



**The Business Developer
for Life Sciences in Latin America**

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ESTERN Medical develops your life science business in Latin America under a global perspective with local reach and key expertise.



OUTSOURCING, THE KEY ACTION FOR SUCCESS

Outsourcing is increasingly becoming a key strategy in many commercial solutions around the world.

In Europe and the USA, companies now outsource 35-40% of their representatives and sales function alone.

And that 35-40% go to emerging countries like Latin America that ESTERN Medical has abroad expertise.

Outsourcing will allow your organization to redefine itself around important core competencies and contract specialized, results-orientated service providers on a seasonal, tactical or strategic basis.

Outsourcing allows you to:

- Maintain key product portfolios
- Adapt to seasonal variations
- Develop and add tactical field forces
- Manage limitations in headcount
- Respond to new product launch demands
- Protect the sales decline in post-patent products
- Improve the quality of your field force
- Quality and quantity measures on market status

The essential strategic elements to be retained and controlled internally and which are highly proprietary to your business are:

- Strategy
- Regulatory affairs
- Product registration
- Marketing
- Product positioning
- R & D
- New product development

Non-proprietary functions that can be successfully outsourced include:

- Information technology
- Advertising
- Public relations
- Sales force deployment
- Continuous capacitation



ESTERN MEDICAL BUSINESS SCIENCE INTEGRAL SOLUTIONS

ESTERN Medical Business Science Integral Solutions is the answer to your marketing and commercial medical needs.

Our capabilities and quality in marketing and sales services make us be in a privileged position to fulfill the diverse needs of our clients.

We also have the expertise and knowledge for products and services on the Latin American market, which put us upon the competition. Our success is measured by the dependable and remarkable results produced for our customers the Biotech, Pharmaceutical & Medical Device Companies.

Our unmatched array of solutions is backed by an in-depth of strategic thinking from our experience in the global marketplace.

ESTERN Medical has qualified and well trained, cross-functional and multinational teams that will give valued and timely support at every stage and level of your product or service.

ESTERN Medical Business Science Integral Solutions has a commitment to apply best practices that result in the optimal solution.

Our company is dedicated to adding value and understanding your culture to achieve full customer satisfaction and loyalty across our geographic area of expertise, **Latin America**.





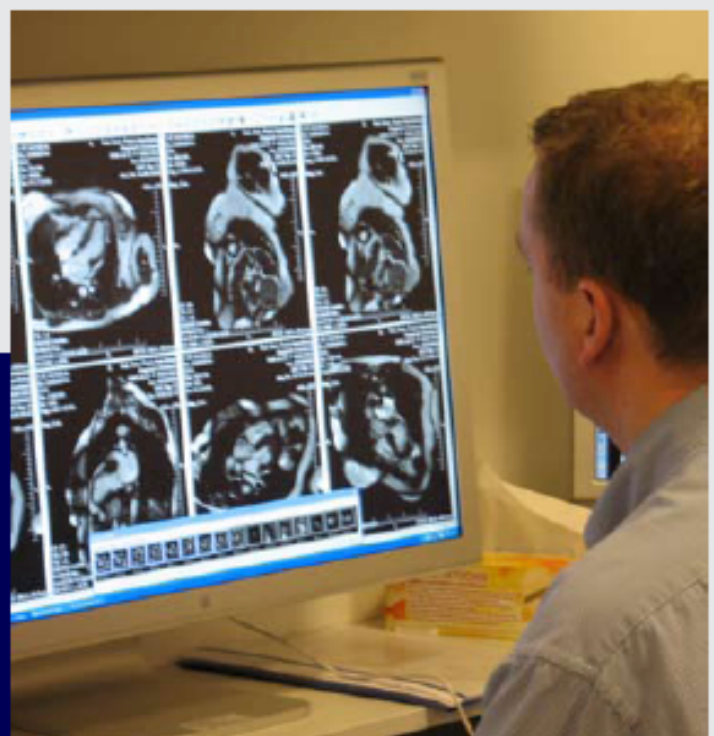
COMMERCIALIZATION

ESTERN Medical provides high quality and flexible sales resources to complement existing customer resources with ethical compliance.

- Job profiling to client requirements
- Specialized recruitment
- Scientific assessment
- Training and e-Learning
- Specialized sales teams to client requirements
 - Outsourced sales with managed and controlled teams
 - Our supplied sales team, but client managed
 - Our vacancy management solutions
- Performance management over the complete project, from start to end

Our Sales Team Solutions:

- ESTERN Medical managed and controlled, but with strategy directed by the client
- A variable number of representatives to be deployed, as per client requirements
- Quality, dedicated and flexible resources
- Directed by specialized data solutions
- Performance managed to international standards



Our Partners, Alliances & Sponsors



Our Company International Reach

*Boston & Cambridge (USA)
*Mexico City (Mexico) - *Bogota (Colombia) - *Santiago (Chile) -
*Buenos Aires (Argentina) - *Sao Paulo (Brazil)

Our Corporate Mailing Address:

ESTERN Medical

955 Massachusetts Ave. No. 203 Cambridge, MA 02139 USA
Tel: +1 (617) 395-0204

For more information on our CRO Services, please Contact Us at one of our Country office locations or visit by Web: www.esternmedical.com
E.mail us your inquiries at info@esternmedical.com



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