

Relationship marketing use in activities of industrial pharmaceutical companies

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Relationship marketing as the basis of the pharmaceutical business is based on modern information technologies, which include PRM-system. In current conditions the using of relationship marketing by pharmaceutical market practitioners in the chain “supplier – producer – intermediary – consumer” is an effective tool of keeping stable market positions.

Defined functions of PRM-systems that are effective for the industrial pharmaceutical companies; among them are: contact management, coordination and distribution of products in the commodity channels, informing and motivating of partners, forecasting of demand on pharmaceutical products and other. Relationship marketing provides for a unified information system the ability to coordinate goals and business processes of partners and to create a common strategy for relations between business partners.

In the article analyzed the ratio of workers to the introduction of CRM / PRM systems in pharmaceutical companies. Based

on the results of the expert survey identified competitive advantages, which, according to experts, allows producers to use PRM-systems in working with partners. In particular, this increase in efficiency of marketers and managers of other departments, improve the quality of the operational management of business processes, reducing the time and cost of processing purchase orders of medicines and other. During the survey it is determined that the most important tools for managers are the personification and the formation of a unified database of partners, control of their satisfaction, identification and analysis of complaints. An important opportunity for experts is segmentation of partners and determination of the most profitable and generating the highest number of orders partners (noted more than 60.0% of the experts). It is established that the most expected effect of the introduction of RRM-system is increasing in the number of positive contacts with partners, reducing the cost on identifying potential and attracting of new partners.