



EFFECTIVE GUIDANCE
IN NAVIGATING YOUR BUSINESS
THROUGH TURBULENT CHANGES
IN THE PHARMA LANDSCAPE



WE UNDERSTAND JUST HOW IMPORTANT IT IS...

- **To be aware** of the latest developments and current trends in healthcare and pharmaceutical industry
- **Respond in a timely fashion** to the emerging threats and opportunities
- **To enhance the effectiveness** of the product marketing and promotion in the public sector
- **Streamline time and resources** when searching for information and RWE, implementing staff training and preparing a presentation

WE OFFER...

- **An integrated approach** to understanding the intricacies and complexities of healthcare systems and pharmaceutical industry
- **Market intelligence and analytics** presented in a clear and usable format: over 100 diagrams and charts outlining the structure, regulatory aspects and funding mechanisms relative to healthcare and provision of pharmaceuticals
- **Specialized expertise** and tailored solutions for your business challenges
- **Professional advice and consultation** from highly qualified and experienced staff in the field

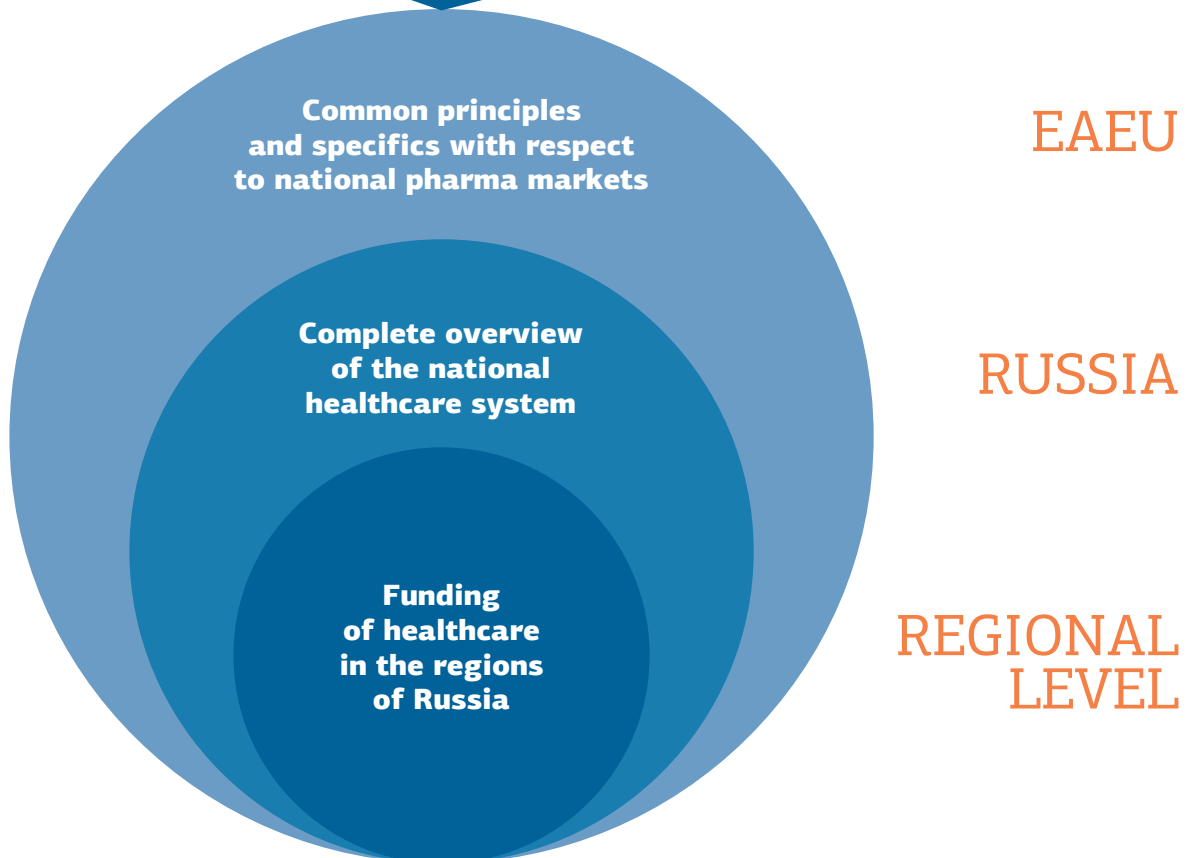


PHARMCOMPASS® IS INDISPENSABLE IN...

- Developing **business plans and forecasting** your business in Russia and EAEU countries
- Designing **Market Access strategies**
- Developing effective strategy for **pharmaceutical product marketing** in the public sector
- Preparing **presentations** for the Head Office, corporate business meetings and the regional staff

EXPLAINING COMPLEX ISSUES IN SIMPLE TERMS...

- Government Guarantees Programs and OMS
- Stakeholders
- Import substitution and support for domestic production
- Key targets
- Funding mechanisms
- Budgets
- DRG rates
- Funding norms and standards
- Programs for provision of pharmaceuticals
- Drug lists
- Drug registration rules
- Government drug procurement



AND MORE...

Training for:

- Staff of pharma companies
- Regional healthcare administrators
- Head physicians and hospital/clinic managers

Customized reports:

- In-depth analysis
- Focus on particular therapeutic areas/market segments/pharmaceutical products

Presentations on a turn-key basis:

- Corporate meetings and industry conferences
- Strategies
- Educational materials

Since 1998, Aston Group has been contributing to the development of the healthcare sector by promoting collaborative interaction between the industry players and providing them with marketing and consulting services and a range of comprehensive integrated solutions.

123022, Russia, Moscow, Zamorenova st., 11
Tel.: +7 (495) 620-09-14;
+7(495) 620-09-15
www.aston-group.org



Maria Sdvizhkova

Head of Strategic Consulting