# PRODUCTOS DE LANZAMIENTO

# PRIMERA LINEA DE PROMOCION

# SEGUNDA LINEA DE PROMOCION

# RECORDATORIOS

# ENTRY MARKET

# PRODUCTOS DE LANZAMIENTO

## RESUMEN DE TENDENCIA - EVAR ALEJANDRO SUAREZ

| Linea | Marca | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| AP. CIRCULATORIO | **BEXABAN (GAD)** | Bexaban | 0,51 | 1,06 | ▲ |
| AP. CIRCULATORIO | **PALIAX (GAD)** | Paliax | 0,8 | 1,04 | ▲ |
| FLEBOLOGIA | **ATUREN (GAD)** | Aturen | 2,2 | 2,16 | ≈ |
| LIPIDOS | **SINLIP EZ (GAD)** | Sinlip EZ | 3,57 | 4,35 | ▲ |
| LIPIDOS | **SINLIP PREVENT ...** | Sinlip Prevent | 91,3 | 91,61 | ≈ |
| MUJER | **FUCSIA S/ESTRO...** | Fucsia | 7,45 | 10,26 | ▲ |
| MUJER | **RELIVERAN DOXI ...** | Reliveran Doxi | 21,82 | 25,39 | ▲ |
| MUSCULO ESQ. | **GADOFEROL TOT...** | Gadoferol | 5,0 | 5,02 | ≈ |
| PSICOFARMACOS | **ETABYX (GAD)** | Etabyx | 0,55 | 0,52 | ▼ |
| PSICOFARMACOS | **NEXDIA (GAD)** | Nexdia | 1,24 | 1,75 | ▲ |
| PSICOFARMACOS | **VANSERIN (GAD)** | Vanserin | 31,39 | 22,73 | ▼ |

# PRIMERA LINEA DE PROMOCION

## RESUMEN DE TENDENCIA - EVAR ALEJANDRO SUAREZ

| Linea | Marca | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| AP. CIRCULATORIO | **BISOPIL (GAD)** | Bisopil | 7,03 | 7,28 | ▲ |
| AP. CIRCULATORIO | **GADOCOR (GAD)** | Gadocor | 6,12 | 6,39 | ▲ |
| AP. CIRCULATORIO | **PAXON TOTAL** | Paxon | 13,51 | 13,77 | ≈ |
| AP. DIGESTIVO | **GASTROMAX TO...** | L. Gastromax | 16,43 | 16,45 | ≈ |
| DIABETES | **TOTAL DIABESIL** | Diabesil | 7,73 | 7,48 | ▼ |
| DIABETES | **TOTAL XELEVIA** | Xelevia | 15,26 | 15,83 | ▲ |
| LIPIDOS | **GADOLIP (GAD)** | Gadolip | 28,65 | 29,05 | ≈ |
| LIPIDOS | **OMECAP 90 (GAD)** | Omecap 90 | 44,7 | 47,78 | ▲ |
| LIPIDOS | **SINLIP (GAD)** | Sinlip | 8,26 | 8,79 | ▲ |
| MUJER | **APRIL (GAD)** | April | 32,66 | 32,01 | ≈ |
| MUJER | **DAMSEL GAD** | Damsel | 12,31 | 11,73 | ▼ |
| MUJER | **DAMSELLA (GAD)** | Damsella | 19,21 | 17,15 | ▼ |
| MUJER | **FEMIDEN (GAD)** | Femiden | 22,99 | 20,42 | ▼ |
| PSICOFARMACOS | **ALPLAX + DIOCAM** | Alplax_Diocam | 30,19 | 30,5 | ≈ |
| PSICOFARMACOS | **DESLAFAX (GAD)** | Deslafax | 12,44 | 13,47 | ▲ |
| PSICOFARMACOS | **DIVALPREX (GAD)** | Divalprex | 12,3 | 12,21 | ≈ |
| PSICOFARMACOS | **GAVIN (GAD)** | Gavin | 6,35 | 6,66 | ▲ |
| PSICOFARMACOS | **LAPENAX GADOR ...** | Lapenax | 99,27 | 99,38 | ≈ |
| PSICOFARMACOS | **LURADON (GAD)** | Luradon | 22,84 | 23,21 | ≈ |
| PSICOFARMACOS | **MIDAX (GAD)** | Midax | 59,96 | 61,32 | ≈ |
| PSICOFARMACOS | **TONIBRAL TOTAL** | Tonibral XR | 5,53 | 5,38 | ▼ |

# SEGUNDA LINEA DE PROMOCION

## RESUMEN DE TENDENCIA - EVAR ALEJANDRO SUAREZ

| Linea | **Marca** | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| AP. CIRCULATORIO | **FILTEN (GAD)** | Filten | 13,99 | 14,28 | ≈ |
| DIABETES | **NEURO BILETAN ...** | Neurobiletan 600 | 20,38 | 23,04 | ▲ |
| MUJER | **RUBI (GAD)** | Rubi | 43,32 | 44,43 | ▲ |
| MUSCULO ESQ. | **ALLOPURINOL G...** | Allopurinol | 76,05 | 79,55 | ▲ |
| PSICOFARMACOS | **DUXETIN (GAD)** | Duxetin | 72,9 | 69,99 | ▼ |
| PSICOFARMACOS | **ELAFAX (GAD)** | Elafax | 38,55 | 41,71 | ▲ |
| PSICOFARMACOS | **FOXETIN (GAD)** | Foxetin | 85,28 | 83,86 | ≈ |
| PSICOFARMACOS | **RISPERIN (GAD)** | Risperin | 68,58 | 68,27 | ≈ |
| UROLOGIA | **MYRBETRIC (GAD)** | Myrbetric | 52,19 | 49,22 | ▼ |
| UROLOGIA | **OMNIC OCAS (GA...** | Omnic Ocas | 3,34 | 2,96 | ▼ |

# RECORDATORIOS

## RESUMEN DE TENDENCIA - EVAR ALEJANDRO SUAREZ

| Linea | **Marca** | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| MUSCULO ESQ. | **CALCIMAX TOTAL** | Calcimax | 51,26 | 55,15 | ▲ |
| PSICOFARMACOS | **TOTAL SOMIT** | Somit | 63,26 | 63,16 | ≈ |

# ENTRY MARKET

## RESUMEN DE TENDENCIA - EVAR ALEJANDRO SUAREZ

| Linea | **Marca** | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| GENERAL | **GADOR** | ENTRY MARKET | 15,62 | 15,55 | ≈ |

| | | | |
|---|---|---|---|
| EVAR ALEJANDRO SUAREZ | ALLOPURINOL GADOR (GAD) | Mercado: Allopurinol | |
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ALLOPURINOL GAD-GAD | | ALLOPURINOL CR-AVER CVI | PURITENK BEK | ALLOPURINOL HO-UDE ARI | ALLOPURINOL THH THH | ALFADIMAN LZA | ALLOPURINOL FABRA FBR |
|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #1 | #2 | #4 | #3 | | | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 101 | 97 | 74 | 127 | 100 | 999 | 999 |
| | MES | 84,38 | 14,73 | 0,43 | 0,29 | 0,09 | 0,05 | 0,02 |
| | TRIM | 82,82 | 16,41 | 0,34 | 0,23 | 0,09 | 0,05 | 0,06 |
| | **MAT** | **79,88** | **19,42** | **0,34** | **0,19** | **0,09** | **0,04** | **0,03** |
| | MATAA | 79,26 | 20,03 | 0,46 | 0,15 | 0,09 | 0,0 | 0,0 |
| | VALOR MERCADO: | | MES = 76.148 | | TRIM = 238.732 | | MAT = 960.955 | MATAA = 1.017.727 |
| **GERENCIA** GCIA = 41,2% | EVOLUCION MAT | 100 | 101 | 48 | 139 | 0 | 999 | 999 |
| | MES | 82,97 | 16,46 | 0,1 | 0,38 | 0,0 | 0,05 | 0,03 |
| | TRIM | 81,23 | 18,24 | 0,07 | 0,29 | 0,0 | 0,07 | 0,09 |
| | **MAT** | **77,99** | **21,56** | **0,1** | **0,25** | **0,0** | **0,06** | **0,04** |
| | MATAA | 78,34 | 21,26 | 0,21 | 0,18 | 0,0 | 0,0 | 0,0 |
| | VALOR MERCADO: | | MES = 30.755 | | TRIM = 95.630 | | MAT = 396.170 | MATAA = 390.873 |
| **DISTRITO** DIST = 19,8% | EVOLUCION MAT | 103 | 91 | 82 | 157 | | 999 | |
| | MES | 81,35 | 18,14 | 0,1 | 0,35 | | 0,07 | |
| | TRIM | 78,54 | 21,04 | 0,11 | 0,29 | | 0,03 | |
| | **MAT** | **74,53** | **25,16** | **0,09** | **0,22** | | **0,01** | |
| | MATAA | 72,24 | 27,51 | 0,11 | 0,14 | | 0,0 | |
| | VALOR MERCADO: | | MES = 6.059 | | TRIM = 18.867 | | MAT = 78.252 | MATAA = 72.940 |
| **REP** ZONA = 3,9% | EVOLUCION MAT | 103 | 90 | 94 | 236 | | | |
| | MES | 80,73 | 18,51 | 0,18 | 0,58 | | | |
| | TRIM | 79,55 | 19,93 | 0,19 | 0,33 | | | |
| | **MAT** | **76,05** | **23,53** | **0,16** | **0,26** | | | |
| | MATAA | 73,5 | 26,22 | 0,17 | 0,11 | | | |
| | VALOR MERCADO: | | MES = 233 | | TRIM = 743 | | MAT = 3.084 | MATAA = 2.884 |

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de ALLOPURINOL GADOR (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | ALLOPURINOL GAD-GAD | | ALLOPURINOL CR-AVER CVI | PURITENK BEK | ALLOPURINOL HO-UDE ARI | ALLOPURINOL THH THH | ALFADIMAN LZA | ALLOPURINOL FABRA FBR |
|---|---|---|---|---|---|---|---|---|
| | | #1 | #2 | #4 | #3 | | | |
| **5000 - CORDOBA** 7% % de zona = 57,4% PMS = 2 | EVOLUCION MAT | 105 | 88 | 84 | 133 | | | |
| | TRIM | 75,17 | 24,03 | 0,34 | 0,46 | | | |
| | **MAT** | **71,78** | **27,67** | **0,27** | **0,28** | | | |
| **2400 - SAN FRANCISCO** 50% % de zona = 30,8% PMS = 1 | EVOLUCION MAT | 102 | 90 | | 999 | | | |
| | TRIM | 87,67 | 12,33 | | 0,0 | | | |
| | **MAT** | **82,03** | **17,76** | | **0,21** | | | |
| **5186 - ALTA GRACIA** 25% % de zona = 10,8% PMS = 1 | EVOLUCION MAT | 106 | 80 | | 999 | | | |
| | TRIM | 79,11 | 20,37 | | 0,52 | | | |
| | **MAT** | **80,04** | **19,66** | | **0,3** | | | |
| **2438 - FRONTERA** 100% % de zona = 1,0% PMS = 1 | EVOLUCION MAT | 101 | 75 | | | | | |
| | TRIM | 100 | 0,0 | | | | | |
| | **MAT** | **96,67** | **3,33** | | | | | |
| **5016 - CORDOBA** 13% % de zona = 0,1% PMS = 1 | EVOLUCION MAT | 91 | 108 | | | | | |
| | TRIM | 60,0 | 40,0 | | | | | |
| | **MAT** | **41,18** | **58,82** | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

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|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **ALLOPURINOL GADOR (GAD)** | **Mercado: Allopurinol** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | ALLOPURINOL GAD-GAD | ALLOPURINOL CR-AVER CVI | PURITENK BEK | ALLOPURINOL HO-UDE ARI | ALLOPURINOL THH THH | ALFADIM-AN LZA | ALLOPURINOL FA-BRA FBR |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | | | |
| **REP** | | | | | | | |
| TRIM | 71,18 | 28,58 | | 0,24 | | | |
| **MAT** | **70,27** | **29,52** | | **0,21** | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | ALLOPURINOL GADOR GAD (#1) | ALLOPURINOL CR-AVER CVI (#2) | PURITENK BEK (#4) | ALLOPURINOL HO-UDE ARI (#3) | ALLOPURINOL THH THH | ALFADIM-AN LZA | ALLOPURINOL FA-BRA FBR |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CASTELLANO CARLOS ALBERTO | **NEF** | 2400 | 0,8% | 97,83 | 2,17 | | | | | | |
| CALVIMONTE ROLANDO JOSE | **CIR** | 2400 | 0,4% | 8,7 | 91,3 | | | | | | |
| CALDELARI GUSTAVO ANDRES | **URO** | 2400 | 0,3% | 100 | | | | | | | |
| CORREA HECTOR DANIEL | **CLM** | 2400 | 0,3% | 35,29 | 64,71 | | | | | | |
| SECRESTAT ROBERTO ANDRES | **CLM** | 2400 | 0,3% | 29,41 | 70,59 | | | | | | |
| | **ACUM =** | | **2,1%** | | | | | | | | |
| CALDELARI ROBERTO HUGO | **CLM** | 2400 | 0,3% | 37,5 | 62,5 | | | | | | |
| SALGADO ANABELLA VERONICA | **REU** | 2400 | 0,3% | 20,0 | 80,0 | | | | | | |
| BERARDO ORLANDO CESAR | **CLM** | 2400 | 0,2% | 100 | | | | | | | |
| DE LA FUENTE JORGE LUIS | **CLM** | 5016 | 0,2% | 92,86 | 7,14 | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,2% | 78,57 | 21,43 | | | | | | |
| | **ACUM =** | | **3,3%** | | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | **CLM** | 5186 | 0,1% | 75,0 | 25,0 | | | | | | |
| CASTELLANO MAURO | **NEF** | 2400 | 0,1% | 28,57 | 71,43 | | | | | | |
| FERNANDEZ PEHUEN | **NEF** | 5016 | 0,1% | 100 | | | | | | | |
| SAURIT VERONICA | **GIN** | 5016 | 0,1% | 100 | | | | | | | |
| CAEIRO ENRIQUE | **CLM** | 5016 | 0,1% | 100 | | | | | | | |
| | **ACUM =** | | **3,8%** | | | | | | | | |
| DOUTHAT WALTER GUILLERMO | **NEF** | 5016 | 0,1% | 75,0 | 25,0 | | | | | | |
| MAZA GONZALO | **CIR** | 2400 | 0,1% | 100 | | | | | | | |
| ZABALA JORGE ALBERTO | **CLM** | 2400 | 0,1% | 100 | | | | | | | |
| PIGNATA HORACIO ANTONIO | **CLM** | 2400 | 0,1% | | 100 | | | | | | |
| ALBERTINI RICARDO ARTURO | **CLM** | 5016 | 0,0% | 100 | | | | | | | |
| | **ACUM =** | | **4,2%** | | | | | | | | |
| MIRETTI EVANGELINA MARIA | **REU** | 2400 | 0,0% | 100 | | | | | | | |
| PISPIEIRO MARIANO | **CIR** | 2400 | 0,0% | 100 | | | | | | | |
| BRUSA MARIANA | **NEF** | 5000 | 0,0% | 100 | | | | | | | |
| CHIURCHIU CARLOS RAUL | **NEF** | 5016 | 0,0% | 100 | | | | | | | |
| FUNES LOPEZ ZENON CRUZ | **CLM** | 5016 | 0,0% | 100 | | | | | | | |
| | **ACUM =** | | **4,2%** | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | **CIR** | 2400 | 0,0% | | 100 | | | | | | |
| PANERO DANIEL ENRIQUE | **CLM** | 2400 | 0,0% | 100 | | | | | | | |
| | **ACUM =** | | **4,2%** | | | | | | | | |

## No Cruzados

| | | | | |
|---|---|---|---|---|
| DIAZ DE TAGNIANI MONICA ESTER | **CLM** | 5000 | 1,4% | 100 |
| GOMEZ JORGE MANUEL | **CRD** | 5000 | 1,2% | 4,48 |
| ZELECHOWSKI SERGIO JAVIER | **CLM** | 5000 | 0,8% | 79,17 |
| PALAZON ENRIQUE FRANCISCO | **CLM** | 5000 | 0,8% | 52,17 |
| DIAZ SERGIO ALEJANDRO | **CRD** | 5000 | 0,7% | 60,98 |
| | **ACUM =** | | **9,1%** | |

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| CPs de la ZONA: | 2400 - 2438 - 5000 - 5016 - 5186 |

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|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **ALLOPURINOL GADOR (GAD)** | **Mercado: Allopurinol** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ALLOPURINOL GAD-GAD | ALLOPURINOL CR-AVER CVI | PURITENK BEK | ALLOPURINOL HO-UDE ARI | ALLOPURINOL THH THH | ALFADIM-AN LZA | ALLOPURINOL FA-BRA FBR |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | | | |

**REP**

ZONA = 3,9%

| EVOLUCION MAT | 103 | 90 | 94 | 236 |
|---|---|---|---|---|
| MES | 80,73 | 18,51 | 0,18 | 0,58 |
| TRIM | 79,55 | 19,93 | 0,19 | 0,33 |
| **MAT** | **76,05** | **23,53** | **0,16** | **0,26** |
| MATAA | 73,5 | 26,22 | 0,17 | 0,11 |

VALOR MERCADO: MES = 233 TRIM = 743 MAT = 3.084 MATAA = 2.884

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de ALLOPURINOL GADOR (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | |
|---|---|---|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,2% | 79,41 | 20,59 | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,7% | 75,0 | 25,0 | | |
| BERGERO MELISA | 0,7% | 75,0 | 25,0 | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,7% | 51,32 | 48,68 | | |
| FARMACIA CARRA SALUD SA | 0,5% | 80,0 | 20,0 | | |
| **ACUM = 3,8%** | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,4% | 51,02 | 48,98 | | |
| MONLLOR IVANA KARINA | 0,4% | 93,33 | 6,67 | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 100 | 0 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,4% | 95,35 | 2,33 | 2,33 | |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 95,24 | 2,38 | 2,38 | |
| **ACUM = 5,8%** | | | | | |
| DIPIAZZA LORENA ANDREA | 0,4% | 65,85 | 34,15 | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 51,43 | 48,57 | | |
| TRAVERSO RUBEN EDUARDO | 0,3% | 96,67 | 3,33 | | |
| FARMACIA FAMASALUD II | 0,2% | 54,17 | 45,83 | | |
| FCIA. MAXIFARMA | 0,1% | 100 | 0 | | |
| **ACUM = 7,1%** | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,1% | 71,43 | 28,57 | | |
| FARACI ESTELA ROSA | 0,0% | 60,0 | 40,0 | 0 | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 100 | | | |
| **ACUM = 7,2%** | | | | | |

| | ALLOPURINOL GAD-GAD | ALLOPURINOL CR-CVI | PURITENK BEK | ALLOPURINOL HO-ARI | ALLOPURINOL THH THH | ALFADIM-AN LZA | ALLOPURINOL FAB-FBR |
|---|---|---|---|---|---|---|---|
| | #1 | #2 | #4 | #3 | | | |

## No Asignadas

| | | | | | |
|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 2,7% | 72,43 | 27,57 | | |
| X5000AAJ - DEAN FUNES 402-500 | 1,9% | 97,07 | 2,93 | | |
| X5016DFS | 1,8% | 76,77 | 23,23 | 0 | |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 1,7% | 85,03 | 14,97 | | |
| X5000FAF - HUMBERTO PRIMO 202-300 | 1,3% | 66,9 | 33,1 | | |
| **ACUM = 16,6%** | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

GADOR

| EVAR ALEJANDRO SUAREZ | ALPLAX + DIOCAM | Mercado: Alplax_Diocam | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ALPLAX + DIOCAM | | ALPLAX GAD | DIOCAM GAD | CLONAG-IN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQU-INAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTAN-IL B7I | TENSIUM B+L | LORAZE-PAN SUE | EMOTIVAL TEV | CLONAG-IN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #1 | #3 | #5 | #2 | #4 | #7 | #6 | #8 | #9 | #11 | #10 | #12 | #14 | #13 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 100 | 104 | 87 | 102 | 103 | 91 | 100 | 108 | 89 | 135 | 94 | 94 | 97 | 108 | 96 |
| | MES | 28,34 | 22,8 | 5,54 | 28,17 | 7,05 | 7,03 | 6,06 | 5,86 | 2,49 | 1,47 | 1,24 | 1,14 | 1,14 | 1,1 | 8,9 |
| | TRIM | 28,48 | 22,98 | 5,5 | 27,86 | 6,97 | 7,12 | 6,05 | 5,92 | 2,59 | 1,44 | 1,26 | 1,15 | 1,11 | 1,09 | 8,96 |
| | **MAT** | **29,26** | **23,52** | **5,74** | **27,71** | **6,96** | **6,47** | **6,12** | **5,62** | **2,63** | **1,42** | **1,31** | **1,17** | **1,11** | **1,03** | **9,2** |
| | MATAA | 29,16 | 22,55 | 6,61 | 27,29 | 6,76 | 7,11 | 6,1 | 5,2 | 2,96 | 1,05 | 1,39 | 1,24 | 1,15 | 0,95 | 9,63 |
| | VALOR MERCADO: | | MES = 1.886.955 | | | | TRIM = 5.509.260 | | | | MAT = 21.336.947 | | | MATAA = 21.802.297 | | |
| **GERENCIA** GCIA = 46,6% | EVOLUCION MAT | 103 | 105 | 96 | 102 | 100 | 88 | 99 | 101 | 89 | 132 | 93 | 87 | 94 | 109 | 96 |
| | MES | 26,39 | 21,47 | 4,92 | 30,34 | 8,72 | 6,17 | 7,36 | 4,63 | 1,96 | 1,26 | 1,46 | 0,97 | 0,5 | 0,89 | 9,35 |
| | TRIM | 26,71 | 21,79 | 4,92 | 29,89 | 8,6 | 6,47 | 7,37 | 4,6 | 2,03 | 1,23 | 1,44 | 0,94 | 0,49 | 0,87 | 9,36 |
| | **MAT** | **27,13** | **22,09** | **5,04** | **29,83** | **8,7** | **5,51** | **7,58** | **4,53** | **2,09** | **1,2** | **1,51** | **0,96** | **0,51** | **0,83** | **9,62** |
| | MATAA | 26,25 | 21,0 | 5,25 | 29,38 | 8,7 | 6,26 | 7,68 | 4,48 | 2,35 | 0,91 | 1,63 | 1,1 | 0,54 | 0,76 | 9,98 |
| | VALOR MERCADO: | | MES = 864.921 | | | | TRIM = 2.568.606 | | | | MAT = 9.949.582 | | | MATAA = 9.870.976 | | |
| **DISTRITO** DIST = 23,1% | EVOLUCION MAT | 104 | 106 | 98 | 102 | 98 | 84 | 97 | 102 | 88 | 125 | 93 | 88 | 96 | 108 | 94 |
| | MES | 29,24 | 23,85 | 5,38 | 31,01 | 9,93 | 4,67 | 6,39 | 3,51 | 2,03 | 1,05 | 1,53 | 0,81 | 0,47 | 0,81 | 8,55 |
| | TRIM | 28,38 | 23,17 | 5,21 | 30,71 | 10,16 | 4,71 | 6,53 | 4,11 | 2,13 | 1,09 | 1,54 | 0,81 | 0,45 | 0,81 | 8,56 |
| | **MAT** | **28,36** | **23,04** | **5,32** | **30,25** | **10,49** | **4,45** | **6,81** | **3,86** | **2,15** | **1,09** | **1,61** | **0,82** | **0,5** | **0,77** | **8,84** |
| | MATAA | 27,14 | 21,69 | 5,45 | 29,53 | 10,66 | 5,3 | 7,04 | 3,78 | 2,44 | 0,87 | 1,73 | 0,93 | 0,52 | 0,71 | 9,36 |
| | VALOR MERCADO: | | MES = 200.215 | | | | TRIM = 586.438 | | | | MAT = 2.295.302 | | | MATAA = 2.284.696 | | |
| **REP** ZONA = 4,4% | EVOLUCION MAT | 105 | 108 | 96 | 103 | 99 | 86 | 97 | 103 | 85 | 126 | 94 | 74 | 96 | 112 | 92 |
| | MES | 31,88 | 23,68 | 8,2 | 29,41 | 9,17 | 4,84 | 5,27 | 3,94 | 2,26 | 0,92 | 1,21 | 0,91 | 0,45 | 0,92 | 8,82 |
| | TRIM | 30,5 ≈ | 22,89 | 7,61 | 29,9 | 9,12 | 4,95 | 5,33 | 4,89 | 2,38 | 0,94 | 1,25 | 0,92 | 0,46 | 0,87 | 8,48 |
| | **MAT** | **30,19** | **22,5** | **7,69** | **29,42** | **9,58** | **4,96** | **5,61** | **4,55** | **2,39** | **0,98** | **1,3** | **0,95** | **0,48** | **0,82** | **8,77** |
| | MATAA | 28,84 | 20,83 | 8,01 | 28,53 | 9,67 | 5,76 | 5,77 | 4,4 | 2,82 | 0,78 | 1,39 | 1,29 | 0,5 | 0,73 | 9,52 |
| | VALOR MERCADO: | | MES = 8.855 | | | | TRIM = 26.422 | | | | MAT = 102.123 | | | MATAA = 99.131 | | |

