

Proxima Research International

General

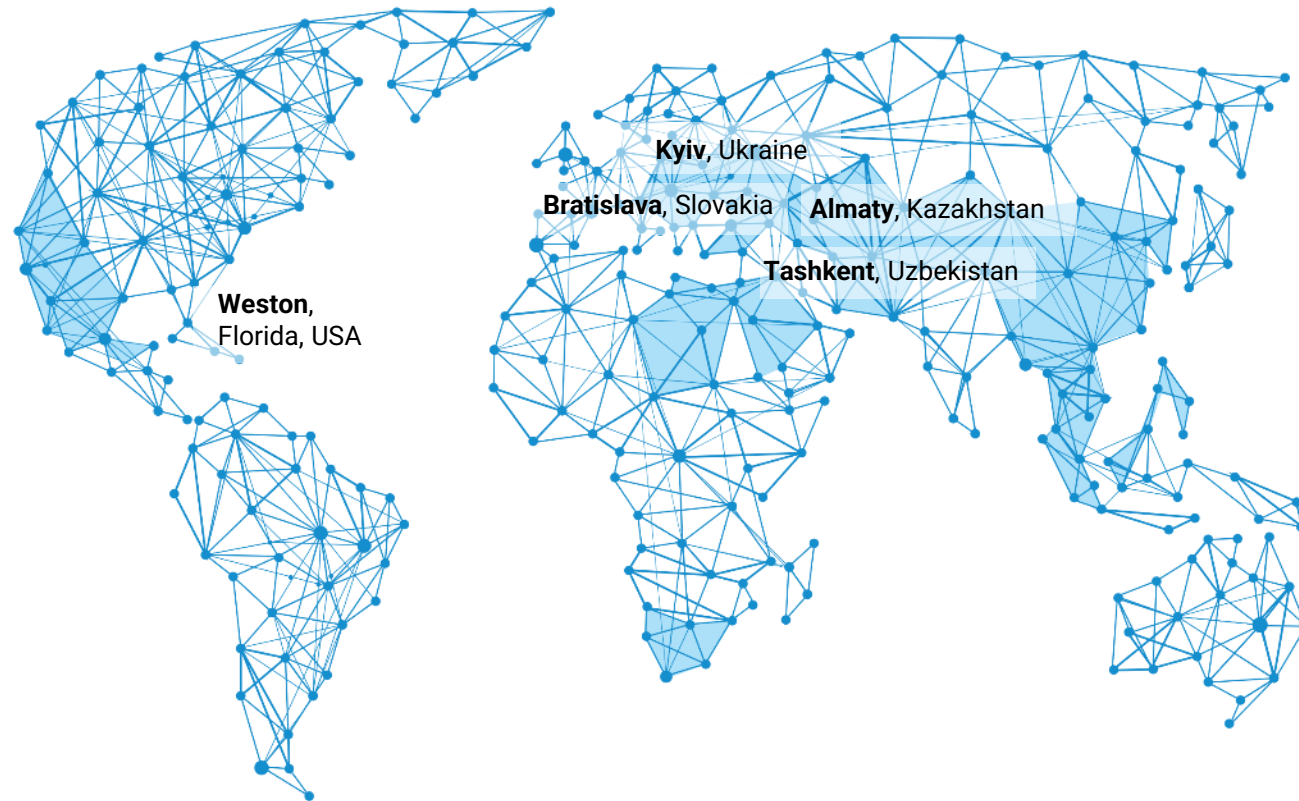
2024

proximaresearch.com



Proxima Research

Provider of technological innovations for healthcare



25+

years of healthcare expertise

40+

countries of coverage

300+

business partners

Strategic
partners:



Focus on innovation

To solve business issues in the healthcare sector

Proxima Research

DATA



Syndicated database of specialists and healthcare institutions (Axioma)



Syndicate research on medical prescriptions and advertising activities of pharmaceutical companies



Comprehensive audit of the pharmaceutical market and online analytics



Processing reports of pharmacy chains and distributors

TECHNOLOGIES



Modern Proxima CRM ecosystem with built-in CLM, GPS, Photo, HCP insights modules for any OS



ETMS-system of real-time monitoring and management of territories (GeoForce)



Comprehensive platform for Omnichannel communications (Proxima OCM)

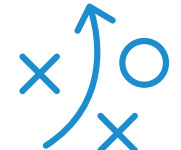


IT infrastructure for data collection, processing, storage and display (Proxima BI)

SERVICES



Qualitative and quantitative marketing research



Creation and implementation of pharma brand promotional strategies

Proxima Research International

Product and service portfolio

HCP/HCO syndicate database

- Database support service (Axioma)
- Database validation
- Contacts validation
- Patient flow
- Call pressure
- Patient declarations with primary care physicians

Relationships with clients

- Proxima CRM Ecosystem
- Proxima CLM
- GeoForce
- Proxima OCM
- Smart Customer Engagement
- Proxima eDucation
- Proxima Photo
- Proxima GPS
- Trace Visit
- Platform for holding online events

Evaluation of promotion effectiveness

- Promotional activity monitoring (PromoTest)
- Medical prescriptions audit (RxTest)
- Digital advertising
- TV & non-TV advertising
- Marketing communications effectiveness evaluation (Market Cross View)
- Key Opinion Leaders Rating (KOLs)
- Promo Compas
- Omnibus

Market Audits

- Sale-In pharmacy sales
- Sale-Out pharmacy sales
- Pharmacy stock
- Pharmacy turnover
- Hospital consumption
- Tenders monitoring
- Market forecasts
- Competitive groups
- Direct data on pharmacy sales in Chains FS
- Cluster analysis

Business intelligence and data processing

- Business intelligence system (Proxima BI)
- Processing of distribution reports (Proxima Sales)
- Processing of AC reporting
- Sales planning distribution system (Proxima PAS)
- Daily analytics of pharmacy chain outlets (PharmaT)

Omnichannel marketing

- Remote communication CallReps™
- Education platforms
- Digital promotion, web-sites, SMM
- Medical representatives

Trade marketing

- Patient support programs
- Administration and support of interaction with pharmacy chains

Marketing research

- Performance audit, Traper™
- Customer's journey and portfolio
- Target audience potential
- Opinion leaders' rate
- Brand health

Business Process Support

Powered by data, technology and services from Proxima Research International



Logistics and distribution

- Production planning based on forecasted consumption and sales of medicines
- Planning and implementation of the supply chain
- Tracking the balances stocks of distributors and pharmacy chains, timely replenishment stocks



Field service effectiveness organizing and tracking

- Efficient territorial allocation of field services resources
- Optimal coverage of high-potential specialists
- Facilitating the implementation of sales plans
- Contributing to brand sales growth and market share



Budgeting and sales evaluation

- Comprehensive analysis and market potential assessment
- Competent distribution of sales plans
- Understanding the volume of drug purchases by medical institutions
- Processing of distribution reports and data on retail sales



Marketing Activities Management

- P&L brand management
- Selection of effective communication channels
- Reaching the target audience
- Evaluation of promotion results
- Analysis of competitor activity



RESEARCH AND ANALYTICAL REPORTS



Axioma

Syndicated Database



UKRAINE



KAZAKHSTAN



UZBEKISTAN



MOLDOVA



POLAND



MONGOLIA



TURKEY



AZERBAIJAN



KYRGYZSTAN



LATVIA



GEORGIA



TAJIKISTAN



ARMENIA

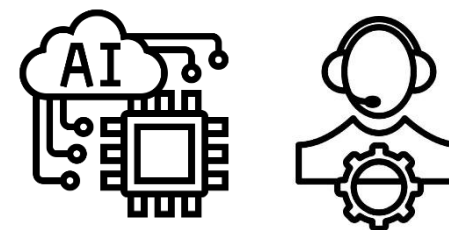
Data coverages private and public sectors

More than
1 000 000 HCO's and
HCP's contacts

The most complete source of data

- Open data sources
- Official data registries
- Official websites of clinics
- Websites with online schedules
- Research and development activities
- Call center

Provision of database validation service within 1 business day



Up-to-date contact database for remote communication



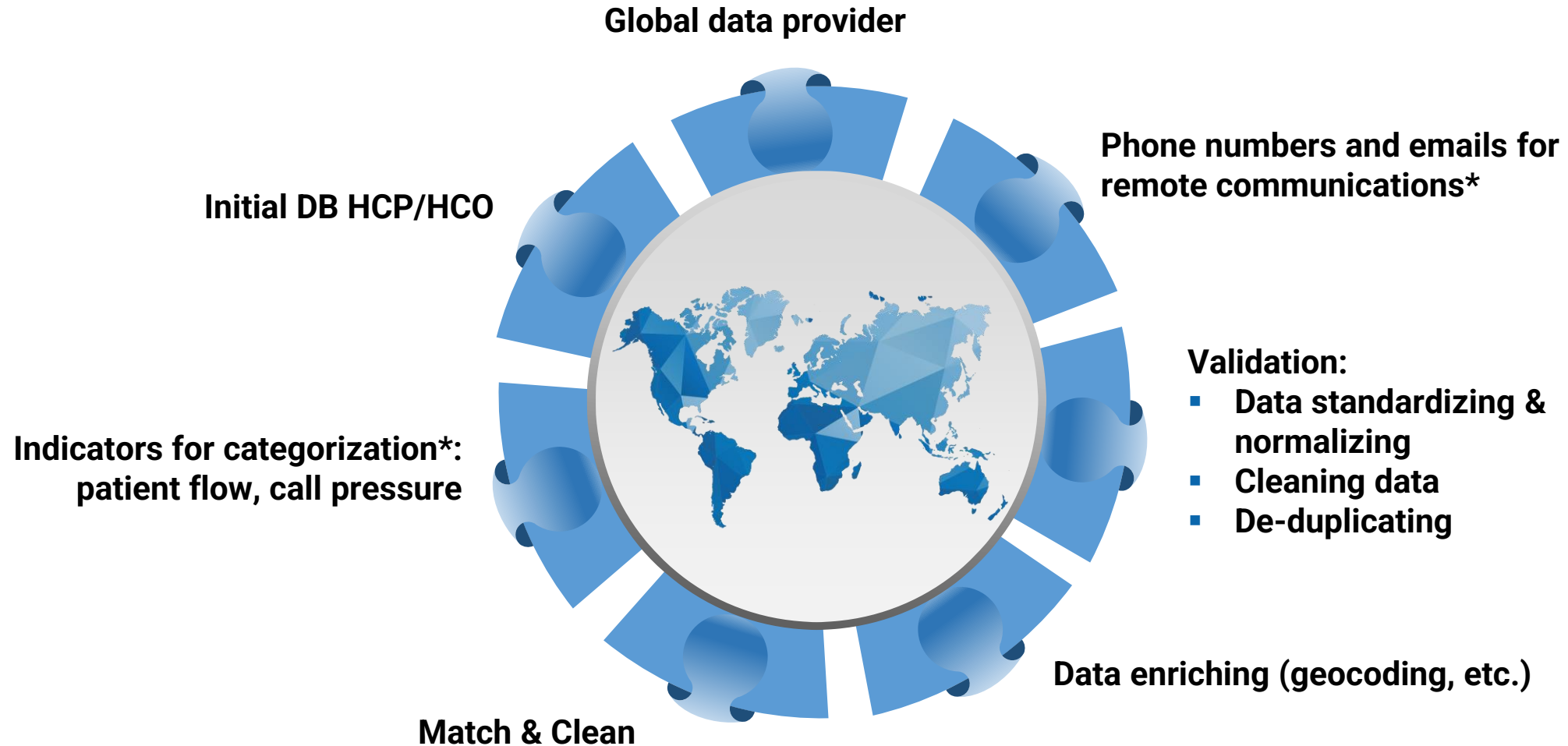
Axioma & Data Legislation: 100% Aligned



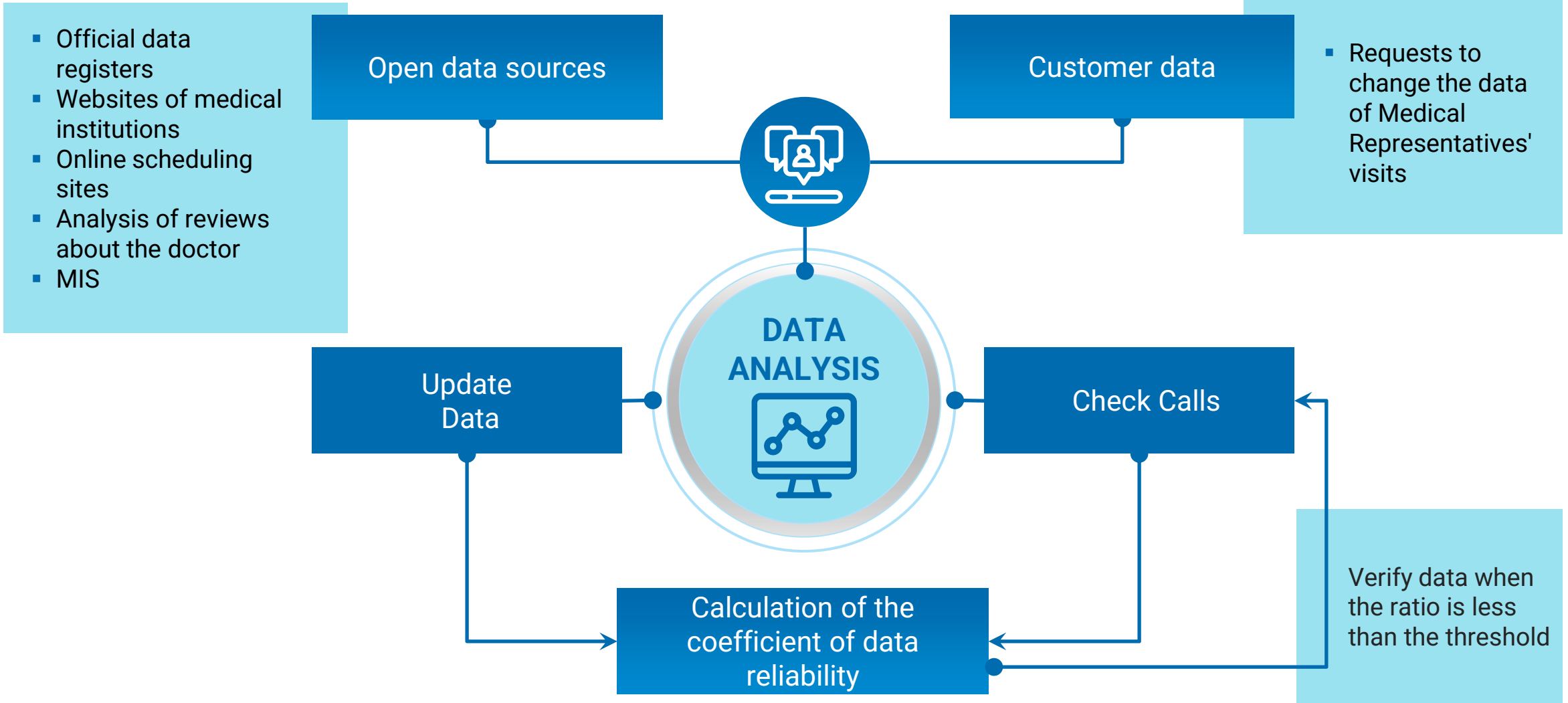
Local compliance

Integration with any websites, database and CRM system





HCP / HCO data validation



Advantages



Convenience

- Integration with any CRM system
- Prompt processing of requests within 1 working day
- Technical support for users



