



Launch, establishing, expansion and innovation - your product will experience phases comparable to the four seasons affecting our environment.

Consulting for Pharma Dr. Bastian offers you **advice on product life cycle**. We accompany and support you during the four seasons of your products, in prosperity as well as in harvest and seeding time in terms of innovative follow-up products.

What does Consulting for Pharma Dr. Bastian offer?

Our work is focused mainly on the following fields:

- Preparation and analysis of data for example from market research, clinical studies, application observations or for the evaluation of sales activities
- Medical Writing of texts and documents for Pharmacovigilance, Regulatory Affairs or Marketing of pharmaceutical products
- Development of training documents, conduction of trainings and final success control
- Development of market strategies for established products and product innovations

Projects and Scientific Work

Regulatory Affairs - Marketing

Drug Regulation in Latin America - A Guide for Small Business

For Europeans the Latin American market is the less risky one, because countries are more developed than the African countries, the language is more homogenous (Spanish or Portuguese) and the cultural difference is smaller compared to Asian or African states.

But the idea of a "one-fits-all" strategy is inadequate for Latin America. Each country has its own history, economy, market dynamic and its special regulatory framework. Therefore the country specific economic development, the market as well as the regulatory framework has to be analyzed country by country to weigh opportunities and risks of a market entry.



Medical Information - Marketing - Sales

Protein C-Diagnostics- Methods, Interpretations and Limitations

After the approval of a Protein C concentrate for the treatment of hereditary protein C deficiency, the related diagnostic device became more and more important. To give an insight not only to the laboratory staff, who uses the tests, but in particular to the treating physician an article was written to sum up the possibilities and limitations of the test system.

Pharmacovigilance

Implementation of EMA GVP-Guidelines

Introduction and implementation of the new EMA-Guidelines for Good Pharmacovigilance Practice (GVP) presents new challenges to pharmaceutical industries.

Gap analyses, comparing the current body of EU legislation with the company's quality documents will identify gaps in the quality system, initializes the closure by updating the respective documents and avoids findings during audits and inspections.

Online Market Research

Netnography: A Useful Market Research Tool for Pharmaceutical Industry?

The possibilities to use internet for market research in pharmaceutical industry was analyzed and evaluated. Part 1 describes the method of online market research and part 2 the experience from netnography in pharmaceutical industry.