**PUNTO DE MARKET SHARE = 85 UNIDADES estimadas de ALPLAX + DIOCAM por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | ALPLAX + DIOCAM | | ALPLAX GAD | DIOCAM GAD | CLONAG-IN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQU-INAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTAN-IL B7I | TENSIUM B+L | LORAZE-PAN SUE | EMOTIVAL TEV | CLONAG-IN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #1 | #3 | #5 | #2 | #4 | #7 | #6 | #8 | #9 | #11 | #10 | #12 | #14 | #13 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 107 | 110 | 96 | 103 | 96 | 79 | 96 | 101 | 81 | 132 | 93 | 91 | 90 | 106 | 91 |
| **7%** % de zona = 61,7% | TRIM | 31,83 ≈ | 25,94 | 5,89 | 28,44 | 9,55 | 4,21 | 6,02 | 5,48 | 2,53 | 1,11 | 1,25 | 0,95 | 0,24 | 0,88 | 7,49 |
| PMS = 52 | **MAT** | **31,36** | **25,29** | **6,07** | **28,1** | **10,1** | **4,24** | **6,5** | **4,83** | **2,59** | **1,12** | **1,3** | **0,93** | **0,26** | **0,84** | **7,82** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 101 | 103 | 98 | 103 | 104 | 98 | 100 | 110 | 88 | 119 | 92 | 45 | 101 | 142 | 95 |
| **50%** % de zona = 26,6% | TRIM | 27,82 ≈ | 15,52 | 12,29 | 32,04 | 9,39 | 6,48 | 3,9 | 3,87 | 1,59 | 0,55 | 1,39 | 0,69 | 1,02 | 0,62 | 10,64 |
| PMS = 23 | **MAT** | **27,42** | **15,31** | **12,11** | **31,47** | **9,69** | **6,11** | **3,97** | **3,98** | **1,63** | **0,63** | **1,47** | **0,88** | **1,05** | **0,61** | **11,08** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 101 | 100 | 103 | 105 | 103 | 89 | 95 | 94 | 91 | 106 | 117 | 99 | 103 | 108 | 92 |
| **25%** % de zona = 10,3% | TRIM | 29,52 ≈ | 24,4 | 5,12 | 32,46 | 6,38 | 4,68 | 5,21 | 3,94 | 3,57 | 1,04 | 1,09 | 1,2 | 0,35 | 1,48 | 9,08 |
| PMS = 9 | **MAT** | **30,19** | **24,93** | **5,26** | **31,82** | **6,64** | **5,71** | **4,98** | **4,13** | **2,96** | **1,15** | **1,08** | **1,27** | **0,33** | **1,21** | **8,53** |
| **2438 - FRONTERA** | EVOLUCION MAT | 79 | 97 | 65 | 103 | 149 | 105 | 166 | 217 | 253 | | | 376 | 133 | 116 | 79 |
| **100%** % de zona = 1,2% | TRIM | 27,68 ▼ | 14,29 | 13,39 | 32,44 | 6,85 | 11,01 | 3,87 | 6,55 | 1,79 | | | 2,08 | 0,3 | 1,19 | 6,25 |
| PMS = 1 | **MAT** | **30,22** | **16,15** | **14,07** | **30,06** | **5,92** | **10,15** | **2,24** | **6,39** | **3,84** | | | **0,64** | **0,56** | **0,88** | **9,11** |
| **5016 - CORDOBA** | EVOLUCION MAT | 159 | 193 | 79 | 100 | 56 | 14 | 33 | 35 | 56 | 81 | 62 | 999 | 14 | 999 | 75 |
| **13%** % de zona = 0,1% | TRIM | 55,21 ▲ | 50,0 | 5,21 | 33,85 | 2,86 | 0,78 | 1,56 | 2,08 | 0,0 | 0,52 | 0,0 | 0,0 | 0,0 | 0,0 | 3,12 |
| PMS = 1 | **MAT** | **46,99** | **40,08** | **6,91** | **38,8** | **4,05** | **0,69** | **1,97** | **1,78** | **1,09** | **0,39** | **0,3** | **0,39** | **0,1** | **0,2** | **3,26** |
| **ACUM=100%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | ALPLAX + DIOCAM | ALPLAX GAD | DIOCAM GAD | CLONAGIN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQUINAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTANIL B7I | TENSIUM B+L | LORAZEPAN SUE | EMOTIVAL TEV | CLONAGIN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #3 | #5 | #2 | #4 | #7 | #6 | #8 | #9 | #11 | #10 | #12 | #14 | #13 | |
| TRIM | 30,72 | 23,86 | 6,86 | 28,61 | 10,96 | 5,55 | 6,09 | 3,37 | 2,55 | 0,85 | 1,11 | 0,89 | 0,25 | 0,8 | 8,25 |
| **MAT** | **29,99** | **23,13** | **6,86** | **29,43** | **11,19** | **5,12** | **5,69** | **3,59** | **2,18** | **0,96** | **1,12** | **0,81** | **0,27** | **0,91** | **8,72** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | ALPLAX + DIOCAM | ALPLAX GAD | DIOCAM GAD | CLONAGIN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQUINAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTANIL B7I | TENSIUM B+L | LORAZEPAN SUE | EMOTIVAL TEV | CLONAGIN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #1 | #3 | #5 | #2 | #4 | #7 | #6 | #8 | #9 | #11 | #10 | #12 | #14 | #13 | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,2% | 21,78 | | 17,84 | 3,94 | 6,22 | 19,29 | 5,6 | 0,21 | 4,56 | 0,41 | 0,83 | 34,85 | | | | 6,22 |
| GIOINO RUBEN DARIO | | 2400 | 0,2% | 31,03 | | 24,33 | 6,7 | 26,12 | 7,37 | 15,85 | 5,58 | 3,12 | | 1,79 | 0,67 | | 0,45 | | 8,04 |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,2% | 28,47 | | 12,07 | 16,4 | 21,41 | 10,93 | 2,28 | | | 10,25 | | | | | | 26,65 |
| KAZEPIS LILIAN RUTH | CLM | 2400 | 0,2% | 51,65 | | 4,07 | 47,58 | 12,47 | 4,58 | 22,9 | 1,02 | 1,27 | 1,02 | | | | | | 5,09 |
| PICCO CARLOS IGNACIO | CLM | 2400 | 0,2% | 32,16 | | 15,95 | 16,22 | 21,62 | 22,16 | 7,03 | 7,03 | 1,08 | | 4,05 | | | 1,08 | | 3,78 |
| | **ACUM =** | | **1,0%** | | | | | | | | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM | 2400 | 0,1% | 15,47 | | 10,57 | 4,91 | 58,87 | | 16,6 | | 7,55 | | | | | | | 1,51 |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,1% | 22,61 | | 18,77 | 3,83 | 20,31 | 4,98 | 26,44 | 9,2 | | 1,92 | 0,38 | | | 0,77 | | 13,41 |
| MAZA GONZALO | CIR | 2400 | 0,1% | 46,27 | | 40,78 | 5,49 | 12,55 | 6,67 | | 0,39 | | | 16,47 | | | 0,78 | | 16,86 |
| LIGNINI EVANGELINA | CIR | 2400 | 0,1% | 24,78 | | 24,78 | | 55,31 | 0,44 | 3,1 | | | | | | | | | 16,37 |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,1% | 24,66 | | 2,28 | 22,37 | 42,01 | 3,2 | 20,09 | 5,02 | 1,83 | | | | | | | 3,2 |
| | **ACUM =** | | **1,5%** | | | | | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,1% | 42,55 | | 24,47 | 18,09 | 48,4 | | 6,91 | | | | | | | | | 2,13 |
| ECHEVARRIA MARIA FABIANA | CLM | 2400 | 0,1% | 8,02 | | 4,28 | 3,74 | 24,6 | 24,6 | 14,44 | 2,14 | | | | | | | | 26,2 |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,1% | 35,19 | | 33,95 | 1,23 | 31,48 | 4,94 | 1,23 | 14,81 | 12,35 | | | | | | | |
| ZABALA JORGE ALBERTO | CLM | 2400 | 0,1% | 15,19 | | | 15,19 | 29,11 | | 2,53 | 22,78 | | | | | | 30,38 | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,1% | 47,62 | | 21,09 | 26,53 | 27,89 | 20,41 | | | 4,08 | | | | | | | |
| | **ACUM =** | | **2,0%** | | | | | | | | | | | | | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ | 2400 | 0,1% | 13,79 | | | 13,79 | 55,86 | | 28,97 | | 1,38 | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR | 2400 | 0,1% | 25,53 | | 20,57 | 4,96 | 34,04 | | | 19,86 | | | | 0,71 | | | | 19,86 |
| FUGIGLANDO MAURO ENZO | CLM | 2400 | 0,1% | 4,44 | | 4,44 | | 54,07 | 0,74 | 29,63 | | | | | | | | | 11,11 |
| ALONSO JAVIER ALBERTO | PSQ | 2400 | 0,1% | 23,02 | | 4,76 | 18,25 | 28,57 | 20,63 | | 1,59 | 12,7 | 7,14 | | | | | | 6,35 |
| CAMBURSANO DANTE LIVIO | CIR | 2400 | 0,1% | 16,94 | | 4,03 | 12,9 | 3,23 | 3,23 | 55,65 | 0,81 | | | | | | | | 20,16 |
| | **ACUM =** | | **2,5%** | | | | | | | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,1% | 20,33 | | 12,2 | 8,13 | 52,03 | 13,82 | 8,13 | | | | 1,63 | 0,81 | | | 1,63 | 1,63 |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,1% | 22,31 | | 20,66 | 1,65 | 55,37 | 2,48 | | | 6,61 | | | | | | | 13,22 |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,1% | 23,53 | | 21,85 | 1,68 | 45,38 | 21,85 | 3,36 | | | | | | 4,2 | 0,84 | | 0,84 |
| CORREA HECTOR DANIEL | CLM | 2400 | 0,0% | 26,88 | | 12,9 | 13,98 | 34,41 | 4,3 | 6,45 | | | 20,43 | | | | | | 7,53 |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,0% | 4,49 | | 3,37 | 1,12 | 22,47 | 3,37 | 2,25 | | 4,49 | 14,61 | 3,37 | 13,48 | | 11,24 | | 20,22 |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM | 2400 | 0,0% | 10,0 | | 10,0 | | 80,0 | 8,75 | | | | | | | | | 1,25 | |
| MARTELLI DANIEL FERNANDO | N-T | 2400 | 0,0% | 12,31 | | | 12,31 | 9,23 | 1,54 | 67,69 | | 6,15 | | | | | | | 3,08 |
| LANZETTI PABLO ARIEL | PSQ | 2400 | 0,0% | 10,0 | | | 10,0 | 31,67 | 6,67 | 10,0 | | 33,33 | | | | | | 1,67 | 6,67 |
| MARLATTO LEANDRO DIEGO | CIR | 2400 | 0,0% | 57,14 | | 57,14 | | 7,14 | 1,79 | 14,29 | | | | | | | | | 19,64 |
| LURGO ANGELICA MARIA | CLM | 2400 | 0,0% | | | | | 56,25 | 6,25 | | | 16,67 | 6,25 | | | | 10,42 | | 4,17 |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | | | | | |
| STOPPANI GUSTAVO ANDRES | GET | 2400 | 0,0% | 25,0 | | 25,0 | | 33,33 | 8,33 | 12,5 | | | | 4,17 | 8,33 | | | 2,08 | 6,25 |
| BAROVERO GUADALUPE LILIANA | GIN | 2400 | 0,0% | 29,79 | | 6,38 | 23,4 | 8,51 | 34,04 | 10,64 | | | | | | | | | 17,02 |
| MOTTINO MARIA LUJAN | CLM | 5016 | 0,0% | 4,35 | | 4,35 | | 60,87 | 15,22 | | 8,7 | | | | 4,35 | | | | 6,52 |
| BERNABEI YAMILA ANABEL | PSQ | 2400 | 0,0% | 4,55 | | | 4,55 | 25,0 | | 6,82 | | | | | | | | | 63,64 |
| FALCONI CARLOS DANIEL | PSQ | 2400 | 0,0% | 11,36 | | 6,82 | 4,55 | 22,73 | 6,82 | 6,82 | | 9,09 | | | | | 40,91 | | 2,27 |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PALAZON ENRIQUE FRANCISCO | CLM | 5000 | 0,7% | 34,64 | 31,53 | 3,11 | 25,17 | 18,81 | 2,23 | 6,43 | 0,88 | 2,1 | 0,68 | 1,89 | 1,35 | 1,01 | 0,07 | 4,74 |
| GOMEZ JORGE MANUEL | CRD | 5000 | 0,4% | 33,3 | 33,19 | 0,11 | 22,69 | 12,51 | 1,8 | 8,48 | 6,04 | 0,11 | | 1,06 | 0,32 | | 0,64 | 13,04 |
| MORENO PAOLA ANDREA | CLM | 5000 | 0,4% | 31,97 | 26,59 | 5,38 | 25,83 | 13,24 | 7,86 | 4,2 | 4,09 | 0,65 | 0,65 | 0,65 | 1,61 | | 0,65 | 8,61 |
| CERDA RAUL HECTOR | CLM | 5000 | 0,4% | 36,69 | 29,44 | 7,25 | 29,65 | 11,15 | 4,0 | 3,35 | 1,19 | 3,68 | 0,32 | 0,43 | 0,22 | | 0,76 | 8,55 |
| MARTINEZ COSTA MARIA DOLORES | CLM | 5000 | 0,4% | 38,98 | 31,76 | 7,22 | 21,42 | 7,6 | 2,62 | 11,46 | 2,99 | 4,73 | 1,0 | | | | 0,25 | 8,97 |
| | **ACUM =** | | **5,1%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | ALPLAX + DIOCAM | Mercado: Alplax_Diocam | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ALPLAX + DIOCAM | ALPLAX GAD | DIOCAM GAD | CLONAGIN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQUINAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTANIL B7I | TENSIUM B+L | LORAZEPAN SUE | EMOTIVAL TEV | CLONAGIN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #3 | #5 | #2 | #4 | #7 | #6 | #8 | #9 | #11 | #10 | #12 | #14 | #13 | |
| **REP** ZONA = 4,4% — EVOLUCION MAT | 105 | 108 | 96 | 103 | 99 | 86 | 97 | 103 | 85 | 126 | 94 | 74 | 96 | 112 | 92 |
| MES | 31,88 | 23,68 | 8,2 | 29,41 | 9,17 | 4,84 | 5,27 | 3,94 | 2,26 | 0,92 | 1,21 | 0,91 | 0,45 | 0,92 | 8,82 |
| TRIM | 30,5 | 22,89 | 7,61 | 29,9 | 9,12 | 4,95 | 5,33 | 4,89 | 2,38 | 0,94 | 1,25 | 0,92 | 0,46 | 0,87 | 8,48 |
| **MAT** | 30,19 | **22,5** | **7,69** | **29,42** | **9,58** | **4,96** | **5,61** | **4,55** | **2,39** | **0,98** | **1,3** | **0,95** | **0,48** | **0,82** | **8,77** |
| MATAA | 28,84 | 20,83 | 8,01 | 28,53 | 9,67 | 5,76 | 5,77 | 4,4 | 2,82 | 0,78 | 1,39 | 1,29 | 0,5 | 0,73 | 9,52 |

VALOR MERCADO: MES = 8.855 TRIM = 26.422 MAT = 102.123 MATAA = 99.131

**PUNTO DE MARKET SHARE = 85 UNIDADES estimadas de ALPLAX + DIOCAM por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | ALPLAX + DIOCAM | ALPLAX GAD | DIOCAM GAD | CLONAGIN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQUINAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTANIL B7I | TENSIUM B+L | LORAZEPAN SUE | EMOTIVAL TEV | CLONAGIN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #1 | #3 | #5 | #2 | #4 | #7 | #6 | #8 | #9 | #11 | #10 | #12 | #14 | #13 | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,2% | 28,71 | 26,13 | 9,68 | 2,58 | 8,06 | 6,13 | 10,32 | 2,58 | 0 | 3,55 | 0,32 | 0,32 | 1,61 | | |
| BERGERO MELISA | 1,2% | 28,71 | 26,13 | 9,68 | 2,58 | 8,06 | 6,13 | 10,32 | 2,58 | 0 | 3,55 | 0,32 | 0,32 | 1,61 | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,0% | 24,11 | 24,11 | 10,28 | 6,32 | 4,35 | 1,19 | 5,93 | 10,28 | 10,28 | 0,4 | 0,4 | 0,4 | 1,98 | | |
| FARMACIA FAMASALUD II | 0,9% | 26,58 | 10,55 | 18,57 | 0 | 6,75 | 6,75 | 9,28 | 7,17 | 10,13 | 2,53 | | 1,27 | 0,42 | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,8% | 27,4 | 19,63 | 9,59 | 8,68 | 10,96 | 5,48 | 8,68 | 1,83 | 0 | 5,02 | | 0 | | | 2,74 |
| **ACUM = 5,1%** | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,8% | 33,02 | 37,74 | 5,66 | 2,36 | | 0,47 | 8,49 | 8,02 | 3,3 | | | 0 | | | 0,94 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 22,78 | 5,0 | 32,78 | 0,56 | 5,56 | 3,89 | 7,78 | 3,33 | 6,11 | 2,22 | 0 | 2,22 | 7,22 | | 0,56 |
| TRAVERSO RUBEN EDUARDO | 0,5% | 27,14 | 29,29 | 12,86 | 0,71 | 8,57 | 0 | 4,29 | 11,43 | 0,71 | 4,29 | | | 0,71 | | 0 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 39,62 | 15,09 | 25,47 | 9,43 | 3,77 | 0 | 0 | 5,66 | 0,94 | | | | 0 | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 35,79 | 25,26 | 17,89 | | 1,05 | 1,05 | 6,32 | 11,58 | | 1,05 | | | | | 0 |
| **ACUM = 7,9%** | | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 12,35 | 14,81 | 9,88 | | | | 4,94 | 23,46 | 13,58 | 4,94 | 0 | | | | 16,05 |
| MONLLOR IVANA KARINA | 0,3% | 6,25 | 17,5 | 31,25 | 0 | 10,0 | 0 | 13,75 | | | 8,75 | 12,5 | 0 | | | |
| DIPIAZZA LORENA ANDREA | 0,2% | 35,19 | 16,67 | 12,96 | 0 | 5,56 | | 1,85 | 5,56 | 16,67 | 5,56 | | | | 0 | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 42,0 | 26,0 | 4,0 | | 10,0 | | 0 | | 0 | 0 | | 18,0 | | | |
| FCIA. MAXIFARMA | 0,2% | 2,0 | 14,0 | 68,0 | | | 2,0 | 6,0 | | 2,0 | 4,0 | 0 | | | | 2,0 |
| **ACUM = 9,1%** | | | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,2% | 4,65 | 41,86 | 2,33 | | 2,33 | 6,98 | 27,91 | | | | | 13,95 | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 83,33 | | 16,67 | | | | | | | | | | | | 0 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 40,0 | | 0 | 0 | | 20,0 | 0 | | 40,0 | | | | | | |
| **ACUM = 9,3%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | ALPLAX GAD | DIOCAM GAD | CLONAGIN B+L | NEURYL BAG | RIVOTRIL B7I | TRANQUINAL BAG | TRAPAX PFZ | VALIUM SIE | LEXOTANIL B7I | TENSIUM B+L | LORAZEPAN SUE | EMOTIVAL TEV | CLONAGIN SL B+L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 2,6% | 42,12 | 47,42 | 0,15 | 1,33 | 0,15 | | 7,95 | 0,59 | 0,15 | 0,15 | | 0 | | | |
| X5000EPH - AV COLON 701-799 | 2,6% | 27,4 | 12,87 | 16,47 | 3,89 | 7,49 | 6,44 | 9,43 | 1,05 | 4,04 | 6,59 | 0,45 | 0,6 | 2,4 | | 0,9 |
| X5000BFB - OBISPO DE ORO 2-100 | 1,7% | 0 | 1,57 | 0 | 1,12 | 6,49 | 14,09 | 52,13 | 0,45 | 10,51 | 4,03 | 0,45 | 1,12 | 0,67 | | 7,38 |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 1,4% | 41,91 | 4,24 | 20,16 | 2,92 | 6,63 | 1,33 | 4,51 | 0 | 5,57 | 5,84 | 3,98 | 2,92 | | | 0 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,4% | 8,99 | 28,65 | 14,04 | 5,06 | 9,55 | 1,69 | 12,08 | 1,12 | 3,93 | 3,65 | 1,4 | 4,78 | 3,09 | 0,56 | 1,4 |
| **ACUM = 19,0%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | APRIL (GAD) | Mercado: April | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | APRIL GAD | | NORGES-TREL PL-US BEK | MIRANO-VA BAY | FEMEXIN-28 ELE | FEMEXIN ELE | TRIDEST-AN N GAD | ELEKTRA CVI | NICOLLE BEK | ELEKTRA MAX CVI | DOS DIAS N ELE | NORFEN P0F | FORLADY MIC | NORDET-TE PFZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #11 | #10 | #9 | #8 | #12 | |
| **PAIS** | EVOLUCION MAT | 103 | 101 | 96 | 101 | 96 | 91 | 104 | 102 | 85 | 90 | 96 | 110 | 0 |
| BASE = 100% | MES | 36,83 | 18,01 | 16,12 | 15,72 | 7,93 | 2,93 | 0,64 | 0,5 | 0,44 | 0,38 | 0,26 | 0,23 | 0,0 |
| | TRIM | 36,98 | 17,4 | 16,72 | 15,52 | 7,83 | 2,82 | 0,78 | 0,52 | 0,53 | 0,4 | 0,27 | 0,23 | 0,0 |
| | **MAT** | **36,54** | **18,32** | **16,75** | **14,95** | **7,77** | **2,91** | **0,84** | **0,52** | **0,47** | **0,44** | **0,27** | **0,22** | **0,0** |
| | MATAA | 35,38 | 18,12 | 17,51 | 14,86 | 8,1 | 3,2 | 0,81 | 0,51 | 0,55 | 0,49 | 0,28 | 0,2 | 0,0 |
| | VALOR MERCADO: | | MES = 373.625 | | | | | TRIM = 1.111.851 | | | MAT = 4.624.225 | | | MATAA = 5.268.071 |
| **GERENCIA** | EVOLUCION MAT | 105 | 100 | 99 | 96 | 91 | 93 | 108 | 95 | 80 | 91 | 92 | 100 | 0 |
| GCIA = 58,0% | MES | 38,16 | 20,05 | 15,17 | 13,89 | 8,03 | 2,98 | 0,55 | 0,16 | 0,35 | 0,34 | 0,23 | 0,08 | 0,0 |
| | TRIM | 38,78 | 19,51 | 15,94 | 13,42 | 7,76 | 2,83 | 0,55 | 0,18 | 0,34 | 0,37 | 0,23 | 0,08 | 0,0 |
| | **MAT** | **38,71** | **20,24** | **15,28** | **13,15** | **7,8** | **2,95** | **0,66** | **0,19** | **0,28** | **0,42** | **0,24** | **0,08** | **0,0** |
| | MATAA | 36,92 | 20,32 | 15,4 | 13,64 | 8,57 | 3,17 | 0,61 | 0,2 | 0,35 | 0,46 | 0,26 | 0,08 | 0,0 |
| | VALOR MERCADO: | | MES = 215.781 | | | | | TRIM = 641.944 | | | MAT = 2.680.725 | | | MATAA = 2.976.785 |
| **DISTRITO** | EVOLUCION MAT | 105 | 102 | 89 | 100 | 97 | 90 | 103 | 52 | 97 | 90 | 83 | 114 | |
| DIST = 17,0% | MES | 42,71 | 22,12 | 10,98 | 13,4 | 6,17 | 3,01 | 0,43 | 0,08 | 0,45 | 0,39 | 0,17 | 0,1 | |
| | TRIM | 40,8 | 22,11 | 13,16 | 12,93 | 5,9 | 3,0 | 0,89 | 0,1 | 0,45 | 0,39 | 0,18 | 0,09 | |
| | **MAT** | **40,53** | **23,38** | **12,49** | **12,37** | **5,91** | **3,16** | **1,0** | **0,13** | **0,3** | **0,45** | **0,2** | **0,08** | |
| | MATAA | 38,73 | 23,01 | 13,96 | 12,34 | 6,11 | 3,51 | 0,97 | 0,25 | 0,31 | 0,5 | 0,24 | 0,07 | |
| | VALOR MERCADO: | | MES = 36.552 | | | | | TRIM = 110.431 | | | MAT = 456.433 | | | MATAA = 502.020 |
| **REP** | EVOLUCION MAT | 103 | 112 | 83 | 103 | 99 | 82 | 89 | 11 | 83 | 80 | 76 | 107 | |
| ZONA = 3,7% | MES | 32,99 | 31,54 | 8,16 | 16,57 | 7,44 | 1,73 | 0,29 | 0,19 | 0,37 | 0,23 | 0,33 | 0,17 | |
| | TRIM | 32,01 ≈ | 29,79 | 10,3 | 15,85 | 8,19 | 1,62 | 0,8 | 0,2 | 0,43 | 0,31 | 0,34 | 0,17 | |
| | **MAT** | **32,66** | **30,44** | **10,92** | **14,38** | **7,5** | **1,78** | **0,92** | **0,22** | **0,3** | **0,36** | **0,37** | **0,16** | |
| | MATAA | 31,61 | 27,19 | 13,1 | 13,91 | 7,61 | 2,18 | 1,03 | 1,92 | 0,36 | 0,45 | 0,49 | 0,15 | |
| | VALOR MERCADO: | | MES = 1.478 | | | | | TRIM = 4.130 | | | MAT = 17.047 | | | MATAA = 17.151 |

**PUNTO DE MARKET SHARE = 14 UNIDADES estimadas de APRIL (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | APRIL GAD | | NORGES-TREL PL-US BEK | MIRANO-VA BAY | FEMEXIN-28 ELE | FEMEXIN ELE | TRIDEST-AN N GAD | ELEKTRA CVI | NICOLLE BEK | ELEKTRA MAX CVI | DOS DIAS N ELE | NORFEN P0F | FORLADY MIC | NORDET-TE PFZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | | #2 | #4 | #3 | #5 | #6 | #7 | #11 | #10 | #9 | #8 | #12 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 110 | 100 | 75 | 104 | 104 | 92 | 99 | 80 | 102 | 88 | 81 | 103 | |
| **7%** % de zona = 49,6% | TRIM | 37,94 ▼ | 27,11 | 11,91 | 12,02 | 6,31 | 1,24 | 1,46 | 0,32 | 0,73 | 0,46 | 0,18 | 0,33 | |
| PMS = 7 | **MAT** | **39,85** | **25,77** | **12,0** | **11,62** | **5,87** | **1,49** | **1,4** | **0,4** | **0,52** | **0,52** | **0,26** | **0,32** | |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 92 | 125 | 94 | 107 | 93 | 75 | 92 | 1 | 35 | 63 | 48 | | |
| **50%** % de zona = 39,8% | TRIM | 23,96 ≈ | 35,22 | 7,36 | 20,84 | 9,93 | 2,16 | 0,0 | 0,09 | 0,09 | 0,19 | 0,15 | | |
| PMS = 6 | **MAT** | **23,65** | **38,6** | **8,67** | **16,86** | **8,99** | **2,28** | **0,45** | **0,04** | **0,07** | **0,17** | **0,23** | | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 99 | 106 | 95 | 96 | 114 | 84 | 91 | 133 | 46 | 64 | 101 | | |
| **25%** % de zona = 8,9% | TRIM | 31,98 ≈ | 25,66 | 14,64 | 16,18 | 6,96 | 1,68 | 0,71 | 0,06 | 0,32 | 0,06 | 1,74 | | |
| PMS = 1 | **MAT** | **32,09** | **25,36** | **15,27** | **16,13** | **7,13** | **1,48** | **0,43** | **0,12** | **0,13** | **0,28** | **1,58** | | |
| **2438 - FRONTERA** | EVOLUCION MAT | 103 | | 205 | 92 | 107 | 32 | 15 | | | 66 | 999 | | |
| **100%** % de zona = 1,6% | TRIM | 41,18 ▲ | | 5,88 | 11,76 | 39,22 | 0,0 | 0,0 | | | 0,0 | 1,96 | | |
| PMS = 1 | **MAT** | **35,34** | | **9,02** | **29,7** | **24,06** | **0,38** | **0,75** | | | **0,38** | **0,38** | | |
| **5016 - CORDOBA** | EVOLUCION MAT | 119 | 177 | 45 | 20 | 999 | | | | | 0 | | | |
| **13%** % de zona = 0,1% | TRIM | 91,89 ▲ | 2,7 | 2,7 | 0,0 | 2,7 | | | | | 0,0 | | | |
| PMS = 1 | **MAT** | **58,62** | **28,28** | **10,34** | **2,07** | **0,69** | | | | | **0,0** | | | |
| **ACUM=100%** | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | APRIL GAD | NORGES-TREL PL-US BEK | MIRANO-VA BAY | FEMEXIN-28 ELE | FEMEXIN ELE | TRIDEST-AN N GAD | ELEKTRA CVI | NICOLLE BEK | ELEKTRA MAX CVI | DOS DIAS N ELE | NORFEN P0F | FORLADY MIC | NORDET-TE PFZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #11 | #10 | #9 | #8 | #12 | |
| TRIM | 48,62 | 8,09 | 5,57 | 18,87 | 4,49 | 1,34 | 5,57 | 0,05 | 4,16 | 2,71 | 0,53 | | |
| **MAT** | **48,45** | **7,15** | **4,27** | **22,93** | **5,08** | **2,48** | **4,53** | **0,02** | **2,1** | **2,76** | **0,24** | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | APRIL GAD | NORGES-TREL PL-US BEK | MIRANO-VA BAY | FEMEXIN-28 ELE | FEMEXIN ELE | TRIDEST-AN N GAD | ELEKTRA CVI | NICOLLE BEK | ELEKTRA MAX CVI | DOS DIAS N ELE | NORFEN P0F | FORLADY MIC | NORDET-TE PFZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #11 | #10 | #9 | #8 | #12 | |
| BAROVERO GUADALUPE LILIANA | GIN | 2400 | 3,9% | | 71,78 | | 7,36 | 19,63 | 1,23 | | | | | | | | |
| OLIVIER PERALTA MARTHA NOELIA | OTR | 2400 | 1,2% | | 33,33 | 11,76 | | 17,65 | 17,65 | 19,61 | | | | | | | |
| ROCA CARLOS ALBERTO | GIN | 2400 | 0,9% | | 57,89 | | | 26,32 | 15,79 | | | | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,8% | | 32,35 | | | | 11,76 | 55,88 | | | | | | | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,7% | | 100 | | | | | | | | | | | | |
| **ACUM =** | | | **7,5%** | | | | | | | | | | | | | | |
| LEYENDECKER HENRY WALTER | GIN | 2400 | 0,6% | | 11,11 | | | 88,89 | | | | | | | | | |
| GIRAUDO PABLO NESTOR | GIN | 2400 | 0,6% | | | | | 100 | | | | | | | | | |
| CAVALLI LAURA ALICIA | GIN | 5016 | 0,5% | | 80,95 | | | | | | 19,05 | | | | | | |
| CASALE PAULINA | GIN | 2400 | 0,3% | | 15,38 | | | 84,62 | | | | | | | | | |
| CHINELLATO ROMAN ARIEL | CIR | 2400 | 0,1% | | 100 | | | | | | | | | | | | |
| **ACUM =** | | | **9,6%** | | | | | | | | | | | | | | |
| TORRES SOFIA BELEN | OTR | 5016 | 0,1% | | 100 | | | | | | | | | | | | |
| FARIAS RODRIGUEZ FEDERICO | CLM | 5016 | 0,1% | | 100 | | | | | | | | | | | | |
| SACCHI ILEANA MOIRA | CLM | 5016 | 0,1% | | 80,0 | | | 20,0 | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,1% | | | | | | 100 | | | | | | | | |
| INZE YISELA CORALINA | CLM | 5016 | 0,0% | | | 100 | | | | | | | | | | | |
| **ACUM =** | | | **10,0%** | | | | | | | | | | | | | | |
| OCCHIPINTI MARIANA | OTR | 5016 | 0,0% | | | | | 100 | | | | | | | | | |
| ARIAS ALBAREZ HISBETH YARITZA | CLM | 5016 | 0,0% | | | | | 100 | | | | | | | | | |
| BARRIONUEVO WALTER EMANUEL | CLM | 5016 | 0,0% | | 100 | | | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,0% | | 100 | | | | | | | | | | | | |
| GACITUA BUSTOS DANIEL ENRIQUE | OTR | 5016 | 0,0% | | | | | 100 | | | | | | | | | |
| **ACUM =** | | | **10,0%** | | | | | | | | | | | | | | |
| GOMEZ BALANGIONE FABIAN | GIN | 5016 | 0,0% | | | | | | | | | | | 100 | | | |
| IRIBAS ANA KARINA | CLM | 5016 | 0,0% | | | | | 100 | | | | | | | | | |
| MITRE MARIA BELEN | GET | 5186 | 0,0% | | | | | | | | | | | 100 | | | |
| **ACUM =** | | | **10,0%** | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | APRIL GAD | NORGES-TREL PL-US BEK | MIRANO-VA BAY | FEMEXIN-28 ELE | FEMEXIN ELE | TRIDEST-AN N GAD | ELEKTRA CVI | NICOLLE BEK | ELEKTRA MAX CVI | DOS DIAS N ELE | NORFEN P0F | FORLADY MIC | NORDET-TE PFZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CHABAN CARLOS DAVID | CLM | 5000 | 4,4% | | 71,04 | | 6,56 | 2,73 | 14,75 | | | | 4,92 | | | | |
| PERANO MARIA ZULMA | CLM | 5000 | 3,2% | | 68,66 | | 10,45 | 5,22 | 6,72 | 7,46 | | | 1,49 | | | | |
| FERRES CRISTIAN FABIAN | GIN | 5000 | 2,8% | | 32,77 | 4,2 | | 46,22 | 0,84 | | 14,29 | 0,84 | 0,84 | | | | |
| FERPOZZI MARIA JOSE | GIN | 5000 | 2,8% | | 49,14 | 0,86 | 0,86 | 43,1 | | | 3,45 | | 2,59 | | | | |
| OLIVERO MATIAS OSCAR | GIN | 5000 | 1,5% | | 61,54 | 10,77 | | 4,62 | | | 12,31 | | 3,08 | 3,08 | 4,62 | | |
| **ACUM =** | | | **24,7%** | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | APRIL (GAD) | Mercado: April | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 3,7%

