



Company presentation



Company

Dr. Erkens Consulting Group
consulting - management - communication

Company

Company – Business areas



Company

- International consulting and management agency in the areas of healthcare, medicine, pharma, medtech and life sciences
- Founder and owner: Dr. Andreas Erkens
- Founding: 2013
- Company headquarter: Roßdorf near Darmstadt / Rhine Main Area / Germany

Business areas

- Strategy | Consulting
- Management | Leadership
- Analyses | Market Research
- Marketing | Sales
- Communication | Education

Company

Clients – Indication areas



Clients

- Leading national and international companies from the fields of healthcare, pharmaceuticals, OTC, biopharmaceuticals, medtech and life sciences
- Publishers, service providers, SMEs
- Institutions, associations, scientific societies
- Start-ups, research centres and innovation centres

Areas of indication

- Many years' experience, knowledge and numerous projects in many areas of indication
- Extensive medical network

rheumatology pneumology microbiology dermatology
gynaecology human genetics physiology allergology anaesthesiology neurology
geriatrics infectiology forensic medicine pathophysiology virology paediatrics orthopaedics
oncology radiotherapy biochemistry ENT ophthalmology transplantation medicine
general medicine angiology acute and emergency medicine radiology cardiology urology
occupational medicine anatomy diabetology physical medicine and rehabilitation internal medicine
nuclear medicine andrology laboratory medicine haematology hygiene and environmental medicine
child and adolescent psychiatry nephrology psychiatry and psychotherapy forensic medicine
endocrinology surgery sports medicine nutritional medicine
immunology pharmacology gastroenterology

Unternehmen

The way we work



The way we work

- Trustful, professional, and partnership-based collaboration in a constructive working environment characterized by mutual respect
- Professional project management that is geared towards solutions and success
- Individual project strategies and implementations that add value and are exclusively translated into action by senior managers
- Lean and transparent project processes: one partner for the complete solution



Network

Network

Network



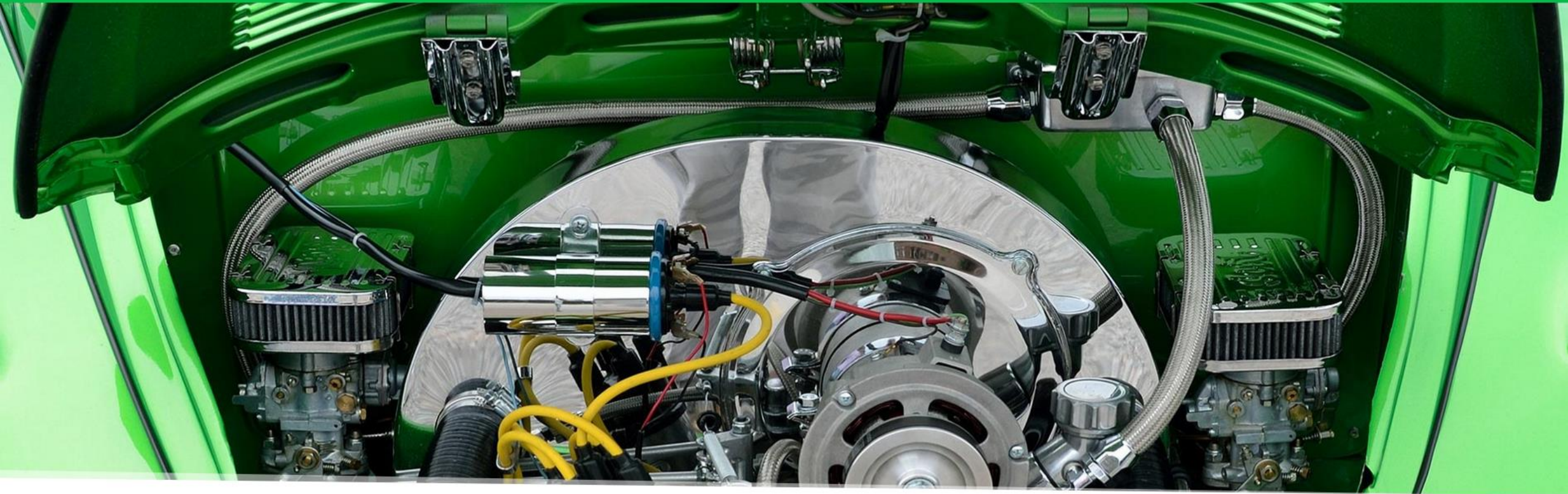
Many years' experience and sound expertise in the core areas of the Dr. Erkens Consulting Group form the basis for developing and implementing successful individual solutions for - and in conjunction with - our clients.

Partner

- Depending on the type, scope and complexity of the projects and tasks to be implemented, we can draw upon - and are supported by - the equally experienced senior partners and partner companies within our extensive network.

