

# Pharma Marketing in Latin America

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## Abstracts

Unified by geography, culture and language, Latin America nevertheless remains a marketing puzzle for the pharmaceutical industry.

Although the Internet is increasing in popularity, it is available only to the privileged few. Governments have health and drug programs in place, yet they are complicated and ineffective for remote communities. Drugs are widely prescribed, but for many, the cost is too high and they often do without. And while administrations support local industry, they typically favour generics over brands.

Amidst this backdrop, Latin America is booming. Boasting a market worth \$30 billion in 2009 and a projected compound annual growth rate of more than 10 percent over the next seven years, the region is attracting big attention from leading firms.

And it's not hard to see why. Shifting demographics as the over-65 population continues to explode offer ample opportunities for growth in drugs addressing age-related illness such as arthritis and Alzheimer's disease. What's more, the booming middle-class is no longer immune to so-called 'lifestyle diseases' like obesity, Type II diabetes and cardiovascular disease.

So how have pharmaceutical marketers learned to straddle wealth and poverty, generics and brands, government policy and regulations while still effectively targeting market segments?

It's a compelling question, and one that is effectively answered in FirstWord's latest report, *Pharma Marketing in Latin America*. In the report, FirstWord analyses the size of the Latin American market and health care sectors, reviews the existing complex—and sometimes contradictory—regulatory environment and examines key influences. How is medical tourism, the Internet, social media and e-marketing tools such as Medimix

impacting pharmaceutical marketing? To answer these critical questions, the fast-paced dossier draws on penetrating research and interviews with the leading voices in the Latin American arena.

### **The report offers insights into:**

The regulatory and economic realities facing Latin American-based pharma

The strategies, innovations and methods that are most effective, and which are not

### **Key features**

Case studies of the health care sectors in Colombia and El Salvador

An overview of the impact of medical tourism on the industry in Mexico

A breakdown of effective marketing and PR strategies by generics and brand firms

The role of social networks and the Internet

Analysis of the potential role of e-marketing tools like Medimix

Personal insights from five leaders in the Latin American and Mexican markets

### **Key quotes from the report**

“If you want to be ahead of your competition, it is a must to leverage new models and technology to improve effectiveness. At the same time, you have to be very careful: you have to be clear about your business goals before discussing which technology is the best for your needs.” Bernado Giralá, Novartis’ director of customer management for Latin America

“Really, the existence of e-marketing changes everything. To embrace it, companies

need radical reforms to place the cultivation of relations in front of building brands. Although powerful technologies now exist to understand the customer and interact with it, most companies still bet on mass marketing to conduct impersonal transactions, reflecting how much they are stuck in the traditional way of doing things.” Ana Carolina Gomier, Roche Diagnostics’ product manager, Brazil

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Sanofi-Aventis: Jesus Morales, General Manager for Patient Support in Latin America

Pfizer: Lizbeth Estevez, Regional Marketing and CRM Manager, Latin America

Schering Plough: Gerrardo Guerrero, Director of Oncology and Specialties, Latin America

Ferring Pharmaceuticals: Edvard Philipson, Vice President, Latin America

## **MEASURING SUCCESS LEVELS: MEDIMIX**

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