Validity

- Continuous updating and validation
- Large number of sources of data validation
- Real-time access to the entire population



Security

- Compliance with local legislation on personal data protection
- Compliance with GDPR
- Proxima is certified according to the **ISO 27701** and **ISO 27001** standards





Market Audit

Comprehensive market
monitoring



UKRAINE



KAZAKHSTAN



UZBEKISTAN

Market Audit

Representation of services by country

| | Sale Out In retail | Sale In In retail | Availability and balance monitoring | Pharmacies Turnover | Hospital Consumption | Tenders Data | GeoForce Calculation |
|---|-----------------------|----------------------|---|------------------------|-------------------------|-----------------|-------------------------|
|  Ukraine | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|  Kazakhstan | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ |
|  Uzbekistan | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ |

Calculation methodology

We calculate sales and extrapolate data to the universe in each cluster and at the country level using a cluster-based hierarchical model for calculating final consumption



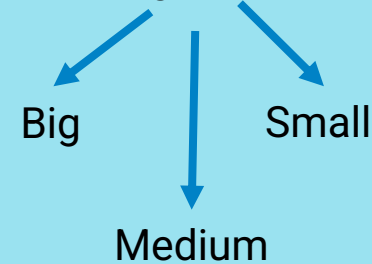
Basic principle of mapping and processing of input information

Application of AI (artificial intelligence) to recognize input spellings of pharmacy products with further self-learning of the system

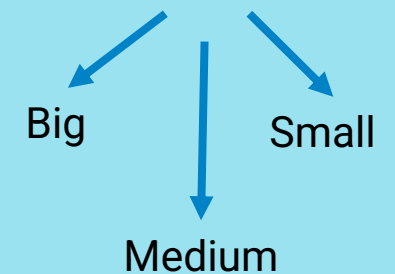


Principle of division into clusters

For Pharmacies turnover



By size settlement





Market Audit

Uzbekistan
market audit



Audit of the Sale Out market in retail trade



Classifications



- INN
- ATC
- NFC
- EPhMRA
- IMH
- Cosmetics

Detailing



- SKU
- Brands
- Territorial unit
- Manufacturers
- Marketing organizations

Researched categories



- Drugs
- Dietary Supplements

Units of measurement



- Consumption in money and packages
DDD Weighted average retail prices PRT
(numerical and weighted)

Audit of the retail market of Uzbekistan



**Data of pharmacy networks
and price aggregators**



Innovative computational model



Pharmacy sample

- Direct sampling (3200 pharmacies)
- Data of the "Oson apteka" pharmacy directory
- (1600 pharmacies)



Territorial division

- National level the city of Tashkent
- 12 regions + the Republic of Karakalpakstan



Periodicity of data provision

- Every month, on the 30th day

Availability and balance monitoring



Sales management at the level of the country, regions, area timely delivery of products to pharmacy points daily, improvement of production and supply planning



Coverage 800 points *



Data from open sources



Data for monitoring

- Penetration, weighted penetration
- The volume of residues and availability to the pharmacy level



Detailing in all sections, periods, groups:

- INN, ATC, NFC, EPhMRA
- Classifiers of product categories: cosmetic products, medical products, dietary supplements, baby food

* 80% of pharmacies covering the project are concentrated in the city of Tashkent



Market Audit

Kazakhstan
market audit



Sell Out description



Classifications



- ATC
- EPhMRA
- NFC
- INN
- IMH
- Cosmetics

Detailing



- SKU
- Brands
- Territorial units
- Manufacturers
- Marketing organizations

Researched categories



- Drugs
- Dietary Supplements
- Medical Devices
- Cosmetics
- Baby food
- Disinfectants

Units of measurement



- Consumption in money and packages
- DDD
- Weighted average retail prices
- Penetration (numerical and weighted)

High data accuracy Sell Out



Data of pharmacy networks and fiscal data operators



Innovative computational model



Pharmacy selection

- Direct sampling (2300 pharmacies)
- Data of OFD (2200 pharmacies)*



Territorial division

- 3 cities (Cities of regional significance)
- 17 Regions
- 125 cities and settlements **



Periodicity of data provision

- Every month, on the 13th day (4,500 pharmacy points)
- Every week, on the 8th day (2,600 pharmacy points)

*Nomenclature data

** Connection at the customer's request

Turnover monitoring



Analysis of the potential of cooperation with various pharmacy chains and turnover analysis of each individual pharmacy



Data are provided monthly



Using the personal structure of the manufacturers's competitive groups



Data for monitoring

- Sales volume at retail prices of the network
- Share of sales at retail prices in each pharmacy*
- Ratings of pharmacies



Detailing

- Drugs, Dietary Supplements, Medical Devices, Cosmetics and others
- RX/OTC



Data source:

- Direct sampling (2,300)
- OFD (3,500)**

* in combination with the processing of the manufacturer's internal reporting

** data with nomenclature and turnover

Stock - Availability and balance monitoring



Sales management at the level of the country, regions, each individual city and address, timely delivery of products to pharmacies daily



Covering 4,000+ points



Data from open sources



Data for monitoring

- Penetration, weighted penetration
- The volume of balances and availability to the pharmacy level



Detailing in all sections, periods, groups:

- INN, ATC, NFC, EPhMRA
- Classifiers of product categories: cosmetic products, medical devices, dietary supplements, baby food

Hospital purchases

Subject of research



Investigated direct indicators



- Purchase amount in money and packaging
- Weighted average purchase price

Group integral indicators



- ATC
- NFC
- EphMRA
- INN
- Brand
- Manufacturer
- Rx / OTC

Cumulative integral indicators / growth



- MAT
- YTD
- To the past period
- Compared to the same period last year

Partial indicators



- Market share
- Share in the group

Hospital purchases



Data sources

1. Monitoring of purchases and sales of medicinal products SK-Pharmatsya
2. Public procurement website www.goszakup.gov.kz
3. Sites of medical and preventive institutions
4. PF "Kazakhstan Halkyna"



Depth of detail

- 17 regions + 3 cities republican value + more than 2000 settlements
- Recipients (name + address)



Terms

- On the 16th day



Discretion

Monthly



Historical data

Since 2018



PromoTest

Monitoring of
promotional activity
of pharmaceutical
companies



UKRAINE



KAZAKHSTAN



UZBEKISTAN



PromoTest

A unique tool for monthly monitoring of the advertising activity of pharmaceutical companies to assess the competitive situation and the effectiveness of promotion with a high level of reliability and clear visualization

OPPORTUNITIES



Dynamic monitoring of brand promotion



Evaluation of brand positioning implementation



Evaluation of media advertising recall



Detailed analysis of communication channels and promotion mix formation



Qualitative and quantitative benchmarking



Assessment of the competitive environment



DATA COLLECTION

Methodology

- Telephone interview/online questionnaire

Frequency of interviews

- The survey is conducted daily, starting from the 2nd week of the current month to the 1st week of the next month

Types of questions

- Open questions (no prompts)

The number of respondents' answers

- Unlimited

Example question

- "Tell me, please, which drugs have you most often prescribed (recommended - for pharmacists) over the past week? List them, specify the companies."



SUBMISSION OF DATA

Data Processing

- Extrapolation of the obtained research results for 1 full month to the general population of specialists

Discreteness

- Monthly publication of data

Deadlines

- Survey results are available on the 16th day after the survey

Platform

- Dashboards based on QlikView / QlikSense

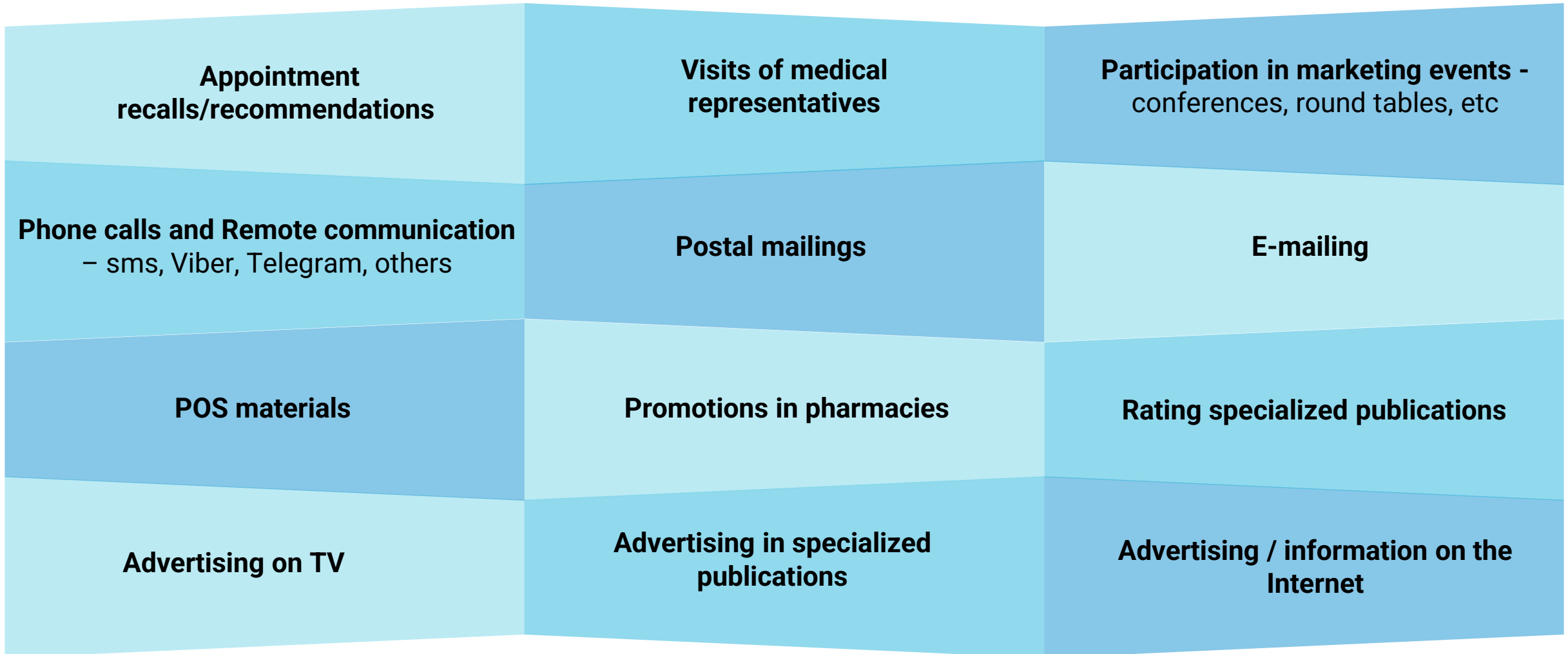
Submission form

- Unlimited number of users
- Ability to divide access levels
- Support of competitive groups



KEY RESEARCH INDICATOR

the number of recalls of health care specialists* about different types of promotional activity of pharmaceutical companies



* doctors, pharmacists and procurement center specialists



PRODUCTION CYCLE



Data collection

Calculation

**Publication
data**

Service customers

- Conducting interviews with healthcare professionals
- Input, processing and verification of received data

- Data pre-processing and validation
- Methodological extrapolation
- Expert assessment of results

- Data import into the information system based on QlikView
- Constant updates and optimization of dashboards

- Conclusion of contracts
- Conducting trainings
- User support



SOLUTIONS FOR COMPANIES



Use of data for making marketing plans



Analysis of data in terms of own competitive groups



Determination of the main drivers of the promotion of the studied segment



Evaluation of the effectiveness of marketing campaigns



Building a strategy of interaction with the target audience

An innovative tool for carrying out a differential assessment of the promotional campaign effectiveness in the segments of visited and non-visited doctors by representatives of pharmaceutical companies, which helps



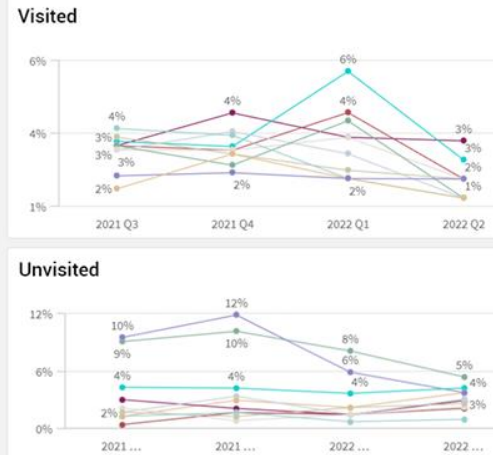
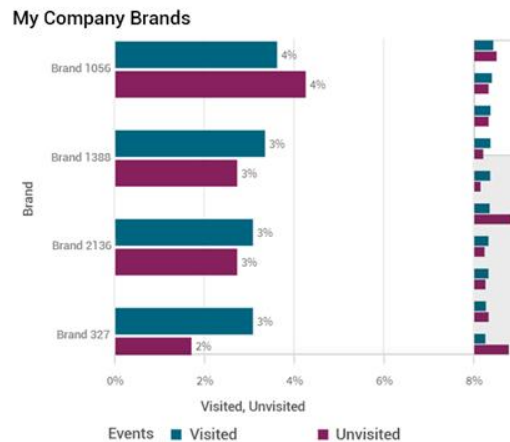
For business leaders



For marketers



For Field Force Managers



- To conduct an **analysis of memories by brands and marketing organizations** in the segments of visited and non-visited doctors
- To evaluate **the dynamics of the share of target audience** coverage by company visits
- Compare the **effectiveness of communication channels** (MR visits and other channels)
- To make a **comparative assessment of the work of the external service** by specialties, regions, competitive groups, etc
- To **determine the company's ratings in comparison with competitors among visited and non-visited doctors**
- Increase the **effectiveness of marketing tools and external services**

