



Organisational Proactivity

Business Culture

- ∅ Does the culture enable?
- ∅ Is “joined up thinking in use?”
- ∅ Do marketers make it happen?





Organisational Proactivity

Business Culture

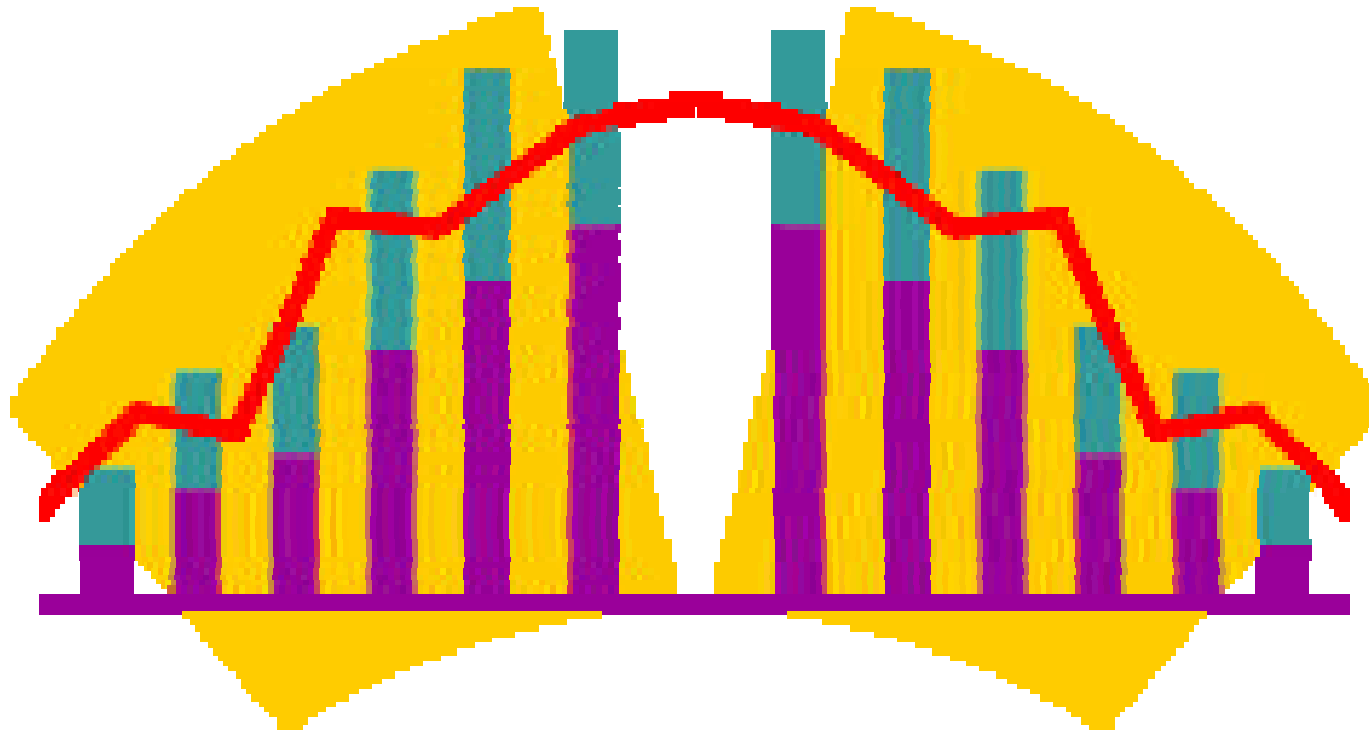
- ∅ Can the organisation anticipate changes in the environment?
- ∅ Or see opportunities?
- ∅ Quickly get a set of sound assumptions together?





