL<br>VM<br>VN<br>VO<br>VP<br>VQ<br>VR<br>VS<br>VT<br>VU<br>VV<br>VW<br>VX<br>VY<br>VZ<br>WA<br>WB<br>WC<br>WD<br>WE<br>WF<br>WG<br>WH<br>WI<br>WJ<br>WK<br>WL<br>WM<br>WN<br>WO<br>WP<br>WQ<br>WR<br>WS<br>WT<br>WU<br>WV<br>WW<br>WX<br>WY<br>WZ<br>XA<br>XB<br>XC<br>XD<br>XE<br>XF<br>XG<br>XH<br>XI<br>XJ<br>XK<br>XL<br>XM<br>XN<br>XO<br>XP<br>XQ<br>XR<br>XS<br>XT<br>XU<br>XV<br>XW<br>XX<br>XY<br>XZ<br>YA<br>YB<br>YC<br>YD<br>YE<br>YF<br>YG<br>YH<br>YI<br>YJ<br>YK<br>YL<br>YM<br>YN<br>YO<br>YP<br>YQ<br>YR<br>YS<br>YT<br>YU<br>YV<br>YW<br>YX<br>YZ<br>ZA<br>ZB<br>ZC<br>ZD<br>ZE<br>ZF<br>ZG<br>ZH<br>ZI<br>ZJ<br>ZK<br>ZL<br>ZM<br>ZN<br>ZO<br>ZP<br>ZQ<br>ZR<br>ZS<br>ZT<br>ZU<br>ZV<br>ZW<br>ZX<br>ZY<br>ZZ | Kategorie<br>A<br>B<br>C<br>D<br>E<br>F<br>G<br>H<br>I<br>J<br>K<br>L<br>M<br>N<br>O<br>P<br>Q<br>R<br>S<br>T<br>U<br>V<br>W<br>X<br>Y<br>Z<br>AA<br>AB<br>AC<br>AD<br>AE<br>AF<br>AG<br>AH<br>AI<br>AJ<br>AK<br>AL<br>AM<br>AN<br>AO<br>AP<br>AQ<br>AR<br>AS<br>AT<br>AU<br>AV<br>AW<br>AX<br>AY<br>AZ<br>BA<br>BB<br>BC<br>BD<br>BE<br>BF<br>BG<br>BH<br>BI<br>BJ<br>BK<br>BL<br>BM<br>BN<br>BO<br>BP<br>BQ<br>BR<br>BS<br>BT<br>BU<br>BV<br>BW<br>BX<br>BY<br>BZ<br>CA<br>CB<br>CC<br>CD<br>CE<br>CF<br>CG<br>CH<br>CI<br>CJ<br>CK<br>CL<br>CM<br>CN<br>CO<br>CP<br>CQ<br>CR<br>CS<br>CT<br>CU<br>CV<br>CW<br>CX<br>CY<br>CZ<br>DA<br>DB<br>DC<br>DD<br>DE<br>DF<br>DG<br>DH<br>DI<br>DJ<br>DK<br>DL<br>DM<br>DN<br>DO<br>DP<br>DQ<br>DR<br>DS<br>DT<br>DU<br>DV<br>DW<br>DX<br>DY<br>DZ<br>EA<br>EB<br>EC<br>ED<br>EE<br>EF<br>EG<br>EH<br>EI<br>EJ<br>EK<br>EL<br>EM<br>EN<br>EO<br>EP<br>EQ<br>ER<br>ES<br>ET<br>EU<br>EV<br>EW<br>EX<br>EY<br>EZ<br>FA<br>FB<br>FC<br>FD<br>FE<br>FF<br>FG<br>FH<br>FI<br>FJ<br>FK<br>FL<br>FM<br>FN<br>FO<br>FP<br>FQ<br>FR<br>FS<br>FT<br>FU<br>FV<br>FW<br>FX<br>FY<br>FZ<br>GA<br>GB<br>GC<br>GD<br>GE<br>GF<br>GG<br>GH<br>GI<br>GJ<br>GK<br>GL<br>GM<br>GN<br>GO<br>GP<br>GQ<br>GR<br>GS<br>GT<br>GU<br>GV<br>GW<br>GX<br>GY<br>GZ<br>HA<br>HB<br>HC<br>HD<br>HE<br>HF<br>HG<br>HH<br>HI<br>HJ<br>HK<br>HL<br>HM<br>HN<br>HO<br>HP<br>HQ<br>HR<br>HS<br>HT<br>HU<br>HV<br>HW<br>HX<br>HY<br>HZ<br>IA<br>IB<br>IC<br>ID<br>IE<br>IF<br>IG<br>IH<br>II<br>IJ<br>IK<br