



Entrepreneurial Creativity



- ∅ Innovative Market development programmes
- ∅ Understanding advantages
- ∅ Shaping opinions
- ∅ Medical education
- ∅ Services



Entrepreneurial Creativity

Business Culture



- ∅ Creative Advertising, Med Ed & Public Relations
 - ∅ Building rational value
 - ∅ Building emotional value
 - ∅ Visualising / communicating the brand offering

Entrepreneurial Creativity

Business Culture



∅ Carrying the message creatively to Key Customers Opinion Leaders

- ∅ Purchasers / payers
- ∅ Government bodies /insurers
- ∅ Clinicians / pharmacists – individual & groups
- ∅ Nursing / paramedic bodies
- ∅ Patient groups

Entrepreneurial Creativity

Business Culture

- ∅ So what thinking...
 - ∅ What if we increased / decreased advertising?
 - ∅ What if we had an extra first detail slot?
 - ∅ What if we cut price or competitors beat us to it?





Entrepreneurial Creativity

Business Culture

- ∅ So what thinking...
 - ∅ What if generics enter the market?
 - ∅ What if we get a positive / negative NICE ruling?
 - ∅ What if we can get positive Cancer Network endorsement?

