



**유디스 코퍼레이션**

U T H I S   C O R P O R A T I O N



# No.1 Biz. partner Uthis Corporation

**Uthis** thinks of partner's value as the top priority.

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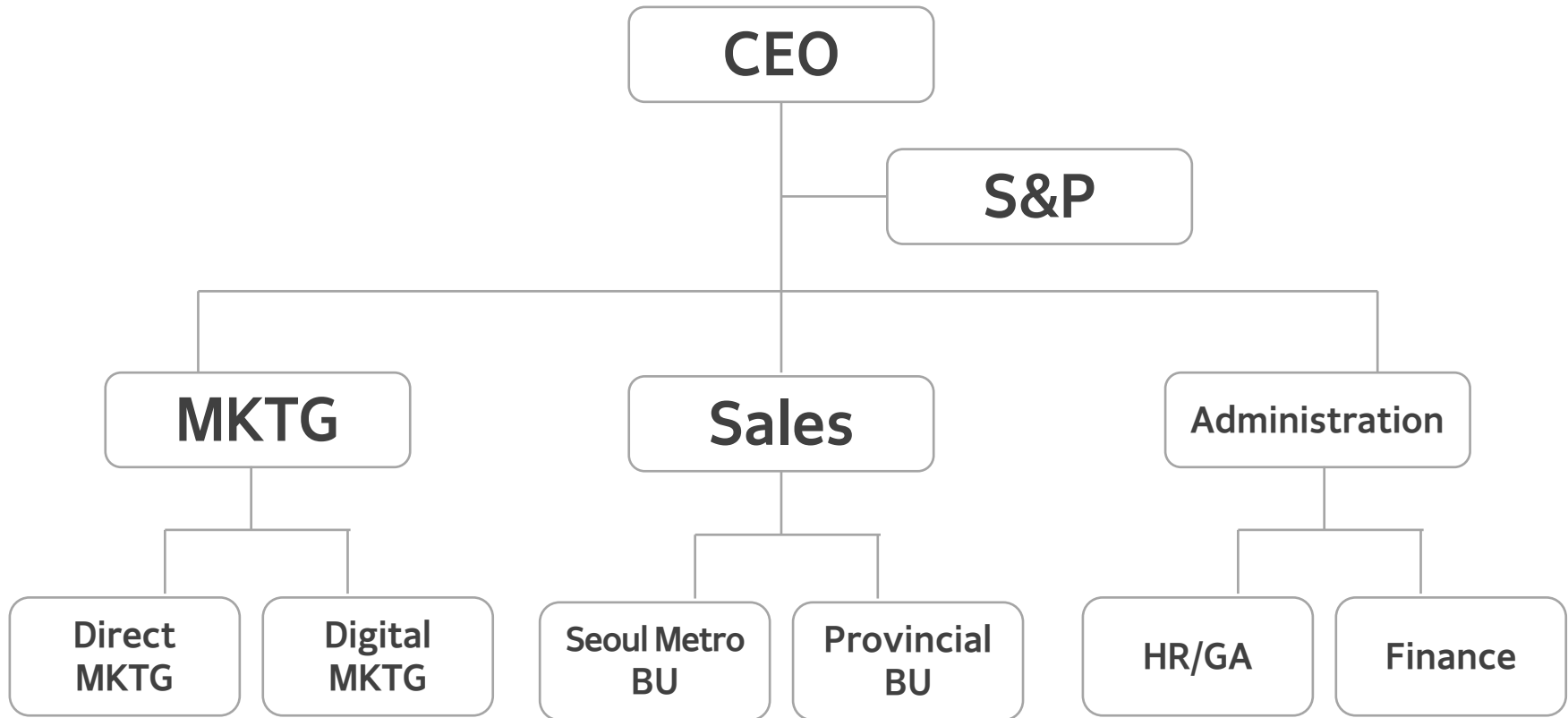


# Company overview

- Providing outsourced sales and marketing expertise.
- Creating innovative digital and multi-channel promotional solutions.
- Enhancing engagement with health care practitioners.
- Optimizing clients' commercial investments.
- Providing clients with strategic flexibility.
- Delivering full product commercialization services.



# Organization





# Uthis Account

Channel	Specialty	No. of HCPs		
		Professor	Associate Pro.	Specialist
General Hospital		550	300	450
PHC (Primary healthcare)	IM	1,930		
	FM	140		
	GP	340		
	ENT	120		
	OS	50		
	Other	200		
<b>Total</b>		<b>2,780 HCPs</b>		

Ref. 2021 Dr. universe in Korea by specialty

# No.1 Uthis



First in Korea in 2000



Visiting 2,700HCPs  
On-line information Delivery



30billion sales in 2021



# Only 1 Uthis



Systematic sales analysis with SFE/CRM solution



Medical information delivery through on/off line channel



The only CSO with a national organization



20 years of proven track record and know-how





# Flexibility

## 1 Faster expansion of sales

- expand brand awareness, M/S and as well as maximize sales in a short time
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## 2 Flexibility in managing fixed costs and risks

