

Eularis to Address Marketing Return at Japanese Pharmaceutical Marketing Excellence Conference

TOKYO and LONDON, U.K., May 12 (SEND2PRESS NEWSWIRE) – Dr. Andree Bates, president of the New York and London-based pharmaceutical analytics company Eularis, will be delivering a presentation on how to tell if you are making the wrong marketing decision. The Pharmaceutical Marketing Excellence conference takes place in Tokyo, Japan.



Send2Press® Newswire

At 11:45 a.m. on Monday, 19 May 2008, Dr. Bates will deliver a presentation titled, "How to Tell if You are Making the Wrong Marketing Decision Using Marketing ROI." Bates will expose the limitations of current measurement techniques used to guide current marketing decisions. She will also provide attendees with ideas on how to put return measurements to work in making marketing decisions for their own pharmaceutical organizations.

Bates has gained wide recognition within the international pharmaceutical industry for her expertise in marketing return analysis. Under Bates' leadership, Eularis issued three related research reports in the past year, including: "Ensuring Profitable Return-on-Investment (ROI) in Pharmaceutical Marketing: Using Analytics and Metrics to Improve the Bottom Line,"

“Pharmaceutical Sales Force Effectiveness Metrics: Are You Measuring the Wrong Things?,” and “Ensuring Profitable Patient Adherence Programs by Effectively Using Analytics to Release the Hidden Value Available to the Bottom Line from Adherence.”

WHO: Eularis

WHAT: Presentation on How to Tell if You are Making the Wrong Marketing Decision Using Marketing ROI

WHEN: 19 May 2008 at 11:45 a.m. in Tokyo UTC (GMT + 9 hours)

WHERE: Pharmaceutical Marketing Excellence Conference: Conrad Hotel, Tokyo

About Eularis

Eularis provides sophisticated pharmaceutical analytics that provide data-driven insight into the financial impact of corporate and marketing decisions. Unlike traditional analytics approaches which are lengthy and whose reliance on historical or analogue data reduces their accuracy, Eularis' proprietary 94.8 Analytics Process is based on the current market situation. This proven approach helps pharmaceutical marketing teams to quickly plan, measure, validate, and optimize their sales and marketing performance. Eularis offers pre-launch analytics, marketing mix modeling (both professional and consumer), portfolio optimization, sales force effectiveness, managed care analytics, and patient compliance solutions.

Co-headquartered in London and New York City, although working internationally, the company has developed significant experience in the global pharmaceutical market through client engagements with AstraZeneca, GlaxoSmithKline, Merck, Pfizer and many others.

More information about Eularis: www.eularis.com.

All trademarks acknowledged.

 [View This Release in Japanese \(PDF\)](#)

News issued by: Eularis



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/08-0421-ABates_72dpi.jpg

#

Original Story ID: (3960) :: 2008-05-0512-002

Original Keywords: Eularis pharma analytics, Pharmaceutical Marketing Excellence Conference, Dr. Andree Bates, global pharmaceutical market, pharma, How to Tell if You are Making the Wrong Marketing Decision Using Marketing ROI, research reports Eularis