

NEW!

LAUNCHING A MEDICINE OR A PRODUCT IN FRENCH PHARMACIES

Multi clients report - June 2008

Many foreign companies would like to sell their products, medicinal or not, to French pharmacies, but do not know how to go about doing so:

- **What are the different regulatory statuses?**
- **How is the distribution of drugs organized in France?**
- **What sales force can they rely on?**
- **Who are the wholesalers and what do they have to offer?**
- **Who can they depend on to manage their logistics?**
- **Can they use their marketing strategy for the latest developments ? For wholesalers ? For call centers ?**

Median Conseil, a consulting firm specializing in market research in the medical industry, has answered all of these questions.

■ French environment

A short introduction to: the legal status of various products, the pharmaceutical monopoly on medicines, the economic situation of French pharmacies, the price build-up, the pharmacist's margin.

■ Direct sales networks

These direct sales specialists offer laboratory manufacturers a sales force. Their job is to recruit pharmaceutical sales representatives and manage the sales force that each laboratory has chosen to outsource. Typology, services, cost, turnover, type of portfolio, list of all key players.

■ Depositories

Laboratories can distribute their pharmaceutical products themselves, or they can rely on external help, namely depositories. Regulation, services, link with wholesalers, cost, list of all key depositories.

■ Pharmacy coops

Pharmacies unite in groups to build their strength. History, regulations, services, strategies, role of group purchasing organizations, logistics, link with wholesalers.

■ Wholesalers

Wholesalers are the interface between laboratories and pharmacies. They buy goods from laboratories and distribute them to each pharmacy. Regulations, market organization, other services such as call centers, depositories, direct sales networks, software designers, list of all key wholesalers.

■ Recommendations

How to optimize the use of each trade channel depending of the type of medicine (reimbursed, non-reimbursed), and the type of products (medicine, medical device, dermocosmetics, food supplements, etc.). We give an overview of all players in the French distribution industry.

■ Methodology

This research is taken from Median Conseil's report entitled "La vente directe en pharmacie en France" © (Direct selling in the French pharmaceutical industry). The report has been published in three editions (2006, 2007, 2008) due to the interest shown by laboratories operating in France. Information for the report has been obtained through over 60 interviews with the directors of companies from all players mentioned.

**MEDIAN CONSEIL is a consulting firm specializing
in market research in the medical industry.**

Consulting includes:

Strategic consulting on the development of a company, brand portfolio, or brand.
Consulting for developing new marketing targets for a particular brand: prescribing physicians, pharmacists, patients/
consumers.

Market research includes:

Qualitative research: tests for segmentation, positioning, advertising.
Quantitative research: innovative research in France and Europe.
Concept testing, review of image and customer satisfaction,
brand awareness testing.

Our advantage is the ability to combine consulting,
based on 10 years of experience in the industry,
with market research

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