Coverage of various promotion channels:

- Visits of the MR
- Other types of promotion
- Appointment

High data accuracy:

- A representative sample
- Multi-level data validation

Wide coverage and convenience:

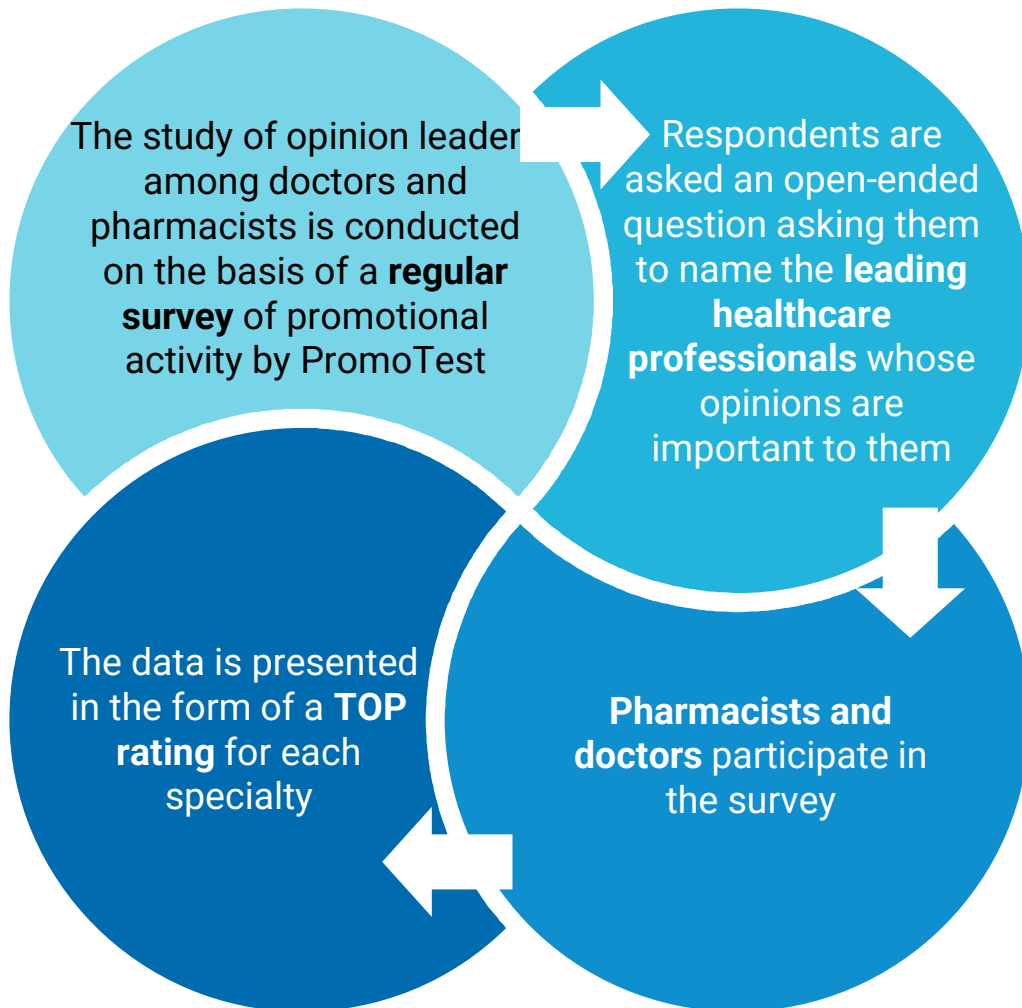
- Assessment by region
- Support of competitive groups

In-depth analysis by parameters and metrics:

- Quarterly data update
- Brands, marketing organizations and others

Key Opinion Leaders (KOLs & DOLs*)

Product engaged in research and ranking of opinion leaders



The aim of the study

- To determine the rating of the leading healthcare specialists of Ukraine in terms of specialties
- To determine the rating of digital opinion leaders among healthcare professionals of Ukraine by specialty

Omnibus – solving individual client tasks on the platform of a regular research project



**For business
leaders**



For marketers

Fast start-up and prompt result

- 10 working days before and after the project are required

A representative sample

- and formed a panel of respondents

Minimal economic costs

- by adding a block of questions to the regular project

Sources:

- Telephone interviews: after a standard survey based on the PromoTest questionnaire, in the form of a separate block of Customer questions (up to 5 questions)

Duration of study:

**Month
Quarter
Half a year**

Data provision format:

- PowerPoint within **10 working days** after the completion of the survey
- The result is provided without extrapolation, but in an impersonal form



PromoTest

Uzbekistan



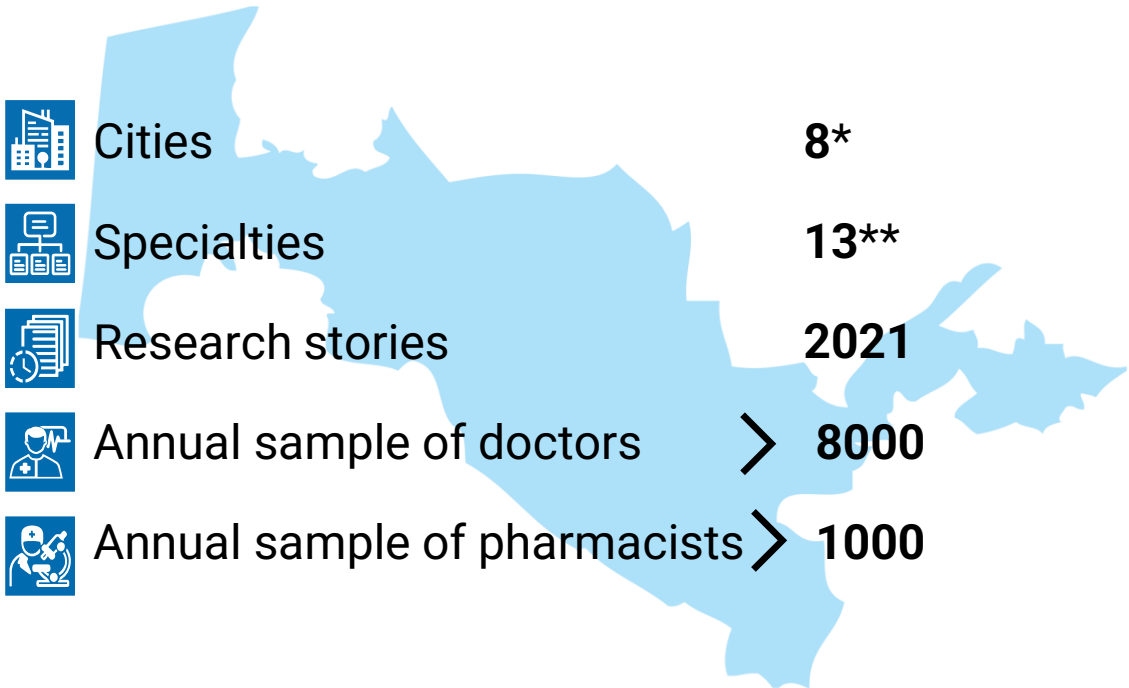


Monitoring of advertising activity of pharmaceutical companies

Subject of study:

- Recalls of doctors, pharmacists about various types of promotional activities (visits of medical representatives, remote communication, mass media, events and conferences, etc.)
- Memories of doctors' appointments based on medical diagnoses and pharmacists' recommendations based on symptoms

UZBEKISTAN



8 = 6 cities from 2021 (Tashkent, Andijan, Bukhara, Namangan, Fergana, Samarkand) + 2 cities from 2024 (Nukus, Termez)
 ** 13 = 12 specialties of doctors of 2 types of medical institutions: polyclinic and hospital + pharmacists



Target audience

Employees of pharmacies

- Pharmacists

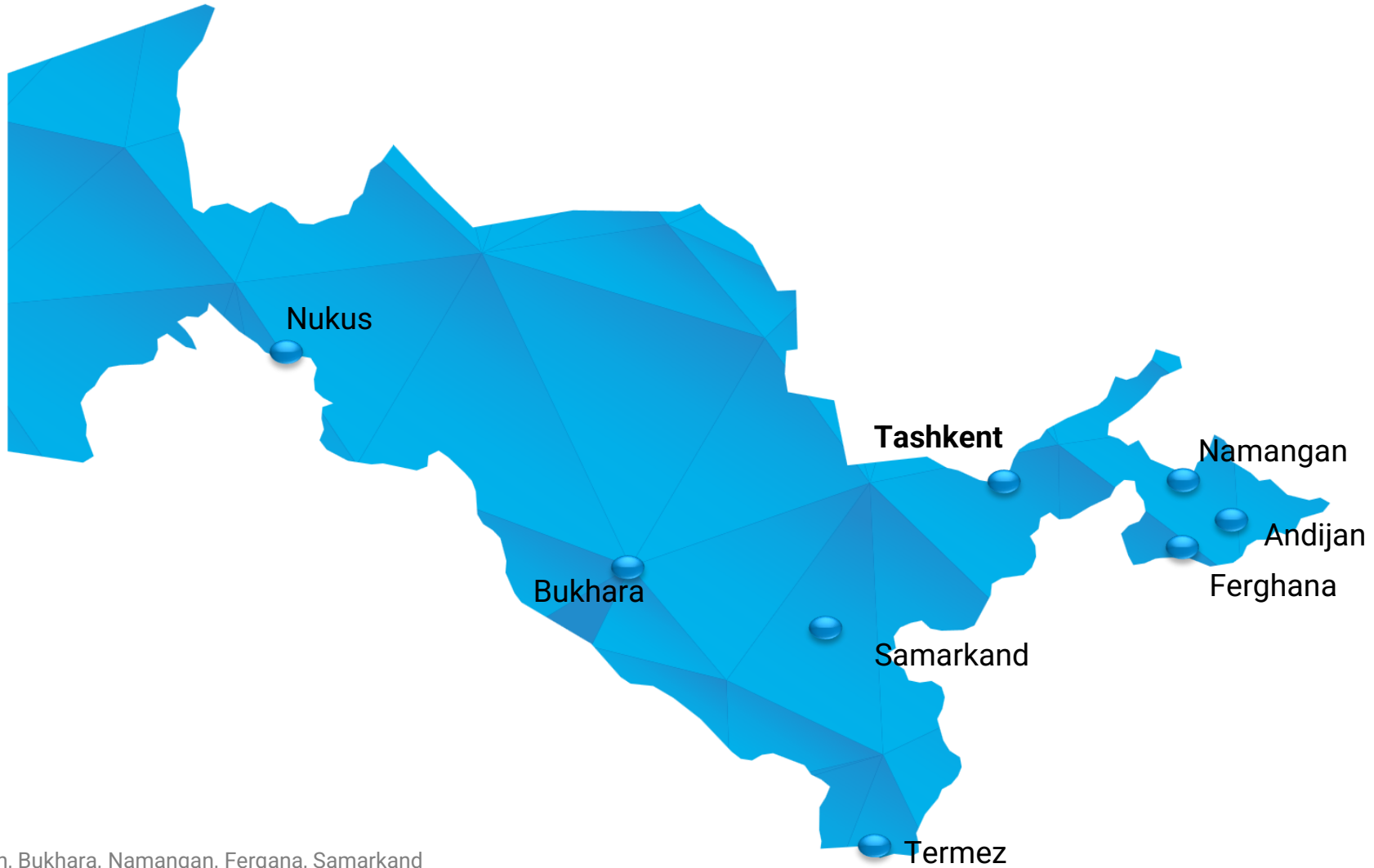
Doctors

- Obstetricians/Gynecologists
- Gastroenterologists
- Dermatologists/Venereologists (from 2024)
- Cardiologists
- Neurologists
- Otolaryngologists
- Orthopedists/Traumatologists
- Pediatricians
- Therapists/Family doctors
- Urologists
- Surgeons
- Endocrinologists





Geography of the project



from 2021 - Tashkent, Andijan, Bukhara, Namangan, Fergana, Samarkand
from 2024 - Nukus, Termez



PromoTest

Kazakhstan





Monitoring of promotional activity of pharmaceutical companies

Subject of study:

- Recalls of doctors and pharmacists about different types of promotional activity (direct communication of medical representatives, remote communication, mass media, events and conferences, etc.)
- Recalls of doctors' appointments and pharmacists' recommendations The volume of television advertising of medicines by manufacturers and brands volume of advertising on the radio and in the specialized press by manufacturers and brands

Kazakhstan



Cities

15



Specialties

19*



Research stories

2016



Annual sample of doctors

14 100



Annual sample of pharmacists

5 040

19 = 18 specialties of doctors of 2 types of medical centers: polyclinic and hospital + pharmacists



Target audience

Employees of pharmacies

- Pharmacists

Doctors

- Allergists/Pulmonologists
- Obstetricians/Gynecologists
- Gastroenterologists
- Dermatologists/Venereologists
- Cardiologists
- Neurologists
- Neonatologists (from 2024)
- Otolaryngologists
- Oncologists
- Orthopedists/Traumatologists
- Ophthalmologists
- Rheumatologists
- Pediatricians
- Psychiatrists (from 2024)
- Therapists/Family doctors
- Urologists
- Surgeons
- Endocrinologists





Geography of the project



* Data on these cities are available in the dashboard separately



RxTest

Audit of medical prescriptions



UKRAINE



KAZAKHSTAN



UZBEKISTAN



A unique tool for evaluating medical prescriptions that collects data monthly, has high reliability and takes into account nosologies, treatment regimens and patient profiles. This allows you to reasonably segment and target the audience

PRODUCT CAPABILITIES



Identification of potential target audiences



Treatment regimen:
frequency of administration,
duration of treatment



Co-prescription and comorbidity



Analysis of prescription potential



Analysis of the patient portrait
(gender, age, state and severity
of the disease)



Evaluation of the competitive environment from the point of view of nosologies



KEY RESEARCH INDICATORS:

the number and structure of appointments in terms of types of medical centers, specialties and diagnoses

Blocks of information

Portrait of a patient
(gender, age, severity and course of the disease)

Patient flow by specialties and diagnoses

Treatment regimens: frequency of administration, duration of therapy

Appointment in kind and monetary terms

Prescription by **type of prescription** and by **product type**

Co-prescription and comorbidity

Tools:

Categorization of doctors

Prescription potential

Comparison of brands



DATA COLLECTION

Methodology

- Filling out an online questionnaire by a doctor
- Data from Medical Information Systems (MIS)