| | APRIL GAD | NORGES-TREL PL-US BEK | MIRANO-VA BAY | FEMEXIN-28 ELE | FEMEXIN ELE | TRIDEST-AN N GAD | ELEKTRA CVI | NICOLLE BEK | ELEKTRA MAX CVI | DOS DIAS N ELE | NORFEN P0F | FORLADY MIC | NORDET-TE PFZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #11 | #10 | #9 | #8 | #12 | |
| EVOLUCION MAT | 103 | 112 | 83 | 103 | 99 | 82 | 89 | 11 | 83 | 80 | 76 | 107 | |
| MES | 32,99 | 31,54 | 8,16 | 16,57 | 7,44 | 1,73 | 0,29 | 0,19 | 0,37 | 0,23 | 0,33 | 0,17 | |
| TRIM | 32,01 | 29,79 | 10,3 | 15,85 | 8,19 | 1,62 | 0,8 | 0,2 | 0,43 | 0,31 | 0,34 | 0,17 | |
| **MAT** | 32,66 | **30,44** | **10,92** | **14,38** | **7,5** | **1,78** | **0,92** | **0,22** | **0,3** | **0,36** | **0,37** | **0,16** | |
| MATAA | 31,61 | 27,19 | 13,1 | 13,91 | 7,61 | 2,18 | 1,03 | 1,92 | 0,36 | 0,45 | 0,49 | 0,15 | |

VALOR MERCADO: MES = 1.478 TRIM = 4.130 MAT = 17.047 MATAA = 17.151

**PUNTO DE MARKET SHARE = 14 UNIDADES estimadas de APRIL (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | APRIL GAD #1 | NORGES-TREL PL-BEK #2 | MIRANOVA BAY #4 | FEMEXIN--28 ELE #3 | FEMEXIN ELE #5 | TRIDEST-AN N GAD #6 | ELEKTRA CVI #7 | NICOLLE BEK #11 | ELEKTRA MAX CVI #10 | DOS DIAS N ELE #9 | NORFEN P0F #8 | FORLADY MIC #12 | NORDET-TE PFZ | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 1,39 | 31,7 | 14,6 | 3,88 | 16,54 | 13,4 | 7,58 | 3,23 | 1,02 | 3,79 | | | | | | 2,87 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,8% | 0,62 | 27,64 | 22,26 | 16,25 | 13,98 | 8,8 | 8,07 | 1,45 | 0 | 0,52 | | | | | | 0,41 |
| BERGERO MELISA | 0,8% | 0,62 | 27,64 | 22,26 | 16,25 | 13,98 | 8,8 | 8,07 | 1,45 | 0 | 0,52 | | | | | | 0,41 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,7% | 0,26 | 23,54 | 27,65 | 11,9 | 8,2 | 11,24 | 6,08 | 8,6 | 0,93 | 0,66 | 0,93 | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,5% | 0 | 17,88 | 21,53 | 27,55 | 17,7 | 11,31 | 2,55 | 0,18 | | 0,55 | 0,73 | | | | | |
| **ACUM = 3,7%** | | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,5% | 0 | 33,52 | 25,8 | 8,85 | 3,39 | 20,9 | 5,46 | 1,32 | | 0,75 | | | | | | |
| MONLLOR IVANA KARINA | 0,5% | 1,53 | 24,43 | 39,69 | 3,44 | 8,59 | 11,07 | 4,01 | 4,58 | 0,19 | 0 | | | | 2,48 | | |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 0 | 31,42 | 25,26 | 18,48 | 5,54 | 16,43 | 0,41 | | | 2,46 | 0 | | | | | |
| FARMACIA FAMASALUD II | 0,3% | 5,47 | 21,14 | 23,63 | 15,67 | 11,19 | 17,41 | 2,74 | 1,0 | | 1,74 | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 1,81 | 28,17 | 26,1 | 16,8 | 13,18 | 8,27 | 4,39 | 1,03 | 0 | 0 | 0,26 | | | | | |
| **ACUM = 5,7%** | | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 1,3 | 53,51 | 24,68 | 10,13 | 2,08 | 3,9 | 0,52 | 3,38 | | 0,26 | | 0,26 | | | | |
| FARACI ESTELA ROSA | 0,3% | 3,01 | 32,23 | 26,2 | 0,3 | 12,95 | 14,46 | 6,02 | 2,41 | 2,41 | | 0 | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 0 | 23,68 | 17,76 | 5,3 | 7,79 | 16,2 | 19,94 | | 0,31 | 2,18 | 6,85 | | | | | |
| FCIA. MAXIFARMA | 0,2% | 0,37 | 10,11 | 50,56 | 0 | 8,24 | 30,34 | 0,37 | 0 | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 0 | 32,02 | 18,58 | 7,91 | 22,92 | 13,04 | 5,53 | | | | | | | | | |
| **ACUM = 7,0%** | | | | | | | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 15,03 | 2,89 | 49,13 | 1,16 | 23,7 | 8,09 | 0 | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | 50,0 | 25,0 | 18,75 | 3,12 | | | 3,12 | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 52,38 | 4,76 | 4,76 | 4,76 | 23,81 | 9,52 | 0 | | 0 | | | | | | |
| **ACUM = 7,1%** | | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 4,1% | 0,65 | 63,83 | 10,96 | 8,87 | 14,95 | 0,19 | 0,23 | 0,19 | | 0,08 | | | | 0,04 | | |
| X5000EPH - AV COLON 701-799 | 2,2% | 0,32 | 31,84 | 17,75 | 4,68 | 11,12 | 19,81 | 4,84 | 3,41 | 1,27 | 3,97 | 0,87 | | | 0,12 | | 0 |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,5% | 0,34 | 29,48 | 19,61 | 1,25 | 7,58 | 16,93 | 18,3 | 1,25 | 1,08 | 3,99 | | | | 0,17 | | |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,5% | 0,41 | 32,69 | 21,23 | 1,75 | 9,42 | 16,4 | 8,84 | 2,15 | 1,22 | 5,0 | 0,12 | | | 0,76 | | |
| X5000BFB - OBISPO DE ORO 2-100 | 1,2% | 2,55 | 58,84 | 6,62 | 0,65 | 20,15 | 0,07 | 0,51 | 0,51 | 0 | 9,67 | 0,15 | | | 0,29 | | |
| **ACUM = 17,6%** | | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | ATUREN (GAD) | Mercado: Aturen | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: FLEBOLOGIA | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ATUREN GAD | | DAFLON - 500 SVR | DAFLON - 1000 SVR | DIOSMIN CVI | VEDIPAL RF2 | TERBEN-OL DUO BEB | DIPEMINA LZA | ALIVIAFL-EB DEN | JATAMA-NSIN PL-US SIE | MILCAN-OR CSO | FLEVOM-AX ELE | TERBEN-OL UD BEB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #7 | #1 | #2 | #3 | #5 | #4 | #6 | #11 | #8 | #9 | #12 | #10 |
| **PAIS** BASE = 100% | EVOLUCION MAT | 339 | 97 | 112 | 103 | 78 | 92 | 101 | 110 | 84 | 999 | 78 | 89 |
| | MES | 3,34 | 37,62 | 13,78 | 9,61 | 14,4 | 9,28 | 6,01 | 2,62 | 1,19 | 1,17 | 0,49 | 0,48 |
| | TRIM | 3,4 | 35,07 | 15,67 | 12,25 | 13,85 | 8,77 | 5,53 | 2,32 | 1,18 | 1,02 | 0,48 | 0,46 |
| | **MAT** | **2,88** | **35,78** | **17,11** | **13,98** | **11,37** | **8,36** | **5,28** | **2,33** | **1,22** | **0,73** | **0,49** | **0,47** |
| | MATAA | 0,85 | 36,72 | 15,3 | 13,6 | 14,49 | 9,04 | 5,24 | 2,12 | 1,46 | 0,03 | 0,63 | 0,53 |
| | VALOR MERCADO: | | MES = 248.247 | | | TRIM = 709.480 | | | | MAT = 2.975.173 | | | MATAA = 2.839.913 |
| **GERENCIA** GCIA = 42,6% | EVOLUCION MAT | 328 | 98 | 115 | 104 | 80 | 95 | 103 | 113 | 86 | 999 | 82 | 94 |
| | MES | 3,45 | 26,31 | 10,53 | 13,53 | 20,23 | 13,3 | 7,46 | 0,7 | 1,98 | 1,23 | 0,54 | 0,74 |
| | TRIM | 3,52 | 24,58 | 11,49 | 16,88 | 19,48 | 12,45 | 6,76 | 0,65 | 1,93 | 1,05 | 0,53 | 0,69 |
| | **MAT** | **3,18** | **24,91** | **13,56** | **18,98** | **16,28** | **11,92** | **6,42** | **0,62** | **2,01** | **0,83** | **0,56** | **0,73** |
| | MATAA | 0,97 | 25,31 | 11,83 | 18,29 | 20,43 | 12,57 | 6,25 | 0,55 | 2,34 | 0,0 | 0,68 | 0,78 |
| | VALOR MERCADO: | | MES = 106.311 | | | TRIM = 303.447 | | | | MAT = 1.266.013 | | | MATAA = 1.210.689 |
| **DISTRITO** DIST = 22,7% | EVOLUCION MAT | 341 | 98 | 108 | 114 | 76 | 98 | 99 | 90 | 85 | 999 | 79 | 94 |
| | MES | 2,37 | 37,11 | 13,61 | 13,62 | 12,8 | 13,93 | 3,15 | 0,19 | 1,57 | 0,68 | 0,27 | 0,71 |
| | TRIM | 2,5 | 37,15 | 15,14 | 12,57 | 12,31 | 13,64 | 3,12 | 0,2 | 1,75 | 0,65 | 0,31 | 0,65 |
| | **MAT** | **2,01** | **36,85** | **17,36** | **13,7** | **10,41** | **12,98** | **3,04** | **0,19** | **1,83** | **0,51** | **0,34** | **0,77** |
| | MATAA | 0,59 | 37,6 | 16,14 | 12,07 | 13,62 | 13,28 | 3,08 | 0,21 | 2,15 | 0,01 | 0,43 | 0,82 |
| | VALOR MERCADO: | | MES = 25.235 | | | TRIM = 66.402 | | | | MAT = 287.703 | | | MATAA = 270.132 |
| **REP** ZONA = 4,6% | EVOLUCION MAT | 373 | 97 | 113 | 114 | 79 | 91 | 99 | 118 | 74 | 999 | 57 | 90 |
| | MES | 2,07 | 42,04 | 13,91 | 10,26 | 14,59 | 12,05 | 3,26 | 0,31 | 0,49 | 0,48 | 0,16 | 0,38 |
| | TRIM | 2,16 | ≈ 39,33 | 15,9 | 11,49 | 13,54 | 12,53 | 3,14 | 0,42 | 0,53 | 0,52 | 0,13 | 0,31 |
| | **MAT** | **2,2** | **38,91** | **18,3** | **12,89** | **10,54** | **12,49** | **2,96** | **0,33** | **0,49** | **0,41** | **0,12** | **0,36** |
| | MATAA | 0,59 | 40,22 | 16,18 | 11,32 | 13,4 | 13,72 | 3,0 | 0,28 | 0,66 | 0,01 | 0,21 | 0,4 |
| | VALOR MERCADO: | | MES = 1.155 | | | TRIM = 3.047 | | | | MAT = 13.341 | | | MATAA = 12.576 |

**PUNTO DE MARKET SHARE = 11 UNIDADES estimadas de ATUREN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | ATUREN GAD | | DAFLON - 500 SVR | DAFLON - 1000 SVR | DIOSMIN CVI | VEDIPAL RF2 | TERBEN-OL DUO BEB | DIPEMINA LZA | ALIVIAFL-EB DEN | JATAMA-NSIN PL-US SIE | MILCAN-OR CSO | FLEVOM-AX ELE | TERBEN-OL UD BEB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #7 | | #1 | #2 | #3 | #5 | #4 | #6 | #11 | #8 | #9 | #12 | #10 |
| **5000 - CORDOBA** | EVOLUCION MAT | 324 | 97 | 110 | 118 | 73 | 93 | 96 | 86 | 76 | 999 | 59 | 74 |
| **7%** % de zona = 63,3% | TRIM | 1,54 | ▲ 45,99 | 18,84 | 11,51 | 7,68 | 9,42 | 3,18 | 0,26 | 0,61 | 0,53 | 0,15 | 0,29 |
| PMS = 7 | **MAT** | **1,36** | **45,38** | **21,57** | **12,25** | **6,32** | **8,65** | **2,91** | **0,24** | **0,55** | **0,38** | **0,16** | **0,25** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 459 | 97 | 118 | 108 | 89 | 88 | 99 | 195 | 41 | 999 | 71 | 106 |
| **50%** % de zona = 23,2% | TRIM | 3,55 | ▼ 22,34 | 7,16 | 14,54 | 30,64 | 18,23 | 1,56 | 1,13 | 0,28 | 0,35 | 0,0 | 0,21 |
| PMS = 3 | **MAT** | **3,95** | **23,57** | **9,23** | **17,7** | **23,62** | **18,64** | **1,57** | **0,74** | **0,26** | **0,32** | **0,05** | **0,35** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 218 | 94 | 122 | 116 | 64 | 95 | 97 | 114 | 133 | 999 | 30 | 103 |
| **25%** % de zona = 11,9% | TRIM | 2,44 | ▲ 40,37 | 18,59 | 6,45 | 8,28 | 15,4 | 6,11 | 0,0 | 0,61 | 0,81 | 0,27 | 0,68 |
| PMS = 1 | **MAT** | **2,18** | **37,58** | **20,48** | **7,67** | **6,19** | **17,16** | **6,13** | **0,08** | **0,68** | **0,83** | **0,08** | **0,94** |
| **2438 - FRONTERA** | EVOLUCION MAT | 999 | 90 | 140 | 167 | 72 | 91 | 100 | | | | | 0 |
| **100%** % de zona = 1,5% | TRIM | 4,55 | ▼ 11,36 | 4,55 | 4,55 | 40,91 | 34,09 | 0,0 | | | | | 0,0 |
| PMS = 1 | **MAT** | **10,95** | **13,93** | **3,48** | **7,46** | **20,9** | **42,79** | **0,5** | | | | | **0,0** |
| **5016 - CORDOBA** | EVOLUCION MAT | 999 | 86 | 273 | 24 | 218 | 25 | 309 | | | | | |
| **13%** % de zona = 0,1% | TRIM | 5,26 | ▲ 42,11 | 10,53 | 0,0 | 10,53 | 0,0 | 31,58 | | | | | |
| PMS = 1 | **MAT** | **1,54** | **46,15** | **15,38** | **3,08** | **3,08** | **4,62** | **26,15** | | | | | |
| **ACUM=100%** | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | ATUREN GAD | DAFLON - 500 SVR | DAFLON - 1000 SVR | DIOSMIN CVI | VEDIPAL RF2 | TERBEN-OL DUO BEB | DIPEMINA LZA | ALIVIAFL-EB DEN | JATAMA-NSIN PL-US SIE | MILCAN-OR CSO | FLEVOM-AX ELE | TERBEN-OL UD BEB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #7 | #1 | #2 | #3 | #5 | #4 | #6 | #11 | #8 | #9 | #12 | #10 |
| **REP** | | | | | | | | | | | | |
| TRIM | 0,13 | 39,45 | 25,5 | 10,03 | 11,97 | 8,08 | 3,39 | 0,37 | 0,65 | 0,0 | 0,3 | 0,14 |
| **MAT** | **1,02** | 36,54 | **26,67** | **13,31** | **10,33** | **7,89** | **2,93** | **0,21** | **0,38** | **0,3** | **0,16** | **0,25** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MAZA GONZALO | CIR | 2400 | 0,5% | | 22,86 | 5,71 | 34,29 | 2,86 | 34,29 | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,2% | | | | 20,0 | 6,67 | 73,33 | | | | | | |
| AIMINO PAULA ANDREA | CLM | 2400 | 0,2% | | | | | 100 | | | | | | | |
| VERBERCK ANDRES WILFREDO | CIR | 5016 | 0,2% | 9,09 | | 86,36 | | | 4,55 | | | | | | |
| GILETTA GABRIELA SUSANA | CLM | 2400 | 0,1% | | 4,65 | 27,91 | 48,84 | 18,6 | | | | | | | |
| | **ACUM =** | | **1,2%** | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR | 2400 | 0,1% | 4,65 | 9,3 | 9,3 | 16,28 | 60,47 | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR | 2400 | 0,1% | | | | 100 | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,1% | 25,64 | 30,77 | | | 43,59 | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,1% | 47,37 | 10,53 | 7,89 | 21,05 | 13,16 | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR | 2400 | 0,1% | | 13,51 | | | | 86,49 | | | | | | |
| | **ACUM =** | | **1,7%** | | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,1% | | 11,11 | | 27,78 | 55,56 | 5,56 | | | | | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,1% | 5,71 | 5,71 | 5,71 | 11,43 | 71,43 | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,1% | 36,36 | 12,12 | 12,12 | | 27,27 | 12,12 | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,1% | | | | 56,52 | 43,48 | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,1% | | 43,48 | | 26,09 | 13,04 | 17,39 | | | | | | |
| | **ACUM =** | | **2,2%** | | | | | | | | | | | | |
| HASNE LESLIE | CLM | 2400 | 0,1% | | | | | 17,39 | 82,61 | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,1% | | | | | | 100 | | | | | | |
| CORREA HECTOR DANIEL | CLM | 2400 | 0,1% | | | 63,16 | | 36,84 | | | | | | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,1% | | | | | 11,11 | 88,89 | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR | 2400 | 0,1% | 22,22 | 11,11 | | 66,67 | | | | | | | | |
| | **ACUM =** | | **2,7%** | | | | | | | | | | | | |

| | | | | ATUREN GAD | DAFLON - 500 SVR | DAFLON - 1000 SVR | DIOSMIN CVI | VEDIPAL RF2 | TERBEN-OL DUO BEB | DIPEMINA LZA | ALIVIAFL-EB DEN | JATAMA-NSIN PL-US SIE | MILCAN-OR CSO | FLEVOM-AX ELE | TERBEN-OL UD BEB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #7 | #1 | #2 | #3 | #5 | #4 | #6 | #11 | #8 | #9 | #12 | #10 |
| MUÃ□OZ MARIA EUGENIA | GET | 2400 | 0,1% | 13,33 | | 6,67 | | 80,0 | | | | | | | |
| ZABALA MARCOS ALEJANDRO | CLM | 2400 | 0,0% | | | 33,33 | | | 66,67 | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,0% | | 10,0 | | 80,0 | 10,0 | | | | | | | |
| MIRETTI EVANGELINA MARIA | REU | 2400 | 0,0% | | | | | | 25,0 | | | | | | 75,0 |
| CAMPAZZO MARIO OSVALDO | CLM | 5016 | 0,0% | | 33,33 | 66,67 | | | | | | | | | |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | |
| CASALE VIOLETA | CLM | 2400 | 0,0% | | | 100 | | | | | | | | | |
| MITRE MARIA BELEN | GET | 5186 | 0,0% | | 33,33 | | 33,33 | | 33,33 | | | | | | |
| PAVIOLO SANTIAGO OSCAR | CRD | 5000 | 0,0% | | 60,0 | | | | 40,0 | | | | | | |
| BELADELLI MARINA ANDREA | CLM | 5186 | 0,0% | | 100 | | | | | | | | | | |
| BENAVIDEZ ANALIA CLAUDIA | CLM | 5016 | 0,0% | 25,0 | | | | | 25,0 | 50,0 | | | | | |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | |
| IRIBAS ANA KARINA | CLM | 5016 | 0,0% | | 75,0 | 25,0 | | | | | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,0% | | 50,0 | | 50,0 | | | | | | | | |
| PARENTE SABRINA ALEJANDRA | CLM | 2400 | 0,0% | | | | 100 | | | | | | | | |
| PASTRANA LUCIANO NICOLAS | CLM | 5000 | 0,0% | | | | 100 | | | | | | | | |
| POZO SCHWINDT VICTOR GASTON | CLM | 5186 | 0,0% | | 25,0 | | | 25,0 | 25,0 | 25,0 | | | | | |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| PALAZON ENRIQUE FRANCISCO | CLM | 5000 | 0,9% | | 44,0 | 28,0 | 10,4 | 15,2 | 1,6 | 0,8 |
| ROUSSY OTERO GUILLERMO | CIR | 5000 | 0,8% | 0,43 | 0,43 | 72,1 | | 27,04 | | |
| NAVARRO JUAN MANUEL | CRD | 5000 | 0,6% | | 10,8 | | 78,98 | 9,09 | | 1,14 |
| MORENO PAOLA ANDREA | CLM | 5000 | 0,5% | | 33,97 | 29,49 | 18,59 | 14,1 | 1,92 | 1,92 |
| BOLCATO YAGGI ERICA CARLA | CLM | 5000 | 0,5% | | 3,57 | 6,43 | 52,14 | 37,14 | 0,71 | |
| | **ACUM =** | | **6,1%** | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **ATUREN (GAD)** | **Mercado: Aturen** | ≈ |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: FLEBOLOGIA | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,6%

| | ATUREN GAD | DAFLON - 500 SVR | DAFLON - 1000 SVR | DIOSMIN CVI | VEDIPAL RF2 | TERBEN-OL DUO BEB | DIPEMINA LZA | ALIVIAFL-EB DEN | JATAMA-NSIN PL-US SIE | MILCAN-OR CSO | FLEVOM-AX ELE | TERBEN-OL UD BEB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #7 | #1 | #2 | #3 | #5 | #4 | #6 | #11 | #8 | #9 | #12 | #10 |
| EVOLUCION MAT | 373 | 97 | 113 | 114 | 79 | 91 | 99 | 118 | 74 | 999 | 57 | 90 |
| MES | 2,07 | 42,04 | 13,91 | 10,26 | 14,59 | 12,05 | 3,26 | 0,31 | 0,49 | 0,48 | 0,16 | 0,38 |
| TRIM | 2,16 | 39,33 | 15,9 | 11,49 | 13,54 | 12,53 | 3,14 | 0,42 | 0,53 | 0,52 | 0,13 | 0,31 |
| **MAT** | **2,2** | 38,91 | **18,3** | **12,89** | **10,54** | **12,49** | **2,96** | **0,33** | **0,49** | **0,41** | **0,12** | **0,36** |
| MATAA | 0,59 | 40,22 | 16,18 | 11,32 | 13,4 | 13,72 | 3,0 | 0,28 | 0,66 | 0,01 | 0,21 | 0,4 |

VALOR MERCADO: MES = 1.155 TRIM = 3.047 MAT = 13.341 MATAA = 12.576

**PUNTO DE MARKET SHARE = 11 UNIDADES estimadas de ATUREN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 3,3% | 17,73 | 13,18 | 4,55 | 5,0 | 77,27 | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,4% | 53,57 | 46,43 | 7,14 | 39,29 | 7,14 | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,4% | 40,74 | 33,33 | 7,41 | 51,85 | | | 7,41 | | | | |
| BERGERO MELISA | 0,4% | 40,74 | 33,33 | 7,41 | 51,85 | | | 7,41 | | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 7,69 | 0 | 7,69 | 88,46 | | 3,85 | | | | | |
| **ACUM = 4,9%** | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 26,09 | 26,09 | 0 | 73,91 | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,3% | 4,35 | | 4,35 | 95,65 | | | | | | | |
| FARACI ESTELA ROSA | 0,3% | 100 | 89,47 | 10,53 | 0 | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,2% | 14,29 | 7,14 | 7,14 | 85,71 | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 84,62 | 84,62 | | 0 | 15,38 | | | | | | |
| **ACUM = 6,2%** | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,1% | 100 | 50,0 | 50,0 | 0 | | | | | | | |
| MONLLOR IVANA KARINA | 0,1% | 16,67 | 16,67 | 0 | 16,67 | 16,67 | 50,0 | | | | | |
| FCIA. MAXIFARMA | 0,1% | 80,0 | 80,0 | 0 | 20,0 | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 100 | 0 | 100 | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,0% | 66,67 | 66,67 | | 33,33 | 0 | | | | | | |
| **ACUM = 6,6%** | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,0% | 0 | | | 100 | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 100 | | 100 | 0 | | | | | | | |
| **ACUM = 6,6%** | | | | | | | | | | | | |

| | ATUREN GAD | DAFLON - 500 SVR | DAFLON - 1000 SVR | DIOSMIN CVI | VEDIPAL RF2 | TERBEN-OL DUO BEB | DIPEMINA LZA | ALIVIAFL-EB DEN | JATAMAN-SIN PLUS SIE | MILCANOR CSO | FLEVOM-AX ELE | TERBEN-OL UD BEB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #7 | #1 | #2 | #3 | #5 | #4 | #6 | #11 | #8 | #9 | #12 | #10 |

