

Ärztgerichtete Konzeptionelle Überlegung Zur Markteinführung Des Biotech-präparates Eligard® Der Medigene Ag - , Stanislav Brodsky

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Die hier vorliegende Belegarbeit beinhaltet eine konzeptionelle Überlegung zur Markteinführung des Biotech-Präparates Eligard® der MediGene AG und bezieht sich dabei im Wesentlichen auf die Distributionspolitik innerhalb des Marketing- Mixes. Dazu wird im ersten Teil die Aufgabenstellung dieser Arbeit und die Zielstellung der Untersuchung kurz erläutert. Eine kurze Vorstellung des deutschen Biotech-Marktes, des Unternehmens MediGene AG und eine Produkt-Charakteristik des Prostatamedikamentes Eligard® bilden den Schwerpunkt des zweiten Teils dieser Arbeit. Im dritten Teil werden anhand des Vergleiches zwischen einem alten und aktuellen Pharma-Modell die Kennzeichen eines Pharma-Marktes graphisch dargestellt und die Austauschpartner ausführlich erklärt. Die theoretischen Grundlagen der Distributionspolitik und deren, für die Aufgabenstellung relevanten Instrumente, werden im vierten Teil charakterisiert. Daran anschließend wird im fünften Teil das zielgruppenspezifische Marketing gegenüber Ärzten vorgestellt. Der sogenannte Becker'sche Ansatz der Arzt- Typologisierung bildet den Schluss dieses theoretischen Teils der Arbeit.

Abschließend wird im sechsten Teil für das Medikament Eligard® ein innovatives Konzept zum Vertriebsmanagement in Form des '3-C-Auflösendienst-Struktur- Dreiecks' vorgestellt und auf die genauere Funktionen der Pharmareferenten eingegangen. Im siebenten Teil dieser Belegarbeit wird schließlich ein kurzes Fazit gezogen.

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