Duration

- Filling in patient data by the doctor during the week
- Collection of prescriptions from MIS

Patients

- Available data on: gender, age, main diagnosis, its complications and comorbidities

Diagnoses

- Clinical diagnoses integrated with ICD-10
- Course of diseases and their complexity

Prescription

- Prescribing drugs taking into account the manufacturer, form of release, treatment regimen



Data presentation

Data Processing

- Extrapolation of the research results to the universe of specialists

Discreteness

- Monthly or quarterly data publication (data with maximum depth cuts available in quarterly data format)

Deadlines

- The results of the study are available after 30 days

Platform

- Dashboards based on QlikView

Submission form

- Unlimited number of users
- Ability to divide access levels
- Support of competitive groups



PRODUCTION CYCLE

Data collection

- Invitation of specialists to participate in research in accordance with established quotas
- Completion by doctors of data on patients and their treatment during the studied period
- Processing and verification of received data

Calculation

- Data pre-processing and validation
- Methodological extrapolation
- Expert assessment of results
- Calculation of the number of appointments in packages (on a quarterly basis)

Publication of data

- Data import into the information system based on QlikView
- Constant updates and optimization of dashboards

Customer service

- Conclusion of contracts
- Conducting trainings
- User support



SOLUTIONS FOR COMPANIES



Use of data for making marketing plans



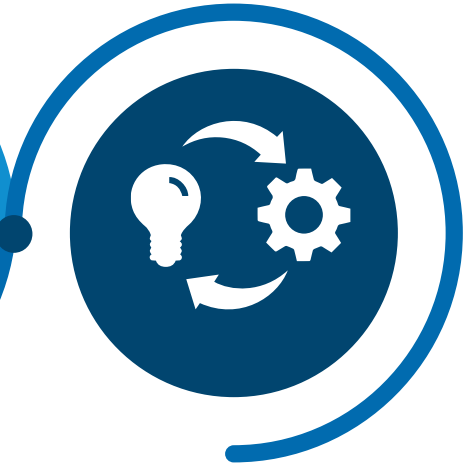
Analysis of data in terms of own competitive groups



Determination of the main drivers of the promotion of the studied segment



Evaluation of the effectiveness of marketing campaigns



Building a strategy of interaction with the target audience



RxTest

Uzbekistan



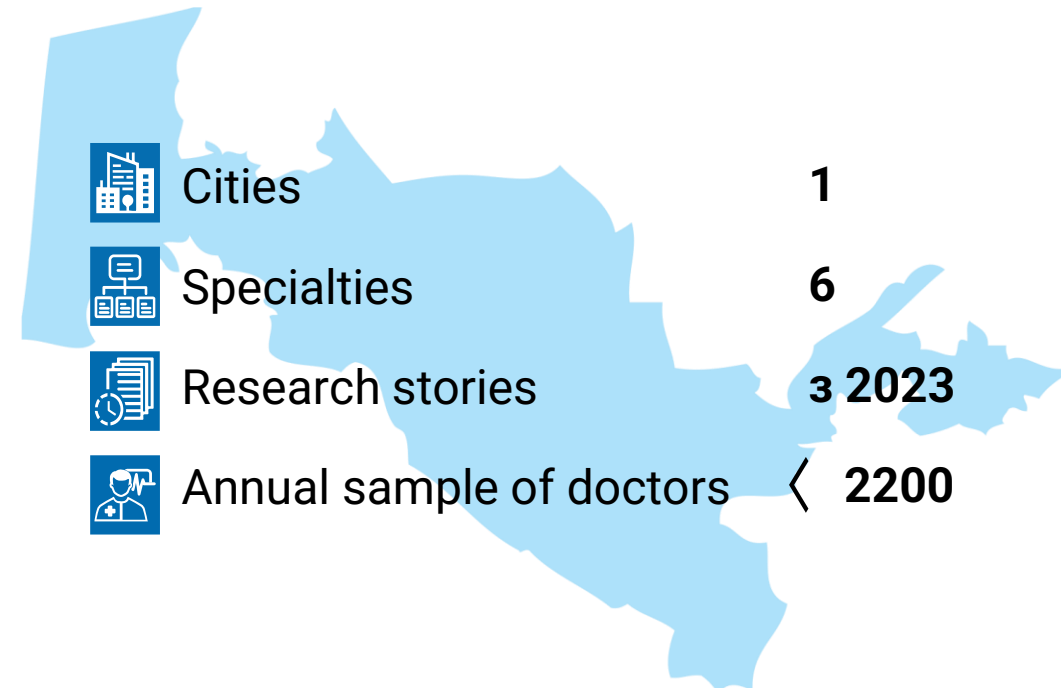


Audit of medical prescriptions in terms of clinical diagnoses, treatment regimens and other characteristics of the treatment process

SUBJECT OF STUDY:

- Quantitative analysis of the structure of drug prescriptions among doctors of various specialties in polyclinics and inpatients
- Qualitative analysis of the structure of drug prescriptions among doctors of various specialties in polyclinics and inpatients

Uzbekistan





TARGET AUDIENCE

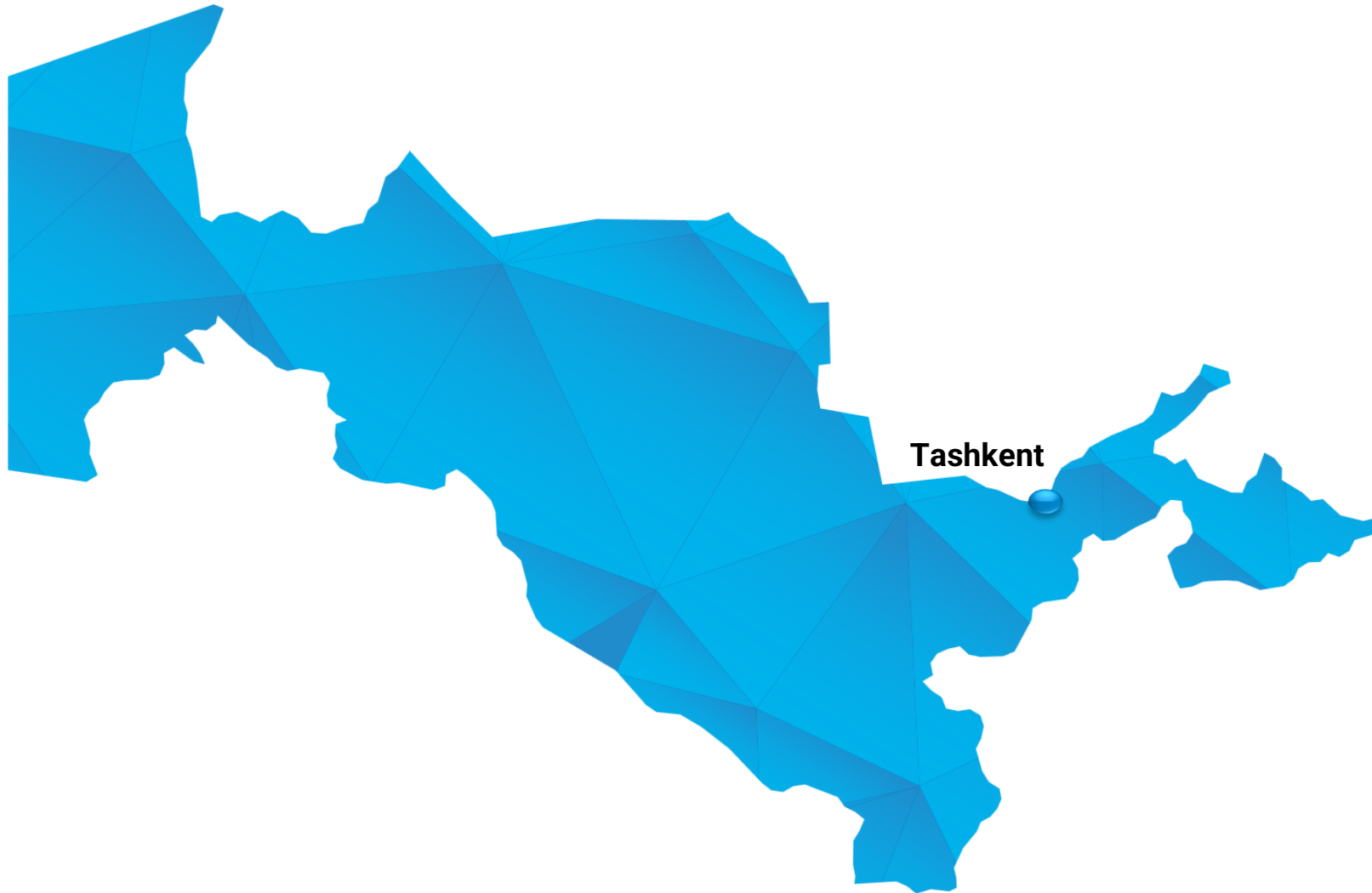
Doctors

- Obstetricians/Gynecologists
- Gastroenterologists (from 2024)
- Cardiologists
- Neurologists
- Pediatricians (from 2024)
- Therapists/Family doctors





Geography of the project





RxTest

Kazakhstan



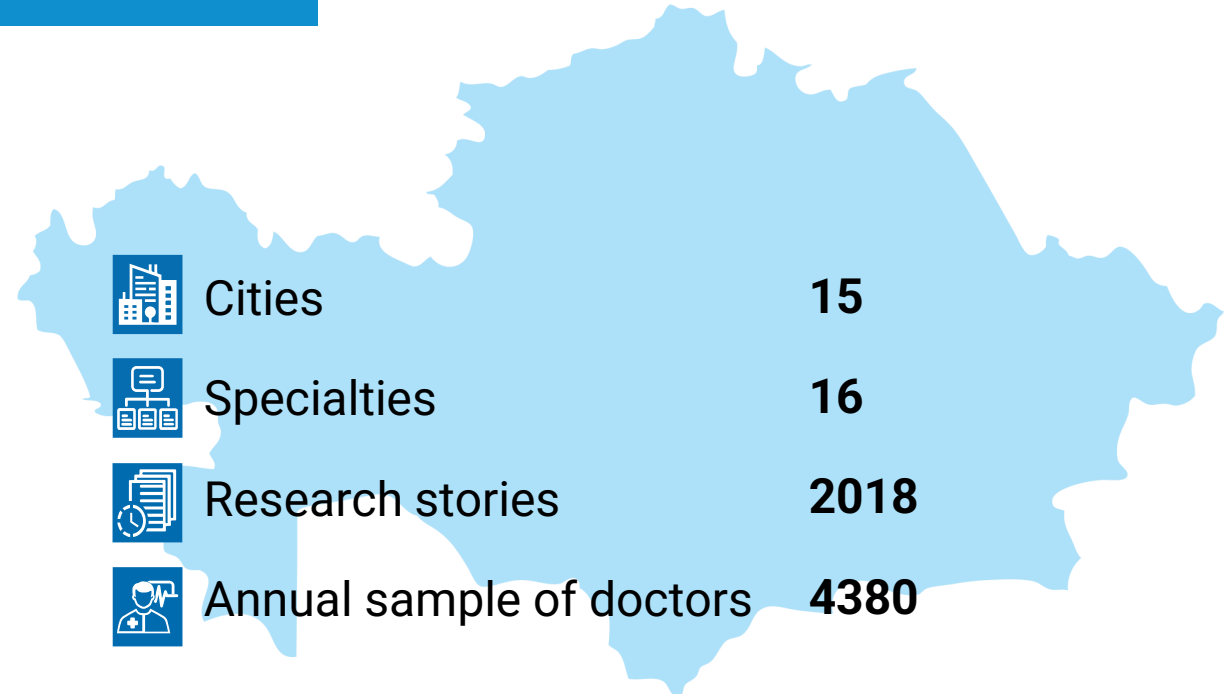


Audit of medical prescriptions in terms of clinical diagnoses, treatment regimens and other characteristics of the treatment process

SUBJECT OF STUDY:

- Quantitative analysis of the structure of drug prescriptions among doctors of various specialties in polyclinics and inpatients
- Qualitative analysis of the structure of drug prescriptions among doctors of various specialties in polyclinics and inpatients

Kazakhstan





TARGET AUDIENCE

Doctors

- Allergists/Pulmonologists
- Obstetricians/Gynecologists
- Gastroenterologists
- Dermatologists/Venereologists
- Cardiologists
- Neurologists
- Oncologists
- Otolaryngologists
- Orthopedists/Traumatologists
- Ophthalmologists
- Pediatricians
- Rheumatologists
- Therapists/Family doctors
- Urologists
- Surgeons
- Endocrinologists





Geography of the project



* Data on these cities are available from the 1st quarter of 2023 in the dashboard separately



TECHNOLOGICAL INNOVATIONS

Proxima CRM Cloud

Management, analysis, and improvement of communication efficiency between the company and the target audience