## No Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 3,4% | 52,89 | 30,22 | 22,67 | 32,44 | 11,56 | 2,22 | | 0,89 | | | |
| X5000AAJ - DEAN FUNES 402-500 | 3,2% | 99,53 | 63,51 | 36,02 | 0 | 0,47 | | | | | | |
| X5000ETE - SANTA ROSA 1501-1599 | 3,1% | 64,04 | 44,83 | 19,21 | 27,09 | 7,39 | 1,48 | | | | | |
| X5000EPH - AV COLON 701-799 | 3,0% | 61,62 | 38,38 | 23,23 | 29,8 | 5,56 | 0 | | 2,02 | 1,01 | 0 | |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 2,9% | 70,98 | 60,62 | 10,36 | 26,94 | 2,07 | | 0 | | | | |
| **ACUM = 22,2%** | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | BEXABAN (GAD) | Mercado: Bexaban | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | BEXABAN GAD | | XAROBAN | XARELTO | PRADAXA | RIXATYL | ELIQUIS | REMEXAL | DRINAX R | REMIVOX | PRAXANT | ABAXON | ANTITR-OM | RIBEX | DABIDA-NE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RF2 | BAY | B.I | B+L | PFZ | CSO | BAG | ELE | ELE | RMM | LZA | EUF | ELE | |
| | RANKING TERRITORIO | #14 | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #11 | #8 | #13 | #10 | #12 | |
| **PAIS** | EVOLUCION MAT | 999 | 119 | 65 | 66 | 146 | 61 | 156 | 804 | 126 | 999 | 999 | 204 | 109 | 74 | 396 |
| BASE = 100% | MES | 0,8 | 19,98 | 13,14 | 10,71 | 13,02 | 7,07 | 11,39 | 5,11 | 3,02 | 3,84 | 2,69 | 1,7 | 1,3 | 1,13 | 5,1 |
| | TRIM | 0,75 | 21,29 | 13,89 | 11,11 | 12,34 | 7,48 | 10,28 | 4,7 | 3,11 | 3,63 | 2,53 | 1,58 | 1,38 | 1,1 | 4,83 |
| | **MAT** | **0,52** | **21,36** | **16,2** | **12,87** | **12,0** | **9,91** | **8,75** | **3,62** | **3,22** | **2,66** | **2,05** | **1,43** | **1,41** | **1,16** | **2,85** |
| | MATAA | 0,04 | 17,94 | 24,83 | 19,53 | 8,23 | 16,36 | 5,6 | 0,45 | 2,55 | 0,11 | 0,07 | 0,7 | 1,29 | 1,57 | 0,72 |
| | | | VALOR MERCADO: | MES = 83.014 | | | | TRIM = 243.970 | | | MAT = 930.148 | | | MATAA = 808.648 | | |
| **GERENCIA** | EVOLUCION MAT | 999 | 118 | 67 | 67 | 142 | 57 | 164 | 851 | 138 | 999 | 999 | 227 | 135 | 73 | 304 |
| GCIA = 48,5% | MES | 0,88 | 23,74 | 14,42 | 12,67 | 13,24 | 4,14 | 9,77 | 5,47 | 3,69 | 1,84 | 3,1 | 2,0 | 1,2 | 1,09 | 2,76 |
| | TRIM | 0,81 | 24,31 | 15,11 | 12,87 | 12,72 | 4,6 | 8,9 | 5,18 | 3,86 | 1,8 | 2,9 | 1,92 | 1,26 | 1,07 | 2,68 |
| | **MAT** | **0,59** | **23,73** | **17,8** | **14,49** | **12,32** | **6,47** | **7,62** | **3,83** | **3,95** | **1,29** | **2,41** | **1,7** | **1,16** | **1,07** | **1,58** |
| | MATAA | 0,05 | 20,09 | 26,52 | 21,55 | 8,7 | 11,38 | 4,66 | 0,45 | 2,86 | 0,08 | 0,06 | 0,75 | 0,86 | 1,47 | 0,52 |
| | | | VALOR MERCADO: | MES = 39.208 | | | | TRIM = 115.559 | | | MAT = 451.582 | | | MATAA = 394.795 | | |
| **DISTRITO** | EVOLUCION MAT | 999 | 104 | 62 | 69 | 155 | 56 | 178 | 874 | 172 | 881 | 999 | 192 | 206 | 79 | 250 |
| DIST = 25,3% | MES | 0,85 | 23,06 | 15,38 | 7,09 | 18,14 | 5,46 | 8,78 | 5,48 | 3,81 | 2,07 | 3,3 | 1,5 | 1,44 | 0,68 | 2,95 |
| | TRIM | 0,81 | 22,83 | 16,09 | 7,37 | 17,91 | 5,7 | 8,3 | 5,12 | 3,63 | 2,21 | 3,43 | 1,32 | 1,67 | 0,65 | 2,98 |
| | **MAT** | **0,5** | **22,53** | **19,67** | **8,33** | **16,89** | **7,74** | **7,58** | **4,02** | **3,73** | **1,41** | **2,62** | **1,25** | **1,4** | **0,64** | **1,7** |
| | MATAA | 0,03 | 21,76 | 31,52 | 12,05 | 10,91 | 13,79 | 4,26 | 0,46 | 2,17 | 0,16 | 0,08 | 0,65 | 0,68 | 0,81 | 0,68 |
| | | | VALOR MERCADO: | MES = 9.967 | | | | TRIM = 28.785 | | | MAT = 114.346 | | | MATAA = 101.375 | | |
| **REP** | EVOLUCION MAT | 999 | 106 | 64 | 72 | 155 | 58 | 162 | 694 | 163 | 681 | 999 | 120 | 255 | 109 | 248 |
| ZONA = 4,8% | MES | 1,44 | 25,47 | 11,0 | 9,9 | 17,98 | 7,87 | 7,26 | 2,66 | 3,77 | 2,66 | 2,53 | 0,89 | 1,89 | 1,81 | 2,89 |
| | TRIM | 1,06 | 25,86 | 11,82 | 9,69 | 17,94 | 7,59 | 6,21 | 2,5 | 3,59 | 2,83 | 3,06 | 0,76 | 2,67 | 1,43 | 2,98 |
| | **MAT** | **0,51** | **24,66** | **15,68** | **10,19** | **16,57** | **10,0** | **6,1** | **2,43** | **3,71** | **1,77** | **2,53** | **0,71** | **1,96** | **1,42** | **1,76** |
| | MATAA | 0,02 | 23,23 | 24,61 | 14,16 | 10,71 | 17,19 | 3,76 | 0,35 | 2,28 | 0,26 | 0,07 | 0,59 | 0,77 | 1,3 | 0,71 |
| | | | VALOR MERCADO: | MES = 467 | | | | TRIM = 1.396 | | | MAT = 5.545 | | | MATAA = 4.939 | | |

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de BEXABAN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | BEXABAN GAD | | XAROBAN | XARELTO | PRADAXA | RIXATYL | ELIQUIS | REMEXAL | DRINAX R | REMIVOX | PRAXANT | ABAXON | ANTITR-OM | RIBEX | DABIDA-NE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | RF2 | BAY | B.I | B+L | PFZ | CSO | BAG | ELE | ELE | RMM | LZA | EUF | ELE | |
| | | #14 | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #11 | #8 | #13 | #10 | #12 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 999 | 101 | 63 | 72 | 157 | 54 | 191 | 742 | 166 | 709 | 999 | 146 | 239 | 80 | 252 |
| **7%** % de zona = 60,6% | TRIM | 0,87 | 27,04 | 13,85 | 3,67 | 18,13 | 7,69 | 6,02 | 2,93 | 4,3 | 4,08 | 3,7 | 1,27 | 1,93 | 0,47 | 4,03 |
| PMS = 3 | **MAT** | **0,53** | **25,33** | **17,77** | **4,41** | **16,08** | **11,0** | **6,07** | **2,67** | **4,79** | **2,48** | **3,26** | **1,15** | **1,53** | **0,49** | **2,44** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 999 | 121 | 68 | 73 | 173 | 73 | 137 | 652 | 149 | 322 | 999 | 33 | 334 | 123 | 208 |
| **50%** % de zona = 28,2% | TRIM | 1,53 | 24,71 | 8,12 | 21,88 | 13,06 | 8,94 | 5,88 | 1,53 | 2,0 | 0,82 | 1,53 | 0,0 | 4,71 | 3,65 | 1,65 |
| PMS = 1 | **MAT** | **0,54** | **24,09** | **11,73** | **23,07** | **12,14** | **10,35** | **5,02** | **1,63** | **1,79** | **0,58** | **0,86** | **0,06** | **3,51** | **3,8** | **0,83** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 999 | 98 | 58 | 63 | 149 | 46 | 127 | 612 | 149 | 999 | 999 | 0 | 61 | 79 | 533 |
| **25%** % de zona = 10,4% | TRIM | 0,74 | 21,93 | 11,15 | 7,99 | 32,53 | 2,79 | 8,55 | 2,97 | 4,28 | 1,49 | 3,9 | 0,0 | 0,56 | 0,37 | 0,74 |
| PMS = 1 | **MAT** | **0,35** | **19,43** | **14,82** | **8,26** | **32,29** | **3,78** | **9,69** | **3,43** | **2,87** | **0,96** | **3,0** | **0,0** | **0,17** | **0,48** | **0,48** |
| **2438 - FRONTERA** | EVOLUCION MAT | | 134 | 999 | 97 | 30 | 110 | | | | | | | 0 | | |
| **100%** % de zona = 0,8% | TRIM | | 50,0 | 0,0 | 50,0 | 0,0 | 0,0 | | | | | | | 0,0 | | |
| PMS = 1 | **MAT** | | **64,29** | **7,14** | **19,05** | **7,14** | **2,38** | | | | | | | **0,0** | | |
| **5016 - CORDOBA** | EVOLUCION MAT | | 23 | 0 | | | | | | 999 | | | | 999 | | |
| **13%** % de zona = 0,0% | TRIM | | 0,0 | 0,0 | | | | | | 0,0 | | | | 100 | | |
| PMS = 1 | **MAT** | | **15,38** | **0,0** | | | | | | **23,08** | | | | **61,54** | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | BEXABAN GAD | XAROBAN RF2 | XARELTO BAY | PRADAXA B.I | RIXATYL B+L | ELIQUIS PFZ | REMEXAL CSO | DRINAX R BAG | REMIVOX ELE | PRAXANT ELE | ABAXON RMM | ANTITR-OM LZA | RIBEX EUF | DABIDA-NE ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #14 | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #11 | #8 | #13 | #10 | #12 | |
| TRIM | 0,0 | 25,12 | 34,73 | 10,91 | 8,15 | 13,49 | 1,92 | 0,34 | 3,34 | 0,0 | 0,0 | 0,42 | 0,46 | 0,4 | 0,7 |
| **MAT** | **0,16** | **26,03** | **22,7** | **6,9** | **13,21** | **8,1** | **6,07** | **2,38** | **6,9** | **1,26** | **1,82** | **0,9** | **1,45** | **0,64** | **1,47** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | XAROBAN RF2 | XARELTO BAY | PRADAXA B.I | RIXATYL B+L | ELIQUIS PFZ | REMEXAL CSO | DRINAX R BAG | REMIVOX ELE | PRAXANT ELE | ABAXON RMM | ANTITR-OM LZA | RIBEX EUF | DABIDA-NE ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,4% | | | | | 100 | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,2% | | | 100 | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,2% | | | 100 | | | | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM 5016 | 0,2% | | 10,53 | 63,16 | | 26,32 | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,2% | | | 36,84 | 31,58 | | 31,58 | | | | | | | | | |
| | ACUM = | 1,2% | | | | | | | | | | | | | | | |
| TABARES ALDO HUGO | CLM 5016 | 0,2% | | 23,53 | 11,76 | | | | | 17,65 | 5,88 | 41,18 | | | | | |
| KAPLAN RUTH LIA | CLM 5016 | 0,1% | | 20,0 | 30,0 | | | 40,0 | 10,0 | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,1% | | | | | 100 | | | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,1% | | | | 100 | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,1% | | | | 100 | | | | | | | | | | | |
| | ACUM = | 1,8% | | | | | | | | | | | | | | | |
| BALLARINO MARIA INES | CLM 2400 | 0,1% | | | 14,29 | 85,71 | | | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,1% | | | | | | 20,0 | | | | | | | 80,0 | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | | | | | | 100 | | | | | | | | | |
| CORREA BAROVERO MARIA | CLM 5016 | 0,0% | | 75,0 | | 25,0 | | | | | | | | | | | |
| GONZALEZ JACQUELINE GRISELDA | CLM 5186 | 0,0% | | 25,0 | | 25,0 | | | | 25,0 | | | | | | 25,0 | |
| | ACUM = | 2,1% | | | | | | | | | | | | | | | |
| MITRE MARIA BELEN | GET 5186 | 0,0% | | 50,0 | | | | | | | 50,0 | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,0% | | | | 100 | | | | | | | | | | | |
| PEÃ□ARANDA GABRIELA ESTEFANIA | CLM 5016 | 0,0% | | 25,0 | 50,0 | | | | 25,0 | | | | | | | | |
| SAAD EMANUEL JOSE | CLM 5016 | 0,0% | | | 25,0 | 75,0 | | | | | | | | | | | |
| SUASNABAR DAVID FRANCISCO | CLM 5186 | 0,0% | | 33,33 | | | | | 66,67 | | | | | | | | |
| | ACUM = | 2,1% | | | | | | | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,0% | | 100 | | | | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,0% | | | | | | | | 100 | | | | | | | |
| ESTRADA CARLOS DARDO | CRD 5016 | 0,0% | | | | | | 50,0 | | | | | 50,0 | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,0% | | | | | 100 | | | | | | | | | | |
| | ACUM = | 2,1% | | | | | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,0% | | | 100 | | | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM 5000 | 0,0% | | 100 | | | | | | | | | | | | | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | CLM 5016 | 0,0% | | 100 | | | | | | | | | | | | | |
| SALGADO ANABELLA VERONICA | REU 2400 | 0,0% | | | | | 100 | | | | | | | | | | |
| SULIGOY DEBORA | CLM 5016 | 0,0% | | | | | | | 100 | | | | | | | | |
| | ACUM = | 2,1% | | | | | | | | | | | | | | | |
| ABDEL MASIH RICARDO SALOMON | CLM 5016 | 0,0% | | | | | 100 | | | | | | | | | | |
| BELADELLI MARINA ANDREA | CLM 5186 | 0,0% | | 100 | | | | | | | | | | | | | |
| DAHBAR MARIA FLORENCIA EDITH | CRD 5000 | 0,0% | | | | | 100 | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,0% | | | | | | 100 | | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,0% | | | | 100 | | | | | | | | | | | |
| | ACUM = | 2,1% | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | XAROBAN RF2 | XARELTO BAY | PRADAXA B.I | RIXATYL B+L | ELIQUIS PFZ | REMEXAL CSO | DRINAX R BAG | REMIVOX ELE | PRAXANT ELE | ABAXON RMM | ANTITR-OM LZA | RIBEX EUF | DABIDA-NE ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CASEY MARCELO GUILLERMO | HEM 2400 | 1,9% | | 2,11 | 1,05 | | 40,0 | 1,58 | 9,47 | 18,95 | | 7,89 | 5,79 | | 1,05 | | 12,11 |
| CLAVIJO MARIA MANUELA | CLM 5000 | 1,7% | | 44,24 | 1,21 | | 1,21 | 12,73 | 9,7 | 1,82 | | 0,61 | 1,21 | 0,61 | 15,15 | 1,21 | 10,3 |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,8% | | 24,39 | 13,41 | 2,44 | 23,17 | 2,44 | 13,41 | 1,22 | 19,51 | | | | | | |
| LAMI ALFREDO OSCAR | CLM 2400 | 0,7% | | | 5,88 | | 41,18 | | 52,94 | | | | | | | | |
| KULINSKI MARIA CIELO | CLM 2400 | 0,5% | | 3,7 | 51,85 | 44,44 | | | | | | | | | | | |
| | ACUM = | 7,7% | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | BEXABAN (GAD) | Mercado: Bexaban | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | BEXABAN GAD | XAROBAN RF2 | XARELTO BAY | PRADAXA B.I | RIXATYL B+L | ELIQUIS PFZ | REMEXAL CSO | DRINAX R BAG | REMIVOX ELE | PRAXANT ELE | ABAXON RMM | ANTITR-OM LZA | RIBEX EUF | DABIDA-NE ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #14 | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #11 | #8 | #13 | #10 | #12 | |
| **REP** ZONA = 4,8% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 106 | 64 | 72 | 155 | 58 | 162 | 694 | 163 | 681 | 999 | 120 | 255 | 109 | 248 |
| MES | 1,44 | 25,47 | 11,0 | 9,9 | 17,98 | 7,87 | 7,26 | 2,66 | 3,77 | 2,66 | 2,53 | 0,89 | 1,89 | 1,81 | 2,89 |
| TRIM | 1,06 | 25,86 | 11,82 | 9,69 | 17,94 | 7,59 | 6,21 | 2,5 | 3,59 | 2,83 | 3,06 | 0,76 | 2,67 | 1,43 | 2,98 |
| **MAT** | **0,51** | 24,66 | **15,68** | **10,19** | **16,57** | **10,0** | **6,1** | **2,43** | **3,71** | **1,77** | **2,53** | **0,71** | **1,96** | **1,42** | **1,76** |
| MATAA | 0,02 | 23,23 | 24,61 | 14,16 | 10,71 | 17,19 | 3,76 | 0,35 | 2,28 | 0,26 | 0,07 | 0,59 | 0,77 | 1,3 | 0,71 |

VALOR MERCADO: MES = 467 TRIM = 1.396 MAT = 5.545 MATAA = 4.939

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de BEXABAN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 10,31 | 9,66 | 0,65 | 46,3 | 14,27 | 2,66 | 13,16 | 1,04 | 4,54 | 0,26 | 5,38 | 0,97 | | 1,1 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,7% | 7,5 | 7,5 | 0 | 59,19 | 8,18 | 1,69 | 12,06 | 1,35 | 5,9 | | 0,67 | 0,25 | | 3,2 |
| BERGERO MELISA | 0,7% | 7,5 | 7,5 | 0 | 59,19 | 8,18 | 1,69 | 12,06 | 1,35 | 5,9 | | 0,67 | 0,25 | | 3,2 |
| FARACI ESTELA ROSA | 0,5% | 3,0 | 3,0 | | 29,9 | 8,36 | 3,32 | 3,0 | | 0,11 | 9,11 | 5,89 | | 3,54 | 33,76 |
| FCIA. MAXIFARMA | 0,4% | 2,44 | 2,01 | 0,43 | 43,12 | 26,65 | 1,15 | 5,01 | 0,14 | | 0 | 0,72 | 3,3 | | 17,48 |
| **ACUM = 3,2%** | | | | | | | | | | | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,4% | 21,39 | 20,35 | 1,03 | 49,26 | 10,77 | 2,51 | 5,31 | 3,54 | 0,88 | 1,33 | 0 | | | 5,01 |
| TRAVERSO RUBEN EDUARDO | 0,4% | 6,51 | 6,51 | | 74,13 | 12,7 | 0 | 0,95 | 0,16 | 1,43 | | | 2,54 | | 1,59 |
| MONLLOR IVANA KARINA | 0,4% | 13,77 | 12,79 | 0,98 | 34,26 | 11,31 | 0,98 | 8,52 | 1,64 | | 1,8 | 8,03 | | 16,89 | 2,79 |
| FARMACIA CARRA SALUD SA | 0,4% | 13,29 | 11,46 | 1,83 | 52,66 | 9,97 | 1,33 | 10,8 | 0,33 | 5,65 | | | | | 5,98 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 22,08 | 20,07 | 2,01 | 44,89 | 13,14 | 3,1 | 3,28 | | 4,93 | | 6,57 | | | 2,01 |
| **ACUM = 5,1%** | | | | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 5,67 | 5,3 | 0,37 | 52,47 | 17,73 | 2,56 | 7,5 | 2,93 | 6,4 | 0 | | | | 4,75 |
| FARMACIA FAMASALUD II | 0,3% | 8,79 | 8,61 | 0,18 | 64,1 | 3,85 | 4,4 | 13,19 | 0,18 | 4,4 | | 0 | | | 1,1 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,3% | 10,0 | 10,0 | | 46,09 | 10,43 | 0,22 | 10,43 | 2,61 | 1,52 | | 2,39 | | | 16,3 |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 3,55 | 3,55 | | 56,35 | 1,52 | 3,05 | 20,81 | | 5,84 | | 0,51 | | | 8,38 |
| MARENGO SILVIA DEL CARMEN | 0,2% | 14,5 | 14,5 | | 59,29 | 4,58 | 0,76 | 14,76 | 2,54 | 1,53 | | | | | 2,04 |
| **ACUM = 6,4%** | | | | | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 0 | | 14,29 | 45,45 | 3,25 | 15,58 | | | | 6,49 | 1,3 | | 13,64 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 20,0 | 18,0 | 2,0 | 46,0 | 4,0 | 2,0 | 2,0 | | 8,0 | | | 16,0 | | 2,0 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | | 37,5 | 0 | 4,17 | 12,5 | 45,83 | | | | | | |
| FARMASAN I(CBA) | 0,0% | 0 | | | | | | | | | | | | | |
| **ACUM = 6,5%** | | | | | | | | | | | | | | | |

| | BEXABAN GAD | XAROBAN RF2 | XARELTO BAY | PRADAXA B.I | RIXATYL B+L | ELIQUIS PFZ | REMEXAL CSO | DRINAX R BAG | REMIVOX ELE | PRAXANT ELE | ABAXON RMM | ANTITROM LZA | RIBEX EUF | DABIDANE ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #14 | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #11 | #8 | #13 | #10 | #12 | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPC - AV COLON 201-299 | 3,3% | 1,29 | 1,15 | 0,14 | 45,99 | 0,27 | 0,05 | 0,77 | | | 0,09 | 0,07 | | 46,78 | | 4,69 |
| X5000IIO - BVRD CHACABUCO 102-200 | 2,7% | 3,43 | 3,23 | 0,2 | 27,45 | 33,07 | 0,76 | 12,94 | 0,28 | 0,33 | 0,43 | 0,46 | 0 | 10,84 | | 10,02 |
| X5000EPH - AV COLON 701-799 | 2,2% | 17,33 | 16,66 | 0,68 | 51,12 | 13,4 | 3,8 | 5,52 | 1,59 | 1,17 | 2,19 | 1,82 | 0,1 | | | 1,95 |
| X5000AAJ - DEAN FUNES 402-500 | 1,9% | 21,59 | 20,48 | 1,11 | 10,79 | 48,73 | 0,24 | 4,41 | 7,11 | 4,5 | 0,21 | 0,42 | | | | 2,01 |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,6% | 11,03 | 10,21 | 0,83 | 62,06 | 12,48 | 1,33 | 7,03 | 1,15 | 0,65 | 1,77 | 1,73 | | | 0 | 0,76 |
| **ACUM = 18,2%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | BISOPIL (GAD) | Mercado: Bisopil | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | BISOPIL GAD | CORBIS RMM | BISOFEC FEC | LOSTAP-ROLOL T.L | BICARDIL B+L | CONCOR ELE | BISOPR-OLOL TE-VA TEV | PROBLO-CK EZN | BIPROS-OL LEP |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #8 | #4 | #3 | #5 | #6 | #7 | #9 |
| **PAIS** BASE = 100% | EVOLUCION MAT 109 | 99 | 140 | 99 | 130 | 78 | 54 | 147 | 52 |
| MES | 6,73 | 83,68 | 2,92 | 2,1 | 2,35 | 1,27 | 0,33 | 0,53 | 0,1 |
| TRIM | 7,31 | 83,28 | 2,91 | 2,1 | 2,21 | 1,34 | 0,2 | 0,55 | 0,11 |
| **MAT** | **7,19** | **84,04** | **2,28** | **2,14** | **1,8** | **1,47** | **0,49** | **0,47** | **0,14** |
| MATAA | 6,57 | 84,89 | 1,63 | 2,16 | 1,38 | 1,88 | 0,9 | 0,32 | 0,27 |
| | | VALOR MERCADO: | MES = 616.181 | | | TRIM = 1.723.838 | | MAT = 6.601.023 | MATAA = 6.314.272 |
| **GERENCIA** GCIA = 44,1% | EVOLUCION MAT 116 | 99 | 154 | 101 | 134 | 83 | 53 | 114 | 50 |
| MES | 9,08 | 83,93 | 0,68 | 2,11 | 2,49 | 1,3 | 0,26 | 0,08 | 0,06 |
| TRIM | 9,5 | 83,82 | 0,69 | 2,08 | 2,22 | 1,37 | 0,18 | 0,08 | 0,07 |
| **MAT** | **9,09** | **84,38** | **0,57** | **2,11** | **1,77** | **1,46** | **0,48** | **0,08** | **0,08** |
| MATAA | 7,84 | 85,5 | 0,37 | 2,09 | 1,32 | 1,75 | 0,9 | 0,07 | 0,16 |
| | | VALOR MERCADO: | MES = 264.689 | | | TRIM = 749.767 | | MAT = 2.911.875 | MATAA = 2.756.390 |
| **DISTRITO** DIST = 22,1% | EVOLUCION MAT 126 | 98 | 144 | 102 | 126 | 79 | 62 | 100 | 42 |
| MES | 7,44 | 84,99 | 0,17 | 1,52 | 4,35 | 0,99 | 0,31 | 0,17 | 0,05 |
| TRIM | 7,88 | 85,63 | 0,15 | 1,52 | 3,4 | 1,04 | 0,2 | 0,16 | 0,05 |
| **MAT** | **7,55** | **86,69** | **0,13** | **1,45** | **2,42** | **1,07** | **0,48** | **0,15** | **0,05** |
| MATAA | 5,98 | 88,19 | 0,09 | 1,42 | 1,92 | 1,35 | 0,77 | 0,15 | 0,12 |
| | | VALOR MERCADO: | MES = 60.927 | | | TRIM = 168.926 | | MAT = 642.541 | MATAA = 596.676 |
| **REP** ZONA = 4,6% | EVOLUCION MAT 127 | 98 | 129 | 103 | 134 | 72 | 60 | 96 | 20 |
| MES | 7,09 | 85,11 | 0,08 | 1,52 | 5,04 | 0,73 | 0,18 | 0,23 | 0,02 |
| TRIM | 7,28 | 86,35 | 0,18 | 1,56 | 3,54 | 0,75 | 0,11 | 0,22 | 0,02 |
| **MAT** | **7,03** | **87,61** | **0,09** | **1,48** | **2,49** | **0,79** | **0,27** | **0,22** | **0,02** |
| MATAA | 5,53 | 89,23 | 0,07 | 1,43 | 1,86 | 1,1 | 0,45 | 0,23 | 0,1 |
| | | VALOR MERCADO: | MES = 2.866 | | | TRIM = 7.905 | | MAT = 29.858 | MATAA = 27.162 |

