

2.6 CONSUMER PROFILE

On the process level Pharma Corp analyzed each customer segment to identify required and valued services to be included in a portal. The customer process encompasses all tasks which customers go through in order to satisfy their needs. Internal workshops and customer surveys in six European countries with an average of ten sales and marketing representatives were conducted. Three hospitals, two buying syndicates and two wholesalers took part in the external survey. From this analysis the customer processes as well as possible portal services were derived:

- The customer process of *patients* evolves around the prevention and treatment of an illness. The sub-processes may differ in length and show that healthy persons can also be customers of Pharma companies ('prevent').
- The *physician's* process focuses on patient treatment, i.e. providing advice and prescribing drugs. Included are knowledge management, i.e. systematic archiving of information from medical journals or newsletters, professional development, i.e. continuous medical education (CME) with online seminars etc. patient data management, i.e. the storage of patient data and their medical histories, and back-office, i.e. all administrative activities.