

MEDPERION



WHITE PAPER

MARKET ENTRY INTO THE DACH REGION

Medperion is your perfect partner for a successful market entry into the DACH region

Medperion GmbH

“Elevating healthcare success.” - Medperion is the partner you need to succeed in the healthcare market. We offer focused expertise as well as professionalism and support you as a ‘start-to-end service provider’ in the areas of medical, marketing and sales along your value chain. Our goal is to maximise your success and provide you with exclusive solutions.



www.medperion.de

Avoid wasting potential

The DACH region (Germany, Austria, Switzerland) is an attractive market for life science and healthcare companies, especially due to the high importance of medical care within the three healthcare systems. With a volume of almost 48 billion euros, Germany remains one of the most important pharmaceutical markets in Europe.

Facts

2021 turnover was
47.9 billion

Euro in the German pharmaceutical industry (vfa)

In Austria, turnover in 2021 was
5.6 billion

Euro in the pharma market (Pharming)

In 2021, Switzerland achieved
8.6 billion

Euro turnover (Swiss Pharma Statistics)

By choosing the DACH region as your business location, you gain access to one of the strongest economic regions in the world and can count on a stable economic environment for your company. The strong economic power in the DACH region also means that the demand for healthcare services and medical products will remain stable in the long term.

Another advantage of the DACH region is the high quality of life. This makes it more attractive for pharmaceutical companies to

operate in this region, as they are able to offer high-quality jobs that are focused on professionals and their families. According to Statista, around 350,000 people were employed in the pharmaceutical industry in the DACH region in 2021.



Innovation

According to a Ernst & Young study, the total volume of investments in research and development in the DACH region was about 31.2 billion euros in 2020. Germany accounted for about 23.9 billion euros, Switzerland for 5.2 billion euros and Austria for 2.1 billion euros. These investments come from a wide range of companies, including pharmaceutical companies and medical technology firms.



Geography

The DACH region has an excellent infrastructure that facilitates the transport of goods and products. With over 100 airports, including Frankfurt am Main International Airport and Zurich Airport as major transfer hubs, and a rail network of around 48,000 kilometres, the region offers both efficient and environmentally friendly transport options. The DACH region is also well positioned in marine trade, with access to several important ports, including the Port of Hamburg and the Port of Rotterdam.

Before entering the market

Pharmaceutical companies from abroad have the opportunity to benefit from an attractive market in the DACH region, but they must take a number of regulations, laws and guidelines into account before entering the market.

We have summarised some important points for you below:

- **Regulatory approval:** Approval is granted by the European Medicines Agency (EMA) or by national regulatory authorities.
- **Good Manufacturing Practice (GMP):** Pharmaceutical products must be manufactured according to GMP guidelines.
- **Pharmacovigilance:** Companies must set up a pharmacovigilance system to monitor the safety and efficacy of their products and report adverse events.
- **Trademark and patent law:** Companies need to ensure that their trademarks and patents are protected in Europe to secure their products from trademark piracy and other infringements.
- **Pricing:** There are price regulations and refund systems for pharmaceuticals in Europe. Companies need to take these into account in order to bring their products to market in a commercially justifiable way.
- **Language and cultural differences:** Companies need to take into account the language and cultural differences in the DACH region in order to successfully market their products.
- **Data protection and data security:** Companies must comply with European data protection and data security regulations in order to protect personal data.

How can Medperion assist?

Medperion is your reliable contact in the healthcare sector for the DACH region. Thanks to our branches in Germany, Austria and Switzerland, we are close to current developments and very familiar with all aspects of the market.

First steps

Before you start your business, there are some important points to consider that will help you as a pharmaceutical company to successfully promote your products to the market in the DACH region. By taking these factors into account, you can successfully enter the market:

1. Target group analysis

It is essential to analyse your target groups and their needs in detail and to identify factors influencing their purchasing decisions. These include, for example, price, quality, availability, application area and brand image.

2. Location

To operate successfully, you should adapt your marketing and sales strategies to local needs and cultural differences. In this context, linguistic adaptation also plays a key role, as Germany, Austria and Switzerland each have different dialects and regional differences.

3. Establish relationships

Developing strong relationships with doctors, pharmacists and other health care providers is essential. To do this, you should present products and services in a professional and transparent manner and respond to customers' needs.

4. Online and offline marketing

In order to raise awareness for the company's products and services, it is important to use both online and offline marketing channels. Here, search engine optimisation (SEO) and social media campaigns can be just as effective as classic marketing tools such as brochures, flyers and advertisements.

5. Training and education

Training and education for healthcare providers has the potential to increase awareness of your products and services and make referrals more likely. They should tailor the value of their products to the needs of the target group.

Our solution

Medperion is your expert for healthcare sales and communication for your expansion into the DACH region. With our extensive experience and expertise in the industry, we are ideally equipped to optimally establish your presence in the market.

And now the success

With us, you have one central contact for all your concerns. We are an umbrella brand that incorporates five established companies with over 1200 experienced healthcare experts. Our expertise extends to areas such as creative brand strategy, medical telephony, the largest network of healthcare experts in the DACH region and an in-house publishing house. Shall we get started?



Sales

With the best possible sales force line, we take care of the communication with your HCPs. We offer training and education, both live and virtual. In addition, we prepare your sales documents for the DACH market.



Online

We offer a wide range of marketing solutions to ensure your business and products come to the fore. These include social media and influencer marketing campaigns, digital opinion leaders and customised patient websites.



Offline

Our services also include the organisation of target group-specific events and congresses as well as the preparation of press contributions and articles to increase your presence in the market. In addition, we also provide your patients with important information about your products and services.



Medical Hotline

We have mastered omnichannel strategies and can also offer you end-to-end support in the area of medical telephony. This includes the management of adverse drug reactions, individual patient care and 24/7 availability for your patients.

We would like to show you how we work

Step into our world of speed and efficiency: In a heartbeat!



How may we assist you?

Our service desk is ready to help

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