Network

- Experienced and competent experts from a variety of areas within the pharmaceutical, healthcare and life sciences sector
- Opinion leaders, physicians and healthcare professionals from many medical and therapeutic fields
- Experts from many areas of healthcare, e.g. health policy, medical societies, professional associations, statutory and private health insurance companies, hospitals, patient associations, etc.
- Specialists from the fields of agility, creation, design, IT, social media, point-of-sale marketing (e.g. pharmacies)



Services



Strategy | Consulting

Strategic and conceptual corporate consulting in the areas of healthcare, medicine, pharma, medtech and life sciences

- Analyses and the determination of potential
- Process analyses, optimization and management
- Corporate, portfolio, marketing, and sales strategies
- Development of organizational structure
- Change management processes
- Key performance indicators (KPIs); scorecards
- Challenge partner – pharma consulting (strategy, organization, processes, projects)
- Scientific consulting and support for marketing and medical projects

chance ↔ change



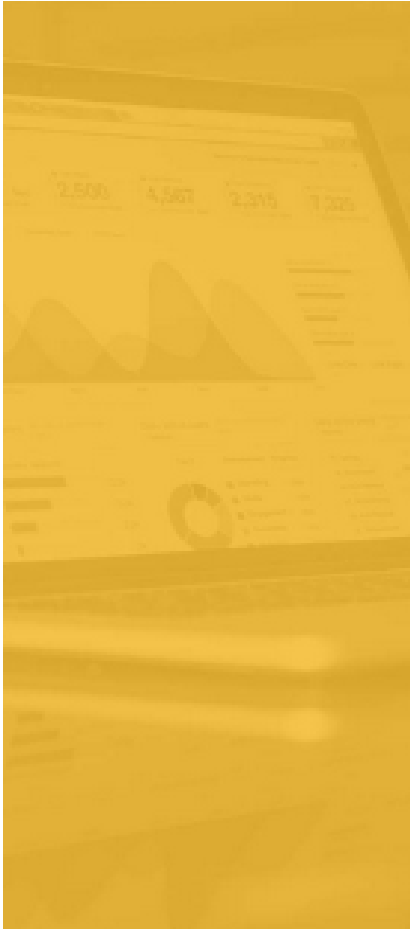
Management | Leadership

Management and executive functions as well as interim management for companies and organizations

- Interim management
 - Assumption of management, leadership, and executive functions: Business Unit Management, Marketing and Sales, Medical Affairs
- Administrative tasks
 - Management of companies, associations, organizations, institutions
 - Branch office function
- Project management
 - Planning, leading, executing, monitoring
 - Leading interdisciplinary teams in marketing, medical and sales projects
- Customer relationship management
 - Stakeholder analyses
 - Targeting, selection
 - Support concepts, opinion leader support
 - Communication, information management
 - Advisory boards

Services

Analyses | Market research



Analyses | Market research

The Dr. Erkens Consulting Group and its partner company Aurum Research optimally combine competencies from the areas of international qualitative and quantitative market research and corporate and marketing sales strategies.

Services

- International pharmaceutical market and healthcare research (qualitative and quantitative) covering the entire development and life cycle process.
- Desk research to analyse market access, markets, target groups, competitors, potentials, and much more
- Own databases in various areas of indication
- Strategic support in the methodological and conceptual development of appropriate market research projects, and thus a greater benefit for the internal client (corporate management, marketing and sales, etc.)
- Analytical and market research-based strategies in marketing and sales for the implementation of market and customer-oriented marketing and project concepts

Services

Analyses | Market research



Risks and opportunities in the market

- Market situation, market structures, market segmentation
- Target group analysis and segmentation
- Therapeutic practice
- Unmet needs
- Competitor analyses
- Patient potentials
- Patient journey
- Forecast of market/patient shares
- Drivers and barriers
- Strategic approaches

Product/marketing activities

- Positioning
- Target group analysis and segmentation
- Pricing
- Brand values
- Name research
- Packaging and handling tests
- Campaign research:
 - Key messages
 - Story flow
 - Folder and advertisement tests
- Measurement of product success
 - Awareness
 - use of - and attitudes towards - the product
 - profile when compared to the competition
 - sales force effectiveness
 - communication performance

Services

Marketing | Sales



Marketing | Sales

Active monitoring and support of marketing, sales, and medical science activities

Operational marketing

- Support in the implementation of marketing and sales strategies and concepts
- Development of integrated communication strategies (marketing/product communication)
- Support of internal and external communication



Communication | Education

Analogue and digital communication strategies, scientific editing, advanced training courses, workshops and education and training programmes

- Marketing and advertising concepts
 - Print advertising and meeting materials (folders, brochures, flyers, posters, advertisements ...)
 - Magazines, newsletters
 - Support at congresses
- Public Relations (PR)
 - PR strategies
 - Press releases
 - Information events
 - Specialist and lay communication
- Editing / content management
 - Medical and scientific articles
 - Patient-oriented articles
 - Doctor-patient communication



