

EU Central and Eastern European Pharma Markets - Secrets of Access and Engagement

<https://marketpublishers.com/r/EE0DEA9FBA0EN.html>

Date: March 2010

Pages: 44

Price: US\$ 395.00 (Single User License)

ID: EE0DEA9FBA0EN

Abstracts

Homogeneity and standardization—across the European Union, they're the bricks for building an economic powerhouse that offers a single system of laws governing people, goods, services and capital.

Yet as the EU has expanded to include former Soviet bloc countries like Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Romania and Slovakia, the predictability the Union has developed can strain under the weight of history and culture.

Nowhere is that more apparent than in the pharmaceutical industry which, after decades under communist rule, now operates with far different influences than in the wider EU community. From the privatization of pharmacies after an era of state-run health to greater consumer expectations and higher consumption of drugs, Eastern and Central European countries offer great development possibility—and great hurdles.

Despite efforts by CEE legislators to adhere to their agreed accession criteria, thus improving their evolving pharma markets, the unique nature of each state has a profound impact on how they function. Poland, Bulgaria and Hungary have larger private manufacturing bases than any other former communist state, for example, while Lithuania has one of the most complex reimbursement systems. As Estonia's state-sustained costs have exploded, the Czech Republic has evolved from mostly free pharmaceuticals to one of the most advanced cost-control measures of any Eastern European country. Even amidst such market variation, however, there are common themes: Advertising fatigue, erratic prescribing habits, a financial divide between rural and urban consumers and physicians' wariness of sales representatives.

How does the pharmaceutical industry develop a stable base amidst such heterogeneity?

Key insights and strategies from industry leaders

FirstWord's fascinating new report entitled EU Central and Eastern European Pharma Markets – Secrets of Access and Engagement closely examines nine CEE countries to paint a clear and concise picture of a region that, decades later, still feels the influence of state-run health care. Based on intensive interviews with key marketplace participants in the region, the page report intelligently profiles the current environment in each country, offers case studies, discusses the cultural context for drug consumption and distribution, and includes strategic details such as relative size of imports and domestic production.

The report investigates the current climate in nine EU countries to establish:

New and potentially lucrative opportunities for new and existing manufacturers

Key issues facing the industry based on political, history and cultural factors

The report

Provides critical insight into how EU legislative and regulatory standards offer a framework that still allows for regional variation in pharmaceutical market development

Explains the region's important social dynamics and how they impact sales and marketing

Identifies three key issues facing the industry in CEE countries, and outlines solutions

Offers detailed case studies of key manufacturers in the region as well as a profile of pharmacy outlets and a prescribing physician

Includes sections on intellectual property issues, consumer behaviour and

pharma distribution through retail and online outlets

Major manufacturers profiled in this report

GlaxoSmithKline(Bulgaria, Hungary)

Sting (Bulgaria)

Elpis (Latvia)

UAB Limedika (Lithuania)

Bayer (Romania)

Pfizer (Slovakia)

Contents

INTRODUCTION

GEOGRAPHICAL SCOPE

EXECUTIVE SUMMARY

MARKET OVERVIEW

Bulgaria

Case study

Pharmaceutical manufacturer - GlaxoSmithKline Bulgaria

Pharmaceutical wholesalers - Sting Ltd.

Czech Republic

Case study

Manufacturer - Teva Czech Republic

Estonia

Hungary

Case study

Country non-manufacturing subsidiary – GlaxoSmithKline Hungary

Latvia

Case study

Pharmaceutical wholesaler – Elpis Ltd

Lithuania

Case study

Pharmaceutical wholesaler – UAB Limedika – Kaunas, Lithuania

Romania

Case study

Manufacturer - Bayer Romania

Slovakia

Case study

Manufacturer – Pfizer Slovakia

Poland

Case study

Pharmacy in an affluent district of Warsaw

Pharmacy in a sparsely-populated, remote region; Elk, North-Eastern Poland

Prescribing physician in Warsaw

IMPORTS

DOMESTIC MANUFACTURING

MULTI-NATIONAL MANUFACTURERS

INTELLECTUAL PROPERTY ISSUES 41

MARKET ACCESS

Pharmaceutical regulatory framework 41

Advertising

Consumer behaviour

Pricing and reimbursement

PHARMACEUTICAL DISTRIBUTION

Wholesaling

Retailing

Online pharmacies

CONCLUSIONS

INDEX

I would like to order

Product name: EU Central and Eastern European Pharma Markets - Secrets of Access and Engagement

Product link: <https://marketpublishers.com/r/EE0DEA9FBA0EN.html>

Price: US\$ 395.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EE0DEA9FBA0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970