**PUNTO DE MARKET SHARE = 25 UNIDADES estimadas de BISOPIL (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | BISOPIL GAD | CORBIS RMM | BISOFEC FEC | LOSTAP-ROLOL T.L | BICARDIL B+L | CONCOR ELE | BISOPR-OLOL TE-VA TEV | PROBLO-CK EZN | BIPROS-OL LEP |
|---|---|---|---|---|---|---|---|---|---|
| | #2 | #1 | #8 | #4 | #3 | #5 | #6 | #7 | #9 |
| **5000 - CORDOBA** | EVOLUCION MAT 129 | 98 | 111 | 101 | 126 | 74 | 61 | 97 | 21 |
| **7%** % de zona = 63,9% | TRIM 7,4 ≈ | 85,1 | 0,13 | 2,15 | 3,76 | 0,97 | 0,14 | 0,34 | 0,03 |
| PMS = 16 | **MAT 7,48** | **85,91** | **0,1** | **1,93** | **2,85** | **0,98** | **0,39** | **0,34** | **0,03** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 123 | 99 | 200 | 164 | 133 | 68 | 44 | 100 | |
| **50%** % de zona = 22,9% | TRIM 5,79 ▲ | 91,72 | 0,11 | 0,31 | 1,64 | 0,37 | 0,03 | 0,03 | |
| PMS = 6 | **MAT 4,88** | **92,66** | **0,04** | **0,46** | **1,46** | **0,46** | **0,04** | **0,01** | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 118 | 97 | 257 | 105 | 219 | 62 | 189 | 25 | 10 |
| **25%** % de zona = 11,5% | TRIM 10,27 ▲ | 81,11 | 0,66 | 0,88 | 6,52 | 0,41 | 0,16 | 0,0 | 0,0 |
| PMS = 3 | **MAT 9,32** | **85,8** | **0,18** | **1,16** | **2,87** | **0,47** | **0,17** | **0,01** | **0,01** |
| **2438 - FRONTERA** | EVOLUCION MAT 152 | 99 | | | | | | | |
| **100%** % de zona = 1,6% | TRIM 1,46 ▼ | 98,54 | | | | | | | |
| PMS = 1 | **MAT 3,34** | **96,66** | | | | | | | |
| **5016 - CORDOBA** | EVOLUCION MAT 452 | 106 | | 55 | | 17 | | | |
| **13%** % de zona = 0,1% | TRIM 12,0 ▲ | 82,67 | | 5,33 | | 0,0 | | | |
| PMS = 1 | **MAT 8,85** | **84,23** | | **5,38** | | **1,54** | | | |
| **ACUM=100%** | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | BISOPIL GAD | CORBIS RMM | BISOFEC FEC | LOSTAP-ROLOL T.L | BICARDIL B+L | CONCOR ELE | BISOPR-OLOL TE-VA TEV | PROBLO-CK EZN | BIPROS-OL LEP |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #8 | #4 | #3 | #5 | #6 | #7 | #9 |
| **REP** | | | | | | | | | |
| TRIM | 6,95 | 88,45 | 0,13 | 2,21 | 0,52 | 1,47 | 0,22 | 0,0 | 0,06 |
| **MAT** | **8,19** | 86,71 | **0,12** | **2,07** | **1,54** | **1,14** | **0,18** | **0,01** | **0,04** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | BISOPIL GAD | CORBIS RMM | BISOFEC FEC | LOSTAP-ROLOL T.L | BICARDIL B+L | CONCOR ELE | BISOPR-OLOL TE-VA TEV | PROBLO-CK EZN | BIPROS-OL LEP |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #2 | #1 | #8 | #4 | #3 | #5 | #6 | #7 | #9 |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,3% | 3,96 | | 96,04 | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,2% | | | 93,75 | | | | 6,25 | | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,2% | | | 100 | | | | | | | |
| LIGNINI EVANGELINA | CIR | 2400 | 0,2% | | | 100 | | | | | | | |
| MAZA GONZALO | CIR | 2400 | 0,2% | | | 100 | | | | | | | |
| | | **ACUM =** | **1,1%** | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,2% | | | 100 | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,2% | | | 100 | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,1% | 1,19 | | 89,29 | | | | 1,19 | 8,33 | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,1% | 2,41 | | 97,59 | | | | | | | |
| AIMINO PAULA ANDREA | CLM | 2400 | 0,1% | | | 100 | | | | | | | |
| | | **ACUM =** | **1,8%** | | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM | 2400 | 0,1% | | | 100 | | | | | | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,1% | | | 100 | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,1% | 2,86 | | 97,14 | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR | 2400 | 0,1% | | | 100 | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM | 2400 | 0,1% | | | 100 | | | | | | | |
| | | **ACUM =** | **2,3%** | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,1% | | | 100 | | | | | | | |
| DOUTHAT WALTER GUILLERMO | NEF | 5016 | 0,0% | | | 100 | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,0% | | | 100 | | | | | | | |
| ESTRADA CARLOS DARDO | CRD | 5016 | 0,0% | 20,0 | | 80,0 | | | | | | | |
| KAPLAN RUTH LIA | CLM | 5016 | 0,0% | | | 73,33 | | | | 26,67 | | | |
| | | **ACUM =** | **2,4%** | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM | 5000 | 0,0% | | | 100 | | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,0% | 20,0 | | 80,0 | | | | | | | |
| ROFFE CARLOS OSCAR | CLM | 2400 | 0,0% | | | 100 | | | | | | | |
| SOUL MARIA LILIANA | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| SAURIT VERONICA | GIN | 5016 | 0,0% | | | 100 | | | | | | | |
| | | **ACUM =** | **2,4%** | | | | | | | | | | |
| VILLARREAL OSCAR ALFREDO | CRD | 5000 | 0,0% | | | 50,0 | | | 25,0 | | 25,0 | | |
| CORNAVACA MARIA TERESITA | CLM | 5016 | 0,0% | | | 100 | | | | | | | |
| DAHBAR MARIA FLORENCIA EDITH | CRD | 5000 | 0,0% | | | 100 | | | | | | | |
| SALGADO ANABELLA VERONICA | REU | 2400 | 0,0% | | | 100 | | | | | | | |
| STOPPANI GUSTAVO ANDRES | GET | 2400 | 0,0% | | | | | | 100 | | | | |
| | | **ACUM =** | **2,4%** | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM | 2400 | 0,0% | | | 100 | | | | | | | |
| JORGE ADRIANA BEATRIZ | NEF | 5000 | 0,0% | 80,0 | | 20,0 | | | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,0% | | | 100 | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM | 5186 | 0,0% | | | 100 | | | | | | | |
| VEZZI VALERIA SILVINA | CLM | 5186 | 0,0% | 20,0 | | 80,0 | | | | | | | |
| | | **ACUM =** | **2,4%** | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| MORENO PAOLA ANDREA | CLM | 5000 | 0,7% | 20,65 | 78,59 | | 0,76 | | | |
| GOMEZ JORGE MANUEL | CRD | 5000 | 0,7% | 0,25 | 96,2 | | 1,01 | 2,53 | | |
| PALAZON ENRIQUE FRANCISCO | CLM | 5000 | 0,5% | 1,89 | 90,85 | | 4,1 | 0,95 | | 2,21 |
| DIAZ SERGIO ALEJANDRO | CRD | 5000 | 0,5% | 3,26 | 96,74 | | | | | |
| DIAZ DE TAGNIANI MONICA ESTER | CLM | 5000 | 0,5% | 8,09 | 56,62 | | 22,79 | 6,25 | | 6,25 |
| | | **ACUM =** | **5,3%** | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **BISOPIL (GAD)** | **Mercado: Bisopil** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | AP. CIRCULATORIO | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,6%

| | BISOPIL GAD | CORBIS RMM | BISOFEC FEC | LOSTAP-ROLOL T.L | BICARDIL B+L | CONCOR ELE | BISOPR-OLOL TE-VA TEV | PROBLO-CK EZN | BIPROS-OL LEP |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #8 | #4 | #3 | #5 | #6 | #7 | #9 |
| EVOLUCION MAT | 127 | 98 | 129 | 103 | 134 | 72 | 60 | 96 | 20 |
| MES | 7,09 | 85,11 | 0,08 | 1,52 | 5,04 | 0,73 | 0,18 | 0,23 | 0,02 |
| TRIM | 7,28 | 86,35 | 0,18 | 1,56 | 3,54 | 0,75 | 0,11 | 0,22 | 0,02 |
| **MAT** | **7,03** | **87,61** | **0,09** | **1,48** | **2,49** | **0,79** | **0,27** | **0,22** | **0,02** |
| MATAA | 5,53 | 89,23 | 0,07 | 1,43 | 1,86 | 1,1 | 0,45 | 0,23 | 0,1 |

VALOR MERCADO: MES = 2.866 TRIM = 7.905 MAT = 29.858 MATAA = 27.162

**PUNTO DE MARKET SHARE = 25 UNIDADES estimadas de BISOPIL (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | |
|---|---|---|---|
| ASOCIACION MUTUAL CENTRO MEDICO DE | 1,1% | 100 | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,8% | 100 | |
| BERGERO MELISA | 0,8% | 100 | |
| MARENGO SILVIA DEL CARMEN | 0,6% | 100 | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,4% | 100 | |

**ACUM = 3,7%**

| | | | |
|---|---|---|---|
| FARMACIA CARRA SALUD SA | 0,2% | 100 | |
| DIPIAZZA LORENA ANDREA | 0,2% | 80,0 | 20,0 |
| FARMACIA FAMASALUD II | 0,0% | 100 | |
| FARACI ESTELA ROSA | 0,0% | | |

**ACUM = 4,1%**

## No Asignadas

| | | | |
|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 5,7% | 100 | |
| X5000JLQ - AV GRAL JOSE MARIA PAZ 302-400 | 4,4% | 100 | |
| X5000AAF - DEAN FUNES 202-300 | 2,4% | 100 | |
| X5000IIH - BVRD CHACABUCO 701-799 | 2,4% | 100 | |
| X2400BAQ - AV R SAENZ PEÏ¿½A 302-400 | 2,4% | 93,59 | 6,41 |

**ACUM = 21,4%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | CALCIMAX TOTAL | Mercado: Calcimax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | CALCIMAX TOTAL | | CALCIM-AX FORTE GAD | CALCIM-AX GAD | CALCIO - BASE SIE | CALCIO-NAL CIT-RATO ARI | CALCIO-NAL ARI | CALCIO - BASE VE-NT3 VEN | CALCIO - BASE VA-NNIE VNN | PLUSCAL MOUSSE CSR | ROYEN ARI | CLORUR-O DE CA-LCIO LC+ | CALCIUM SANDO.-FORT NSZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #8 | #9 | #11 | | #10 |
| **PAIS** | EVOLUCION MAT | 102 | 103 | 98 | 102 | 85 | 71 | 62 | 162 | 82 | 100 | 0 | 0 |
| BASE = 100% | MES | 43,99 | 28,47 | 15,52 | 49,62 | 4,79 | 0,77 | 0,36 | 0,29 | 0,17 | 0,0 | 0,0 | 0,0 |
| | TRIM | 47,49 | 31,95 | 15,54 | 45,19 | 4,22 | 2,2 | 0,38 | 0,33 | 0,2 | 0,01 | 0,0 | 0,0 |
| | **MAT** | **47,56** | **32,33** | **15,23** | **45,39** | **3,61** | **2,42** | **0,5** | **0,26** | **0,23** | **0,03** | **0,0** | **0,0** |
| | MATAA | 46,78 | 31,26 | 15,52 | 44,31 | 4,24 | 3,39 | 0,8 | 0,16 | 0,28 | 0,03 | 0,0 | 0,0 |
| | VALOR MERCADO: | | MES = 59.223 | | | TRIM = 172.879 | | | | MAT = 660.008 | | | MATAA = 642.400 |
| **GERENCIA** | EVOLUCION MAT | 105 | 109 | 97 | 98 | 92 | 66 | 41 | 181 | 74 | 100 | 999 | 0 |
| GCIA = 34,8% | MES | 46,42 | 30,9 | 15,52 | 47,36 | 5,16 | 0,51 | 0,1 | 0,31 | 0,14 | 0,0 | 0,0 | 0,0 |
| | TRIM | 50,25 | 33,62 | 16,63 | 43,23 | 4,47 | 1,32 | 0,17 | 0,34 | 0,2 | 0,01 | 0,0 | 0,0 |
| | **MAT** | **50,26** | **33,36** | **16,91** | **43,33** | **4,05** | **1,49** | **0,25** | **0,29** | **0,29** | **0,03** | **0,01** | **0,0** |
| | MATAA | 47,83 | 30,48 | 17,36 | 44,3 | 4,42 | 2,26 | 0,61 | 0,16 | 0,39 | 0,03 | 0,0 | 0,0 |
| | VALOR MERCADO: | | MES = 20.582 | | | TRIM = 59.372 | | | | MAT = 229.913 | | | MATAA = 218.769 |
| **DISTRITO** | EVOLUCION MAT | 110 | 115 | 102 | 91 | 97 | 60 | 58 | 256 | 72 | 17 | | 999 |
| DIST = 16,4% | MES | 52,83 | 34,19 | 18,64 | 34,41 | 9,86 | 1,89 | 0,31 | 0,42 | 0,28 | 0,0 | | 0,0 |
| | TRIM | 55,45 | 35,95 | 19,5 | 32,31 | 8,85 | 2,31 | 0,44 | 0,43 | 0,22 | 0,0 | | 0,0 |
| | **MAT** | **56,46** | **36,87** | **19,59** | **32,62** | **7,39** | **2,39** | **0,42** | **0,41** | **0,31** | **0,01** | | **0,01** |
| | MATAA | 51,21 | 32,05 | 19,16 | 35,83 | 7,59 | 4,0 | 0,72 | 0,16 | 0,43 | 0,06 | | 0,0 |
| | VALOR MERCADO: | | MES = 3.551 | | | TRIM = 10.097 | | | | MAT = 37.641 | | | MATAA = 31.803 |
| **REP** | EVOLUCION MAT | 112 | 119 | 100 | 81 | 137 | 61 | 88 | 306 | 49 | 12 | | 999 |
| ZONA = 4,7% | MES | 53,81 | 36,39 | 17,42 | 30,25 | 12,95 | 2,06 | 0,21 | 0,42 | 0,31 | 0,0 | | 0,0 |
| | TRIM | 55,15 | 36,66 | 18,49 | 30,29 | 10,69 | 2,81 | 0,51 | 0,37 | 0,17 | 0,0 | | 0,0 |
| | **MAT** | **51,26** | **33,9** | **17,37** | **32,19** | **12,75** | **2,56** | **0,56** | **0,49** | **0,17** | **0,01** | | **0,01** |
| | MATAA | 45,76 | 28,43 | 17,33 | 39,53 | 9,29 | 4,18 | 0,64 | 0,16 | 0,35 | 0,08 | | 0,0 |
| | VALOR MERCADO: | | MES = 171 | | | TRIM = 471 | | | | MAT = 1.756 | | | MATAA = 1.334 |

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de CALCIMAX TOTAL por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | CALCIMAX TOTAL | | CALCIM-AX FORTE GAD | CALCIM-AX GAD | CALCIO - BASE SIE | CALCIO-NAL CIT-RATO ARI | CALCIO-NAL ARI | CALCIO - BASE VE-NT3 VEN | CALCIO - BASE VA-NNIE VNN | PLUSCAL MOUSSE CSR | ROYEN ARI | CLORUR-O DE CA-LCIO LC+ | CALCIUM SANDO.-FORT NSZ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #8 | #9 | #11 | | #10 |
| **5000 - CORDOBA** | EVOLUCION MAT | 119 | 129 | 101 | 84 | 89 | 62 | 88 | 433 | 51 | 9 | | 999 |
| **7%** % de zona = 71,5% | TRIM | 56,15 | 38,23 | 17,93 | 28,1 | 11,7 | 2,93 | 0,54 | 0,42 | 0,16 | 0,0 | | 0,0 |
| PMS = 1 | **MAT** | **56,72** | **38,87** | **17,85** | **29,23** | **9,58** | **3,13** | **0,72** | **0,39** | **0,22** | **0,01** | | **0,01** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 86 | 97 | 76 | 68 | 999 | 68 | 68 | 209 | 0 | | | |
| **50%** % de zona = 18,9% | TRIM | 42,64 | 27,13 | 15,5 | 48,06 | 8,53 | 0,0 | 0,78 | 0,0 | 0,0 | | | |
| PMS = 1 | **MAT** | **29,86** | **16,29** | **13,57** | **42,23** | **26,7** | **0,15** | **0,15** | **0,9** | **0,0** | | | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 111 | 88 | 185 | 92 | 87 | 50 | 999 | 212 | 999 | | | |
| **25%** % de zona = 8,1% | TRIM | 68,6 | 43,02 | 25,58 | 19,19 | 6,98 | 4,07 | 0,0 | 0,58 | 0,58 | | | |
| PMS = 1 | **MAT** | **60,98** | **37,26** | **23,73** | **24,6** | **10,54** | **2,99** | **0,18** | **0,53** | **0,18** | | | |
| **2438 - FRONTERA** | EVOLUCION MAT | 27 | 0 | 40 | 124 | | 999 | | | | | | |
| **100%** % de zona = 1,5% | TRIM | 33,33 | 0,0 | 33,33 | 50,0 | | 16,67 | | | | | | |
| PMS = 1 | **MAT** | **7,69** | **0,0** | **7,69** | **88,46** | | **3,85** | | | | | | |
| **5016 - CORDOBA** | EVOLUCION MAT | | | | 999 | | 0 | | | | | | |
| **13%** % de zona = 0,0% | TRIM | | | | 0,0 | | 0,0 | | | | | | |
| PMS = 1 | **MAT** | | | | **100** | | **0,0** | | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

GADOR

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **CALCIMAX TOTAL** | **Mercado: Calcimax** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | CALCIMAX TOTAL | CALCIM-AX FORTE GAD | CALCIM-AX GAD | CALCIO - BASE SIE | CALCIO-NAL CIT-RATO ARI | CALCIO-NAL ARI | CALCIO - BASE VE-NT3 VEN | CALCIO - BASE VA-NNIE VNN | PLUSCAL MOUSSE CSR | ROYEN ARI | CLORUR-O DE CA-LCIO LC+ | CALCIUM SANDO.-FORT NSZ | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #8 | #9 | #11 | | #10 | | | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 72,38 | 46,37 | 26,01 | 9,0 | 13,81 | 4,31 | 0,06 | 0,19 | | 0,03 | | 0,22 | | | |
| **MAT** | 73,36 | **49,19** | **24,17** | **11,12** | **12,26** | **2,85** | **0,03** | **0,19** | | **0,0** | | **0,19** | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SIMES LUCIANA | **CLM** 5016 | 0,3% | 100 | 66,67 | 33,33 | | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | **NEF** 2400 | 0,2% | | | | 100 | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | **CLM** 5016 | 0,2% | 100 | | 100 | | | | | | | | | | | |
| CORREA HECTOR DANIEL | **CLM** 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | |
| DOUTHAT WALTER GUILLERMO | **NEF** 5016 | 0,1% | 25,0 | | 25,0 | | | | 50,0 | 25,0 | | | | | | |
| | **ACUM =** | **0,9%** | | | | | | | | | | | | | | |
| GILETTA GABRIELA SUSANA | **CLM** 2400 | 0,1% | | | | 100 | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,1% | | | | | | | | | | 100 | | | | |
| COLAZO MARCELA ALEJANDRA | **CIR** 5016 | 0,1% | 100 | | 100 | | | | | | | | | | | |
| DE ARTEAGA JAVIER | **NEF** 5016 | 0,1% | 100 | | 100 | | | | | | | | | | | |
| BONIN MONICA CRISTINA | **GIN** 5016 | 0,1% | 100 | 100 | | | | | | | | | | | | |
| | **ACUM =** | **1,4%** | | | | | | | | | | | | | | |
| CAMPAZZO MARIO OSVALDO | **CLM** 5016 | 0,1% | | | | | 100 | | | | | | | | | |
| IRIBAS ANA KARINA | **CLM** 5016 | 0,1% | 100 | 100 | | | | | | | | | | | | |
| LEYENDECKER HENRY WALTER | **GIN** 2400 | 0,1% | 100 | 100 | | | | | | | | | | | | |
| MOTTINO MARIA LUJAN | **CLM** 5016 | 0,1% | 100 | 100 | | | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | **CLM** 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | |
| | **ACUM =** | **1,9%** | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DIAZ DE TAGNIANI MONICA ESTER | **CLM** 5000 | 5,0% | 98,39 | 97,85 | 0,54 | 0,54 | | | | 1,08 | | | | | | |
| BERTOLDI ARIEL ENRIQUE | **OTR** 5000 | 4,9% | 94,51 | 93,41 | 1,1 | 4,95 | 0,55 | | | | | | | | | |
| KOMORNICKI MILENA | **ANE** 5000 | 2,8% | 88,35 | 87,38 | 0,97 | | 8,74 | 2,91 | | | | | | | | |
| CAUCA LAURA ADRIANA | **END** 5000 | 1,5% | 57,41 | 57,41 | | | 38,89 | 3,7 | | | | | | | | |
| MERAS NIDIA NOEMI | **CIR** 5000 | 1,2% | 31,11 | 31,11 | | 31,11 | 33,33 | 4,44 | | | | | | | | |
| | **ACUM = 17,3%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | CALCIMAX TOTAL | Mercado: Calcimax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,7%

| | CALCIMAX TOTAL | CALCIMAX FORTE GAD | CALCIMAX GAD | CALCIO - BASE SIE | CALCIONAL CITRATO ARI | CALCIONAL ARI | CALCIO - BASE VENT3 VEN | CALCIO - BASE VANNIE VNN | PLUSCAL MOUSSE CSR | ROYEN ARI | CLORURO DE CALCIO LC+ | CALCIUM SANDO.-FORT NSZ | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #8 | #9 | #11 | | #10 | | | |
| EVOLUCION MAT | 112 | 119 | 100 | 81 | 137 | 61 | 88 | 306 | 49 | 12 | | 999 | | | |
| MES | 53,81 | 36,39 | 17,42 | 30,25 | 12,95 | 2,06 | 0,21 | 0,42 | 0,31 | 0,0 | | 0,0 | | | |
| TRIM | 55,15 | 36,66 | 18,49 | 30,29 | 10,69 | 2,81 | 0,51 | 0,37 | 0,17 | 0,0 | | 0,0 | | | |
| **MAT** | 51,26 | **33,9** | **17,37** | **32,19** | **12,75** | **2,56** | **0,56** | **0,49** | **0,17** | **0,01** | | **0,01** | | | |
| MATAA | 45,76 | 28,43 | 17,33 | 39,53 | 9,29 | 4,18 | 0,64 | 0,16 | 0,35 | 0,08 | | 0,0 | | | |

VALOR MERCADO: MES = 171 TRIM = 471 MAT = 1.756 MATAA = 1.334

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de CALCIMAX TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | CALCIMAX TOTAL | CALCIMAX FORTE GAD | CALCIMAX GAD | CALCIO - BASE SIE | CALCIONAL CITRATO ARI | CALCIONAL ARI | CALCIO B-ASE VEN-VEN | CALCIO B-ASE VANN-VNN | PLUSCAL MOUSSE CSR | ROYEN ARI | CLORURO DE CALC-LC+ | CALCIUM SANDO.F-NSZ | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #1 | #2 | #4 | #3 | #5 | #6 | #7 | #8 | #9 | #11 | | #10 | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,3% | 0 | 29,52 | 32,38 | 31,43 | 6,67 | | | | | | | | | | |
| FARMACIA FAMASALUD II | 1,2% | 1,98 | 7,92 | 59,41 | 27,72 | 0,99 | | 1,98 | | | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,0% | 9,64 | 39,76 | 6,02 | 42,17 | | | 2,41 | | | | | | | | |
| BERGERO MELISA | 1,0% | 9,64 | 39,76 | 6,02 | 42,17 | | | 2,41 | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 1,0% | 0 | 13,92 | 7,59 | 78,48 | | | 0 | | | | | | | | |
| **ACUM = 5,5%** | | | | | | | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,6% | 17,31 | 38,46 | 0 | 44,23 | 0 | | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,6% | 0 | 51,92 | 19,23 | 23,08 | 3,85 | | 1,92 | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,5% | 0 | 65,12 | 2,33 | 32,56 | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,5% | 69,23 | 5,13 | 7,69 | 17,95 | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,5% | 7,89 | 0 | 26,32 | 13,16 | 2,63 | | 50,0 | | | | | | | | |
| **ACUM = 8,2%** | | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,4% | 0 | 16,67 | 60,0 | | 0 | | 3,33 | 20,0 | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 7,41 | 14,81 | 48,15 | 25,93 | 0 | | 3,7 | | | | | | | | |
| MONLLOR IVANA KARINA | 0,2% | 0 | 21,43 | 78,57 | 0 | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 0 | 25,0 | 75,0 | 0 | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 100 | | | | | | | | | | | | | |
| **ACUM = 9,1%** | | | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | 0 | 100 | 0 | | | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | 100 | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,0% | 100 | 0 | | | | | | | | | | | | | |
| **ACUM = 9,1%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,5% | 16,83 | 55,94 | 13,86 | 6,44 | 2,97 | 1,49 | 1,98 | 0,5 |
| X5000EPH - AV COLON 701-799 | 2,3% | 26,84 | 31,58 | 19,47 | 8,95 | 6,84 | 2,63 | 3,68 | |
| X5000ETE - SANTA ROSA 1501-1599 | 2,2% | 28,57 | 41,71 | 14,29 | 1,71 | 0,57 | 11,43 | 1,14 | 0,57 |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 1,8% | 23,65 | 43,24 | 13,51 | 2,7 | | 16,89 | 0 | |
| X5000EMN - 9 DE JULIO 602-700 | 1,6% | 12,78 | 5,26 | 0 | 28,57 | 21,05 | 32,33 | | |
| **ACUM = 19,5%** | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | DAMSEL GAD | Mercado: Damsel | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DAMSEL GAD | | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #3 | #1 | #2 | #4 | #6 | #5 | #7 | #8 | #9 | #10 |
| **PAIS** BASE = 100% | EVOLUCION MAT | 98 | 99 | 105 | 91 | 105 | 103 | 90 | 107 | 83 | 413 |
| | MES | 15,53 | 24,64 | 21,53 | 12,84 | 8,79 | 6,81 | 4,16 | 2,44 | 1,55 | 1,71 |
| | TRIM | 15,7 | 24,19 | 21,06 | 13,66 | 8,85 | 6,6 | 4,18 | 2,54 | 1,58 | 1,63 |
| | **MAT** | **15,98** | **24,62** | **20,58** | **13,84** | **8,07** | **6,82** | **4,37** | **2,79** | **1,64** | **1,28** |
| | MATAA | 16,31 | 24,92 | 19,59 | 15,13 | 7,71 | 6,6 | 4,85 | 2,61 | 1,98 | 0,31 |
| | VALOR MERCADO: | | MES = 449.251 | | | TRIM = 1.341.429 | | | MAT = 5.462.119 | | MATAA = 5.985.294 |
| **GERENCIA** GCIA = 51,0% | EVOLUCION MAT | 96 | 96 | 106 | 99 | 103 | 103 | 91 | 108 | 83 | 407 |
| | MES | 16,7 | 23,75 | 21,94 | 14,85 | 8,1 | 6,48 | 3,52 | 2,07 | 1,19 | 1,39 |
| | TRIM | 17,06 | 23,12 | 21,62 | 15,56 | 8,1 | 6,15 | 3,63 | 2,19 | 1,2 | 1,36 |
| | **MAT** | **17,53** | **23,79** | **21,09** | **15,0** | **7,61** | **6,43** | **3,8** | **2,43** | **1,2** | **1,14** |
| | MATAA | 18,22 | 24,85 | 19,96 | 15,17 | 7,4 | 6,22 | 4,19 | 2,24 | 1,45 | 0,28 |
| | VALOR MERCADO: | | MES = 229.081 | | | TRIM = 681.973 | | | MAT = 2.783.761 | | MATAA = 2.987.274 |
| **DISTRITO** DIST = 20,4% | EVOLUCION MAT | 101 | 98 | 101 | 85 | 107 | 113 | 90 | 106 | 94 | 469 |
| | MES | 14,11 | 26,66 | 26,24 | 8,17 | 7,68 | 8,14 | 3,57 | 1,5 | 1,92 | 2,0 |
| | TRIM | 14,35 | 25,14 | 25,75 | 10,64 | 7,55 | 7,31 | 3,86 | 1,74 | 1,66 | 1,99 |
| | **MAT** | **15,41** | **24,1** | **25,21** | **11,45** | **6,99** | **7,8** | **4,14** | **1,91** | **1,36** | **1,64** |
| | MATAA | 15,29 | 24,56 | 21,99 | 13,48 | 6,56 | 6,91 | 4,62 | 1,8 | 1,44 | 0,35 |
| | VALOR MERCADO: | | MES = 47.852 | | | TRIM = 142.318 | | | MAT = 567.911 | | MATAA = 590.850 |
| **REP** ZONA = 4,1% | EVOLUCION MAT | 115 | 101 | 93 | 82 | 101 | 108 | 90 | 125 | 89 | 426 |
| | MES | 11,7 | 33,77 | 19,5 | 8,4 | 8,03 | 7,52 | 3,9 | 2,48 | 2,55 | 2,14 |
| | TRIM | 11,73 | 33,2 | 18,55 | 9,49 | 7,67 | 7,34 | 4,44 | 3,06 | 2,31 | 2,2 |
| | **MAT** | **12,31** | **31,63** | **18,79** | **10,66** | **6,88** | **7,94** | **4,79** | **3,2** | **2,02** | **1,79** |
| | MATAA | 10,67 | 31,19 | 20,3 | 13,05 | 6,83 | 7,37 | 5,34 | 2,56 | 2,28 | 0,42 |
| | VALOR MERCADO: | | MES = 1.916 | | | TRIM = 5.733 | | | MAT = 23.229 | | MATAA = 24.087 |