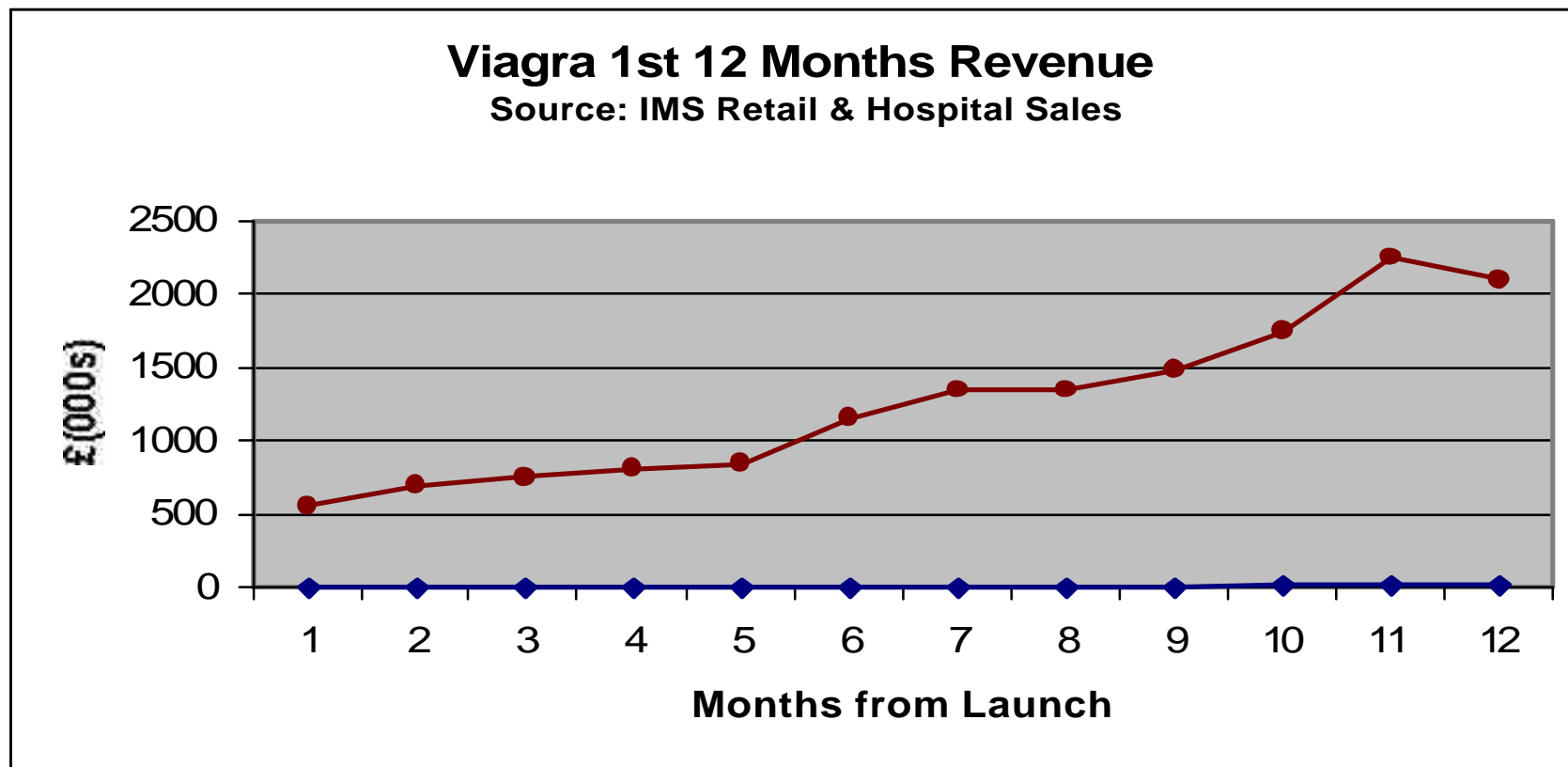
If we get it wrong.....

Rapid entry / exit?



