

**Acino** in Ukraine is a part of a Swiss pharmaceutical group and focuses its activities in the following areas:

- development and production of effective, safe and high-quality generic drugs and dietary supplements
- commercialization and promotion of medicines from international pharmaceutical companies
- contract manufacturing and licensing for partner promotion

## CUSTOMER FEEDBACK

«The successful implementation and use of **Proxima Research** services in Ukraine since 2015 has prompted us to expand further our cooperation for Moldova, Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Georgia, and Armenia.» - Inna Sorochinska, Head of the Analytics and Sales Performance Assessment Department at **Acino**.

### DEPLOYED PRODUCTS



### COUNTRIES



UKRAINE



MOLDOVA



KAZAKHSTAN



UZBEKISTAN



KYRGYZSTAN



AZERBAIJAN



GEORGIA



ARMENIA





## BUSINESS CHALLENGE

**Acino** sought to find effective tools for marketing and field service operations that could be quickly implemented and flexibly configured to meet needs. During the COVID-19 pandemic, there was an additional need to integrate with the **MedAcino** educational and information platform for healthcare professionals at the level of physician/pharmacist registration and remote communications.



## DECISION

**Proxima Research** offered solutions for marketing and field force service, **Proxima Cloud CRM**, **Axioma** database, and **Proxima OCM** for remote communication. All of them were successfully implemented after pilot projects, during which the necessary processes were configured. The system created the essential sections according to Acino's needs and wishes. In addition, full technical support and assistance were provided to ensure the team's effective operation.

Integration of **Proxima OCM**, **Proxima Cloud CRM**, and **Axioma** database with **MedAcino** medical portal was conducted, providing convenient registration of doctors/pharmacists for further remote interaction with them.

A tool for effective remote communication with medical professionals registered on the **MedAcino** portal was provided.



## RESULT

The collaboration with **Proxima Research** allowed to improve the management of promotional activities of the field service.

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- **Proxima Cloud CRM** - a flexible, omnichannel, and multilingual assistant for pharmaceutical sales
  - **Proxima OCM** - a comprehensive platform for omnichannel communications
  - **Axioma** - syndicated database of doctors, pharmacists, and healthcare facilities

