



**DEAR SIRS,**

Ensuring a high level of sales of a product in the competitive pharmaceutical market is a difficult task and building up an effective team of medical representatives requires a lot of time and investment. It is worth considering *outsourcing* commission sales to an experienced company, which can guarantee high quality of its services and reasonable costs.

Since 1998 Hipokrates has been conducting projects for pharmaceutical companies. We provide recruitment, professional training and management of the teams of medical and sales representatives. We adjust to the needs of our customers to achieve success together.

*If you are thinking of :  
effective sale of your product  
lowering costs  
saving time  
we encourage you to investigate our services.*

## **ABOUT THE COMPANY**

Hipokrates's activities date back to 1998 when we started to provide services consisting of building up and managing teams of medical representatives. The idea of *outsourcing* of sales teams had by then only just started gaining acceptance on the pharmaceutical market. Our company was quickly developing, gaining customers, introducing new services consulting, recruitment, training, hiring sales representatives.

We realize that providing services for the pharmaceutical trade requires exceptional experience and competence. That is why we employ mainly doctors and pharmacists with high qualifications for the work connected with the promotion and the transfer of knowledge about drugs. We dispose of a team of over 150 trained representatives, regional executives and project managers. In this way we achieve success and we are able to satisfy all the needs of a company regarding pharmaceutical marketing and sales.

Our priorities are efficiency in generating sales and Customers' satisfaction for whom we try to provide comprehensive services. So far we have introduced into the market almost 50 new medicines and we have strengthened the position of over 70 medications. On every stage of introducing a project we share with our Customers the experience gained due to the presence of many years on the pharmaceutical market.

## **MISSION**

Hipokrates's mission is to support companies operating in the pharmaceutical trade in the field of promotion of medicaments by providing consulting and outsourcing services of the highest quality

## **DISTIBUTION OF MEDICINES**

In 2003 we launched a new department dealing with the organization of the distribution of medicines for those companies which do not have an outlet in Poland yet. It was a response to the demands of our Customers looking for a partner which could supply full service - registration of a product, organizing distribution, preparing and conducting sales and comprehensive promotion.

Poland is the biggest market for medicines in the Middle-Eastern Europe. The integration of our country with the European Union is yet another reason for the fact that more and more foreign companies would like to sell their products here. Hipokrates, owing to its significant experience in the field of promotion and sales of medicaments, is a perfect partner capable of introducing new medicines on the polish market and generating sales.

We guarantee:

- market analysis with regard to the opportunities to sell and compete
- registration of a product to enable its distribution in Poland
- designing strategies to introduce a product in the market
- organizing distribution of products
- planning promotion and preparing promotional materials
- organizing teams of science experts and sales representatives
- conducting promotion and sales of a product
- analysis of the outcomes

Our services refer to:

- medicines available with prescription (Rx)
- medicines available without prescription (OTC)
- dietary products
- dermocosmetics
- diagnostic tests
- medical equipment

## **MEDICAL REPRESENTATIVES**

In the currently conducted projects we employ continuously over 150 medical and sales representatives. We constantly complete the base of people ready to take up the job in a short period of time. That is how we can quickly respond to the needs of our Customers all over the country. We manage the sales team and we incur all the costs connected with its operations. Our Partners can concentrate on defining strategic marketing goals for their products.

### **Products**

#### **PANACEA - dedicated network of distribution:**

We build up a team of medical representatives and we manage the project on all the stages. We conduct recruitment, training and sales according to the Customer's expectations, allowing for the specific type of a product.

#### **ANTIDOTE - short promotional campaigns:**

We hire a trained team of medical representatives in order to periodically increase promotion, for example in response to the actions of the competition, during the introduction of a new product in the market, before the sales season

## **SUPPLEMENT - supplementing the sales team:**

We include our medical representatives in the sales team of the Customer in order to substitute for the temporarily absent employees or to strengthen the promotion of a product.

In all the conducted projects we guarantee the management of the team, training and consulting support - demand analysis, planning promotion, adjusting sales dynamics to the demands and possibilities of the Customer.