>IL<br>IM<br>IN<br>IO<br>IP<br>IQ<br>IR<br>IS<br>IT<br>IU<br>IV<br>IW<br>IX<br>IY<br>IZ<br>JA<br>JB<br>JC<br>JD<br>JE<br>JF<br>JG<br>JH<br>JI<br>JJ<br>JK<br>JL<br>JM<br>JN<br>JO<br>JP<br>JQ<br>JR<br>JS<br>JT<br>JU<br>JV<br>JW<br>JX<br>JY<br>JZ<br>KA<br>KB<br>KC<br>KD<br>KE<br>KF<br>KG<br>KH<br>KI<br>KJ<br>KL<br>KM<br>KN<br>KO<br>KP<br>KQ<br>KR<br>KS<br>KT<br>KU<br>KV<br>KW<br>KX<br>KY<br>KZ<br>LA<br>LB<br>LC<br>LD<br>LE<br>LF<br>LG<br>LH<br>LI<br>LJ<br>LK<br>LM<br>LN<br>LO<br>LP<br>LQ<br>LR<br>LS<br>LT<br>LU<br>LV<br>LW<br>LX<br>LY<br>LZ<br>MA<br>MB<br>MC<br>MD<br>ME<br>MF<br>MG<br>MH<br>MI<br>MJ<br>MK<br>ML<br>MN<br>MO<br>MP<br>MQ<br>MR<br>MS<br>MT<br>MU<br>MV<br>MW<br>MX<br>MY<br>MZ<br>NA<br>NB<br>NC<br>ND<br>NE<br>NF<br>NG<br>NH<br>NI<br>NJ<br>NK<br>NL<br>NM<br>NO<br>NP<br>NQ<br>NR<br>NS<br>NT<br>NU<br>NV<br>NW<br>NX<br>NY<br>NZ<br>OA<br>OB<br>OC<br>OD<br>OE<br>OF<br>OG<br>OH<br>OI<br>OJ<br>OK<br>OL<br>OM<br>ON<br>OO<br>OP<br>OQ<br>OR<br>OS<br>OT<br>OU<br>OV<br>OW<br>OX<br>OY<br>OZ<br>PA<br>PB<br>PC<br>PD<br>PE<br>PF<br>PG<br>PH<br>PI<br>PJ<br>PK<br>PL<br>PM<br>PN<br>PO<br>PP<br>PQ<br>PR<br>PS<br>PT<br>PU<br>PV<br>PW<br>PX<br>PY<br>PZ<br>QA<br>QB<br>QC<br>QD<br>QE<br>QF<br>QG<br>QH<br>QI<br>QJ<br>QK<br>QL<br>QM<br>QN<br>QO<br>QP<br>QQ<br>QR<br>QS<br>QT<br>QU<br>QV<br>QW<br>QX<br>QY<br>QZ<br>RA<br>RB<br>RC<br>RD<br>RE<br>RF<br>RG<br>RH<br>RI<br>RJ<br>RK<br>RL<br>RM<br>RN<br>RO<br>RP<br>RQ<br>RR<br>RS<br>RT<br>RU<br>RV<br>RW<br>RX<br>RY<br>RZ<br>SA<br>SB<br>SC<br>SD<br>SE<br>SF<br>SG<br>SH<br>SI<br>SJ<br>SK<br>SL<br>SM<br>SN<br>SO<br>SP<br>SQ<br>SR<br>SS<br>ST<br>SU<br>SV<br>SW<br>SX<br>SY<br>SZ<br>TA<br>TB<br>TC<br>TD<br>TE<br>TF<br>TG<br>TH<br>TI<br>TJ<br>TK<br>TL<br>TM<br>TN<br>TO<br>TP<br>TQ<br>TR<br>TS<br>TT<br>TU<br>TV<br>TW<br>TX<br>TY<br>TZ<br>UA<br>UB<br>UC<br>UD<br>UE<br>UF<br>UG<br>UH<br>UI<br>UJ<br>UK<br>UL<br>UM<br>UN<br>UO<br>UP<br>UQ<br>UR<br>US<br>UT<br>UU<br>UV<br>UW<br>UX<br>UY<br>UZ<br>VA 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|------------------------------------|-----------------------------|--|--|---|---|
|------------------------------------|-----------------------------|--|--|---|---|

