PROXIMA
RESEARCH
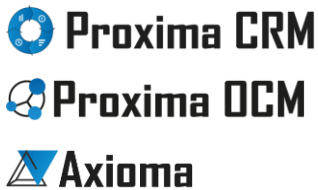## ANALYSE ACT ACHIEVE

RESEARCH   TECHNOLOGY   ANALYTYCS

Acino in Ukraine is a part of a Swiss pharmaceutical group and focuses its activities in the following areas:

- development and production of effective, safe and high-quality generic drugs and dietary supplements

- commercialization and promotion of medicines from international pharmaceutical companies

- contract manufacturing and licensing for partner promotion

acino

DEPLOYED PRODUCTS

- Proxima CRM
- Proxima OCM
- Axioma

COUNTRIES

UKRAINE   MOLDOVA

KAZAKHSTAN   UZBEKISTAN   KYRGYZSTAN

AZERBAIJAN   GEORGIA   ARMENIA

TIMING OF IMPLEMENTATION

Proxima CRM ecosystem + Axioma
10.2015 – 02.2016

Proxima OCM
10.2020 – 12.2020

CUSTOMER FEEDBACK

"The successful implementation and use of **Proxima Research** services in Ukraine since 2015 has prompted us to further expand our cooperation for Moldova, Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan, Georgia, and Armenia." - Inna Sorochinska, Head of the Analytics and Sales Performance Assessment Department at **Acino**.

BUSINESS CHALLENGE

Acino sought to find effective tools for marketing and field service operations that could be quickly implemented and flexibly configured to meet needs. During the COVID-19 pandemic, there was an additional need to integrate with the **MedAcino** educational and information platform for healthcare professionals at the level of physician/pharmacist registration and remote communications.

DECISION

Proxima Research offered solutions for marketing and field force service, **Proxima CRM ecosystem**, **Axioma** database, and **Proxima OCM** for remote communication. All of them were successfully implemented after pilot projects, during which the necessary processes were configured, and the necessary sections were created in the system according to the needs and wishes of **Acino**. In addition, full technical support and assistance was provided to ensure the effective operation of the team.

Integration of **Proxima OCM**, **Proxima CRM ecosystem**, and **Axioma** database with **MedAcino** medical portal was conducted, providing convenient registration of doctors/pharmacists for further remote interaction with them.
A ready-made tool for effective remote communication with medical professionals registered on the **MedAcino** portal was provided.

RESULT

The collaboration with **Proxima Research** allowed to improve the management of promotional activities of the field service.

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- **Proxima CRM ecosystem -** cross-platform omnichannel tool with a user-friendly admin panel for managing, analyzing, and improving the efficiency of the Field Force team

- **Proxima OCM -** comprehensive platform for omnichannel communications

- **Axioma -** syndicated database of doctors, pharmacists, and healthcare facilities