UKRAINE



KAZAKHSTAN



UZBEKISTAN



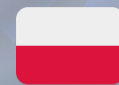
MOLDOVA



TURKMENISTAN



SOUTH AFRICA



POLAND



MYANMAR



ROMANIA



TURKEY



LITHUANIA



AZERBAIJAN



CROATIA



KYRGYZSTAN



LATVIA



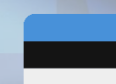
GEORGIA



BULGARIA



TAJIKISTAN



ESTONIA



SERBIA



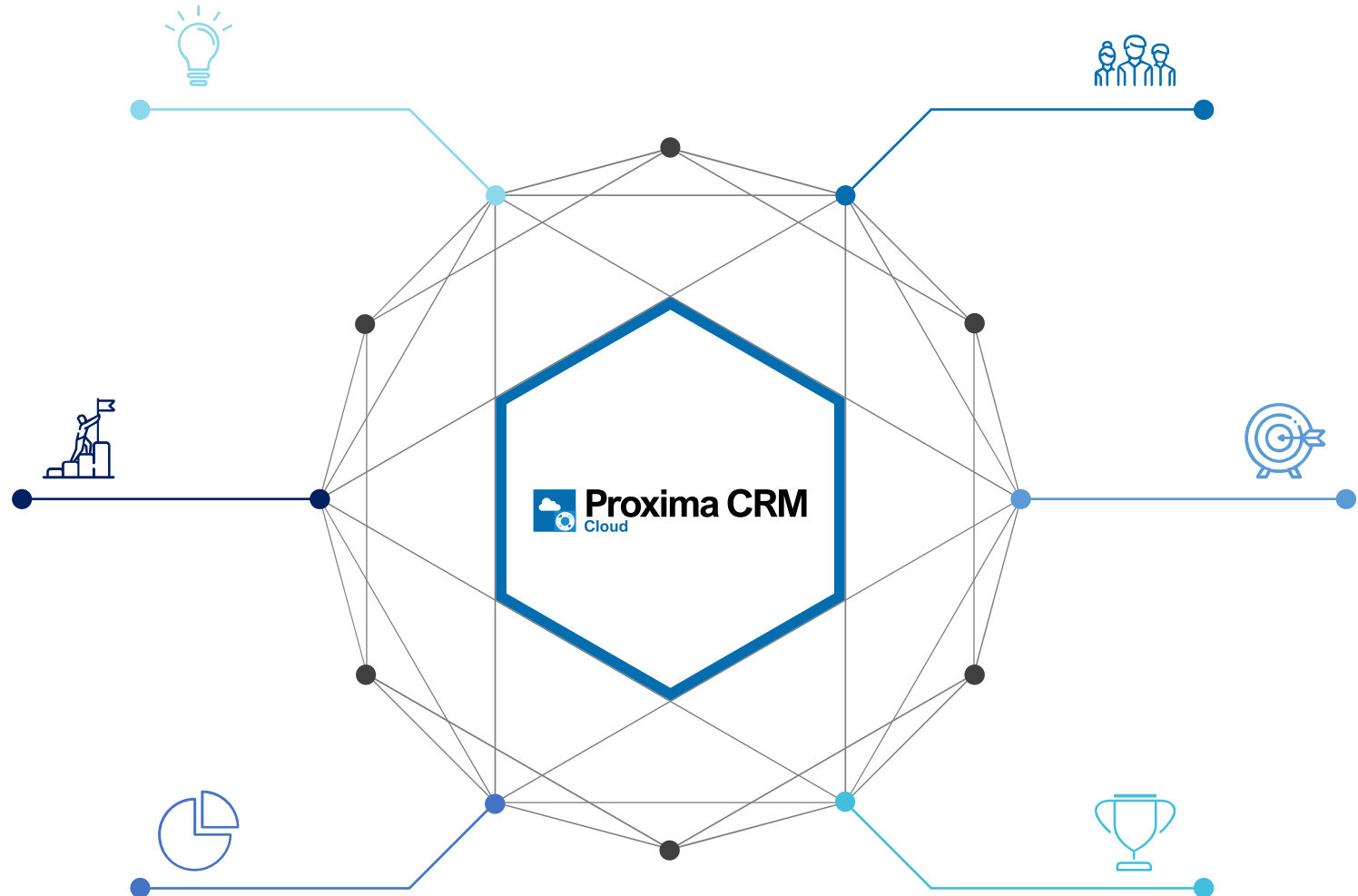
SPAIN



A strategic partnership with AWS can help companies improve competitiveness, innovation capabilities, and business process efficiency

Manage, analyze and improve communication performance between the company and the target audience

**A cross-platform,
multi-channel tool
with a flexible
management system**



ECOSYSTEM



AXIOMA – Syndicated database of medical professionals and institutions



PROXIMA BI – Data integration and visualization from different sources



GEOFORCE – ETMS system for distribution of field forces and territory management



PROXIMA CLM/ E-DETAILING – Closed loop marketing



PROXIMA OCM PLATFORM – A powerful IT & DT solution to manage omnichannel marketing



SAMPLE CAMPAIGNS - Organization, accounting and analysis of marketing campaigns with promotions and product samples



AWS – Cloud service for CRM data and business metrics of the client



AUDIENCE TARGETING doctors and pharmacies according to different KPIs



GPS – Control of the location of field forces



PHARMA PHOTO – Module for viewing, checking and storing photos for reporting

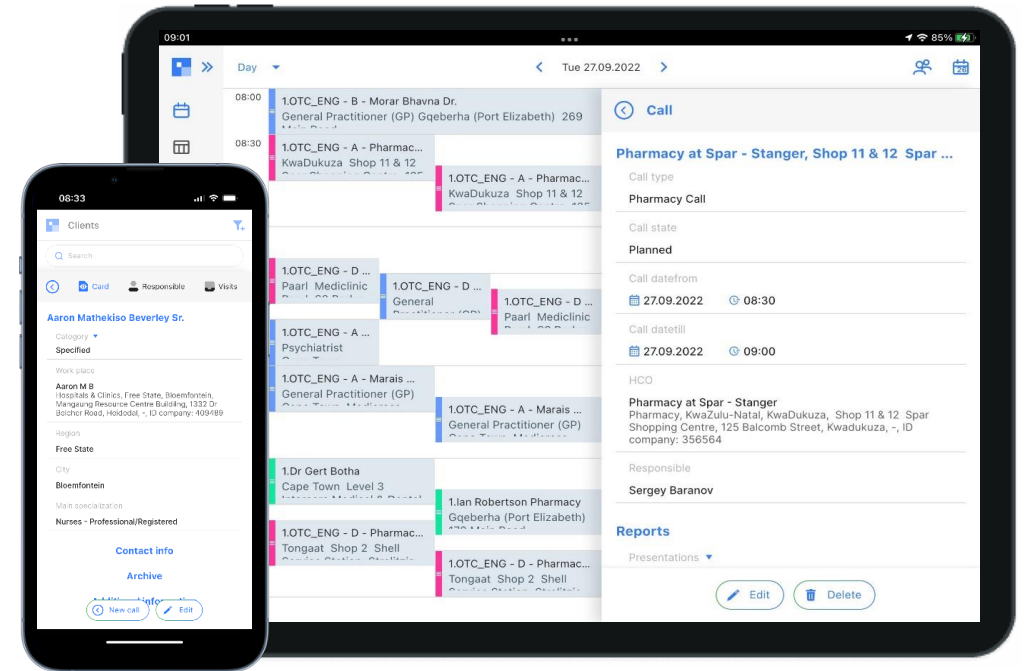


EXPENSES – Convenient fixation of the budget spent honey. a representative for a health care and driving specialist; formation of financial statements

Proxima Cloud CRM - the first independent pharmaceutical CRM system



The new generation of CRM, created for the management of field services of pharmaceutical companies. The versatility of the solution allows you to start work with one click on any device, with the ability to quickly scale



Increased flexibility

Intuitive user and admin interfaces - enable quick onboarding and make it easy to make instant changes to the entire field service team

Cross-platform

A cross-platform solution that can be used on multiple Android and iOS devices at the same time. Allows you to exchange data in real time

Security and Reliability

Validated and guaranteed by AWS infrastructure

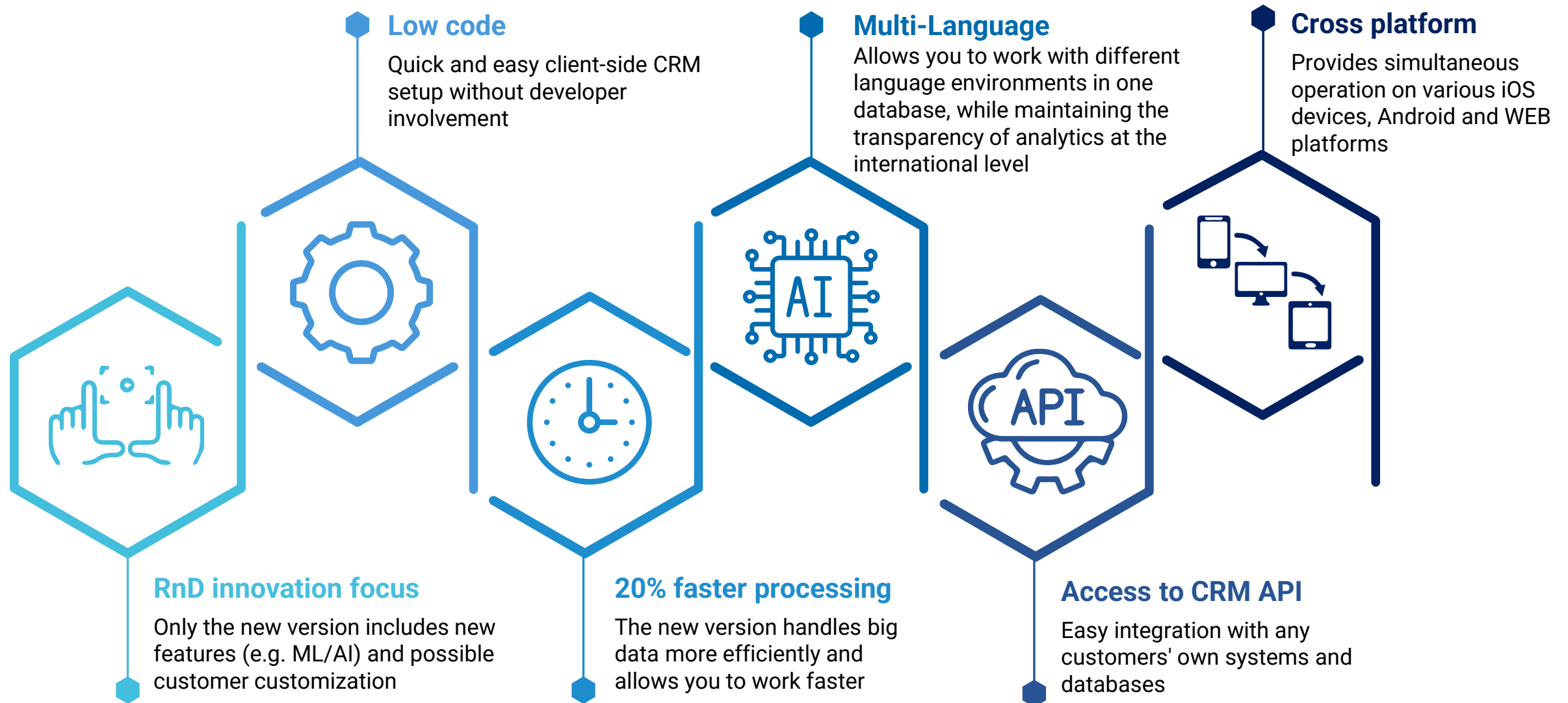
Multilingualism

Multilingual system and support to meet the needs of a diverse user base

Omnichannel

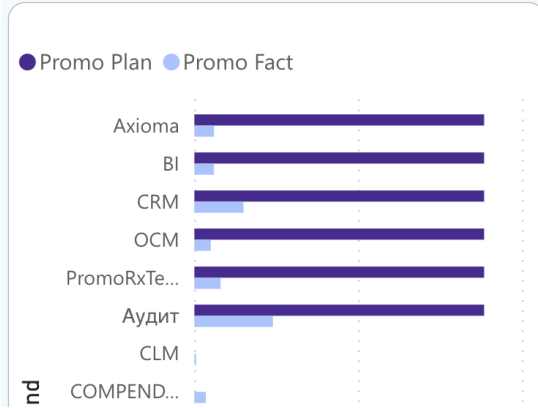
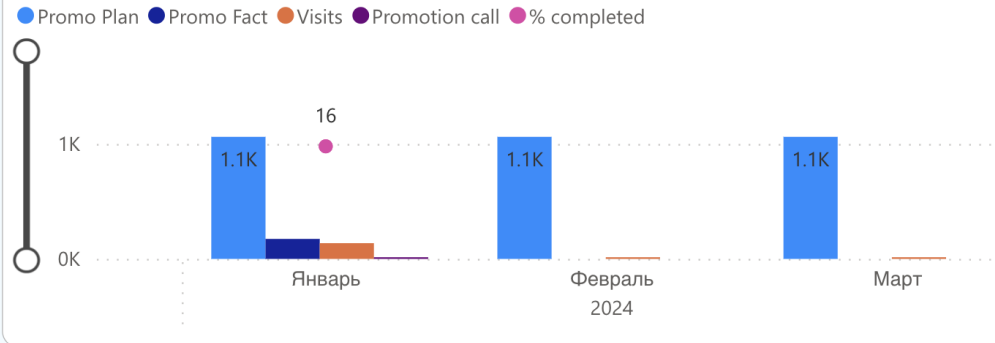
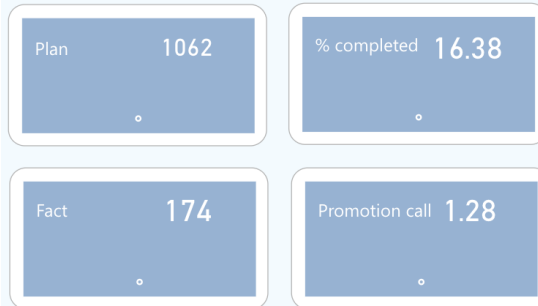
Improves interactions not only with customers, but also with patients and employees, providing a single platform to manage all communication channels

