



INTERNATIONAL STUDENT PROJECT "DEVELOPMENT OF ACADEMIC ENTREPRENEURSHIP: PROJECT MANAGEMENT OF INNOVATIVE TECHNOLOGIES IN THE MARKET OF MEDICAL AND PHARMACEUTICAL PRODUCTS AND HEALTHCARE SERVICES"

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Purpose of the Project :

- international interuniversity cooperation and academic entrepreneurship
- professional development of talented and students
- innovative technologies and new products / services
- skills in practical management and startups,
- ability to work in a team, leadership
- financial and economic literacy
- promotion of academic entrepreneurship

PROJECT OBJECTIVES

- Introduction and co-operation of the members of ISP
- Formation of the international interdisciplinary teams
- Trainings for teams
- Running virtual corporations and formation of Organizational Structure of virtual corporation (departments, their functions and documents),
- Basic terms, reports and Decision making,
- Analysis of the current situation on the product in health industry market and development of the strategy for the virtual corporation
- Presentation of the annual report and strategy for the virtual corporation
- Evaluation of the outcomes of international team

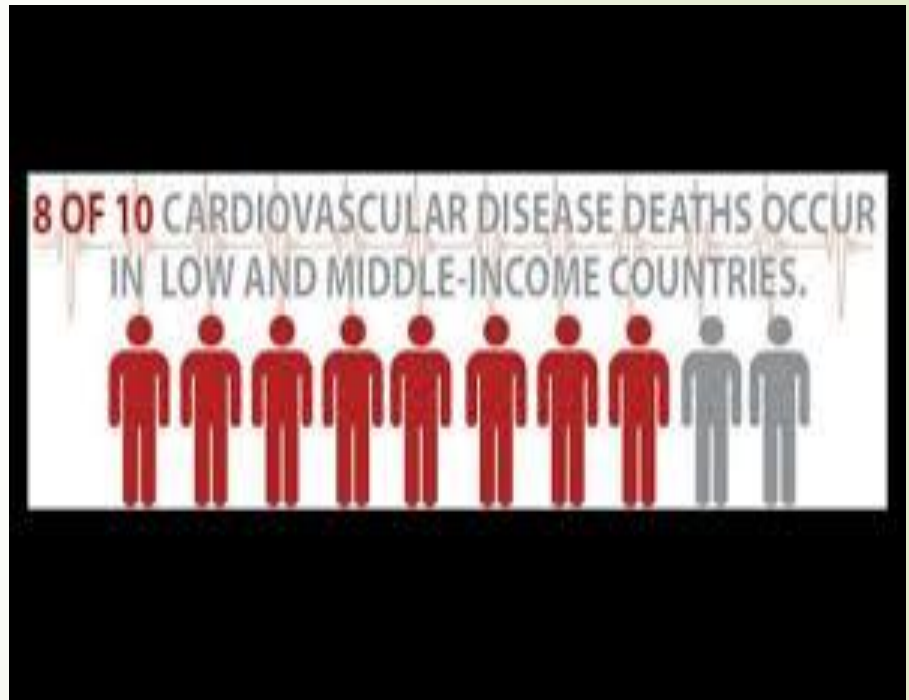
Universities and Institutions – partners of the project

- BRATISLAVA UNIVERSITY OF ECONOMICS AND MANAGEMENT
- SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS
- WEST UKRAINIAN NATIONAL UNIVERSITY
- NATIONAL AEROSPACE UNIVERSITY "KHARKIV AVIATION INSTITUTE"
- KHARKIV NATIONAL UNIVERSITY OF RADIO ELECTRONICS
- KHARKIV NATIONAL MEDICAL UNIVERSITY
- BERDYANSK STATE PEDAGOGICAL UNIVERSITY
- INTERNATIONAL MEDICAL UNIVERSITY
- UNIVERSITY HUMANITAS
- INSTITUTE FOR STUDY OF SPATIAL DEVELOPMENT
- NGO "VIVAT SOKRAT"

INDUSTRY OF MEDICAL PRODUCT

► Blood Pressure Monitor

- Nowadays cardiovascular disease (CVD) remains the leading cause of death among Europeans and around the world.



As one of the prevention measure for CVD is regular control of blood pressure, especially for population 50+. But if somebody is in risk group for CVD the experts recommend to control blood pressure since 30 years old.

Brief description of the market



These models of blood pressure monitors are varied for the different criteria such as:

- 1) accuracy;
- 2) automated (digital) or non-automated (classical);
- 3) models usually used in hospitals or in home;
- 4) using for arm, wrist or finger;
- 5) price;
- 6) size;
- 7) connection to analytical computer systems or smartphones.

Brand tested

Rank	Total Score out of 100 (Rounded off)	Brand	Manufactured/Marketed by
1	86	Rossmax	Rossmax International
2	84	AccuSure	Microgene Diagnostic Systems
2	84	Royal Life Care	Royal Life Care Diagnostics
3	82	Vital	Shanghai International Trading
4	81	Omron	Omron Health Care
5	80	Infi Check	Oertel GBR
6	79	Citizen	Citizen Systems
7	78	Dr. Morepen	Morepen Labs
8	75	Dr Trust	Nectar Life Sciences
9	74	Sara +Care	Nikkei Electro Medical

