



Contract
Research
Dr. Oestreich+Partner

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"Our philosophy on consulting..."

Knowledge is a deciding factor in today's health care industry. Making this knowledge productive is the skill of effective, professional management. A routine analysis of results either confirms or refutes the effectiveness of this management and forms the basis for necessary change.

As changes in the health care industry increase in frequency and scope, the importance of such on-going analysis becomes more and more evident. At a time when change appears to be the only constant, companies with large, inflexible structures often have an especially difficult time expanding or even maintaining their market position. To be successful, the management of every organisation needs to apply methods, internal or external, which reflect the needs of their situation. "Fat deposits," "water retention" and "uncontrolled growth" present a dangerous situation for those responsible and for the company as a whole.

" a product's future is dependent on realistic objectives and their co-ordinated implementation"

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