**PUNTO DE MARKET SHARE = 19 UNIDADES estimadas de DAMSEL GAD por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | DAMSEL GAD | | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #3 | #1 | #2 | #4 | #6 | #5 | #7 | #8 | #9 | #10 |
| **5000 - CORDOBA** | EVOLUCION MAT | 118 | 107 | 94 | 75 | 103 | 107 | 88 | 98 | 86 | 495 |
| **7%** % de zona = 60,8% | TRIM | 11,02 | 31,77 | 19,98 | 9,29 | 7,69 | 8,05 | 5,62 | 1,83 | 2,01 | 2,73 |
| PMS = 12 | **MAT** | **12,32** | **28,62** | **20,12** | **11,64** | **6,54** | **8,92** | **5,87** | **1,82** | **1,96** | **2,18** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 110 | 94 | 85 | 102 | 100 | 119 | 93 | 157 | 96 | 326 |
| **50%** % de zona = 31,4% | TRIM | 12,2 | 37,9 | 12,82 | 10,19 | 7,77 | 6,8 | 2,6 | 5,2 | 3,33 | 1,2 |
| PMS = 6 | **MAT** | **12,25** | **38,61** | **13,56** | **9,18** | **7,47** | **7,01** | **2,88** | **5,52** | **2,38** | **1,14** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 115 | 104 | 105 | 81 | 86 | 86 | 78 | 114 | 68 | 262 |
| **25%** % de zona = 6,9% | TRIM | 15,68 | 28,91 | 24,99 | 9,65 | 7,02 | 4,74 | 2,57 | 3,92 | 0,99 | 1,52 |
| PMS = 1 | **MAT** | **12,91** | **27,94** | **28,03** | **9,08** | **7,09** | **4,55** | **3,7** | **4,36** | **1,11** | **1,23** |
| **2438 - FRONTERA** | EVOLUCION MAT | 102 | 115 | 84 | 375 | 130 | 0 | 662 | 95 | | 412 |
| **100%** % de zona = 0,8% | TRIM | 10,17 | 13,56 | 52,54 | 0,0 | 8,47 | 0,0 | 1,69 | 8,47 | | 5,08 |
| PMS = 1 | **MAT** | **9,09** | **18,72** | **42,25** | **5,88** | **7,49** | **0,0** | **6,95** | **7,49** | | **2,14** |
| **5016 - CORDOBA** | EVOLUCION MAT | 977 | 87 | 111 | 72 | 111 | 22 | 78 | 45 | | 999 |
| **13%** % de zona = 0,1% | TRIM | 33,33 | 26,67 | 26,67 | 13,33 | 0,0 | 0,0 | 0,0 | 0,0 | | 0,0 |
| PMS = 1 | **MAT** | **13,58** | **25,31** | **30,86** | **20,99** | **3,09** | **0,62** | **4,32** | **0,62** | | **0,62** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | DAMSEL GAD | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #6 | #5 | #7 | #8 | #9 | #10 |
| **REP** | | | | | | | | | | |
| TRIM | 10,72 | 32,39 | 12,19 | 15,81 | 8,7 | 9,29 | 6,65 | 1,03 | 2,85 | 0,37 |
| **MAT** | **11,62** | 33,65 | **11,93** | **13,75** | **7,8** | **9,66** | **5,31** | **1,22** | **2,44** | **2,62** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | DAMSEL GAD | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #3 | #1 | #2 | #4 | #6 | #5 | #7 | #8 | #9 | #10 |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,7% | 28,97 | | 43,65 | 6,75 | 3,97 | | 15,08 | | | | 1,59 |
| OLIVIER PERALTA MARTHA NOELIA | OTR | 2400 | 0,5% | 8,15 | | 21,74 | | 3,8 | | 5,43 | | 60,87 | | |
| LEYENDECKER HENRY WALTER | GIN | 2400 | 0,5% | 12,87 | | 47,95 | 9,36 | | 13,45 | 14,04 | 2,34 | | | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,4% | 4,26 | | 31,91 | | 24,11 | 14,18 | 16,31 | 9,22 | | | |
| CASALE PAULINA | GIN | 2400 | 0,3% | 1,72 | | 50,0 | 14,66 | 6,9 | 12,07 | 14,66 | | | | |
| **ACUM =** | | | **2,4%** | | | | | | | | | | | |
| GIRAUDO PABLO NESTOR | GIN | 2400 | 0,3% | 12,0 | | 65,0 | | 5,0 | 2,0 | | 16,0 | | | |
| CHINELLATO ROMAN ARIEL | CIR | 2400 | 0,2% | 1,22 | | 42,68 | | 36,59 | | | | 19,51 | | |
| CAVALLI LAURA ALICIA | GIN | 5016 | 0,2% | 10,96 | | 27,4 | 23,29 | 34,25 | | | 2,74 | | | 1,37 |
| TORRES SOFIA BELEN | OTR | 5016 | 0,2% | 7,35 | | 39,71 | | 11,76 | 7,35 | 23,53 | 5,88 | | | 4,41 |
| BAROVERO GUADALUPE LILIANA | GIN | 2400 | 0,2% | 6,56 | | 9,84 | 67,21 | 6,56 | | 9,84 | | | | |
| **ACUM =** | | | **3,5%** | | | | | | | | | | | |
| ABREGO MAXIMILIANO | OTR | 5016 | 0,1% | 4,0 | | 42,0 | 28,0 | | 10,0 | 8,0 | 8,0 | | | |
| OTTONELLO MARCELO | GIN | 2400 | 0,1% | 8,51 | | 31,91 | 34,04 | 25,53 | | | | | | |
| CONTOS MARIA CECILIA | CLM | 5016 | 0,1% | 8,89 | | 35,56 | 24,44 | 31,11 | | | | | | |
| BARRIONUEVO WALTER EMANUEL | CLM | 5016 | 0,1% | 5,0 | | 57,5 | 27,5 | 10,0 | | | | | | |
| ROCA CARLOS ALBERTO | GIN | 2400 | 0,1% | 7,89 | | 50,0 | 5,26 | | 36,84 | | | | | |
| **ACUM =** | | | **4,0%** | | | | | | | | | | | |
| FARIAS RODRIGUEZ FEDERICO | CLM | 5016 | 0,1% | 8,11 | | 72,97 | 10,81 | 8,11 | | | | | | |
| PRATS CARDONA FLORENCIA | GIN | 5016 | 0,1% | 13,51 | | 48,65 | 16,22 | 10,81 | 2,7 | 8,11 | | | | |
| GOMEZ BALANGIONE FABIAN | GIN | 5016 | 0,1% | 13,89 | | 8,33 | | 33,33 | | | 44,44 | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,1% | | | 86,11 | 2,78 | 11,11 | | | | | | |
| TABORDA GABRIELA CECILIA | CLM | 5016 | 0,1% | 40,0 | | 40,0 | | | | | 20,0 | | | |
| **ACUM =** | | | **4,5%** | | | | | | | | | | | |
| OCCHIPINTI MARIANA | OTR | 5016 | 0,1% | 27,27 | | 50,0 | | 4,55 | | | 18,18 | | | |
| CASALE VIOLETA | CLM | 2400 | 0,1% | | | | | 5,0 | | 15,0 | | 80,0 | | |
| MILOCH ROMINA | OBS | 5016 | 0,1% | 15,0 | | 15,0 | 30,0 | | | 40,0 | | | | |
| ARIAS ALBAREZ HISBETH YARITZA | CLM | 5016 | 0,1% | 26,32 | | 10,53 | 5,26 | 5,26 | 52,63 | | | | | |
| IRIBAS ANA KARINA | CLM | 5016 | 0,1% | | | 44,44 | 27,78 | 11,11 | 16,67 | | | | | |
| **ACUM =** | | | **5,0%** | | | | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM | 5016 | 0,1% | | | 17,65 | 82,35 | | | | | | | |
| DE GIUSTO SILVIA ROXANA | GIN | 5016 | 0,0% | 68,75 | | | | | 25,0 | 6,25 | | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM | 5016 | 0,0% | 13,33 | | | 53,33 | | | 33,33 | | | | |
| BUTELER RODOLFO FELIX | CLM | 5016 | 0,0% | 42,86 | | | 42,86 | | | | 14,29 | | | |
| GACITUA BUSTOS DANIEL ENRIQUE | OTR | 5016 | 0,0% | | | 42,86 | 50,0 | 7,14 | | | | | | |
| **ACUM =** | | | **5,1%** | | | | | | | | | | | |
| BANUS MARIA VICTORIA | END | 5016 | 0,0% | | | | | 50,0 | | | 50,0 | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,0% | | | | | 100 | | | | | | |
| GONZALEZ JIMENA SOLEDAD | CLM | 5016 | 0,0% | 16,67 | | | 25,0 | 33,33 | | | 25,0 | | | |
| TRAVELLA CLAUDIA NELLY | GIN | 5016 | 0,0% | | | 16,67 | | 66,67 | | | 16,67 | | | |
| ARBACH FLORENCIA | GIN | 5016 | 0,0% | | | 18,18 | | 45,45 | | 9,09 | 9,09 | 18,18 | | |
| **ACUM =** | | | **5,1%** | | | | | | | | | | | |

## No Cruzados

| | | | | | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OLIVERO MATIAS OSCAR | GIN | 5000 | 2,3% | 11,56 | 36,59 | 8,89 | 8,77 | 6,61 | 13,09 | 7,12 | 1,02 | 4,7 | 1,65 |
| DOMINGUEZ ANA LAURA | CLM | 5000 | 1,6% | 13,08 | 44,67 | 7,29 | 4,49 | 11,03 | 11,4 | 5,05 | | 1,87 | 1,12 |
| BELLOTTO BRIONES CYNTHIA | GIN | 5000 | 1,4% | 20,38 | 46,64 | 0,84 | 10,5 | 8,4 | 6,09 | 3,36 | | 3,78 | |
| FERREYRA YANINA MYRIAM | GIN | 5000 | 0,8% | 1,06 | 18,79 | 2,48 | 17,02 | 11,35 | 21,28 | 0,71 | 1,06 | 6,38 | 19,86 |
| VERA MARIA CAROLINA | GIN | 5000 | 0,7% | 1,22 | 10,2 | | 15,92 | 16,73 | 9,39 | 20,41 | 1,22 | 5,31 | 19,59 |
| **ACUM =** | | | **11,9%** | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **DAMSEL GAD** | **Mercado: Damsel** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,1%

| | DAMSEL GAD | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #6 | #5 | #7 | #8 | #9 | #10 |
| EVOLUCION MAT | 115 | 101 | 93 | 82 | 101 | 108 | 90 | 125 | 89 | 426 |
| MES | 11,7 | 33,77 | 19,5 | 8,4 | 8,03 | 7,52 | 3,9 | 2,48 | 2,55 | 2,14 |
| TRIM | 11,73 | 33,2 | 18,55 | 9,49 | 7,67 | 7,34 | 4,44 | 3,06 | 2,31 | 2,2 |
| **MAT** | **12,31** | **31,63** | **18,79** | **10,66** | **6,88** | **7,94** | **4,79** | **3,2** | **2,02** | **1,79** |
| MATAA | 10,67 | 31,19 | 20,3 | 13,05 | 6,83 | 7,37 | 5,34 | 2,56 | 2,28 | 0,42 |

VALOR MERCADO: MES = 1.916 TRIM = 5.733 MAT = 23.229 MATAA = 24.087

**PUNTO DE MARKET SHARE = 19 UNIDADES estimadas de DAMSEL GAD por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | |
|---|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,5% | 50,0 | 50,0 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,7% | 28,12 | 71,88 |
| BERGERO MELISA | 0,7% | 28,12 | 71,88 |
| FARMACIA FAMASALUD II | 0,7% | 56,25 | 43,75 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,7% | 0 | 100 |
| **ACUM = 4,3%** | | | |
| TRUCCO MARCOS ALEJANDRO | 0,6% | 3,57 | 96,43 |
| FARMACIA CARRA SALUD SA | 0,6% | 0 | 100 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,5% | 5,0 | 95,0 |
| MONLLOR IVANA KARINA | 0,2% | 90,0 | 10,0 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 11,11 | 88,89 |
| **ACUM = 6,4%** | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 0 | 100 |
| TRAVERSO RUBEN EDUARDO | 0,2% | 0 | 100 |
| FARMACIA B SALUD - B SALUD S.A. | 0,1% | 16,67 | 83,33 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,1% | 0 | 100 |
| DIPIAZZA LORENA ANDREA | 0,0% | 0 | 100 |
| **ACUM = 7,0%** | | | |
| FCIA. MAXIFARMA | 0,0% | 50,0 | 50,0 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 100 |
| FARACI ESTELA ROSA | 0,0% | | |
| **ACUM = 7,0%** | | | |

| DAMSEL - GAD | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|
| #3 | #1 | #2 | #4 | #6 | #5 | #7 | #8 | #9 | #10 |

## No Asignadas

| | | | |
|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 3,4% | 56,38 | 43,62 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,9% | 64,29 | 35,71 |
| X2400ADI - AV 25 DE MAYO 2601-2699 | 2,7% | 12,07 | 87,93 |
| X5000AAJ - DEAN FUNES 402-500 | 2,4% | 46,15 | 53,85 |
| X5000IIH - BVRD CHACABUCO 701-799 | 2,1% | 84,95 | 15,05 |
| **ACUM = 20,5%** | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | DAMSELLA (GAD) | Mercado: Damsella | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DAMSELLA GAD | DIVA TOTAL ELE | ISIS MINI 24 SIE | YAZ BAY | KALA MD 24 BEB | KIR 28 RF2 | JADE MD-24 CVI | IFENIL MD CSO | MAXIMA - MD24 P0F |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 | #7 | #8 | #9 |
| **PAIS** BASE = 100% | EVOLUCION MAT 101 | 101 | 90 | 92 | 107 | 112 | 111 | 330 | 96 |
| | MES 22,29 | 23,46 | 18,33 | 12,28 | 10,61 | 6,04 | 3,07 | 2,77 | 1,15 |
| | TRIM 22,28 | 22,68 | 17,45 | 13,21 | 10,2 | 6,45 | 3,93 | 2,58 | 1,22 |
| | **MAT 22,26** | **21,98** | **18,28** | **13,93** | **10,09** | **5,96** | **4,1** | **2,08** | **1,33** |
| | MATAA 22,04 | 21,85 | 20,39 | 15,22 | 9,46 | 5,31 | 3,71 | 0,63 | 1,38 |
| | | VALOR MERCADO: | MES = 116.714 | | | TRIM = 351.708 | | MAT = 1.453.316 | MATAA = 1.660.480 |
| **GERENCIA** GCIA = 48,6% | EVOLUCION MAT 98 | 98 | 90 | 104 | 104 | 113 | 110 | 300 | 91 |
| | MES 23,8 | 22,4 | 18,23 | 13,66 | 10,96 | 5,0 | 2,59 | 2,53 | 0,84 |
| | TRIM 23,7 | 21,01 | 17,46 | 15,36 | 10,52 | 5,47 | 3,34 | 2,34 | 0,78 |
| | **MAT 24,23** | **20,87** | **18,2** | **14,56** | **10,72** | **5,18** | **3,48** | **1,95** | **0,8** |
| | MATAA 24,8 | 21,37 | 20,28 | 13,99 | 10,27 | 4,58 | 3,17 | 0,65 | 0,88 |
| | | VALOR MERCADO: | MES = 55.669 | | | TRIM = 168.292 | | MAT = 705.790 | MATAA = 794.870 |
| **DISTRITO** DIST = 17,1% | EVOLUCION MAT 109 | 104 | 89 | 93 | 94 | 98 | 95 | 356 | 84 |
| | MES 22,33 | 26,78 | 18,8 | 7,92 | 13,17 | 4,86 | 1,7 | 3,22 | 1,22 |
| | TRIM 21,8 | 25,06 | 18,91 | 9,01 | 12,98 | 5,24 | 2,75 | 3,23 | 1,04 |
| | **MAT 22,61** | **22,45** | **19,74** | **10,48** | **12,36** | **4,95** | **3,62** | **2,78** | **1,02** |
| | MATAA 20,82 | 21,65 | 22,24 | 11,25 | 13,19 | 5,06 | 3,8 | 0,78 | 1,21 |
| | | VALOR MERCADO: | MES = 9.915 | | | TRIM = 29.319 | | MAT = 120.366 | MATAA = 129.499 |
| **REP** ZONA = 4,2% | EVOLUCION MAT 125 | 101 | 87 | 85 | 89 | 94 | 105 | 387 | 97 |
| | MES 18,94 | 29,1 | 21,75 | 10,99 | 8,24 | 4,06 | 2,29 | 2,6 | 2,02 |
| | TRIM 17,15 ▼ | 34,01 | 19,91 | 9,96 | 7,32 | 3,95 | 3,49 | 2,62 | 1,6 |
| | **MAT 19,21** | **27,05** | **20,23** | **11,68** | **8,52** | **4,37** | **4,27** | **2,94** | **1,72** |
| | MATAA 15,41 | 26,8 | 23,29 | 13,67 | 9,57 | 4,65 | 4,08 | 0,76 | 1,78 |
| | | VALOR MERCADO: | MES = 423 | | | TRIM = 1.291 | | MAT = 5.004 | MATAA = 5.576 |

**PUNTO DE MARKET SHARE = 4 UNIDADES estimadas de DAMSELLA (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | DAMSELLA GAD | DIVA TOTAL ELE | ISIS MINI 24 SIE | YAZ BAY | KALA MD 24 BEB | KIR 28 RF2 | JADE MD-24 CVI | IFENIL MD CSO | MAXIMA - MD24 P0F |
|---|---|---|---|---|---|---|---|---|---|
| | #3 | #1 | #2 | #4 | #5 | #6 | #7 | #8 | #9 |
| **5000 - CORDOBA** 7% % de zona = 62,8% PMS = 3 | EVOLUCION MAT 121 | 113 | 83 | 82 | 86 | 103 | 100 | 490 | 84 |
| | TRIM 16,38 ▼ | 29,1 | 21,83 | 11,3 | 8,31 | 4,36 | 3,89 | 3,58 | 1,25 |
| | **MAT 17,76** | **25,54** | **20,71** | **12,7** | **9,03** | **4,54** | **4,89** | **3,43** | **1,4** |
| **2400 - SAN FRANCISCO** 50% % de zona = 29,9% PMS = 1 | EVOLUCION MAT 121 | 94 | 94 | 88 | 99 | 73 | 112 | 268 | 126 |
| | TRIM 17,57 ▼ | 46,44 | 14,74 | 7,37 | 4,18 | 2,95 | 3,07 | 1,23 | 2,46 |
| | **MAT 21,92** | **31,13** | **18,18** | **9,51** | **7,47** | **3,74** | **3,44** | **2,04** | **2,57** |
| **5186 - ALTA GRACIA** 25% % de zona = 6,9% PMS = 1 | EVOLUCION MAT 181 | 77 | 94 | 97 | 81 | 130 | 113 | 196 | 64 |
| | TRIM 20,51 ▲ | 22,79 | 27,64 | 7,12 | 13,39 | 5,13 | 1,99 | 0,57 | 0,85 |
| | **MAT 19,59** | **24,4** | **25,64** | **9,83** | **8,67** | **5,75** | **2,4** | **2,62** | **1,09** |
| **2438 - FRONTERA** 100% % de zona = 0,3% PMS = 1 | EVOLUCION MAT 999 | 0 | 0 | 212 | | 0 | | | |
| | TRIM 40,0 ▼ | 0,0 | 0,0 | 60,0 | | 0,0 | | | |
| | **MAT 42,86** | **0,0** | **0,0** | **57,14** | | **0,0** | | | |
| **5016 - CORDOBA** 13% % de zona = 0,1% PMS = 1 | EVOLUCION MAT 750 | 0 | 300 | 150 | 38 | | | | |
| | TRIM 75,0 ▲ | 0,0 | 25,0 | 0,0 | 0,0 | | | | |
| | **MAT 35,71** | **0,0** | **14,29** | **28,57** | **21,43** | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | DAMSELLA GAD | DIVA TOTAL ELE | ISIS MINI 24 SIE | YAZ BAY | KALA MD 24 BEB | KIR 28 RF2 | JADE MD-24 CVI | IFENIL MD CSO | MAXIMA - MD24 P0F |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 | #7 | #8 | #9 |
| TRIM | 14,14 | 24,04 | 25,64 | 17,58 | 5,69 | 5,11 | 5,85 | 0,42 | 1,52 |
| **MAT** | **16,35** | **25,5** | **23,29** | **14,42** | **5,08** | **4,99** | **5,17** | **3,67** | **1,52** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | DAMSELLA GAD #3 | DIVA TOTAL ELE #1 | ISIS MINI 24 SIE #2 | YAZ BAY #4 | KALA MD 24 BEB #5 | KIR 28 RF2 #6 | JADE MD-24 CVI #7 | IFENIL MD CSO #8 | MAXIMA - MD24 P0F #9 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BAROVERO GUADALUPE LILIANA | GIN 2400 | 0,9% | | 25,88 | 30,59 | 25,88 | 8,24 | | | 9,41 | | |
| LEYENDECKER HENRY WALTER | GIN 2400 | 0,8% | | | 30,86 | 19,75 | 49,38 | | | | | |
| STILMAN GUSTAVO DARIO | GIN 2400 | 0,7% | | 5,8 | 17,39 | 49,28 | | 4,35 | | 23,19 | | |
| GIRAUDO PABLO NESTOR | GIN 2400 | 0,5% | | 8,33 | 85,42 | 4,17 | | | | 2,08 | | |
| MARCHISIO SILVINA DEL VALLE | GIN 2400 | 0,5% | | 63,04 | 4,35 | 13,04 | | 19,57 | | | | |
| **ACUM =** | | **3,4%** | | | | | | | | | | |
| OLIVIER PERALTA MARTHA NOELIA | OTR 2400 | 0,5% | | | 82,61 | | | 17,39 | | | | |
| CASALE PAULINA | GIN 2400 | 0,3% | | 7,14 | 25,0 | 3,57 | 50,0 | | | 14,29 | | |
| FARIAS RODRIGUEZ FEDERICO | CLM 5016 | 0,3% | | 3,57 | 57,14 | 14,29 | | 14,29 | | 10,71 | | |
| BARRIONUEVO WALTER EMANUEL | CLM 5016 | 0,3% | | 96,3 | | | 3,7 | | | | | |
| TORRES SOFIA BELEN | OTR 5016 | 0,2% | | | | 71,43 | | | 14,29 | 14,29 | | |
| **ACUM =** | | **5,0%** | | | | | | | | | | |
| FLORES DAVID RAMON | CRD 5000 | 0,2% | | 100 | | | | | | | | |
| OCCHIPINTI MARIANA | OTR 5016 | 0,2% | | | | 94,12 | 5,88 | | | | | |
| CONTOS MARIA CECILIA | CLM 5016 | 0,2% | | 75,0 | | | 25,0 | | | | | |
| GOMEZ BALANGIONE FABIAN | GIN 5016 | 0,2% | | | 60,0 | 40,0 | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | | | 100 | | | | | | | |
| **ACUM =** | | **5,9%** | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,1% | | | | | | 100 | | | | |
| SOUL MARIA LILIANA | CLM 5016 | 0,1% | | 100 | | | | | | | | |
| ABREGO MAXIMILIANO | OTR 5016 | 0,1% | | 8,33 | 41,67 | 16,67 | | | | 8,33 | | 25,0 |
| GONZALEZ PRISCILA IANINA | CLM 5016 | 0,1% | | 36,36 | | 63,64 | | | | | | |
| TRAVELLA CLAUDIA NELLY | GIN 5016 | 0,1% | | 36,36 | | 9,09 | 54,55 | | | | | |
| **ACUM =** | | **6,4%** | | | | | | | | | | |
| TABORDA GABRIELA CECILIA | CLM 5016 | 0,1% | | 60,0 | | 40,0 | | | | | | |
| MILOCH ROMINA | OBS 5016 | 0,1% | | 11,11 | | 77,78 | | | | 11,11 | | |
| VILLAFAÃ□E MARCELO AMILCAR | CLM 5016 | 0,1% | | | | 77,78 | | 22,22 | | | | |
| OTTONELLO MARCELO | GIN 2400 | 0,1% | | | 100 | | | | | | | |
| SACCHI ILEANA MOIRA | CLM 5016 | 0,1% | | | 50,0 | 50,0 | | | | | | |
| **ACUM =** | | **6,9%** | | | | | | | | | | |
| GACITUA BUSTOS DANIEL ENRIQUE | OTR 5016 | 0,1% | | 71,43 | | 14,29 | 14,29 | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,1% | | | | | 100 | | | | | |
| CAFARO MARIO ALBERTO | CLM 2400 | 0,1% | | 66,67 | | 33,33 | | | | | | |
| INZE YISELA CORALINA | CLM 5016 | 0,1% | | | | | | | | 66,67 | | 33,33 |
| MEYER GUILLERMO | GIN 5016 | 0,1% | | 50,0 | 33,33 | | | 16,67 | | | | |
| **ACUM =** | | **7,4%** | | | | | | | | | | |
| ARBACH FLORENCIA | GIN 5016 | 0,1% | | 60,0 | | | | | | 40,0 | | |
| ROCA CARLOS ALBERTO | GIN 2400 | 0,1% | | | | | 100 | | | | | |
| BUTELER RODOLFO FELIX | CLM 5016 | 0,0% | | | 100 | | | | | | | |
| ELLENA GUSTAVO | CLM 5016 | 0,0% | | 100 | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | | | | 100 | | | | | | |
| **ACUM =** | | **7,6%** | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OLIVERO MATIAS OSCAR | GIN 5000 | 2,4% | | 16,1 | 46,61 | 14,83 | 10,59 | 5,08 | | 2,54 | 1,27 | 2,97 |
| DOMINGUEZ ANA LAURA | CLM 5000 | 2,3% | | 10,22 | 36,0 | 29,33 | 13,78 | 3,56 | 1,78 | 1,78 | 2,22 | 1,33 |
| ZAMAR MARIA EUGENIA | GIN 5000 | 1,0% | | | 32,69 | 34,62 | 14,42 | | | 15,38 | 2,88 | |
| BAEZ CABANILLAS MARIA EUGENIA | GIN 5000 | 1,0% | | 7,92 | 32,67 | 27,72 | 17,82 | 0,99 | 1,98 | 2,97 | 7,92 | |
| CRESPE MARTIN DANIEL | CLM 5000 | 0,9% | | 12,22 | 41,11 | 27,78 | 10,0 | 1,11 | 5,56 | | | 2,22 |
| **ACUM =** | | **15,2%** | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | DAMSELLA (GAD) | Mercado: Damsella | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,2%

| | DAMSELLA GAD | DIVA TOTAL ELE | ISIS MINI 24 SIE | YAZ BAY | KALA MD 24 BEB | KIR 28 RF2 | JADE MD-24 CVI | IFENIL MD CSO | MAXIMA - MD24 P0F |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 | #7 | #8 | #9 |
| EVOLUCION MAT | 125 | 101 | 87 | 85 | 89 | 94 | 105 | 387 | 97 |
| MES | 18,94 | 29,1 | 21,75 | 10,99 | 8,24 | 4,06 | 2,29 | 2,6 | 2,02 |
| TRIM | 17,15 | 34,01 | 19,91 | 9,96 | 7,32 | 3,95 | 3,49 | 2,62 | 1,6 |
| **MAT** | **19,21** | **27,05** | **20,23** | **11,68** | **8,52** | **4,37** | **4,27** | **2,94** | **1,72** |
| MATAA | 15,41 | 26,8 | 23,29 | 13,67 | 9,57 | 4,65 | 4,08 | 0,76 | 1,78 |