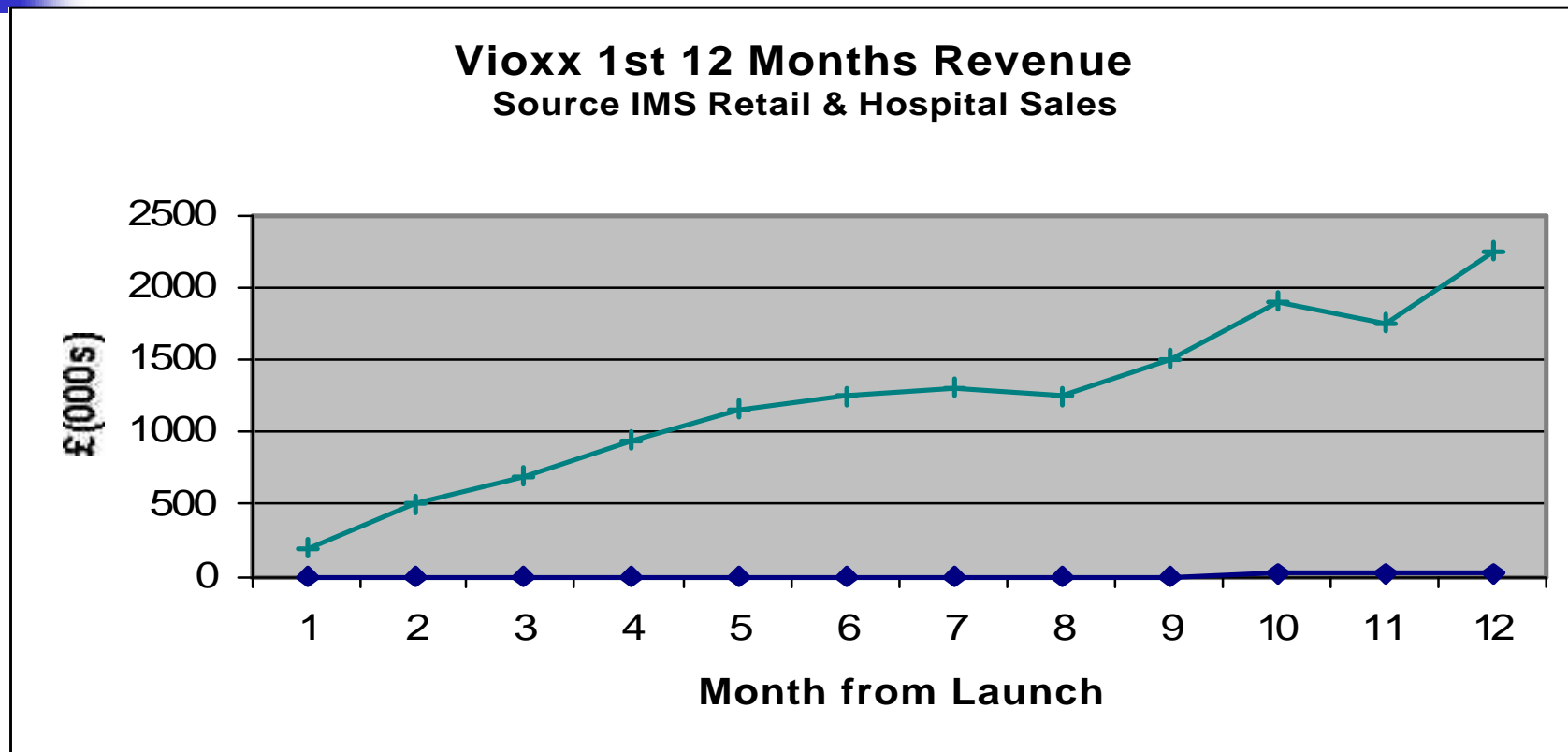
Maximising the Impact

Viagra Top Launch for New Class
(£15 million)



