

SUBSTITUTE DRUGS

Regulative changes were ought to change pharmaceuticals business a lot. Business structure has had major changes, but the initial purpose, limits the price increase, has not realised yet.

Description of the project phases

Project was planned with co -operation of Global Sales Director and Information Analyst. After three meetings the focus and participating group were chosen and the time table was settled. The goals for the project were set:

- Systematisation of the BI -operation
- Modelling a BI –products template
- Collection of BI –information from different parts of the organisation
- Create a portfolio that supports BI-products and business
- Analyse BI –operation quality when it is possible

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Situation today and lessons to learned

Company A annual report stated: “The implementation of the Group strategy requires determined commitment to laborious and persistent pharmaceutical research focused on the chosen areas.

This not only calls for strong financial shoulders and courage to take on risks, but also for competent and motivated people in the right places, continuous development of our expertise, good management as well as rewards for good performance and achievements.

Company A has already demonstrated ability to renew and change its modes of operation, management and organisation. We have improved our decision processes, now smooth and rapid. We have better access to up-to-date information, and thanks to the latest technology, we also manage and utilise that information more

efficiently. But most importantly, we focus: we concentrate more and more on the things we do best and which yield the best return in the long run. Our common values provide us strong support in our pursuits towards our goals.”