VALOR MERCADO: MES = 423 TRIM = 1.291 MAT = 5.004 MATAA = 5.576

**PUNTO DE MARKET SHARE = 4 UNIDADES estimadas de DAMSELLA (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | DIVA TOTAL ELE | ISIS MINI 24 SIE | YAZ BAY | KALA MD 24 BEB | KIR 28 RF2 | JADE MD-24 CVI | IFENIL MD CSO | MAXIMA - MD24 P0F |
|---|---|---|---|---|---|---|---|---|---|---|
| ASOCIACION MUTUAL CENTRO MEDICO DE | 2,4% | 22,87 | 57,57 | 7,57 | 3,31 | 5,05 | 1,74 | 0,32 | 1,58 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,7% | 17,47 | 19,43 | 27,07 | 5,02 | 6,77 | 3,49 | 2,62 | 2,62 | 15,5 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,5% | 13,97 | 27,21 | 29,41 | 11,03 | 5,15 | 4,41 | 5,88 | 2,94 | |
| BERGERO MELISA | 0,5% | 13,97 | 27,21 | 29,41 | 11,03 | 5,15 | 4,41 | 5,88 | 2,94 | |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 51,69 | 12,71 | 11,86 | 12,71 | 1,69 | 1,69 | 3,39 | 4,24 | |
| **ACUM = 5,5%** | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,4% | 29,91 | 27,35 | 21,37 | 6,84 | 4,27 | 0,85 | 7,69 | 1,71 | 0 |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 14,0 | 16,0 | 42,0 | | 28,0 | | 0 | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,2% | 0 | 22,92 | 41,67 | 0 | 22,92 | 4,17 | | 8,33 | |
| FARMACIA CARRA SALUD SA | 0,2% | 41,67 | 39,58 | 0 | | 16,67 | | 2,08 | 0 | |
| MARENGO SILVIA DEL CARMEN | 0,1% | 0 | 12,82 | 7,69 | 35,9 | 0 | 5,13 | | 38,46 | |
| **ACUM = 6,6%** | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 50,0 | 42,86 | | 7,14 | | | | |
| TRAVERSO RUBEN EDUARDO | 0,1% | 42,86 | 0 | 0 | 57,14 | | 0 | | | |
| MONLLOR IVANA KARINA | 0,0% | 16,67 | 0 | | 83,33 | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | | | 25,0 | 75,0 | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 0 | | 0 | | | 100 | | 0 | |
| **ACUM = 6,8%** | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,0% | 0 | | | | 100 | | | | |
| FARACI ESTELA ROSA | 0,0% | 33,33 | | 66,67 | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 50,0 | | 0 | 50,0 | | | | | |
| **ACUM = 6,8%** | | | | | | | | | | |
| | DAMSELLA GAD | | DIVA TOTAL ELE | ISIS MINI - 24 SIE | YAZ BAY | KALA MD - 24 BEB | KIR 28 RF2 | JADE MD-24 CVI | IFENIL MD CSO | MAXIMA - MD24 P0F |
| | #3 | | #1 | #2 | #4 | #5 | #6 | #7 | #8 | #9 |

## No Asignadas

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 4,2% | 30,58 | 22,13 | 24,8 | 11,73 | 2,93 | 2,84 | 1,78 | 2,22 | 0,98 |
| X5000IIS - BVRD CHACABUCO 502-600 | 4,0% | 10,56 | 21,11 | 37,7 | 10,08 | 5,75 | 4,71 | 2,26 | 5,84 | 1,98 |
| X5000IIO - BVRD CHACABUCO 102-200 | 3,1% | 5,89 | 59,51 | 19,63 | 3,44 | 10,55 | 0,12 | 0 | 0,25 | 0,61 |
| X5000EPH - AV COLON 701-799 | 2,4% | 21,75 | 29,42 | 17,68 | 4,54 | 8,45 | 6,26 | 6,42 | 3,76 | 1,72 |
| X5000AAJ - DEAN FUNES 402-500 | 2,1% | 72,23 | 24,08 | 0 | 0,53 | | 3,16 | 0 | | |
| **ACUM = 22,6%** | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | DESLAFAX (GAD) | Mercado: Deslafax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #2 | #1 | #6 | #4 | #5 | #7 |
| **PAIS** BASE = 100% | EVOLUCION MAT 113 | 106 | 89 | 109 | 100 | 113 | 66 |
| | MES 17,91 | 29,28 | 23,51 | 10,74 | 8,47 | 5,07 | 5,01 |
| | TRIM 18,1 | 28,88 | 24,06 | 10,74 | 8,77 | 4,89 | 4,57 |
| | **MAT 17,88** | **28,42** | **25,07** | **10,72** | **8,89** | **4,83** | **4,19** |
| | MATAA 15,77 | 26,75 | 28,16 | 9,81 | 8,88 | 4,28 | 6,36 |
| | | VALOR MERCADO: | MES = 37.840 | | TRIM = 113.340 | | MAT = 426.236 | MATAA = 405.524 |
| **GERENCIA** GCIA = 51,2% | EVOLUCION MAT 115 | 106 | 83 | 118 | 97 | 126 | 68 |
| | MES 21,28 | 28,14 | 19,68 | 10,63 | 8,18 | 4,78 | 7,3 |
| | TRIM 21,87 | 27,9 | 19,43 | 10,93 | 8,72 | 4,74 | 6,4 |
| | **MAT 21,69** | **27,71** | **20,59** | **10,82** | **8,78** | **4,66** | **5,75** |
| | MATAA 18,94 | 26,07 | 24,69 | 9,15 | 9,05 | 3,7 | 8,41 |
| | | VALOR MERCADO: | MES = 19.394 | | TRIM = 57.487 | | MAT = 218.186 | MATAA = 206.941 |
| **DISTRITO** DIST = 29,3% | EVOLUCION MAT 118 | 104 | 85 | 136 | 101 | 121 | 70 |
| | MES 14,26 | 34,4 | 26,94 | 5,87 | 10,31 | 4,48 | 3,73 |
| | TRIM 14,49 | 33,74 | 25,72 | 6,77 | 10,42 | 4,9 | 3,95 |
| | **MAT 13,69** | **34,22** | **26,1** | **6,97** | **10,02** | **5,36** | **3,65** |
| | MATAA 11,58 | 32,97 | 30,78 | 5,11 | 9,88 | 4,43 | 5,25 |
| | | VALOR MERCADO: | MES = 5.468 | | TRIM = 16.358 | | MAT = 63.832 | MATAA = 59.884 |
| **REP** ZONA = 5,0% | EVOLUCION MAT 116 | 110 | 87 | 109 | 97 | 122 | 81 |
| | MES 11,9 | 31,0 | 33,02 | 4,94 | 7,21 | 7,52 | 4,4 |
| | TRIM 13,47 ▲ | 29,58 | 31,39 | 5,19 | 7,87 | 7,67 | 4,82 |
| | **MAT 12,44** | **28,98** | **33,05** | **5,64** | **8,17** | **7,23** | **4,48** |
| | MATAA 10,68 | 26,31 | 37,93 | 5,16 | 8,41 | 5,95 | 5,56 |
| | | VALOR MERCADO: | MES = 265 | | TRIM = 837 | | MAT = 3.207 | MATAA = 2.960 |

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de DESLAFAX (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 |
|---|---|---|---|---|---|---|---|
| | #3 | #2 | #1 | #6 | #4 | #5 | #7 |
| **5000 - CORDOBA** 7% % de zona = 53,5% PMS = 2 | EVOLUCION MAT 132 | 112 | 84 | 122 | 92 | 137 | 65 |
| | TRIM 15,66 ▲ | 27,29 | 31,79 | 6,85 | 7,75 | 5,55 | 5,11 |
| | **MAT 14,27** | **27,98** | **32,22** | **6,73** | **7,66** | **6,32** | **4,81** |
| **2400 - SAN FRANCISCO** 50% % de zona = 37,8% PMS = 1 | EVOLUCION MAT 98 | 110 | 92 | 77 | 104 | 100 | 135 |
| | TRIM 9,56 ▲ | 32,78 | 32,78 | 2,43 | 7,44 | 10,17 | 4,86 |
| | **MAT 8,55** | **30,02** | **36,25** | **3,18** | **8,84** | **8,79** | **4,38** |
| **5186 - ALTA GRACIA** 25% % de zona = 8,2% PMS = 1 | EVOLUCION MAT 104 | 113 | 79 | 137 | 82 | 230 | 86 |
| | TRIM 18,66 ≈ | 30,22 | 23,51 | 8,21 | 11,19 | 5,22 | 2,99 |
| | **MAT 19,11** | **31,22** | **25,35** | **10,22** | **7,76** | **3,41** | **2,93** |
| **2438 - FRONTERA** 100% % de zona = 0,5% PMS = 1 | EVOLUCION MAT | 33 | 51 | | 999 | 204 | |
| | TRIM | 0,0 | 0,0 | | 0,0 | 100 | |
| | **MAT** | **20,0** | **6,67** | | **20,0** | **53,33** | |
| **5016 - CORDOBA** 13% % de zona = 0,0% PMS = 1 | EVOLUCION MAT 999 | 999 | 0 | | | | 999 |
| | TRIM 100 ▲ | 0,0 | 0,0 | | | | 0,0 |
| | **MAT 40,0** | **20,0** | **0,0** | | | | **40,0** |
| **ACUM=100%** | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | DESLAFAX (GAD) | Mercado: Deslafax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #2 | #1 | #6 | #4 | #5 | #7 |
| TRIM | 9,82 | 27,57 | 33,24 | 6,65 | 8,18 | 4,96 | 9,58 |
| **MAT** | **12,31** | **29,55** | **29,05** | **7,35** | **7,95** | **7,0** | **6,79** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 |
|---|---|---|---|---|---|---|---|---|---|---|
| KAZEPIS LILIAN RUTH | CLM 2400 | 1,2% | | | 73,63 | 2,2 | | 6,59 | 13,19 | 4,4 |
| PICCO CARLOS IGNACIO | CLM 2400 | 0,5% | | | | 100 | | | | |
| BERNABEI YAMILA ANABEL | PSQ 2400 | 0,4% | | | 100 | | | | | |
| MAZA GONZALO | CIR 2400 | 0,3% | | | 100 | | | | | |
| ALONSO JAVIER ALBERTO | PSQ 2400 | 0,2% | | | 25,0 | | 6,25 | | 68,75 | |
| | **ACUM =** | **2,6%** | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,2% | | | | 61,54 | | 38,46 | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,2% | | | | 100 | | | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | | | 71,43 | 28,57 | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ 2400 | 0,1% | | | 100 | | | | | |
| CASALE VIOLETA | CLM 2400 | 0,1% | | | 100 | | | | | |
| | **ACUM =** | **3,3%** | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | | | | | | | 100 | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,0% | | | | 100 | | | | |
| FALCONI CARLOS DANIEL | PSQ 2400 | 0,0% | 100 | | | | | | | |
| PAVIOLO SANTIAGO OSCAR | CRD 5000 | 0,0% | | | | 100 | | | | |
| PIROLA JUAN PABLO | REU 2400 | 0,0% | | | | | | 100 | | |
| | **ACUM =** | **3,4%** | | | | | | | | |
| ABREGO MAXIMILIANO | OTR 5016 | 0,0% | 100 | | | | | | | |
| GONZALEZ PRISCILA IANINA | CLM 5016 | 0,0% | | | 100 | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | | | 100 | | | | | |
| MITRE MARIA BELEN | GET 5186 | 0,0% | | | 100 | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,0% | | | | 100 | | | | |
| | **ACUM =** | **3,4%** | | | | | | | | |
| VILLARREAL OSCAR ALFREDO | CRD 5000 | 0,0% | 100 | | | | | | | |
| | **ACUM =** | **3,4%** | | | | | | | | |

## No Cruzados

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| WAYAR MARCELO ENRIQUE LUCIO | PSQ 5000 | 2,2% | | | 88,27 | 11,73 | | | | |
| PARIS GUILLERMO ANDRES | CLM 5000 | 2,2% | | | | 18,12 | 8,12 | 35,62 | 31,88 | 6,25 |
| GARCIA GALVAN LUIS TOMAS | CLM 5000 | 1,6% | 2,59 | | 8,62 | 83,62 | 4,31 | 0,86 | | |
| BAEZ JUAN PABLO | CLM 5000 | 1,1% | 2,53 | | 15,19 | 8,86 | | 15,19 | 58,23 | |
| WILLINGTON JOSE ALEJANDRO | GIN 5000 | 0,9% | 4,35 | | | | | | 95,65 | |
| | **ACUM =** | **11,4%** | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | DESLAFAX (GAD) | Mercado: Deslafax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #2 | #1 | #6 | #4 | #5 | #7 |
| **REP** ZONA = 5,0% — EVOLUCION MAT | 116 | 110 | 87 | 109 | 97 | 122 | 81 |
| MES | 11,9 | 31,0 | 33,02 | 4,94 | 7,21 | 7,52 | 4,4 |
| TRIM | 13,47 | 29,58 | 31,39 | 5,19 | 7,87 | 7,67 | 4,82 |
| **MAT** | **12,44** | **28,98** | **33,05** | **5,64** | **8,17** | **7,23** | **4,48** |
| MATAA | 10,68 | 26,31 | 37,93 | 5,16 | 8,41 | 5,95 | 5,56 |

VALOR MERCADO: MES = 265 TRIM = 837 MAT = 3.207 MATAA = 2.960

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de DESLAFAX (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #3 | #2 | #1 | #6 | #4 | #5 | #7 | | | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,5% | 51,1 | 44,11 | 6,99 | 5,82 | 12,16 | 0,39 | 4,27 | 13,32 | 3,49 | 7,12 | 1,42 | 0,13 | | 0,65 | 0,13 |
| BERGERO MELISA | 1,5% | 51,1 | 44,11 | 6,99 | 5,82 | 12,16 | 0,39 | 4,27 | 13,32 | 3,49 | 7,12 | 1,42 | 0,13 | | 0,65 | 0,13 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,8% | 69,86 | 65,19 | 4,67 | 1,4 | 5,61 | 1,87 | 7,24 | 3,97 | 0 | 3,04 | 4,44 | | | | 2,57 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,8% | 65,37 | 63,9 | 1,46 | 4,15 | 8,29 | 0,98 | 3,17 | 3,41 | 4,63 | 3,9 | 0,49 | | 5,61 | 0 | 0 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 54,25 | 52,05 | 2,19 | 16,44 | 1,64 | 2,74 | 17,81 | 2,19 | 0,27 | 2,47 | | | 1,1 | | 1,1 |
| **ACUM = 5,3%** | | | | | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,7% | 67,78 | 65,83 | 1,94 | 13,61 | 7,78 | 1,67 | 0 | 3,33 | 2,22 | 2,78 | 0,83 | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,6% | 83,16 | 75,76 | 7,41 | 1,35 | 1,01 | | | 6,73 | 4,71 | 3,03 | 0 | | | | |
| DIPIAZZA LORENA ANDREA | 0,6% | 30,48 | 26,71 | 3,77 | 1,71 | 5,14 | | 1,37 | 47,26 | | 0,34 | 7,88 | | | 1,03 | 4,79 |
| FARMACIA CARRA SALUD SA | 0,4% | 81,03 | 80,17 | 0,86 | 4,74 | 5,6 | 0,43 | 0,43 | 6,9 | 0,43 | 0,43 | 0 | 0 | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 67,32 | 66,67 | 0,65 | 1,96 | 10,46 | 0,65 | 0,65 | 1,96 | 1,31 | 0 | 11,11 | | 0 | | 4,58 |
| **ACUM = 7,9%** | | | | | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,3% | 46,67 | 42,67 | 4,0 | | 8,67 | 0,67 | 2,0 | 4,67 | | 0,67 | 3,33 | | | 33,33 | 0 |
| MARENGO SILVIA DEL CARMEN | 0,3% | 83,21 | 83,21 | 0 | 9,49 | | 4,38 | | 2,19 | | | | | | 0,73 | |
| MONLLOR IVANA KARINA | 0,2% | 95,83 | 75,0 | 20,83 | | 4,17 | | | | 0 | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 44,05 | 42,86 | 1,19 | 15,48 | | | 17,86 | 1,19 | 13,1 | | 8,33 | | | 0 | |
| FARACI ESTELA ROSA | 0,1% | 38,16 | 23,68 | 14,47 | 21,05 | 15,79 | 5,26 | 17,11 | 2,63 | | | | | | | |
| **ACUM = 9,0%** | | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 82,0 | 82,0 | | | | | 16,0 | 0 | | 2,0 | | | | | 0 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,1% | 75,86 | 75,86 | | | 20,69 | | | | | 0 | | | | 3,45 | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 50,0 | 0 | 50,0 | | | | | | | | | | | 50,0 | |
| **ACUM = 9,2%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 4,2% | 57,14 | 49,41 | 7,72 | 7,5 | 8,36 | 3,25 | 2,26 | 3,48 | 6,1 | 5,51 | 1,49 | 1,36 | 1,31 | 2,21 | 0,05 |
| X5000AAJ - DEAN FUNES 402-500 | 2,8% | 87,07 | 80,91 | 6,16 | 0,27 | 0 | 0,07 | 3,15 | 1,21 | 7,97 | 0,07 | | | 0,13 | 0,07 | 0 |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 2,6% | 81,5 | 74,42 | 7,08 | 1,3 | 2,75 | 0,87 | 0,72 | 1,52 | 5,92 | 1,3 | 0,65 | 0 | 1,81 | 1,52 | 0,14 |
| X5000IIO - BVRD CHACABUCO 102-200 | 1,4% | 43,3 | 40,08 | 3,21 | 20,11 | 6,15 | 1,12 | 1,96 | 0,7 | 2,79 | 16,48 | 3,77 | 0,14 | | 3,49 | |
| X5000IIH - BVRD CHACABUCO 701-799 | 1,4% | 58,68 | 49,72 | 8,96 | 11,62 | 12,89 | 4,34 | 3,36 | 1,96 | 1,68 | 3,92 | 0,98 | | 0 | 0,28 | 0,28 |
| **ACUM = 21,6%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | TOTAL DIABESIL | Mercado: Diabesil | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | TOTAL DIABESIL | | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL D-BI | TOTAL G-LUCOPH-AGE | TOTAL IS-LOTIN | TOTAL M-ETGLUC-ON | BALIGLU-C B+L | METFOR-MIN TEM-IS T.L | MEDOBIS LZA | MECTIN - XR TEV | METFOR-MINA IR-AOLA IRL | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #4 | #5 | #7 | #11 | #10 | #1 | #2 | #3 | #6 | #8 | #9 | #12 | #13 | #14 | |
| **PAIS** | EVOLUCION MAT | 106 | 107 | 111 | 97 | 110 | 96 | 110 | 103 | 104 | 110 | 98 | 93 | 100 | 48 | 227 |
| BASE = 100% | MES | 5,97 | 3,04 | 1,35 | 0,85 | 0,73 | 65,72 | 10,3 | 7,56 | 3,36 | 1,49 | 1,05 | 1,49 | 0,46 | 0,01 | 2,58 |
| | TRIM | 7,05 | 3,59 | 1,62 | 1,0 | 0,84 | 64,41 | 10,96 | 7,22 | 3,42 | 1,47 | 1,13 | 1,31 | 0,46 | 0,01 | 2,54 |
| | **MAT** | **7,58** | **3,91** | **1,72** | **1,08** | **0,87** | **64,09** | **10,78** | **7,18** | **3,44** | **1,51** | **1,23** | **1,3** | **0,47** | **0,32** | **2,11** |
| | MATAA | 7,13 | 3,67 | 1,55 | 1,11 | 0,79 | 66,77 | 9,78 | 6,95 | 3,3 | 1,37 | 1,26 | 1,4 | 0,47 | 0,66 | 0,93 |
| | | | VALOR MERCADO: | | MES = 876.659 | | | TRIM = 2.601.831 | | | MAT = 9.977.122 | | | MATAA = 10.804.622 | | |
| **GERENCIA** | EVOLUCION MAT | 110 | 110 | 113 | 103 | 115 | 96 | 105 | 106 | 103 | 107 | 96 | 79 | 94 | 47 | 264 |
| GCIA = 50,1% | MES | 7,08 | 3,88 | 1,56 | 0,85 | 0,79 | 66,77 | 8,62 | 7,68 | 3,67 | 1,54 | 0,86 | 1,13 | 0,47 | 0,0 | 2,18 |
| | TRIM | 8,07 | 4,41 | 1,84 | 0,94 | 0,89 | 66,3 | 8,82 | 6,87 | 3,91 | 1,5 | 0,95 | 0,94 | 0,46 | 0,0 | 2,19 |
| | **MAT** | **8,59** | **4,71** | **1,94** | **1,02** | **0,92** | **65,67** | **9,03** | **6,7** | **3,89** | **1,54** | **1,08** | **0,96** | **0,47** | **0,09** | **1,98** |
| | MATAA | 7,8 | 4,3 | 1,71 | 0,99 | 0,8 | 68,3 | 8,6 | 6,32 | 3,78 | 1,44 | 1,12 | 1,21 | 0,5 | 0,19 | 0,75 |
| | | | VALOR MERCADO: | | MES = 428.773 | | | TRIM = 1.287.361 | | | MAT = 4.994.687 | | | MATAA = 5.227.936 | | |
| **DISTRITO** | EVOLUCION MAT | 114 | 116 | 115 | 103 | 108 | 95 | 102 | 107 | 109 | 107 | 89 | 111 | 94 | 52 | 269 |
| DIST = 20,5% | MES | 8,42 | 5,58 | 1,33 | 0,7 | 0,81 | 61,8 | 8,64 | 11,9 | 3,47 | 2,11 | 1,39 | 0,51 | 0,25 | 0,0 | 1,51 |
| | TRIM | 9,85 | 6,46 | 1,57 | 0,9 | 0,92 | 59,71 | 9,57 | 10,93 | 4,0 | 2,05 | 1,6 | 0,54 | 0,27 | 0,0 | 1,48 |
| | **MAT** | **10,02** | **6,54** | **1,62** | **0,93** | **0,93** | **60,96** | **9,2** | **10,01** | **3,93** | **2,02** | **1,82** | **0,52** | **0,29** | **0,12** | **1,13** |
| | MATAA | 8,79 | 5,62 | 1,41 | 0,9 | 0,86 | 63,91 | 9,03 | 9,32 | 3,59 | 1,88 | 2,04 | 0,47 | 0,31 | 0,23 | 0,42 |
| | | | VALOR MERCADO: | | MES = 89.033 | | | TRIM = 251.710 | | | MAT = 1.024.611 | | | MATAA = 1.086.953 | | |
| **REP** | EVOLUCION MAT | 112 | 116 | 111 | 101 | 104 | 100 | 95 | 97 | 98 | 96 | 80 | 112 | 80 | 44 | 215 |
| ZONA = 4,0% | MES | 6,47 | 4,25 | 1,05 | 0,52 | 0,66 | 63,44 | 10,72 | 11,54 | 3,71 | 1,16 | 0,66 | 0,49 | 0,2 | 0,0 | 1,61 |
| | TRIM | 7,48 | 4,93 | 1,16 | 0,69 | 0,69 | 60,02 | 12,02 | 11,7 | 4,44 | 1,17 | 0,75 | 0,56 | 0,3 | 0,0 | 1,58 |
| | **MAT** | **7,73** | **5,02** | **1,25** | **0,71** | **0,75** | **59,7** | **11,9** | **11,42** | **4,72** | **1,21** | **0,94** | **0,57** | **0,32** | **0,2** | **1,27** |
| | MATAA | 6,88 | 4,32 | 1,13 | 0,7 | 0,72 | 59,54 | 12,57 | 11,8 | 4,83 | 1,26 | 1,18 | 0,51 | 0,4 | 0,45 | 0,59 |
| | | | VALOR MERCADO: | | MES = 3.844 | | | TRIM = 10.690 | | | MAT = 41.316 | | | MATAA = 40.622 | | |

