

Information

Werfen
Viale Monza 338 - 20128 Milan, Italy

Worldhotel Cristoforo Colombo
C.so Buenos Aires, 3 - 20124 Milano

Hotel B&B Milano Sesto
Viale Ercole Marelli, 303 - 20099 Sesto San Giovanni (MI)

Contact

Luca Rodighiero
Regional Marketing Director EEMEA1
Mobile +39 335 5301402

Edmondo Ferretti
Hemostasis Product Manager International
Mobile +39 335 5897937

Stefano Fialà
Hemostasis Product Specialist International
Mobile +39 346 6027785

Efraín Lechuga
Critical Care Product Manager International
Mobile +39 340 8624952

Javier Rovira
Critical Care Product Specialist International
Mobile +39 335 7189010

Raffaella Airaghi
Sales&Marketing Assistant
Phone +39 02 2522383

7th EEMEA1

Marketing Meeting Hemostasis & Critical Care

Milan, February 16-20, 2015



2015
BREAKTHROUGH.
QUALITY,
EFFICIENCY,
PATIENT SAFETY.

Marketing Meeting Hemostasis 2015

Monday, February 16th

- 12.30 - 13.00 Arrival at IL
13.15 - 14.15 **Lunch at Werfen**
14.30 - 14.45 Introduction and IL Coagulation Strategy
14.45 - 15.15 ACL TOP 50 Series Launch (*J. Avila*)
15.15 - 16.00 Introduction and Technical Specifications
16.00 - 16.30 **Coffee break**
16.30 - 17.00 ACL TOP 50 Series: Competitive Positioning (*J. Avila*)
17.00 - 17.30 Experience from the limited distribution:
The ACL TOP 50 Series in Norway
17.30 - 18.00 Open Discussion

Tuesday, February 17th

- 09.00 - 09.30 Instrument Update
09.30 - 10.00 New Analyzer Generation (ACL Elite II, new ACL TOP generation) (*J. Avila*)
IT Solutions: Hemostasis DMS
10.00 - 11.00 Reagent Pipeline Analysis
11.00 - 11.30 **Coffee Break**
11.30 - 12.00 Reagent Pipeline Analysis (continued)
12.00 - 12.30 The IL External Quality Schemes:
AccuTrack vs QCP web
12.30 - 13.15 QA Session
Intro to QA/RA, New regulatory requirements
Recap of Recent Regulatory Actions
13.15 - 14.15 **Lunch at Werfen**
14.30 - 15.30 Sales Review
- WW/EEMEA Hemostasis Sales Update
- Instrument & Reagent Sales trend
- EEMEA Country data review
15.30 - 15.45 Introduction to Group Activity:
'Target and Sell the Value'
15.45 - 16.15 **Coffee Break**
16.15 - 17.15 Group Activity
17.15 - 18.15 Presentation of the deliverables and Discussion

Wednesday, February 18th

- 09.00 - 10.15 Sharing Experiences
- Success stories from Werfen India
- Russia: keep growing despite environmental challenges
- Mediq (Finland): alliance strategy with global players
- ILS Denmark: unfair games from Stago - How to react?
- Success story from IL US (*K. Wrona*)
10.15 - 10.30 Competition Overview Recap
10.30 - 11.00 **Coffee Break**
11.00 - 12.00 STAGO-NY: an 'insider' view from US (*K. Wrona*)
12.00 - 12.30 Sales Tools and Archimede 2G
12.30 - 13.00 Clinical Marketing Initiatives
13.00 - 13.15 Wrap up & Conclusions
13.15 - 14.15 **Lunch at Werfen**

Marketing Meeting Critical Care 2015

Wednesday, February 18th

- 14.30 - 15.15 Introduction and Commercial Update
15.15 - 15.45 Critical Care Market Review and CRM
15.45 - 16.15 Critical Care Strategy
16.15 - 16.35 **Coffee break**
16.35 - 17.05 GEM Family Update
17.05 - 17.35 Marketing Tools
17.35 - 17.50 New Material in the FTP

Thursday, February 19th

- 09.00 - 09.30 iQM vDemo Introduction
09.30 - 11.00 iQM vDemo Groups session
11.00 - 11.20 **Coffee break**
11.20 - 11.40 iQM vDemo wrap up
11.40 - 12.10 iQM workshop presentation
12.10 - 13.15 GEMweb and GEMweb Plus
13.15 - 14.30 **Lunch at Werfen**
14.30 - 16.00 Interactive session IT connectivity
16.00 - 16.20 **Coffee break**
16.20 - 18.00 BG Parameters (*S. Torshin*)
20.00 Social dinner at restaurant

Friday, February 20th

- 09.00 - 10.00 Best Practice and Pre-analytic (*S. Torshin*)
10.00 - 11.30 Why Werfen is leader in Critical Care in Italy? (*D. Colombo*):
- Werfen Italy structure
- Approach to tenders
11.30 - 11.50 **Coffee break**
11.50 - 12.40 Competitors Update
12.40 - 13.05 Werfen High Lights
13.05 - 13.25 Conclusions
13.25 - 14.30 **Lunch at Werfen**

Speakers

Karen Wrona (*Hemostasis*)
Hemostasis Product Manager, Instrumentation Laboratory USA

John Avila (*Hemostasis*)
Corporate Hemostasis Group Product Manager
Instrumentation Laboratory

Sergey Torshin (*Critical Care*)
Business Development Manager Critical Care Werfen Russia

Davide Colombo (*Critical Care*)
Director of Sales Werfen Italy