

Does your pharmaceutical product appeal to the doctors or to the patients?

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By Wolfgang Nedobity

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Pharmaceutical brand owners have to consider three major groups in their marketing strategies: the physicians, healthcare payors and the consumers. Dependant upon who is making the purchasing decision, the branding has to be geared at the members of the appropriate group. The approach will differ if we are talking about prescription or non-prescription drugs and apart from this we find different situations in various countries. In many European countries for instance chemists still act as advisors to the public when buying non-prescription drugs fighting minor illnesses and complaints. Thus specific expertise is required to provide for consistent worldwide branding of a particular drug. Even in the most sophisticated companies, this rather critical of processes is left to chance, to the whim of a marketing director or patent lawyer. Since the creation of the brand name forms the basis of brand positioning and brand essence from different perspectives, it is advisable to consult also an expert in this matter: the Namedesigner. The naming theory based on terminology science provides a sound and effective methodology for establishing a memorable and compelling brand identity, one that can withstand the test of time, cross lifestyles and cultural boundaries, and translate into success that endures. Brand names imbue their products with meaning which creates an emotional affinity so that the customer can decide whether a product feels right and is suitable for the particular purpose. Ultimately the function of the brand name is also to drive demand.

The meanings pharmaceutical brands hold are like primal assets that must be managed carefully and can be categorized according to target-oriented archetypes. For instance archetypes such as „creator" or „explorer" are to be conveyed if physicians decide on the medication and thus can be considered to be the main target for the (prescription) drug marketing, while archetypes such as „caregiver" or „sage" are more appropriate for consumer-style branding. For the physician usually the corporate brand name stands for a certain reputation, commitment to R&D, quality control and availability, while for the patient the product name plays a more important role in terms of effectiveness and improved health conditions. Archetypes are quite important because they provide the missing link between customer motivation and product sales by triggering an intangible experience of meaning expressed by the name and certain visual attributes. The archetypal meaning of a product becomes usually instrumental simply by evoking an image or a concept that calls forth the customer's instinctual recognition of some

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fundamental, recognizable truth inherent in it, almost as if it were a ritual object. It has to address timeless and universal human needs in a way that guarantees commercially effective and psychologically manageable brands.

Commercial communication in its various practical forms of expression has become a kind of applied art that profoundly influences our culture and that requires artistic and linguistic skills. It requires an understanding of the values related to the products being promoted and the cultural environment in which they are going to be sold. The Namedesigner offers consultancy and branding services tailored particularly to the needs of the pharmaceutical industry.

Symptoms Of IBS

By Susan Reynolds

IBS is a disorder affecting approximately 20% of the population. In its mildest cases, IBS can frustrate patients and cause anxiety. In severe cases, it can totally affect a patient's life, limiting their activities, causing them to quit their jobs, and prompting a reclusive lifestyle.

Irritable bowel syndrome is not a disease. In fact, although the problem occurs in the patient's intestine, there is no obvious reason for the disorder. Affected patients have not suffered damage to the intestine and have no apparent intestinal abnormalities. This is the key reason why doctors have yet to identify a true cause for the disorder.

Many people think that IBS is synonymous with diarrhea. While some IBS patients do exhibit diarrhea, this is not the only symptom of IBS. This disorder is often accompanied by other bothersome issues like pain and discomfort in the abdomen, retention of water, and changes in bowel movements. Those changes can come in either the form of diarrhea or constipation. Some patients alternate between the two. The severity of a patient's symptoms dictates how much their lives are affected. From missing school, work, or staying at home for fear of IBS episodes, it is easy to see why IBS is such a serious disorder for the patients it affects.

The first type of IBS is IBS–A. Patients suffering from IBS–A do not have consistent symptoms. In fact, on some days, an IBS–A patient may suffer from bloating and constipation. On other days, that same patient will suffer from diarrhea.

Unlike IBS–A, IBS–C patients are usually constipated. They suffer from a bloated feeling and often stomach pains. The main characteristic of this type of IBS is that the patient is often constipated. Patients usually experience these symptoms at least twelve weeks a year. Different from chronic constipation, this is truly a painful disorder.

Then there's IBS–D. Patients with IBS–D suffer from diarrhea. When they become particularly nervous or upset, it can spark an IBS episode. By the same token, an IBS–D patient may find that certain foods bring on these episodes. Depending on the severity of the disorder, patients can truly be devastated by this type of the disorder. More common in men than women, often patients have a fear of eating out in restaurants since they often feel the affects of the food immediately via irrepressible diarrhea.

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If you are exhibiting any of the symptoms of IBS, it is important to seek medical attention for proper diagnosis. A doctor can't immediately label you as an IBS patient since there is no clear-cut evidence of the disorder to be found. Through a series of tests, a thorough examination of your history of symptoms, and the ruling out of other conditions, a doctor can then make a diagnosis. With technology and pharmaceutical aids advancing each year, there are more options than ever for patients suffering from IBS. Talk to your doctor about ways you can take control of IBS so it doesn't control your life.

Susan Reynolds has an interest in IBS. For further information on IBS please visit

or

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