

Today's pharmaceutical market is extremely competitive and businesses have to constantly stay updated in order to keep up. Even a small mistake can lead to disastrous consequences. While it is true that owners as well as senior management of businesses invest significant energy, time and resources into building and maintaining the business, sometimes a fresh perspective is needed. According to business needs we should improve level of patients' care and support by different ways and don't miss even small opportunity to get closer to our customers. The way we experienced multichannel marketing and implemented category management with top pharmaceutical chains of Ukraine became great examples how modern pharmacy can be developed and businesses have started to grow.