### **Fundamental rules**

- the representative has a medical, pharmacological or related university degree
- one representative always represents one pharmacological company
- the representative undergoes professional sales and product training before taking up and during his work
- the manager of a project monitors all the aspects of a promotion being currently conducted and is responsible for its outcomes and the fulfillment of the customer's expectations
- the regional managers control the work of medical representatives and are responsible for the local sales outcomes

### **System of quality control**

- preparing reports by traditional or electronic means of visits made
- confirming the visits made by doctors' stamps
- checking the reports - number of visits, choice of doctors, schedule
- double visits with the regional executive or the product manager
- support training concerning the sale and products
- monitoring the sales' outcome (IMS, Kamsoft)
- checking on the Customer's satisfaction

## **RECRUITMENT AND TRAINING**

Proper recruitment is the first step to build up an effective team of representatives. In Hipokrates this is a process of many stages and it consists of - between others - an interview with an experienced project manager and reproducing scenes simulating visits at a doctor or a pharmacist. In this way our Customers receive selected applications from people with high qualifications for the job of a representative.

We also offer our Partners training and seminars in the techniques of sale. For a few years we have been training our own representatives, who have been working at Hipokrates for various pharmaceutical companies. The successes achieved testify in favour of the applicability of our training methodology. We eagerly share our knowledge and experience. The training of medical representatives is conducted in standard 2 or 3 day sessions, depending on the size of a group and the number of workshops anticipated. We also conduct the above program of training in the form of a one-day seminar, in which up to 30 people may participate.

Our coaches and project managers conduct the training. During the training they resort to the solutions which they test in their everyday work. Apart from the experience in the management of human resources they also have experience of many years in the work of a medical representative.

### **Standard topics of training**

- Shaping the attitude of a representative expected by his/her clients
- Stages of a professional business talk
- Preparation for:
  - starting work in the region
  - working day
  - conversation with the customer

Opening the conversation:

- methods of opening the conversation
- building the atmosphere and trust during the conversation with the customer

- Assessment of the customer's demands:
  - types of customer's demands
  - techniques of asking questions
  - techniques of active listening
- Techniques of presentation of a product:
  - methods of price presentation
  - language of benefits for the customer
  - interpersonal communication
  - signals of purchase
- Techniques of ending a conversation.
- Methods of responding to reservations and complaints.
- Maintaining contact with customers.
- Rules of organising work of a representative in the region.
- Methods of assessing the potential and loyalty of a customer.

## **INTERACTIVE MARKETING**

The growing competition on the pharmaceutical market imposes non-standard actions, which will allow some companies to gain advantage over the others. Coming ahead of the current trends we offer a new quality - services of the **interactive marketing**.

Now the promotion of a product does not end with the visit of a medical representative. We are always with the doctor whenever he turns on his computer - in the hospital, at the walk-in clinic, at home.

*the future is interactive...*

### **Virtual Medical Consultant**

Virtual Medical Consultant is a modern service of the on line detailing type. It consists of an interactive presentation of a product and a test supporting the transfer of marketing message from the producer to the doctor.

### **CD-ROM or DVD presentation**

Multimedia presentation enables to capture the doctor's attention for a long time on the subject connected with the pharmaceutical product. It may contain a monograph of a medicine, clinical issues important for the promotion, interesting cases, tests, quizzes, and games.

### **Corporate Internet portal**

An Internet business card of a company is a standard tool in building up its image, providing information about the products and facilitating contact with the customers. An Internet portal is a perfect basis for the introduction of interactive marketing projects.

### **Professional Internet service**

Services aimed at a defined target group of doctors may effectively combine the transferring of medical information with the promotion of pharmaceutical products.

### **Virus marketing**

Can doctors advertise our products themselves? Yes, if the novel tools of virus marketing are employed. A funny animation or a simple game may live a life of its own in the Internet. Under the condition, that it is really splendid.

*Our creativity exceeds our own needs, we have to export it. Take advantage of our services.*

## **CONSULTING**

Knowledge, experience and intuition are imperative while introducing a pharmaceutical product into a specific market. The employees of Hipokrates provide consulting support to their Customers concerning pharmaceutical markets in Poland and the Middle-Eastern Europe. We provide reliable basis for the planning of the introduction of a medicament to the market and its effective sale.

### **We propose research and analysis concerning:**

- the share of products and their groups in the pharmaceutical market
- prospects for the sale of a pharmaceutical product
- creation of the promotional budgets
- marketing planning
- building up sales teams
- efficiency of the promotional actions
- operations of the competition
- profitability of investments
- distribution of a product

## **OTHER SERVICES**

### **Preparing promotional materials**

A professionally prepared leaflet or a gadget are important tools in the job of a medical and sales representative. On the basis of our experience we propose that we prepare promotional materials to be used by the representatives, in mailings or at booths during gatherings and scientific conferences.

### **We include in our services:**

- coming up with creative ideas
- professional consultations
- graphic projects
- computer layout
- printing

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