



"No marketing without research, no research without marketing"

However beneficial your health care product may be for the consumer, in the final equation it is the turnover and the profit to your company that count.

We offer consulting and implementation with competence and long-standing experience in:

- disease management
- post-marketing surveillance
- OTC management
- development of promotional concepts and product profiles for the pre-marketing, retail, as well as "cash-cow" phase
- organisation of convention and symposia and advanced training courses, organisation of continuing education events and conventions
- marketing concepts, product profiles
- concept development for trade fairs and information stands attended by multi-lingual expert personnel
- the production of basis brochures, folders and product information
- the production of slides, video films, books also in foreign languages
- drafting scientific medical information and literature and the creation of dossiers
- individual customised mailings, in print or using electronic media
- the proclamation and organisation of scientific awards and honours
- the collection and organisation of expert opinions from experts for experts
- planning, organisation, implementation and analysis of task specific information, public relations activities
- employee product training and launch
- product safety
- printed and visual product promotion
- PR for professionals and general public with participation of experts from all disciplines
- projects for reimbursement and economic issues
- patient education, consumer response (e.g. compliance)
- license brokering
- sales structures for domestic and international production
- regulatory affairs
- photo-design and graphics, layout and printing