

OPERAZIONE TRASPARENZA

DI DATI RELATIVI DI TASSI DI ASSENZA E PRESENZA DEL PERSONALE
DELLA DIRIGENZA MEDICA VETERINARIA E NON MEDICA A.S.P.-CROTONE

| MESE | DIRIGENZA | | | 2022 | | |
|--------|-------------------|---------------------|---------------|--------------|--|--|
| | GIORNATE LAVORATE | GIORNATE DI ASSENZA | % DI PRESENZA | % DI ASSENZA | | |
| APRILE | 5420 | 1496 | 72,39852399 | 27,60147601 | | |
| MAGGIO | 6091 | 1505 | 75,29141356 | 24,70858644 | | |
| GIUGNO | 5714 | 1509 | 73,59117956 | 26,40882044 | | |

UFFICIO RILEVAZIONE PRESENZE

Cristina Pasqua

IL DIRETTORE DEL DIPARTIMENTO
DI COORDINAMENTO TECNICO AREA AMM.VA

Dott. Giuseppe FICO

Pharmaceutical Marketing Strategy

| Product | Target Market | Marketing Strategy | Key Messages | Competitive Advantage |
|--------------|--------------------------|--------------------------------|-------------------------------|-------------------------|
| Aspirin | General Population | Direct-to-Consumer Advertising | Relief of Pain and Fever | Long History of Use |
| Insulin | Diabetic Patients | Physician Education | Life-Saving Medication | Advanced Formulations |
| Antibiotics | Healthcare Professionals | Medical Conferences | Effective Infection Treatment | Research and Innovation |
| Chemotherapy | Cancer Patients | Specialized Clinics | Targeted Cancer Treatment | Personalized Medicine |
| Vaccines | Public Health | Government Contracts | Prevention of Disease | Global Health Impact |

The pharmaceutical industry is a highly competitive and regulated market. Successful marketing strategies focus on educating healthcare professionals, reaching patients through direct-to-consumer advertising, and demonstrating the clinical benefits and safety of new products. Key challenges include navigating complex regulatory requirements and managing high R&D costs.

Dr. [Name] | [Institution]