[illegible]

Want to hear & learn more about this  
→ Stay for the workshop 15:15 – 16:15

# How to present the findings?

- Overview
- Search in database + map
- FAQ
- Story / confrontation
- Opinion piece
- Bigger picture / explainer
- Individual cases



# What readers are most interested in

Finding their doctor(s)

→ Enormous traffic on data base and map based search

**EUROS FÜR ÄRZTE** **DEUTSCHLAND**

Wieviel Geld hat Dein Arzt/Heilberufler im vergangenen Jahr von der Pharmaindustrie erhalten?

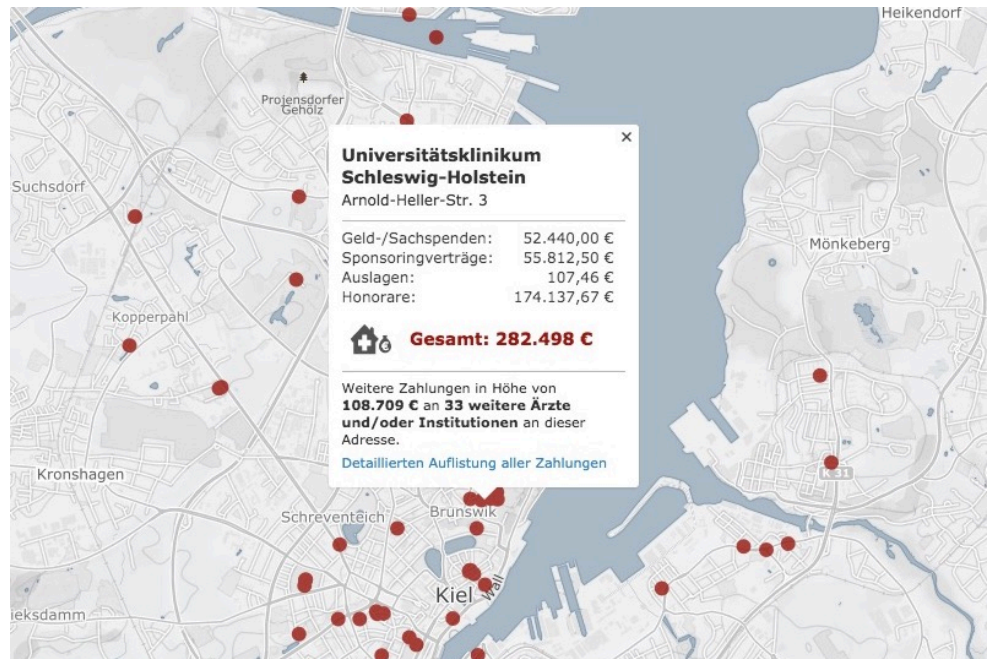
Berlin **Suchen**

Suche nach **Personen und Organisationen** in  
Deutschland



## Deine Suche ergab folgende Treffer

Name	Adresse	Gesamtbetrag
med update GmbH	Hagenauer Str. 53 65203 Wiesbaden	1.453.450,00 €
Rheumatologische Fortbildungsakademie GmbH	Köpenicker Str. 48/49 10179 Berlin	1.087.391,86 €
Charité Universitätsmedizin Berlin	Charitéplatz 1 10117 Berlin	1.041.489,06 €
Medical Tribune Verlagsgesellschaft mbH	Unter den Eichen 5 65195 Wiesbaden	945.934,78 €



# Outcome

## **Readers**

High interest, mostly positive, encouraging feedback

## **Doctors**

Mixed feedback, frustration with current transparency regulations and how education is dominated by pharmaceutical companies

## **Lawyers**

Numerous complaints, systematic targeting of doctors by at least one legal practice. But: republication of transparency reports, that are based on individual consent is legal

## **Politics**

no changes