

Top Management Advisors

Services for the Pharmaceutical Sector



Sofia, 2009

Mission

To provide top quality products and services for the benefit of our clients and for our own gratification from a job well done that brings meaning into our lives and progress to society.

History & Major Services

- ❖ Established in 1990 as a management consulting organization
- ❖ Human resource management activities for local and multinational companies (climate surveys, 360^o appraisals, compensation & reward systems, HR capacity development)
- ❖ Training in a range of competencies and skills for both senior management and rank-and-file employees in management, marketing and soft skills.
- ❖ A leader in pharmaceutical information & consultancy since 1994, providing services such as regulatory translations, reviews & analysis, pharma market analysis, marketing research & strategic business development support.
- ❖ Custom-tailored field-specific training for the pharma sector, including selling and presentation skills, telesales, negotiation skills, key account management and pharmaceutical marketing.
- ❖ A leader in management standards consultancy (ISO 9001, ISO 14001, OHSAS 18001, SA 8000, GDP, ISO 13485)
- ❖ Certified to ISO 9001:2008 by Lloyd's Register

Our Key Advantages

- ❖ Competence in local regulatory affairs and the overall legal framework of doing business in Bulgaria.
- ❖ Excellent knowledge and contacts with the health authorities and the majority of market players in both manufacture and distribution.
- ❖ Significant experience in pharmaceutical consultancy based on extensive know-how related to the drug marketing practices of the multinationals and the local players.
- ❖ Top quality service at competitive prices.

Information & Analysis

- ❖ Since 1994, we provide a newsletter, *Pharma Bulgaria*, with monthly reviews of the political, economic and pharmaceutical sector developments in Bulgaria. The list of subscribers includes almost all companies in the Top 50 on the local market
- ❖ Regular alerts to all *Pharma Bulgaria* subscribers on regulatory affairs and hot news relevant to the pharma industry
- ❖ Periodic reviews of the Bulgarian pharmaceutical market with facts & figures, analysis and forecasts of future developments
- ❖ An inventory of drug-related legislation and continuous alerts on any amendments or new regulations

Pharmaceutical Legislation

- ❖ An inventory of drug-related regulations in Bulgarian and in English (provided to all subscribers of services from Top Management Advisors Ltd)
- ❖ A full set of professional translations of the complete Bulgarian pharmaceutical legislation into English, including continuous update (provided as a package on a subscription basis or as individual documents)
- ❖ Custom-tailored reviews of the Bulgarian drug legislation covering any aspect of the pharmaceutical sector

Marketing Research Services

We can assist you in making the best use of your budget through marketing research:

- ❑ By identifying and mapping out the true decision-making channels
- ❑ By focusing your financial and human resources where they will yield the best results
- ❑ By discovering potential misconceptions about a disease or a product
- ❑ By establishing a sound basis for your pricing policy

Marketing Research Questions

- ❖ ***We can provide answers to questions such as:***
 - ✓ What are the top preferences of physicians on prescribing drugs for a certain indication?
 - ✓ How certain characteristics of prescribers (such as age, experience, sex, location or specialty) influence their decisions?
 - ✓ What are the differences in prescribing habits between specialists and GPs?
 - ✓ How prescribers compare similar products on a number of characteristics?
 - ✓ What are the sources of information on new products for doctors and pharmacists?
 - ✓ What is the drug price sensitivity for patients depending on age, sex, location or severity of condition?

Marketing Research Techniques

- ❑ We organize perception surveys via:
 - ✓ Web-based questionnaires
 - ✓ Face-to-face interviewing by professional interviewers using structured questionnaires
- ❑ We perform expert opinion surveys via:
 - ✓ Traditional focus groups
 - ✓ “Virtual” focus groups where experts are interviewed by a field professional separately from each other

Market Testing & Feedback

- Mystery shopper
 - Real-life performance test of retail service providers by “a mystery customer” on pre-defined key performance indicators (KPIs)
 - Market check of product availability and presentation at the point-of-sales

- Customer satisfaction surveys
 - Feedback from the customer on the performance of your staff
 - Evaluation of customer needs and comparison of competitive providers

Pharmaceutical Staff Training

□ Field Force Training

- ✓ Selling skills for Pharmaceutical Representatives: basic skills and advanced courses
- ✓ Key account management: skills & approaches to the hospital market and the key opinion leaders
- ✓ Presentation skills in the pharmaceutical field

□ Training for Managers

- ✓ Fundamentals of pharmaceutical marketing
- ✓ People management and all the soft skills
- ✓ A special Micro-MBA package of courses covering key management competencies & skills

Pharmaceutical Business Development

- ❖ Facilitation of discussions based on:
 - ✓ Review and analysis of facts and figures
 - ✓ Marketing research results
- ❖ Facilitation of creative ideas using:
 - ✓ Classical brainstorming techniques
 - ✓ World café format
- ❖ Support in marketing plan development

Modern Marketing Technologies

- ❖ Focused e-mailing of appropriate materials
- ❖ Field-specific newsletter design and project management
- ❖ Testing of basic e-detailing formats
 - ✓ Exchange of materials over the internet
 - ✓ Skype-facilitated face-to-face calls
- ❖ Development and delivery of presentations on management and marketing issues for some healthcare market agents (such as pharmacists or dentists)

Management System Development

- ❖ Consultancy towards developing a quality management system to ISO 9001:2008
- ❖ Development of management procedures and Employee Manuals
- ❖ Consultancy towards meeting the requirements of international standards such as OHSAS 18001
- ❖ For commercial companies, consultancy support towards meeting the requirements of GDP (Good Distribution Practices) in the company warehouse
- ❖ Training of Internal Auditors to ISO 19011
- ❖ Training for Information Security Management to ISO 27001/2
- ❖ Designing and implementing advanced performance appraisal systems, including assessment centres & 360° appraisals

Contacts

- For pharmaceutical consultancy: *Julian Usunov*
- For training & human resource projects: *Silvia Ivanova*
- For marketing research and regulatory translations: *Luba Jekova*
- For management consultancy: *Albena Ivanova*

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