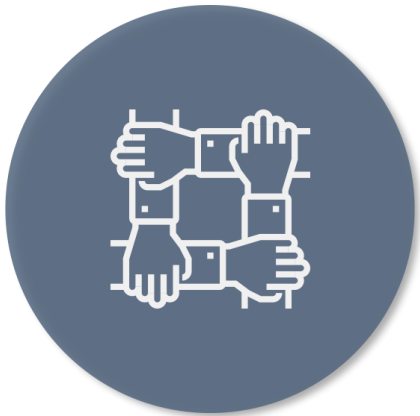
- flexibility to adjust resources to suit needs
  - risk management for uncertain businesses
- 

## 3 Cost control / Headcount control

- outsourced MRs are less expensive than permanent employees



# Digital Uthis



Providing medical information  
using on/off line



Organization with Scientific,  
Evidence based detailing



Professional  
Digital Marketers

# Experience

20 years of experience and know-how

Multinational company



Local pharmaceutical company



LG Life Sciences



# Experience

## **I. Organization type according to contract style**

(Cost or Performance based compensation)

1) Dedicate team(SAK, Yamanouchi, Novartis)

2) Syndicate team(Novartis, BI, LGLS, Daiichi, AK)

## **II. SFE/CRM solution development & application**

## **III. HR management**

Hiring, continuous career tracking

## **IV. Training**

MR certificate by KBPMA, periodic training & education (in & out house)



# Experience

## **I. Increase performance**

Aprovel® from 0.5 bil. in 2002 to 32 bil. in 2007 (DDD)

## **II. Maintenance Performance**

Keep M/S after patent expiry [Micardis, Mobic, Inhaler, Madipine]

## **III. Various drugs related chronic diseases**

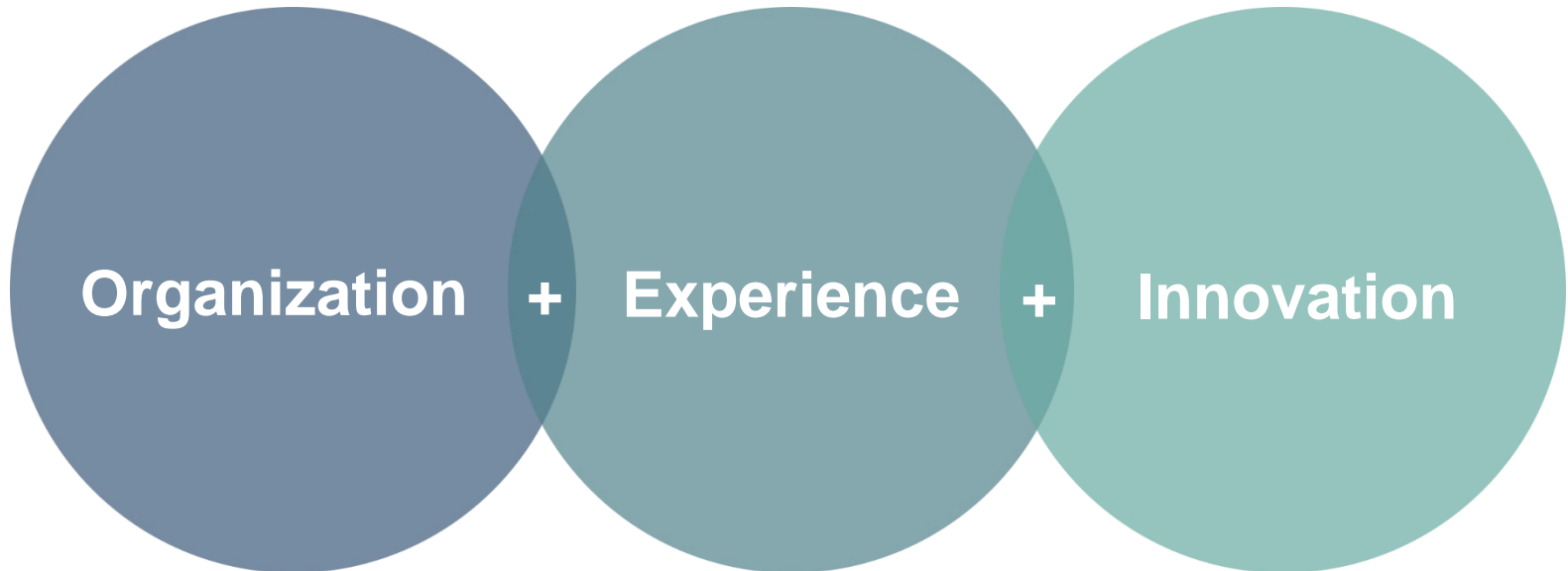
ARB/CCB, Statin, DPP-IV, inhaler, Injectable insulin, NSAIDs

## **IV. Motivation**

MR Group transfer experience (12 MRs to SAK in 2007)



# Brand New Uthis



With solid organization, rich experience and lasting innovation, **Uthis** will become your best pharmaceutical information partners.

**Uthis will be together  
for your business success**