Communication | Education

- Web and social media
 - Conception, revision and maintenance of websites
 - Layout design
 - Digital communication strategies
 - Benchmarks and analyses
 - Content management
 - Editing
- Further education and training (Spectrum Academy)
 - Conception and carrying out of medical information and advanced training events for healthcare professionals (HCP)
 - Education and training programmes for HCPs, patients, pharmaceutical and medtech employees (including in-house education and training)
 - Facilitation, presentations
 - Knowledge management
 - Patient programmes



Spektrum Akademie

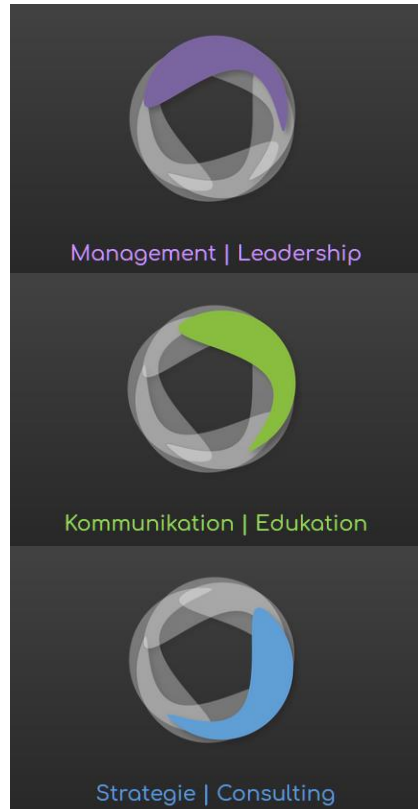
Bleiben Sie in Bewegung

Nutzen Sie die Fort- und Weiterbildungsangebote
der Dr. Erkens Consulting Group

Spectrum Academy

Spectrum Academy

Subject areas



Spektrum Akademie

The range of services offered by the Dr. Erkens Consulting Group includes the conception and carrying out of various information and training events as well as education and training programmes. We have bundled this as a further business line of the Dr. Erkens Consulting Group, under the umbrella of the Spectrum Academy.

Subject areas

The main topics of the Spectrum Academy's further education and training programme are essentially oriented towards the business areas of the Dr. Erkens Consulting Group.

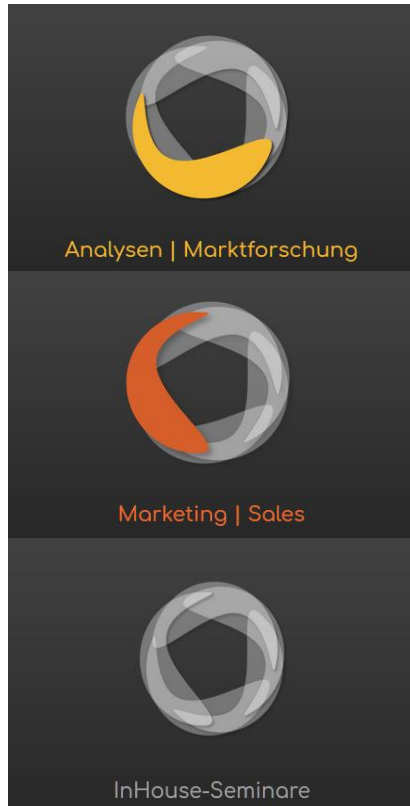
- Management | Leadership
- Communication | Education
- Strategy | Consulting
- Analyses | Market Research
- Marketing | Sales
- Inhouse-seminars



SPEKTRUM
AKADEMIE

Spectrum Academy

Formats - Target group - Partners



Formats

The constantly evolving event portfolio includes:

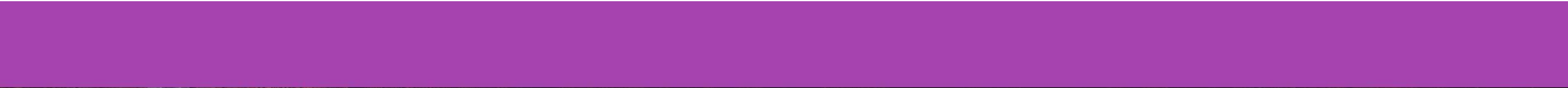
- Individually designed in-house events at our clients' premises
- Centrally organized practice-oriented seminars and interactive workshops
- Online events and training courses

Target group

- Our offer is specifically aimed at professionals from the healthcare, medical, pharmaceutical, medtech and life sciences industries.
- It is rounded off by special training courses for employees of companies from the above-mentioned sectors and start-ups, and medical events for patients.

Partners

- The Spectrum Academy is supported and co-sponsored by longstanding and trustworthy partner companies such as the be-sign.net agency (which specialises in print and web design) and Aurum Research (which examines the international healthcare market)



Contact

Dr. **Erkens** Consulting Group
consulting - management - communication

Contact

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