The advantages of new Proxima Cloud CRM



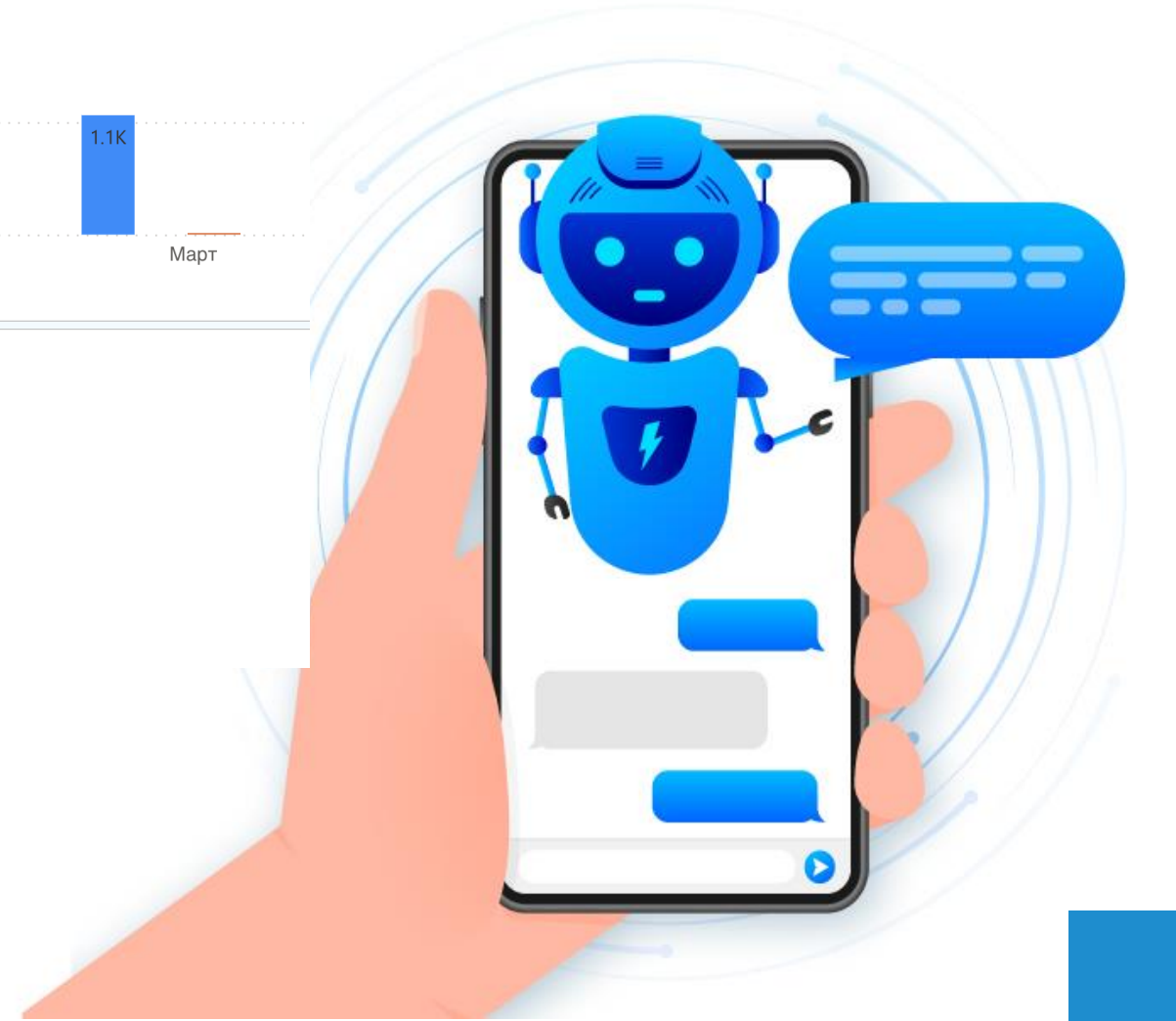
Power BI & AI Support Bot

Promotions



Target:

| Месяц | Январь | Август | Сентябрь | Октябрь | Ноябрь | Декабрь |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| All | | | | 24 ▲ | | |
| Все | 5 ▼ | 69 ▲ | 23 ▼ | 36 ▲ | 86 ▲ | 36 ▼ |
| Всі | 64 ▼ | 317 ▲ | 81 ▼ | 95 ▲ | 160 ▲ | 130 ▼ |
| Другие | 105 ▼ | 173 ▲ | 337 ▲ | 411 ▲ | 422 ▲ | 219 ▼ |
| Total | 174 ▲ | 559 ▲ | 441 ▲ | 566 ▲ | 668 ▲ | 385 ▲ |





GeoForce

Integration of different types of data from all business systems to ensure process automation and simplifying the management of valuable information



UKRAINE



KAZAKHSTAN



UZBEKISTAN



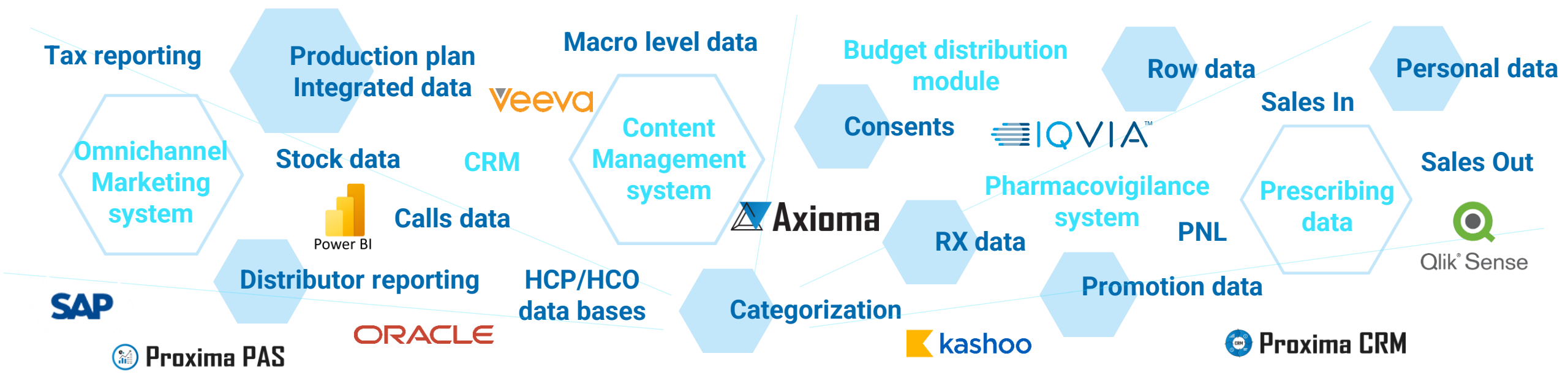
AZERBAIJAN



BULGARIA

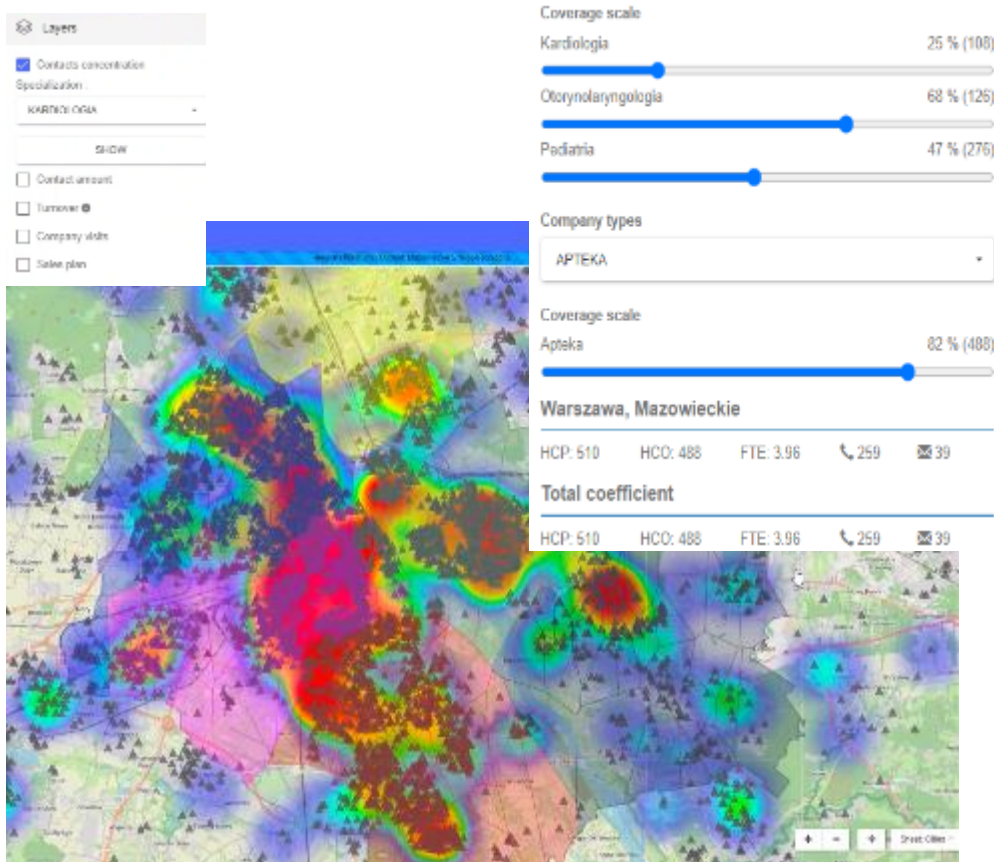


BRAZIL



Automatically collect data from all business systems, automate processes and simplify the management of valuable information

A tool for assessing the potential of the territory, monitoring the implementation of the plan, reducing costs and optimizing the work of both Medical Representatives and Managers



the turnover of pharmacies

the desired percentage of coverage of the target audience or the number of medical representatives

the number of medical specialties in nosology

optimal communication frequency; the fate of the planned brand in a competitive environment

taking into account the distance of the medical representative from the doctors

taking into account fuel consumption and time spent on visits

Advantages

- ✔ Optimization of the number of medical representatives at the city/territory level;
- ✔ Achieving effective coverage of doctors and medical institutions by specialty, taking into account the potential of the territory;
- ✔ A unified information environment for all levels of decision-making in the company;
- ✔ Identification of unused potential:
 - territories not covered by visits;
 - territories visited by several representatives in parallel;
- ✔ Cost reduction due to optimization of working time and resources of field employees;
- ✔ Integration with IQVIA data at the brick level





Proxima Sales

Web interface for processing distributor reports



UKRAINE



KAZAKHSTAN



UZBEKISTAN



MOLDOVA



POLAND



MONGOLIA



TURKEY



AZERBAIJAN



KYRGYZSTAN



LATVIA



GEORGIA



TAJIKISTAN



ARMENIA



Proxima Sales

A convenient web interface that allows you to quickly and efficiently process distributor reports, as well as lead to a benchmark for writing products, organizations, cities and regions from these reports



Ready-made distributor templates ensure that you can download data from reports in **10 minutes**



Preparation and uploading of distributor reports



Compiling reports of organizations independently and recognizing sales to them



Import into the database of reports with a reconciliation of the number of sold packages for the specified period



Creating templates with adding different fields manually



Mapping to existing directories (including Axioma)



Construction of a plan-fact analysis



Proxima PAS

The system of distribution of the sales plan and planning for future periods



UKRAINE



SOUTH AFRICA



IRAQ



TUNISIA



TURKEY



OMAN



MOROCCO



QATAR



LEBANON



UAE



BAHRAIN



JORDAN



KUWAIT



ALGERIA



MALAYSIA



VIETNAM



KOREA



PHILIPPINES



EGYPT



SAUDI



PAKISTAN



Solutions for distribution of sales plan and planning for future periods

Distribution of plans to endpoint and SKU

Automating and approving the process of agreeing plans across the entire hierarchy of those responsible

Planning taking into account a complex of factors

Simple and flexible adjustment of plan distribution with real-time display

A convenient web interface is available from any device (android, iOS, phone, tablet, etc.)

- Automatic distribution of plans by periods, sales channels, regions, regions, bricks, hierarchy of responsible persons
- Distribution of plans to endpoint and SKU
 - Planning taking into account a complex of factors
 - Simple and flexible adjustment of plan distribution with real-time display



Sales planning and creation of a development plan

Opportunities for pharmaceutical market

- Brand Hierarchy - SKU
- RX \ OTC direction
- Bricks
- Price list versions for converting packages to money
- Competitive groups
- Product lines

Factors taken into account

- Market share potential in the competitive group
- Historical Data of Distributors and Pharmacy chains
- The number of personnel per territory
- Trade points on the territory
- Manual redistribution with automatic balancing

Planning parameters

- The period
- Country
- Region
- The region
- Hierarchy of responsible persons
- Brick
- Pharmacy and pharmacy chain

Market segmentation

- By target absolute number
- By target market share
- By target % increase



Proxima BI

System reports and analytics



UKRAINE



KAZAKHSTAN



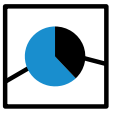
UZBEKISTAN



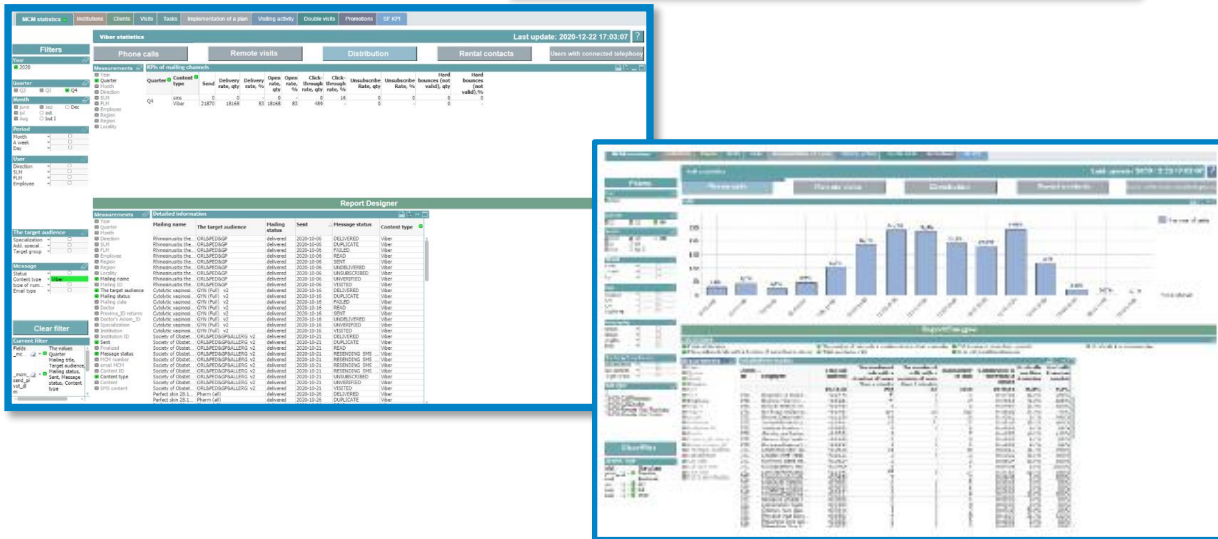
ROMANIA



LITHUANIA



System reports and analytics



- Base of customers and establishments
- Implementation of the plan
- Promotions
- Promotional materials
- Sales
- CLM
- Contacting the technical support service



