



CORPORATE PRACTICE SEMINAR Example of the Winter Term 05/06 Project

"Political and economic changes of the Russian market for medicines and implications for Boehringer Ingelheim"

- The **Russian market** for medicines is extremely **dynamic** as Russia has recently introduced changes to the Health Care system with a huge impact on the business of pharmaceutical firms.
- This probably leads to **strong growth** but many questions remain unanswered: Which products will be reimbursed and who decides this? Is the development sustainable? How dependent are pharmaceutical firms on the existing wholesalers?
- The students tackled the issues in **five project modules** each managed and coordinated by an IMM faculty member.



Key results presented to Boehringer Ingelheim

- Sustainability depends very much on political stability and price stability of natural resources such as oil prices
- Distributors possess regional monopolies and are impossible to circumvent – excellent relationships are necessary
- Primary goal should be the sustainable positioning of all prescription drugs on the reimbursement list
- Additional detailed marketing strategies and tactics were developed specifically for prescription as well as over-the-counter drugs



„For Boehringer Ingelheim, the cooperation with IMM was very positive. In the project, IMM students were highly motivated and addressed the tasks in a structured way. In a relatively short period of time, they managed to do professional market research on the Russian pharma market. We were positively surprised by the results the students presented.“

Dr. Pavol Dobrocky, Director Marketing Prescription Medicine CEE

„From beginning to end, the project managers and students approached the project with great enthusiasm. The use of internal resources was minimal, relevant and communication always courteous. The presentations of the results were clear, concise, informative and very useful, both in confirming existing plans and in provoking thought on new projects. The academic structure and high quality of the presentations evidenced the professional standards set by IMM.“

Dermot Giles, Product Group Manager CEE