

Embark on an Exciting Journey: The Art of Turning Science into Sales

**How to realise the true medical and commercial potential of medical research results:
Interview with Management Centre Europe Faculty Member Dr. Günter Umbach, author of
["Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business"](#)**

Which chance for revenue is often missed by pharmaceutical companies?

Pharmaceutical companies spend huge amounts of money conducting clinical trials. However, the trial results often remain in the shadows. As a result, companies fail to get a decent return on their investment.

Why don't companies exploit this golden business opportunity?

There are two main ways that this opportunity slips through their fingers. Some companies fail to recognise clinical trials as part of the value chain. Other companies are simply untrained in realising the full impact of trials on revenue.

What is the typical interaction between medical and marketing professionals?

Many medical professionals feel they have accomplished their mission when the clinical trial is completed on time and on budget. They write their study report and that's the end of it. The marketing professionals receive an extensive study report replete with hundreds of tables - without any further explanations. They do not have the time and expertise to analyse the marketing prospects of this bounty of scientific data.

Who should be responsible for marketing clinical trials?

The marketing and medical marketing professionals including medical advisors hold the keys to unlock the wealth of their company's under-utilised research data. By assuming leadership they will soon realise the power and the excitement that comes with taking responsibility for communicating clinical trial results.

How cost-effective is the marketing of clinical trials?

It is a very cost-effective way to drive product sales because you can capitalise on the groundwork the medical department has already laid out. I never understood why some companies balk at the idea of spending the extra money for an appropriate marketing campaign after having spent so much money on conducting the trial. Marketing trials should be an integral part of life cycle management since it yields a very lucrative return on their investment.

Where can you learn to tap into the full commercial value of trials?

The topic of how to mastermind and implement a winning marketing strategy for clinical trials is barely covered in most marketing seminars. So it is mostly learning by doing – an odyssey to acquire the necessary skills. A workshop providing tools and tips would be useful for kick-starting the process, thus enabling companies to take full advantage of their medical research data.

What is your final recommendation?

Start shedding more light onto your scientific data.
Move out of your comfort zone and start to benefit from your existing trial results: Turn science into sales!