Distribution Reporting

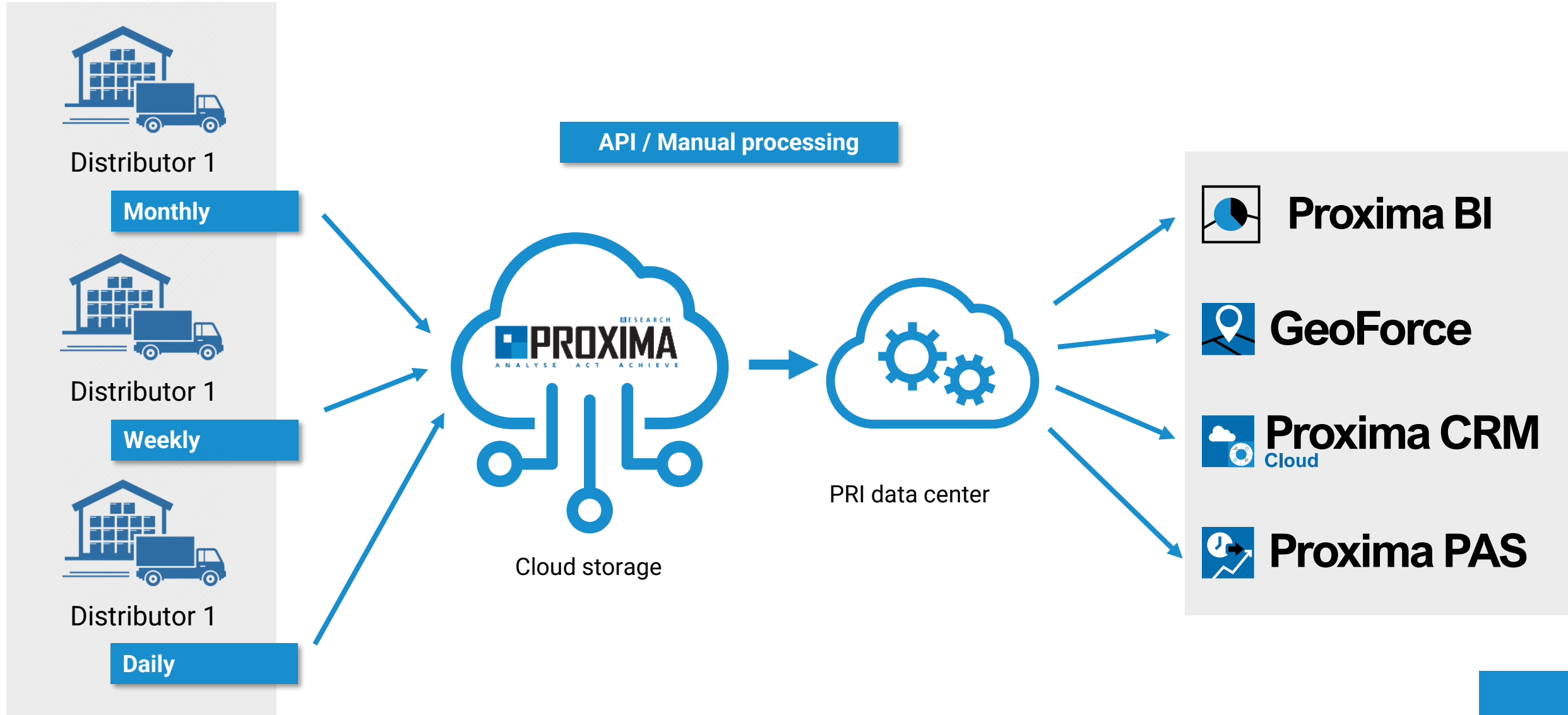


Photo module powered by AI

Automatic identification
of a drug unit on a
pharmacy display



Photo module powered by AI

Enables pharmaceutical companies to:



Monitor compliance with agreements on the display of drugs in pharmacy windows



Optimizing the company's resources by automating the process



Identification of the main competitors in the showcase, at a specific point of sale



Get an additional parameter for monitoring KPI performance by medical representatives and pharmacy chains



Flexible analytics in Power BI for:

- drugs
- medical and regional representatives
- pharmacies
- regions and cities



Photo module powered by AI

An example of a dashboard with analytics

General indicators

Block of filters for setting data sampling by:

- period (month, year);
- portfolio of brands and SKUs

The report builder Field Force allows to parameterize the data for deeper analysis:

- view all visits to pharmacies by each medical representative;
- compare sales in pharmacy chains for a specific period (month, year)

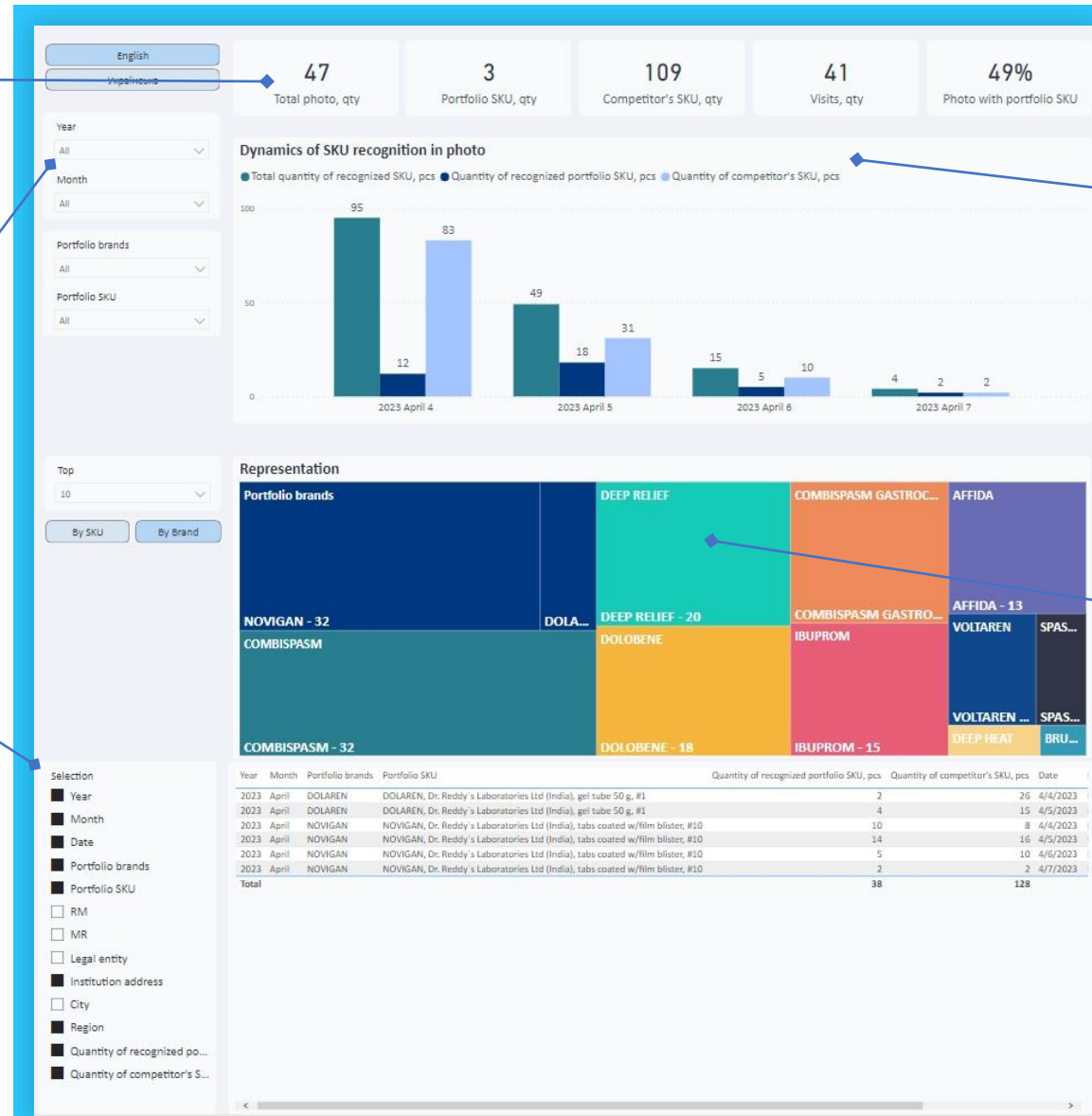


Diagram with the dynamics of SKU recognition in the photo in section:

- the total number of photos taken; compared to own SKUs;
- compared to SKUs in the competitive group

Data on TOP SKUs and brands to track in which competitive group the drugs are located*

*the size of the blocks depends on the number of recognized drug packages during the visit

Proxima OCM

Omnichannel interaction
with medical professionals
in real time at any scale



UKRAINE



KAZAKHSTAN



UZBEKISTAN



MOLDOVA



SOUTH AFRICA



MONGOLIA



MYANMAR



LITHUANIA



AZERBAIJAN



KYRGYZSTAN



LATVIA



GEORGIA



ARMENIA



BRAZIL



SPAIN

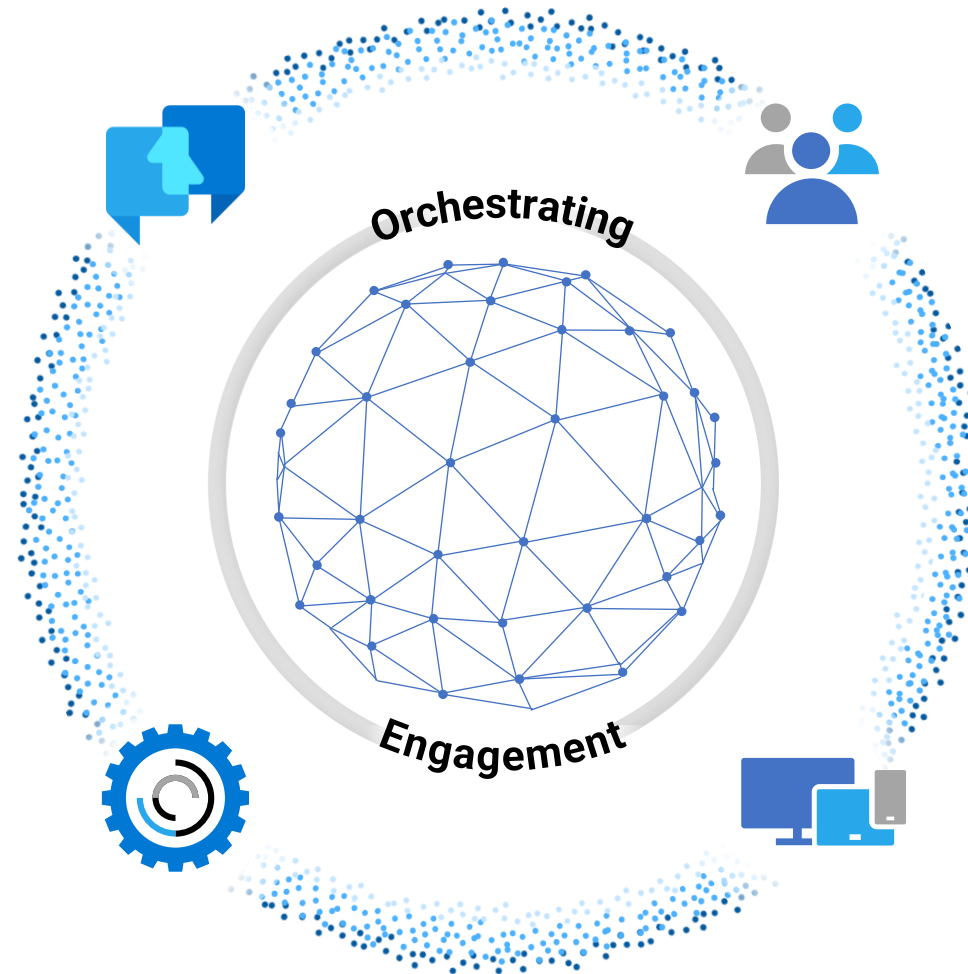
How do Proxima tools help pharmaceutical companies meet the needs of healthcare professionals?

Proxima OCM

Organize real-time omnichannel engagement at any scale

Suggestions

Get valuable recommendations based on the entire history of interactions with healthcare professionals



Smart Customer Engagement

Improve engagement with powerful automated communications

HCP Insights (Online Surveys)

Get answers from medical specialists to all your questions in a fast automated mode

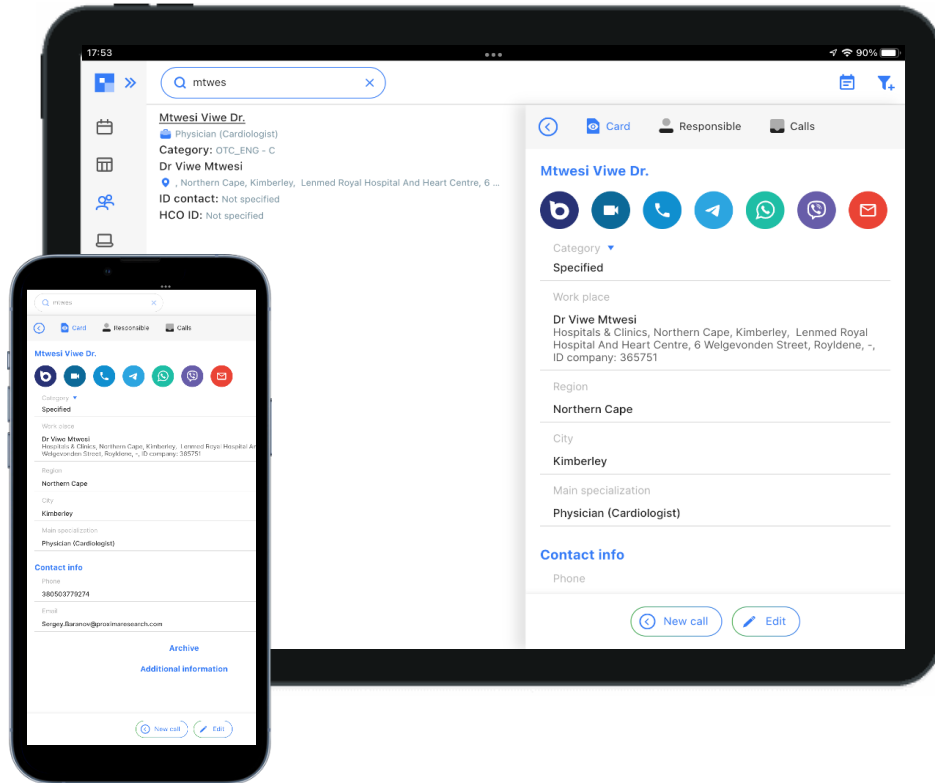
Cross-platform multi-channel secure marketing management platform



Create, deliver and analyze digital activities in
Proxima OCM

In accordance with the rules
LGPD & GDPR

A solution for pharmaceutical companies to go beyond traditional mass mailings



Benefits:

All in one solution

A unified and simple multi-channel platform that includes all digital healthcare communication channels for marketing and field teams

Distribute content securely with GDPR and LGPD compliance

Manage communication with medical workers directly from CRM

Ability to quickly send approved and personalized content through a convenient channel

Improve maneuverability in the field

Help your field service adapt to the digital benefits of healthcare workers by managing an individual plan and communication channels



Flexibility and use in one click



- The healthcare provider no longer needs to install third-party applications on the device
- Internet connection and access to a web browser are required
- Send invitations and meet in a few clicks
- Use CLM compatible content with automatic collection of demo statistics
- Track and record all remote activity for later reporting and analysis