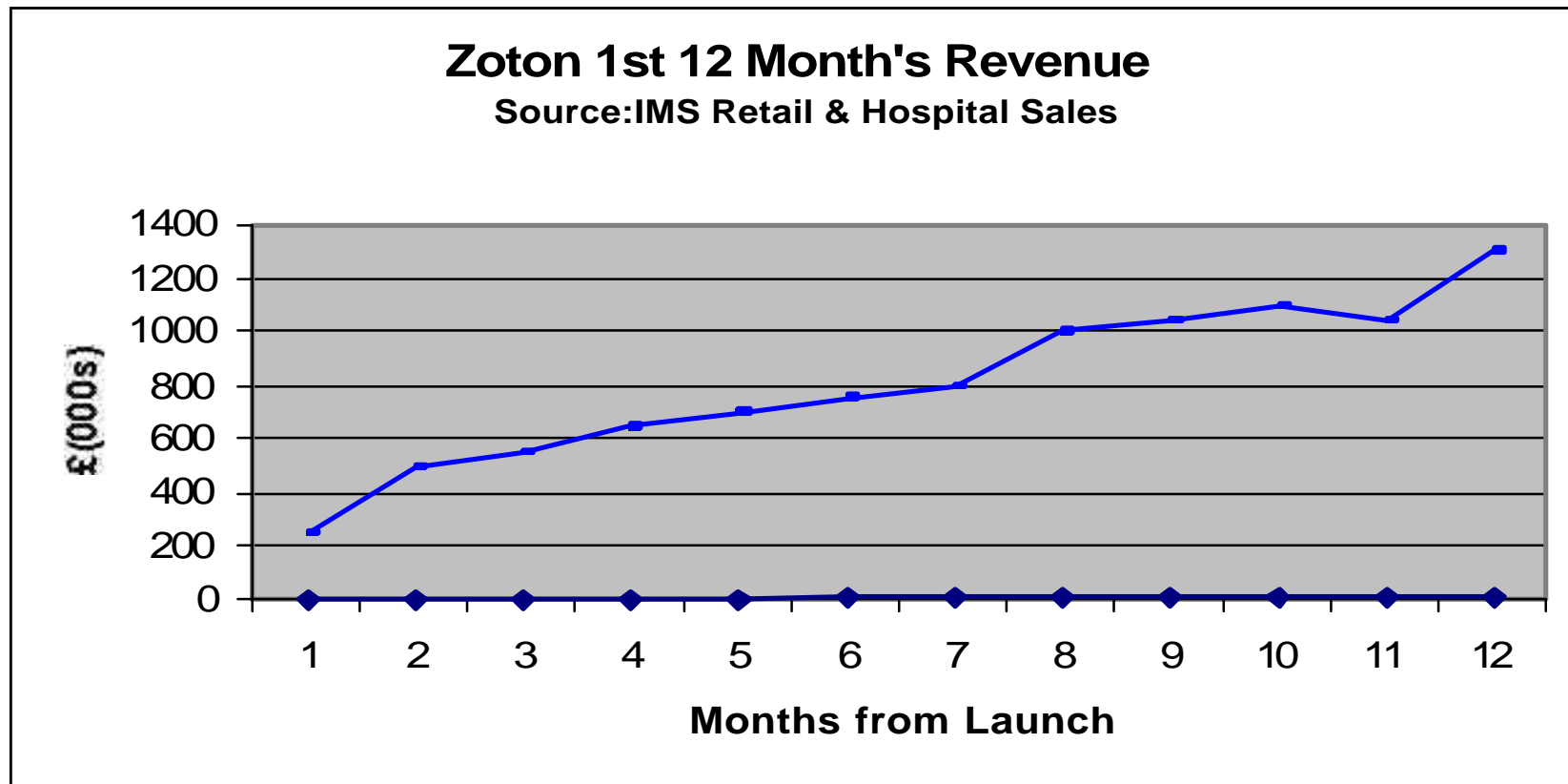
Maximising the Impact

Vioxx 2nd best launch in new class



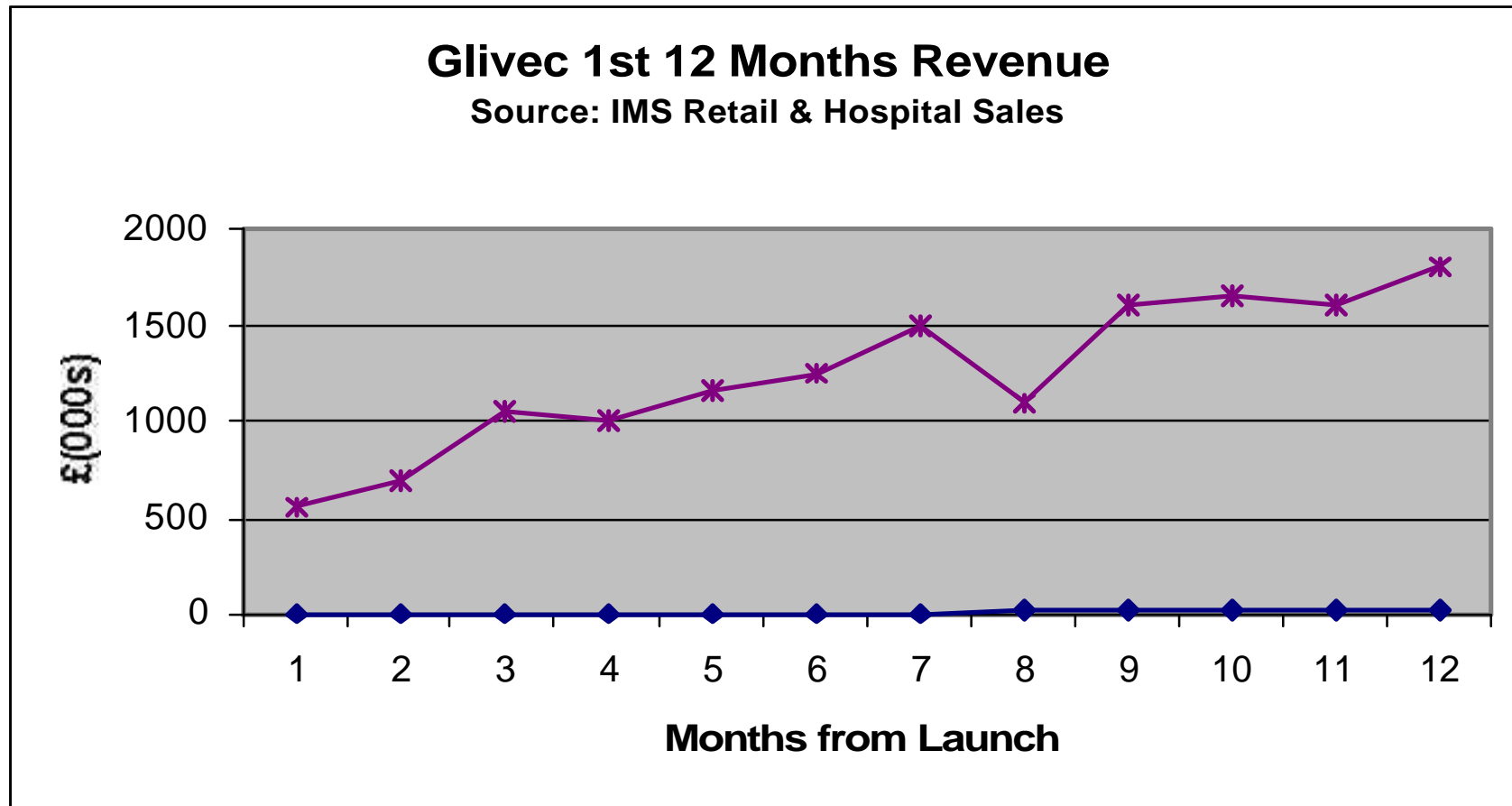
Maximising the Impact

Zoton – 3rd most prescribed brand in NHS last year



Maximising the Impact

Glivec best Hospital Launch last 15 years





In true Pharma Impact Marketing....

- ∅ Lots of hurdles to jump!
- ∅ Sometimes they get higher
- ∅ Sometimes there are more than you expected
- ∅ But stick at it and win!





And finally

- ∅ Never lose sight of your customers
- ∅ Both doctors and patients
- ∅ What are their key drivers?
- ∅ Find out if you want to make the best impact!





Pharma Impact Marketing™



- ∅ Any questions?
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