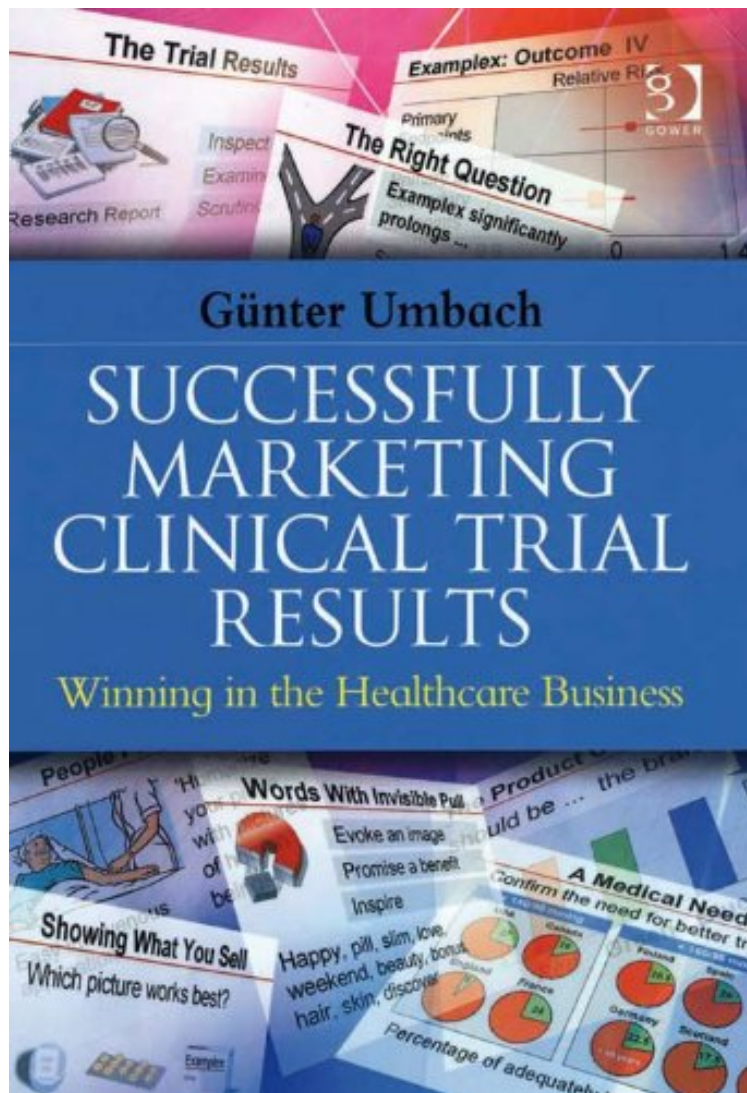


# Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business

Günter Umbach

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business:

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paid the (high)price!!! the book itself is a good marketing lesson as a product, then take a look at it twice...I am Vice-president in the medical device, coming from sales and know what it means to sell, having seen a lot of bad marketers and sales rep.

In the US alone, pharmaceutical companies spend around \$7 billion a year on clinical trials for drugs; all this in a global market where increasing competition and pressure on healthcare financing are both impacting on margins and profitability. One solution for pharmaceutical companies lies within the clinical trials themselves. If only you can communicate the trial findings to the right people, in the right way, you can benefit from this huge investment and add significant value to your product range and your brand. *Successfully Marketing Clinical Trials Results* is a comprehensive guide for every marketing professional faced with the challenge of using marketing to convert scientific data into sales. The book offers you practical knowledge on how to use medical research data to maximise the revenue from your products. There are sections explaining how to: **bull**; identify your market and devise your strategy; **bull**; develop your content and translate data into a message that has impact; **bull**; use language, layout and illustrations to best effect; **bull**; communicate internally as well as externally; **bull**; make best use of the resources available; **bull**; align your sales force and the external agencies with whom you work; **bull**; lead the people in the project team; **bull**; co-operate with the medical researchers, external experts and the press. In this book are answers for everything from how to handle class-effect questions to developing a shared brand vocabulary. There are plenty of vivid examples and real-life applications to reinforce the ideas. Cases studies illustrate solutions to problems; checklists and tips will help to implement the suggestions and recommendations. Gunter Umbach has distilled the essence both of 25 years' experience in the healthcare market and of his highly successful seminar series on marketing clinical trials into the professional advice given in this book. The text is accompanied by a CD ROM containing detailed Powerpoint slides supporting each of the (over 300) techniques that you can use in your marketing team meetings to develop great ideas of your own.

Weaving together all the threads in a seamless how-to guide for pharmaceutical product managers. David Spencer, Ph.D., Chief Operating Officer Biorex Inc., USA 'A book that enriches and enhances professional know-how in healthcare communication' Gunter Kafer, Chief Executive Officer Strategy, FGK Agency for Brand Communication, Germany 'Delivers the essentials for success in medical marketing.' Alain Rusterholtz, Director, Conseil d'Entreprises, France 'Shows how to increase the value of the brand and maximise return on investment.' Mike Gibbs, Chief Executive Officer, Sherborne Gibbs Limited, Birmingham, UK '... great real-world examples, very useful to any marketer.' Editor, Pharma Relations 'Successfully Marketing Clinical Trial Results is a clear, concise and effective guide to marketing of clinical data, ideal for new hires to pharmaceutical sales and marketing departments.' Pharmacy Journal 'Simply brilliant' Martin Bornemann, MD, Bornemann Medical Writing, Germany 'An easy-to-read guide for all those involved in converting complex scientific data into marketable messages. ...Clear case studies and examples are used throughout to strengthen ideas and theories in a clear and concise fashion.' Dr. Pdraig J. Moran, BSc PhD, Clinical Project Manager, School of Pharmacy, Royal College of Surgeons in Ireland About the Author Dr Gunter Umbach's company 'Healthcare Marketing Dr Umbach Partner' provides training and consulting services to marketing professionals in healthcare companies. He worked as product manager, medical director and marketing director in the pharmaceutical industry. When he became the international team leader for a billion-Euro brand, the team achieved the highest sales in the history of the product. Clients benefit from his insights as research fellow at a major American university, as board-certified gynaecologist and as member of several medical and scientific societies. He has experience as a lecturer at two German universities, a faculty member at a European management centre and an instructor in advanced courses on marketing.