A unique automated tool for additional information collection from the target audience through messengers in real time

- Product launch feedback
- Measuring brand recognition
- Healthcare Professional
- Satisfaction and Experience (CSI/NPS)
- Evaluation of the content of education
- Evaluation of the efficiency of the MR



MR closes a visit to CRM or generates a mass mailing to the target audience



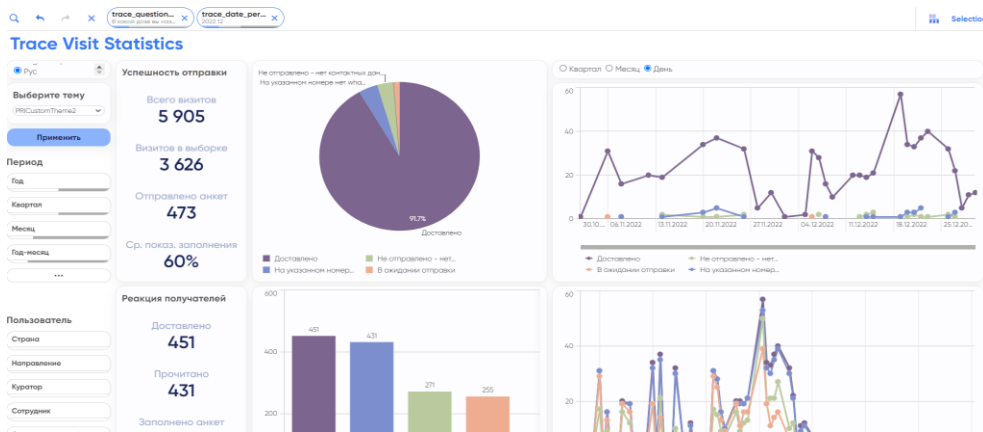
The message with the survey is automatically sent to the medical worker via a convenient communication channel:



The medical worker fills out a survey with 3-5 questions



The results of the survey are displayed on the dashboard in real time



Advantages

Collection of memories of a medical specialist about the fact of a visit to him/her by a medical representative in digital form after the visit

An alternative view of the operation of the Field Force

- External evaluation and additional point of control over the work of all levels of external service

Automated service

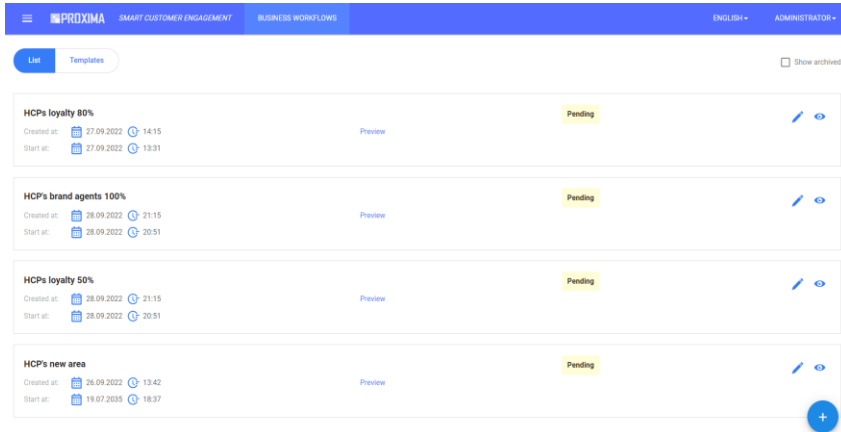
- Automatic sending of messages to the medical worker after the visit
- Continuous updating of survey results
- Online access to the dashboard at any time

Fast and comfortable

- Passing the survey by a medical professional in a few clicks



A tool for building intelligent interaction with healthcare professionals to achieve the desired results



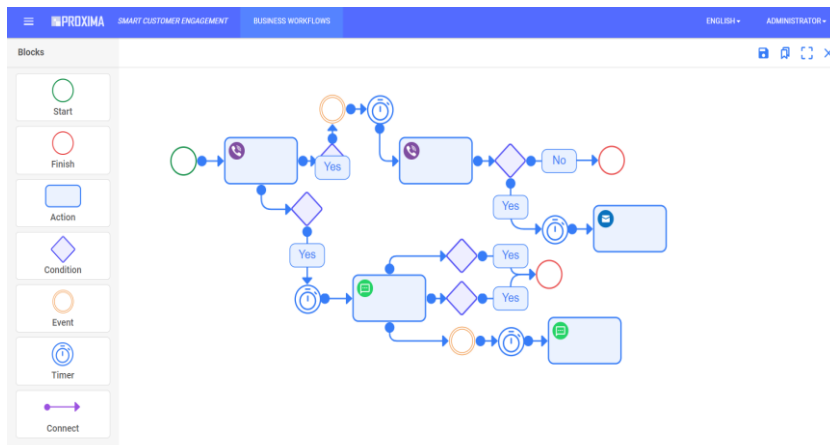
Dynamic customer journeys: Create personalized journeys for healthcare professionals based on their unique needs

Automated email campaigns: Easily set up and schedule targeted campaigns, ensuring constant communication through a convenient channel:



Track interactions with healthcare providers in real time: track message opens, channel switching, and key interactions to optimize communications and identify leads

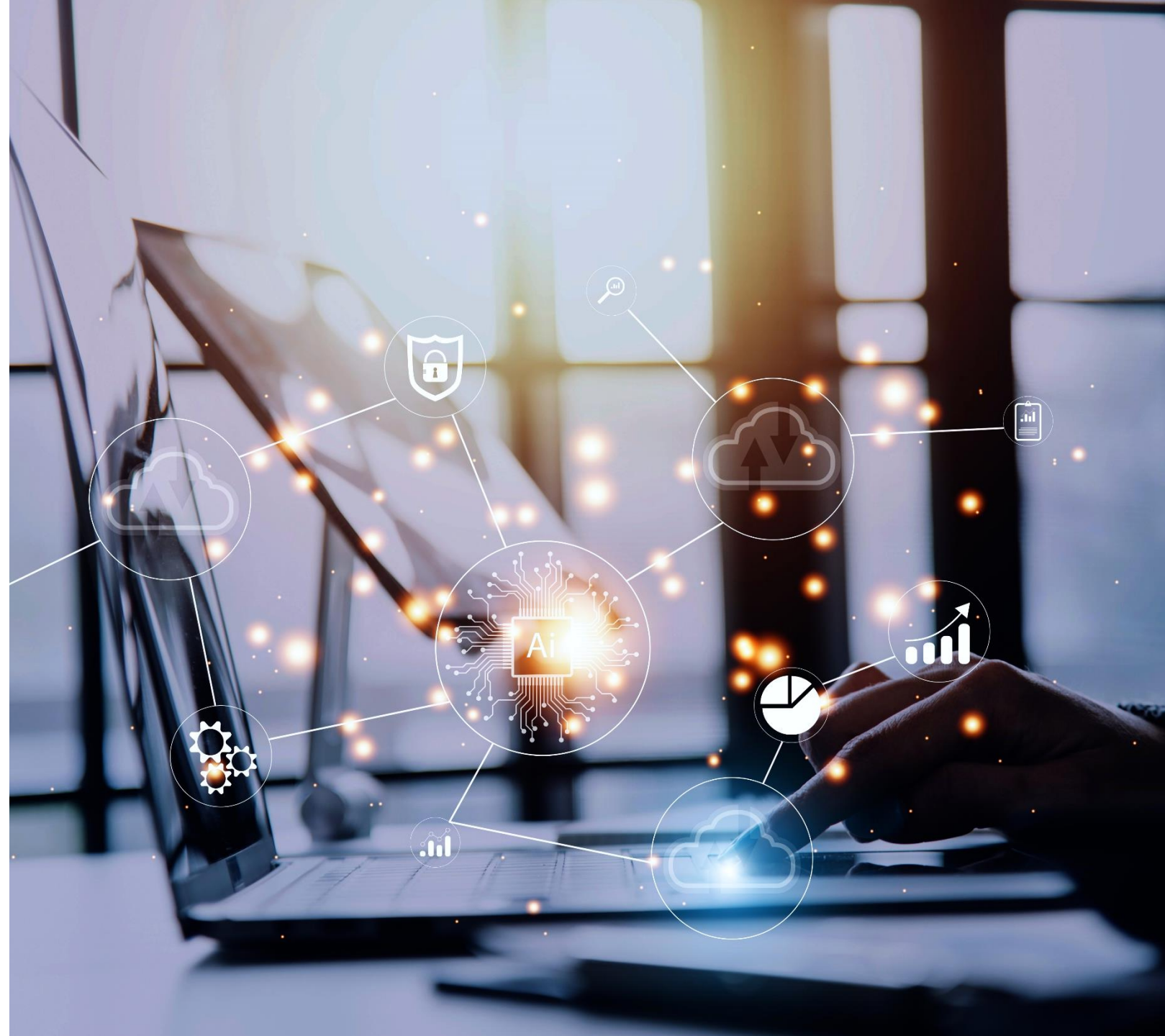
Easy integration with CRM: easily share and synchronize data, providing your team with consolidated analytics





Proxima CLM

Marketing with
closed feedback loop



UKRAINE



KAZAKHSTAN



UZBEKISTAN

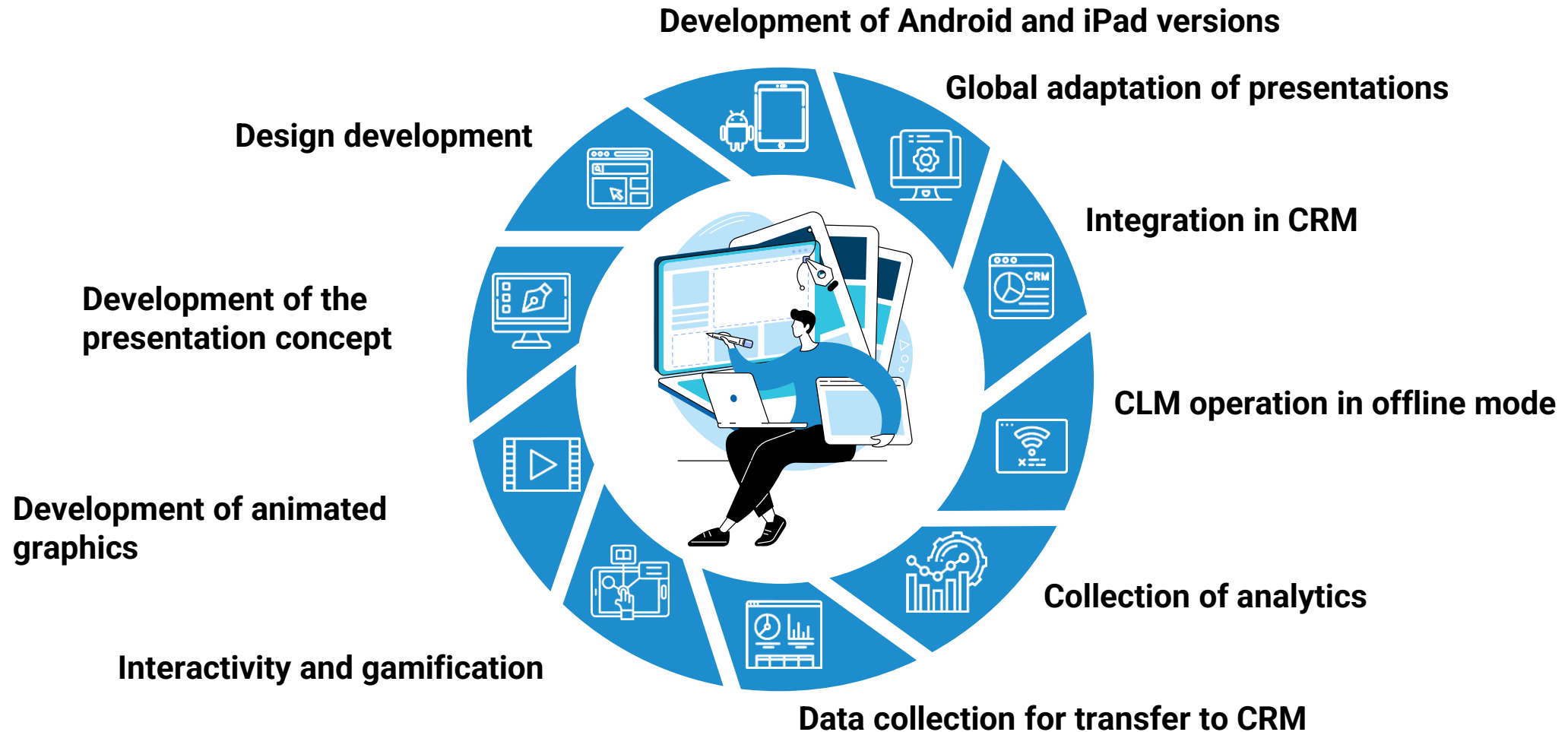


LATVIA



Proxima CLM

An interactive, vividly visualized presentation that integrates into the CRM system and is an excellent tool for gathering data and insights from the field





CRM data collection

Display of analytics in the CLM tab and in the doctor's card



Like or dislike reaction



Percentage of presentation impressions per visit



Viewing time for each slide



The plan of demonstration of the presentation and its implementation



Number of slides shown



Each brand's share of time at the presentation



Our advantages



The speed of making presentations

Average rate: 20 slides in 10 days (we have a large staff of designers, developed methods and ready-made solutions, a library of software methods and effects)



An individual approach to each client

A personal designer is assigned to each project, we provide the opportunity to track work and leave wishes and edits in real time



Medical and literary expertise

We give recommendations that allow us to create more scientific and medically reliable material. Medical experts will prepare patient portraits for you



A wide range of services

Creation from scratch and adaptation, consulting services, creation of: identities, characters, videos, etc. This allows you to comprehensively solve the task of promoting the brand



Corporate sites, business card site, medical site

Stages of creation:

- Filling out the brief
- Prototype development
- Design development and approval
- Writing, approval and proofreading of the text by the medical editor
- Project transfer to hosting
- Checking the site
- Site registration in search engines

Chatbots and channels

Target audience:

doctors, pharmacists, corporate clients, internal company employees

Channel analytics:

- Number of unsubscribes and subscriptions
- Audience age
- Reviews, transitions, reports
- Assessment of audience interests
- Creating a media plan
- Identity development
- Post-design development
- Creation of publication content
- Proofreading by a medical and literary editor
- Audience engagement

Створення відео

We offer:

- Video creation
- Script development by our specialists
- Professional sounding





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