

# Ferring México obtiene segundo lugar

El póster de carbetocina presentado por Ferring México durante el ETM Meeting, con sede en Singapur, fue seleccionado como *2nd Best Practice Worldwide* en donde participaron 60 proyectos de Ferring global.

## How to reach 1.2 million Euros of Carbetocin

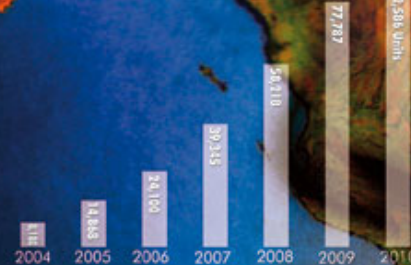
### Carbetocin in Mexico

**2003** • Carbetocin launch. **2004** • Entered in the National Formulary. • First farmaco-economic Carbetocin vs. Oxytocin study. **2006** • Number of samples increased. • Dr. Francisco Javier Posadas won a national award for "Prevention and Treatment of Obstetric Haemorrhage by Carbetocin use in San Luis Potosí" study. **2008** • IMSS Clinical Guidelines: Carbetocin is the first line treatment for obstetric haemorrhage. • The IMSS established a new program in order to reduce maternal mortality. Lonactene: mandatory product in IMSS. **2010** • Health Department (SSA) issued the National Guidelines for the Treatment of Obstetric Hemorrhage.

### 2009: Taking Advantage of Efforts Made over 7 Years

• Obstetrics products exclusive sales force. • Hospital visits covering every shift. • Anesthesiologists inclusion in the target. • Champions Program. • The first Challenges and Advances of Obstetrics in Mexico symposium was held. • Networking with 80 decision-taking physicians performing. • Innovation Project.

### Results



### Recomendations

• Leading the Clinical Trial "Analysis of Carbetocin Use vs Oxytocin Infusion for Obstetric Haemorrhage Prevention in High Risk Patients". • Developing a product without refrigeration restriction. • Dedicated sales force. • Government negotiations. • Sponsoring state and national clinical guidelines publication. • Continuing the Champion Physicians Program and initiating a similar one with nurses. • Performing obstetric emergencies workshops.

Myrna Ponce/marketing