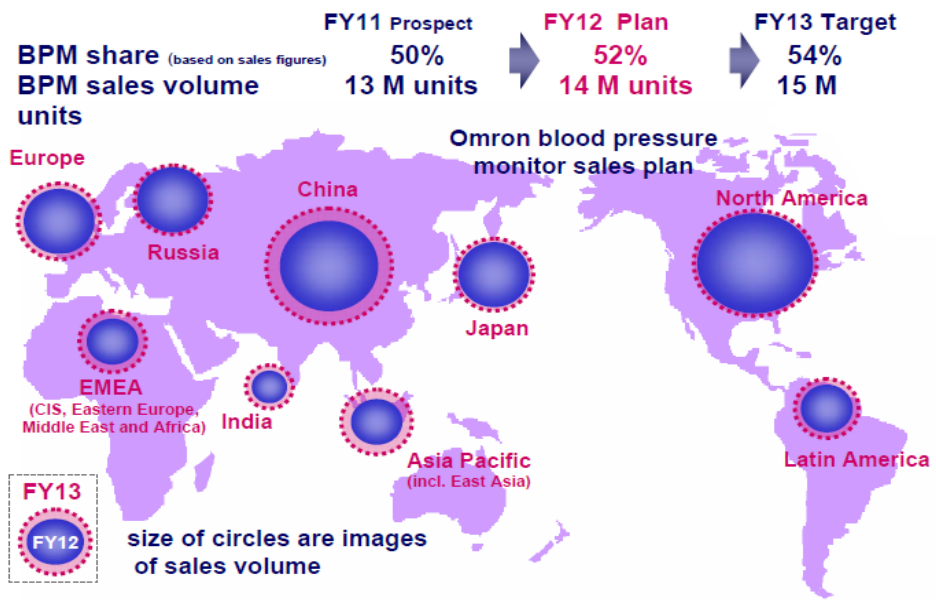
- ▶ The results of total score should be interpreted as: 1) Score rating > 90 – “very good” or “*****”;
- ▶ 2) Score rating is from 71 till 90 – “good” or “*****”; 3) Score rating is from 51 till 70 – “average” or “****”;
- ▶ 4) Score rating is from 30 till 50 – “poor” or “***”; 5) Score rating is less than 30 – “very poor” or “**”.
- ▶ The retail prices of the blood pressure monitors are varied from 15 euro till 120 euro.

Description of the company

- **Omron HealthCare Co, Ltd.**
- One of the leaders among different producers of blood pressure monitors.
- This company is well-known due to their brand **Omron** for the different health care production, particularly blood pressure monitors.
- The mission of this company is **“To help realize a healthy and comfortable life for people around the world”**.
- **The company assess own strength according three positions:**
 - **1) Sales**
 - - No.1 blood pressure monitor global share;
 - - Brand building through academic activity
 - - Sales network covering 110 nations
 - **2) Technology**
 - - Bio sensing technology
 - **3) Development /production**
 - - Region-specific product planning capabilities
 - - Cost-competitiveness through advanced mass-production technology.

. Omron: No.1 Blood Pressure Monitor Global Share

No.1 Blood Pressure Monitor Global Share **OMRON**



Enhancing Brand Awareness in Emerging Markets **OMRON**

Healthcare leading Omron Group brand recognition enhancement effort in India

- Advertising on billboards in Tier 1 & 2 cities
- Mass-media advertisements / sponsorship of India's 3 major marathons
- Acceleration of brand penetration using a celebrity
- Free health check event

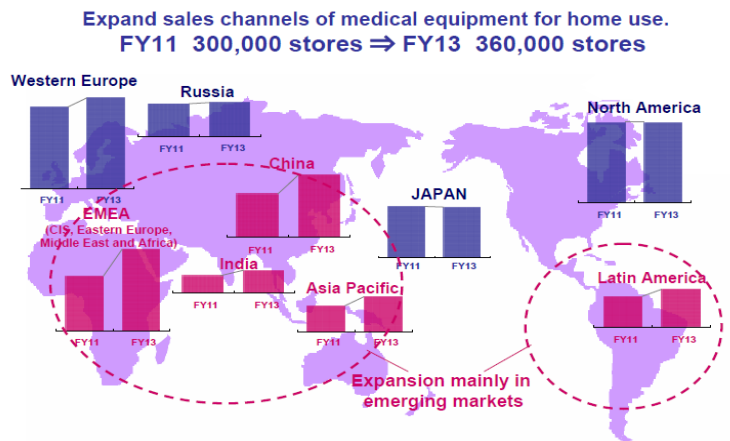
Use of Farhan (famous actor) as brand ambassador

Use of promotional tools

Queues of over 100 people often form

Events carried out over 300 times per year

Global Network Covering 110 Countries **OMRON**



Area	Y/Y
China	115%
Asia Pacific (Excl. India)	125%
India	175%
Russia	110%
Middle East/Eastern Europe	130%
Latin America	140%

Advertisement and promotion

- ▶ According to the experience pharmacists recommend about 74% of Omron Products. Brand most recommended by doctors.
- ▶ Top recommendations from the leading consumer magazines.
- ▶ Thus, global activity focused on medical societies and key opinion leader networks.
- ▶ Considered No.1 brand by pharmacists, doctors, and consumers in the USA.
- ▶ The different options of the advertising Omron products are given, such as:
 - ▶ advertisement on billboards,
 - ▶ presentation of new products for medical and pharmaceutical societies;
 - ▶ mass-media advertisement and sport events;
 - ▶ organization of the free health check event, etc.
- ▶ Also Omron HealthCare Co., Ltd expand sales channels of medical equipment for home use and increase the stores.
- ▶ For example, if in 2011 the number of stores was 300 thousand units, but in 2013 this number exceeds 360 thousand units.
- ▶ The rapid dynamics observed in EMEA region, China and Asia Pacific.