**PUNTO DE MARKET SHARE = 34 UNIDADES estimadas de TOTAL DIABESIL por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | TOTAL DIABESIL | | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL D-BI | TOTAL G-LUCOPH-AGE | TOTAL IS-LOTIN | TOTAL M-ETGLUC-ON | BALIGLU-C B+L | METFOR-MIN TEM-IS T.L | MEDOBIS LZA | MECTIN - XR TEV | METFOR-MINA IR-AOLA IRL | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #4 | | #5 | #7 | #11 | #10 | #1 | #2 | #3 | #6 | #8 | #9 | #12 | #13 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 113 | 116 | 112 | 104 | 104 | 100 | 94 | 97 | 100 | 96 | 79 | 112 | 83 | 45 | 244 |
| **7%** % de zona = 67,2% | TRIM | 8,38 | 5,42 | 1,38 | 0,77 | 0,81 | 57,67 | 11,22 | 12,49 | 5,58 | 1,06 | 0,86 | 0,6 | 0,24 | 0,0 | 1,88 |
| PMS = 23 | **MAT** | **8,79** | **5,65** | **1,47** | **0,81** | **0,85** | **57,15** | **11,12** | **12,05** | **6,01** | **1,07** | **1,11** | **0,65** | **0,25** | **0,3** | **1,51** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 109 | 112 | 96 | 109 | 108 | 101 | 101 | 95 | 93 | 101 | 81 | 140 | 68 | | 72 |
| **50%** % de zona = 20,1% | TRIM | 4,08 | 2,91 | 0,31 | 0,5 | 0,36 | 67,75 | 11,99 | 10,77 | 1,41 | 1,76 | 0,19 | 0,74 | 0,55 | | 0,76 |
| PMS = 7 | **MAT** | **4,07** | **2,81** | **0,45** | **0,38** | **0,43** | **67,21** | **12,56** | **11,1** | **1,21** | **1,91** | **0,21** | **0,56** | **0,68** | | **0,48** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 112 | 119 | 111 | 83 | 103 | 103 | 86 | 95 | 91 | 80 | 82 | 96 | 217 | | 418 |
| **25%** % de zona = 11,1% | TRIM | 8,54 | 6,14 | 1,17 | 0,54 | 0,68 | 60,2 | 15,25 | 9,0 | 3,46 | 0,87 | 1,17 | 0,08 | 0,1 | | 1,33 |
| PMS = 4 | **MAT** | **8,68** | **5,86** | **1,27** | **0,75** | **0,79** | **60,22** | **14,35** | **8,89** | **3,8** | **0,92** | **1,37** | **0,23** | **0,13** | | **1,42** |
| **2438 - FRONTERA** | EVOLUCION MAT | 100 | 100 | 108 | 100 | 52 | 97 | 105 | 133 | 50 | 0 | | 0 | 999 | | 999 |
| **100%** % de zona = 1,6% | TRIM | 3,59 | 0,6 | 2,4 | 0,6 | 0,0 | 61,68 | 22,75 | 9,58 | 0,6 | 0,0 | | 0,0 | 1,2 | | 0,6 |
| PMS = 1 | **MAT** | **2,5** | **0,16** | **2,03** | **0,16** | **0,16** | **69,58** | **19,97** | **6,86** | **0,62** | **0,0** | | **0,0** | **0,31** | | **0,16** |
| **5016 - CORDOBA** | EVOLUCION MAT | 34 | 25 | 18 | 192 | | 110 | 90 | 76 | 64 | 178 | 64 | 999 | | | |
| **13%** % de zona = 0,1% | TRIM | 3,64 | 0,0 | 1,82 | 1,82 | | 69,09 | 9,09 | 5,45 | 0,0 | 12,73 | 0,0 | 0,0 | | | |
| PMS = 1 | **MAT** | **3,4** | **0,97** | **0,97** | **1,46** | | **67,96** | **15,05** | **2,91** | **1,94** | **6,8** | **0,49** | **1,46** | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | TOTAL DIABESIL | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL D-BI | TOTAL G-LUCOPH-AGE | TOTAL IS-LOTIN | TOTAL M-ETGLUC-ON | BALIGLU-C B+L | METFOR-MIN TEM-IS T.L | MEDOBIS LZA | MECTIN - XR TEV | METFOR-MINA IR-AOLA IRL | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #5 | #7 | #11 | #10 | #1 | #2 | #3 | #6 | #8 | #9 | #12 | #13 | #14 | |
| TRIM | 9,29 | 5,98 | 1,63 | 0,7 | 0,98 | 53,02 | 13,51 | 14,04 | 6,0 | 0,98 | 1,77 | 0,61 | 0,29 | | 0,47 |
| **MAT** | **9,43** | **6,11** | **1,58** | **0,72** | **1,02** | **53,23** | **13,35** | **14,17** | **6,08** | **0,84** | **1,35** | **0,6** | **0,27** | | **0,69** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | TOTAL D-IABESIL | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL D-BI | TOTAL G-LUCOPH-AGE | TOTAL IS-LOTIN | TOTAL M-ETGLUC-ON | BALIGLU-C B+L | METFOR-MIN TEM-IS T.L | MEDOBIS LZA | MECTIN - XR TEV | METFOR-MINA IR-AOLA IRL | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #4 | #5 | #7 | #11 | #10 | #1 | #2 | #3 | #6 | #8 | #9 | #12 | #13 | #14 | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,2% | | | | | | 100 | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,2% | | | | | | 43,79 | 18,93 | 37,28 | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,2% | 5,1 | | | | 5,1 | 44,59 | 10,83 | 38,85 | | 0,64 | | | | | |
| LIGNINI EVANGELINA | CIR | 2400 | 0,2% | | | | | | 91,11 | | 8,89 | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR | 2400 | 0,1% | | | | | | 91,74 | 0,92 | | | | | 7,34 | | | |
| | | **ACUM =** | **0,9%** | | | | | | | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM | 2400 | 0,1% | | | | | | 81,13 | 9,43 | | | | | | 9,43 | | |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,1% | | | | | | 67,92 | 1,89 | 30,19 | | | | | | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,1% | | | | | | 100 | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,1% | | | | | | 43,16 | 2,11 | 42,11 | 12,63 | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,1% | | | | | | 26,97 | 67,42 | 5,62 | | | | | | | |
| | | **ACUM =** | **1,4%** | | | | | | | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM | 2400 | 0,1% | | | | | | 82,93 | | | | | | | 17,07 | | |
| MAZA GONZALO | CIR | 2400 | 0,1% | | | | | | 82,05 | | 17,95 | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,1% | 40,0 | 31,43 | | | 8,57 | 28,57 | | 31,43 | | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,1% | | | | | | 34,48 | 27,59 | 31,03 | | | | | 6,9 | | |
| CORREA HECTOR DANIEL | CLM | 2400 | 0,1% | | | | | | 32,73 | 30,91 | 36,36 | | | | | | | |
| | | **ACUM =** | **1,9%** | | | | | | | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR | 2400 | 0,1% | | | | | | 11,32 | | 88,68 | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,1% | | | | | | 82,69 | 17,31 | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM | 2400 | 0,1% | | | | | | 21,74 | | 78,26 | | | | | | | |
| ZABALA JORGE ALBERTO | CLM | 2400 | 0,0% | | | | | | 80,65 | | 19,35 | | | | | | | |
| ROFFE CARLOS OSCAR | CLM | 2400 | 0,0% | | | | | | 88,0 | 12,0 | | | | | | | | |
| | | **ACUM =** | **2,2%** | | | | | | | | | | | | | | | |
| BALLARINO MARIA INES | CLM | 2400 | 0,0% | | | | | | 52,38 | 47,62 | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,0% | 4,76 | | | 4,76 | | 95,24 | | | | | | | | | |
| CASALE VIOLETA | CLM | 2400 | 0,0% | 10,53 | 10,53 | | | | 84,21 | 5,26 | | | | | | | | |
| FEININGER GERARDO DANIEL | | 5186 | 0,0% | | | | | | 22,22 | 11,11 | 50,0 | | 16,67 | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,0% | | | | | | 100 | | | | | | | | | |
| | | **ACUM =** | **2,2%** | | | | | | | | | | | | | | | |
| CORNAVACA MARIA TERESITA | CLM | 5016 | 0,0% | | | | | | 100 | | | | | | | | | |
| GONZALEZ JOSE LUIS | NEU | 2400 | 0,0% | | | | | | 100 | | | | | | | | | |
| LEMOS PABLO ALEJANDRO | CLM | 5016 | 0,0% | | | | | | | 100 | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM | 5016 | 0,0% | | | | | | 45,45 | | | 54,55 | | | | | | |
| PANERO DANIEL ENRIQUE | CLM | 2400 | 0,0% | 9,09 | 9,09 | | | | 63,64 | 27,27 | | | | | | | | |
| | | **ACUM =** | **2,2%** | | | | | | | | | | | | | | | |
| ELLENA GUSTAVO | CLM | 5016 | 0,0% | | | | | | | | 100 | | | | | | | |
| FALCONI CARLOS DANIEL | PSQ | 2400 | 0,0% | | | | | | 100 | | | | | | | | | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | CLM | 5016 | 0,0% | | | | | | 90,0 | 10,0 | | | | | | | | |
| ZABALA MARCOS ALEJANDRO | CLM | 2400 | 0,0% | | | | | | 100 | | | | | | | | | |
| KAZEPIS LILIAN RUTH | CLM | 2400 | 0,0% | | | | | | 100 | | | | | | | | | |
| | | **ACUM =** | **2,2%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GOMEZ JORGE MANUEL | CRD | 5000 | 0,9% | 5,96 | 5,84 | 0,13 | | | 48,73 | 6,85 | 23,22 | 9,52 | | 3,93 | | | | 1,78 |
| DIAZ DE TAGNIANI MONICA ESTER | CLM | 5000 | 0,6% | 5,74 | 1,39 | 1,74 | 0,17 | 2,43 | 86,96 | 2,09 | | 0,52 | | 0,87 | | | | 3,83 |
| CERDA RAUL HECTOR | CLM | 5000 | 0,5% | 9,29 | 5,83 | 0,65 | 2,81 | | 62,42 | 14,9 | 9,72 | 0,22 | 2,16 | 1,3 | | | | |
| MORENO PAOLA ANDREA | CLM | 5000 | 0,5% | 0,71 | 0,47 | | 0,24 | | 50,71 | 16,98 | 20,75 | 5,19 | | 4,01 | | | | 1,65 |
| PALAZON ENRIQUE FRANCISCO | CLM | 5000 | 0,4% | 11,81 | 6,78 | 0,5 | 0,75 | 3,77 | 47,99 | 13,82 | 16,58 | 8,29 | | 1,26 | 0,25 | | | |
| | | **ACUM =** | **5,1%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | TOTAL DIABESIL | Mercado: Diabesil | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,0%

| TOTAL DIABESIL | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL DBI | TOTAL GLUCOPHAGE | TOTAL ISLOTIN | TOTAL METGLUCON | BALIGLUC B+L | METFORMIN TEMIS T.L | MEDOBISLZA | MECTIN - XR TEV | METFORMINA IRAOLA IRL | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO #4 | #5 | #7 | #11 | #10 | #1 | #2 | #3 | #6 | #8 | #9 | #12 | #13 | #14 | |
| EVOLUCION MAT 112 | 116 | 111 | 101 | 104 | 100 | 95 | 97 | 98 | 96 | 80 | 112 | 80 | 44 | 215 |
| MES 6,47 | 4,25 | 1,05 | 0,52 | 0,66 | 63,44 | 10,72 | 11,54 | 3,71 | 1,16 | 0,66 | 0,49 | 0,2 | 0,0 | 1,61 |
| TRIM 7,48 | 4,93 | 1,16 | 0,69 | 0,69 | 60,02 | 12,02 | 11,7 | 4,44 | 1,17 | 0,75 | 0,56 | 0,3 | 0,0 | 1,58 |
| **MAT 7,73** | **5,02** | **1,25** | **0,71** | **0,75** | 59,7 | **11,9** | **11,42** | **4,72** | **1,21** | **0,94** | **0,57** | **0,32** | **0,2** | **1,27** |
| MATAA 6,88 | 4,32 | 1,13 | 0,7 | 0,72 | 59,54 | 12,57 | 11,8 | 4,83 | 1,26 | 1,18 | 0,51 | 0,4 | 0,45 | 0,59 |

VALOR MERCADO: MES = 3.844 TRIM = 10.690 MAT = 41.316 MATAA = 40.622

**PUNTO DE MARKET SHARE = 34 UNIDADES estimadas de TOTAL DIABESIL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | TOTAL DIABESIL | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL DBI | TOTAL GLUCOPHAGE | TOTAL ISLOTIN | TOTAL METGLUCON | BALIGLUC B+L | METFORMIN TEMIS T.L | MEDOBISLZA | MECTIN - XR TEV | METFORMINA IRAOLA IRL | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #4 | #5 | #7 | #11 | #10 | #1 | #2 | #3 | #6 | #8 | #9 | #12 | #13 | #14 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 2,4% | 9,26 | | 54,7 | 8,74 | 13,6 | 5,28 | 5,42 | 1,23 | 0,99 | 0,18 | 0,6 | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,2% | 9,42 | | 20,41 | 8,38 | 7,49 | 7,77 | 5,22 | 5,43 | 14,5 | 20,76 | 0,62 | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,7% | 13,13 | | 33,5 | 21,96 | 5,28 | 7,85 | 4,91 | 2,82 | 7,73 | | 2,82 | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,6% | 12,7 | | 42,9 | 5,6 | 12,84 | 12,02 | 9,15 | 0,41 | 1,91 | 1,91 | 0,55 | | | | | |
| BERGERO MELISA | 0,6% | 12,7 | | 42,9 | 5,6 | 12,84 | 12,02 | 9,15 | 0,41 | 1,91 | 1,91 | 0,55 | | | | | |
| **ACUM = 5,5%** | | | | | | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,4% | 9,74 | | 42,92 | 13,46 | 11,37 | 4,18 | 13,46 | 0,46 | 2,09 | | 2,32 | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 9,06 | | 31,72 | 2,11 | 6,95 | 6,65 | 37,46 | 4,83 | 0,3 | | 0,91 | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 9,09 | | 18,72 | 42,25 | 5,88 | 7,49 | 0 | 6,95 | 7,49 | | 2,14 | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 15,38 | | 45,6 | 9,34 | 1,65 | 8,79 | 3,85 | 0,55 | 13,74 | | 1,1 | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 23,49 | | 27,52 | 16,11 | 10,07 | 3,36 | 4,03 | 0 | 7,38 | | 8,05 | | | | | |
| **ACUM = 6,7%** | | | | | | | | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 11,11 | | 20,83 | 22,22 | 16,67 | 5,56 | 11,81 | 4,17 | 6,25 | | 1,39 | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,1% | 23,61 | | 22,22 | 19,44 | 10,42 | 7,64 | 1,39 | 0 | 8,33 | | 6,94 | | | | | |
| FCIA. MAXIFARMA | 0,1% | 0 | | 17,46 | 38,1 | 30,16 | 6,35 | 1,59 | 0 | | 6,35 | | | | | | |
| MONLLOR IVANA KARINA | 0,0% | 2,94 | | 14,71 | 26,47 | 2,94 | | | 11,76 | 41,18 | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 2,94 | | 14,71 | 32,35 | 8,82 | 17,65 | 20,59 | 0 | | 2,94 | | | | | | |
| **ACUM = 7,0%** | | | | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | 0 | | 0 | 44,0 | 0 | 48,0 | 0 | 0 | 4,0 | | 4,0 | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 5,0 | | | 85,0 | 10,0 | 0 | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | 14,29 | 42,86 | 14,29 | 28,57 | | | | | | | | | | |
| FARMASAN I(CBA) | 0,0% | 0 | | 33,33 | 66,67 | | | | 0 | | | | | | | | |
| **ACUM = 7,0%** | | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL | DIABESIL AP 500 | TOTAL DBI | TOTAL GLUCOPHAGE | TOTAL ISLOTIN | TOTAL METGLUCON | BALIGLUC B+L |
|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000IIO - BVRD CHACABUCO 102-200 | 5,2% | 4,06 | 71,3 | 14,82 | 1,81 | 1,42 | 2,25 | 3,14 | 0,55 | 0,61 | 0,03 |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 2,8% | 31,06 | 29,33 | 6,44 | 14,11 | 5,7 | 4,45 | 5,91 | 0,48 | 1,19 | 1,34 |
| X5000IIS - BVRD CHACABUCO 502-600 | 2,7% | 10,21 | 32,43 | 9,62 | 14,02 | 9,03 | 6,78 | 12,41 | 1,05 | 1,61 | 2,85 |
| X5000EPH - AV COLON 701-799 | 2,4% | 14,46 | 31,92 | 17,5 | 6,12 | 7,93 | 9,02 | 7,01 | 1,44 | 1,47 | 3,14 |
| X5000BFB - OBISPO DE ORO 2-100 | 2,0% | 0,34 | 0 | | 0 | 0,77 | 83,89 | | 1,28 | | 13,72 |
| **ACUM = 22,1%** | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | DIVALPREX (GAD) | Mercado: Divalprex | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV-AL RMM | EXIBRAL BAG | VALNAR TEV |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 |
| **PAIS** BASE = 100% | EVOLUCION MAT 118 | 97 | 105 | 122 | 84 | 66 |
| | MES 7,69 | 61,99 | 15,68 | 8,64 | 5,07 | 0,93 |
| | TRIM 7,83 | 62,06 | 15,75 | 8,45 | 4,94 | 0,97 |
| | **MAT 7,07** | **64,81** | **14,75** | **7,62** | **4,74** | **1,01** |
| | MATAA 5,98 | 66,57 | 14,08 | 6,23 | 5,62 | 1,52 |
| | | VALOR MERCADO: | MES = 73.612 | | TRIM = 214.855 | MAT = 879.006 | MATAA = 860.599 |
| **GERENCIA** GCIA = 44,5% | EVOLUCION MAT 115 | 96 | 105 | 117 | 83 | 73 |
| | MES 10,55 | 51,23 | 18,9 | 11,87 | 6,56 | 0,9 |
| | TRIM 10,73 | 51,27 | 18,95 | 11,58 | 6,43 | 1,04 |
| | **MAT 10,17** | **53,76** | **17,97** | **10,68** | **6,29** | **1,13** |
| | MATAA 8,85 | 55,78 | 17,14 | 9,09 | 7,59 | 1,55 |
| | | VALOR MERCADO: | MES = 33.179 | | TRIM = 97.197 | MAT = 391.070 | MATAA = 370.604 |
| **DISTRITO** DIST = 25,7% | EVOLUCION MAT 120 | 98 | 92 | 130 | 85 | 79 |
| | MES 10,04 | 57,76 | 14,46 | 11,02 | 6,12 | 0,59 |
| | TRIM 9,47 | 62,48 | 12,39 | 9,62 | 5,41 | 0,63 |
| | **MAT 8,52** | **66,01** | **11,76** | **8,08** | **4,92** | **0,71** |
| | MATAA 7,08 | 67,23 | 12,77 | 6,22 | 5,8 | 0,9 |
| | | VALOR MERCADO: | MES = 7.432 | | TRIM = 23.654 | MAT = 100.598 | MATAA = 94.397 |
| **REP** ZONA = 3,9% | EVOLUCION MAT 131 | 92 | 99 | 146 | 84 | 96 |
| | MES 10,59 | 56,47 | 18,61 | 9,54 | 4,41 | 0,38 |
| | TRIM 12,21 ≈ | 56,32 | 17,85 | 9,05 | 4,09 | 0,49 |
| | **MAT 12,3** | **56,34** | **17,5** | **8,9** | **4,18** | **0,78** |
| | MATAA 9,38 | 61,07 | 17,65 | 6,11 | 4,97 | 0,81 |
| | | VALOR MERCADO: | MES = 341 | | TRIM = 1.021 | MAT = 3.924 | MATAA = 3.815 |

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de DIVALPREX (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV-AL RMM | EXIBRAL BAG | VALNAR TEV |
|---|---|---|---|---|---|---|
| | #3 | #1 | #2 | #4 | #5 | #6 |
| **5000 - CORDOBA** | EVOLUCION MAT 138 | 93 | 82 | 154 | 100 | 94 |
| **7%** % de zona = 59,8% | TRIM 11,82 ▼ | 64,87 | 7,21 | 10,87 | 4,54 | 0,7 |
| PMS = 2 | **MAT 12,22** | **63,71** | **8,93** | **10,06** | **4,27** | **0,81** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 119 | 95 | 111 | 103 | 56 | 999 |
| **50%** % de zona = 26,0% | TRIM 9,45 ≈ | 39,22 | 41,71 | 6,24 | 3,39 | 0,0 |
| PMS = 1 | **MAT 9,26** | **38,56** | **41,3** | **6,32** | **4,51** | **0,05** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 116 | 85 | 115 | 222 | 102 | 132 |
| **25%** % de zona = 12,4% | TRIM 22,04 ▲ | 52,18 | 13,72 | 7,48 | 3,95 | 0,62 |
| PMS = 1 | **MAT 20,92** | **57,14** | **8,81** | **10,05** | **1,85** | **1,24** |
| **2438 - FRONTERA** | EVOLUCION MAT | 108 | 66 | | 387 | 61 |
| **100%** % de zona = 1,8% | TRIM | 64,29 | 35,71 | | 0,0 | 0,0 |
| PMS = 1 | **MAT** | **61,97** | **18,31** | | **12,68** | **7,04** |
| **5016 - CORDOBA** | EVOLUCION MAT | 102 | 0 | 999 | | |
| **13%** % de zona = 0,0% | TRIM | 0,0 | 0,0 | 0,0 | | |
| PMS = 1 | **MAT** | **92,86** | **0,0** | **7,14** | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV-AL RMM | EXIBRAL BAG | VALNAR TEV |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 |
| **REP** | | | | | | |
| TRIM | 6,92 | 73,43 | 9,68 | 4,56 | 5,13 | 0,28 |
| **MAT** | **7,18** | 71,59 | **8,35** | **7,47** | **5,26** | **0,16** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV-AL RMM | EXIBRAL BAG | VALNAR TEV |
|---|---|---|---|---|---|---|---|---|---|---|
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,4% | | | | 4,88 | | 95,12 | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,4% | | | | 100 | | | |
| KAZEPIS LILIAN RUTH | CLM | 2400 | 0,4% | 35,14 | | 5,41 | 59,46 | | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,3% | | | 100 | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,3% | | | | 100 | | | |
| | | ACUM = | 1,8% | | | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,3% | | | 100 | | | | |
| MOTTINO MARIA LUJAN | CLM | 5016 | 0,2% | | | 100 | | | | |
| ALONSO JAVIER ALBERTO | PSQ | 2400 | 0,2% | | | 10,0 | 90,0 | | | |
| BALLARINO MARIA INES | CLM | 2400 | 0,2% | | | 100 | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ | 2400 | 0,2% | 55,0 | | 10,0 | 35,0 | | | |
| | | ACUM = | 2,9% | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR | 2400 | 0,1% | | | 100 | | | | |
| LURGO ANGELICA MARIA | CLM | 2400 | 0,1% | | | 33,33 | 66,67 | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,1% | | | | | 100 | | |
| GIOINO RUBEN DARIO | | 2400 | 0,1% | | | 9,09 | 81,82 | 9,09 | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,1% | | | 20,0 | 80,0 | | | |
| | | ACUM = | 3,4% | | | | | | | |
| MAZA GONZALO | CIR | 2400 | 0,1% | | | 20,0 | | 80,0 | | |
| DE ARTEAGA JAVIER | NEF | 5016 | 0,1% | | | 100 | | | | |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,1% | | | 100 | | | | |
| MARLATTO LEANDRO DIEGO | CIR | 2400 | 0,1% | | | 100 | | | | |
| FALCONI CARLOS DANIEL | PSQ | 2400 | 0,1% | | | 100 | | | | |
| | | ACUM = | 3,9% | | | | | | | |
| JORGE ADRIANA BEATRIZ | NEF | 5000 | 0,1% | | | 60,0 | | 40,0 | | |
| INZE YISELA CORALINA | CLM | 5016 | 0,0% | | | 100 | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,0% | | | | 100 | | | |
| CARLINO YANINA GABRIELA | GET | 5016 | 0,0% | | | 100 | | | | |
| LANZETTI PABLO ARIEL | PSQ | 2400 | 0,0% | | | 50,0 | 50,0 | | | |
| | | ACUM = | 4,0% | | | | | | | |
| MILOCH ROMINA | OBS | 5016 | 0,0% | 100 | | | | | | |
| MITRE MARIA BELEN | GET | 5186 | 0,0% | | | 100 | | | | |
| PICCO CARLOS IGNACIO | CLM | 2400 | 0,0% | | | 50,0 | 50,0 | | | |
| REVIGLIONO JOSE IGNACIO | CLM | 5016 | 0,0% | | | 100 | | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM | 5016 | 0,0% | | | 100 | | | | |
| | | ACUM = | 4,0% | | | | | | | |
| BRUSA MARIANA | NEF | 5000 | 0,0% | | | 100 | | | | |
| GONZALEZ JOSE LUIS | NEU | 2400 | 0,0% | | | | 100 | | | |
| SOUL MARIA LILIANA | CLM | 5016 | 0,0% | 100 | | | | | | |
| | | ACUM = | 4,0% | | | | | | | |

## No Cruzados

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| CORDOBA RAUL HECTOR | NEU | 5000 | 1,2% | | | 55,08 | 13,56 | 15,25 | 16,1 |
| RIOS MARIA GABRIELA | CLM | 5000 | 1,2% | | | 77,88 | | | 22,12 |
| CEBALLOS ESTEBAN | NEO | 5000 | 0,9% | | | 25,56 | | | 74,44 |
| RAMIREZ FEDERICO MANUEL | CLM | 5000 | 0,9% | 17,86 | | 20,24 | 27,38 | 34,52 | |
| GUERRERO SUSANA BEATRIZ | PED | 5000 | 0,8% | | | 100 | | | |
| | | ACUM = | 9,0% | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | DIVALPREX (GAD) | Mercado: Divalprex | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV-AL RMM | EXIBRAL BAG | VALNAR TEV |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 |

**REP**

ZONA = 3,9%

| EVOLUCION MAT | 131 | 92 | 99 | 146 | 84 | 96 |
|---|---|---|---|---|---|---|
| MES | 10,59 | 56,47 | 18,61 | 9,54 | 4,41 | 0,38 |
| TRIM | 12,21 | ≈ 56,32 | 17,85 | 9,05 | 4,09 | 0,49 |
| **MAT** | **12,3** | 56,34 | **17,5** | **8,9** | **4,18** | **0,78** |
| MATAA | 9,38 | 61,07 | 17,65 | 6,11 | 4,97 | 0,81 |

VALOR MERCADO: MES = 341 TRIM = 1.021 MAT = 3.924 MATAA = 3.815

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de DIVALPREX (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,1% | 40,21 | 32,8 | 22,22 | 4,76 | 0 | |
| BERGERO MELISA | 1,1% | 40,21 | 32,8 | 22,22 | 4,76 | 0 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,0% | 3,51 | 66,67 | 23,39 | 0,58 | 5,85 | |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 4,11 | 50,68 | 34,25 | 4,11 | 6,85 | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,4% | 4,17 | 88,89 | 0 | 6,94 | 0 | |
| **ACUM = 4,0%** | | | | | | | |
| FARMACIA FAMASALUD II | 0,4% | 0 | 23,61 | 75,0 | 1,39 | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,4% | 16,67 | 25,0 | 55,56 | 2,78 | 0 | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 0 | 61,97 | 18,31 | | 12,68 | 7,04 |
| FARMACIA CARRA SALUD SA | 0,4% | 3,17 | 19,05 | 69,84 | | 7,94 | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 0 | 46,34 | 53,66 | 0 | 0 | |
| **ACUM = 5,8%** | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 7,5 | 0 | 37,5 | 55,0 | | |
| MONLLOR IVANA KARINA | 0,2% | 30,77 | 51,28 | 17,95 | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 8,7 | 91,3 | | | |
| FCIA. MAXIFARMA | 0,1% | 0 | 28,57 | 61,9 | 9,52 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 38,46 | 0 | 7,69 | 15,38 | 38,46 | |
| **ACUM = 6,5%** | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | 0 | | | 50,0 | 50,0 | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | | | | 100 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | 100 | | 0 | |
| **ACUM = 6,5%** | | | | | | | |
| | | DIVALPR-EX GAD | VALCOTE ABT | VALCAS CSO | IMPROVAL RMM | EXIBRAL BAG | VALNAR TEV |
| | | #3 | #1 | #2 | #4 | #5 | #6 |

## No Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 2,4% | 32,78 | 33,49 | 11,08 | 19,1 | 3,54 | 0 |
| X5000ELC - 25 DE MAYO 101-199 | 2,1% | 4,9 | 61,58 | 17,98 | 9,54 | 5,99 | |
| X5000AAF - DEAN FUNES 202-300 | 2,1% | 0,83 | 86,7 | 0,55 | 0,55 | | 11,36 |
| X5000ALG - DUARTE QUIROS 301-399 | 2,0% | 8,45 | 56,9 | 28,45 | 0,85 | 5,35 | |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 1,8% | 16,88 | 75,97 | 2,6 | 3,57 | 0,97 | |
| **ACUM = 16,9%** | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | DUXETIN (GAD) | Mercado: Duxetin | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DUXETIN GAD | OPTIBRAL MTP | DULOXIN EUF | DOXALINE BET | DUERIX ARI | NITIDEX TEV | CYMBAL-TA RF2 | ALACIR MLB |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 |
| **PAIS** BASE = 100% | EVOLUCION MAT 92 | 182 | 156 | 117 | 90 | 106 | 40 | 75 |
| | MES 65,05 | 10,81 | 8,27 | 7,31 | 4,88 | 2,59 | 0,92 | 0,18 |
| | TRIM 63,94 | 11,35 | 8,4 | 7,29 | 5,17 | 2,58 | 0,97 | 0,31 |
| | **MAT 66,48** | **9,89** | **7,41** | **6,65** | **5,06** | **2,97** | **1,1** | **0,44** |
| | MATAA 72,44 | 5,44 | 4,75 | 5,66 | 5,6 | 2,8 | 2,73 | 0,59 |
| | | VALOR MERCADO: | MES = 37.148 | | TRIM = 108.489 | | MAT = 416.269 | MATAA = 371.575 |
| **GERENCIA** GCIA = 48,1% | EVOLUCION MAT 93 | 166 | 152 | 141 | 84 | 99 | 41 | 68 |
| | MES 70,62 | 10,91 | 6,22 | 6,41 | 2,72 | 2,38 | 0,51 | 0,21 |
| | TRIM 69,75 | 11,23 | 6,54 | 6,3 | 2,86 | 2,43 | 0,64 | 0,26 |
| | **MAT 73,34** | **8,4** | **6,12** | **5,68** | **2,96** | **2,46** | **0,77** | **0,26** |
| | MATAA 78,6 | 5,07 | 4,03 | 4,04 | 3,52 | 2,48 | 1,87 | 0,38 |
| | | VALOR MERCADO: | MES = 18.291 | | TRIM = 52.703 | | MAT = 200.265 | MATAA = 175.946 |
| **DISTRITO** DIST = 18,8% | EVOLUCION MAT 95 | 199 | 135 | 123 | 86 | 100 | 36 | 79 |
| | MES 72,13 | 10,09 | 5,71 | 5,87 | 3,26 | 1,96 | 0,62 | 0,37 |
| | TRIM 72,77 | 9,39 | 6,03 | 5,12 | 3,16 | 2,6 | 0,54 | 0,39 |
| | **MAT 75,11** | **6,73** | **6,31** | **5,06** | **3,1** | **2,68** | **0,59** | **0,42** |
| | MATAA 79,32 | 3,39 | 4,69 | 4,13 | 3,61 | 2,68 | 1,64 | 0,53 |
| | | VALOR MERCADO: | MES = 3.222 | | TRIM = 9.570 | | MAT = 37.713 | MATAA = 32.846 |
| **REP** ZONA = 4,9% | EVOLUCION MAT 94 | 200 | 144 | 92 | 88 | 107 | 45 | 55 |
| | MES 69,75 | 13,79 | 7,31 | 2,92 | 3,31 | 1,76 | 1,03 | 0,14 |
| | TRIM 69,99 ▼ | 13,21 | 7,58 | 2,85 | 2,95 | 2,41 | 0,85 | 0,18 |
| | **MAT 72,9** | **8,69** | **8,42** | **3,27** | **2,78** | **2,62** | **1,01** | **0,31** |
| | MATAA 77,82 | 4,35 | 5,86 | 3,55 | 3,15 | 2,46 | 2,25 | 0,56 |
| | | VALOR MERCADO: | MES = 156 | | TRIM = 481 | | MAT = 1.848 | MATAA = 1.563 |

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de DUXETIN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | DUXETIN GAD | OPTIBRAL MTP | DULOXIN EUF | DOXALINE BET | DUERIX ARI | NITIDEX TEV | CYMBAL-TA RF2 | ALACIR MLB |
|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 |
| **5000 - CORDOBA** | EVOLUCION MAT 98 | 183 | 106 | 92 | 84 | 109 | 31 | 62 |
| **7%** % de zona = 57,3% | TRIM 73,06 ≈ | 8,54 | 5,79 | 4,71 | 4,9 | 2,45 | 0,22 | 0,33 |
| PMS = 1 | **MAT 74,85** | **6,95** | **5,54** | **5,12** | **4,5** | **2,24** | **0,26** | **0,53** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 89 | 206 | 208 | 67 | 999 | 95 | 51 | 0 |
| **50%** % de zona = 30,3% | TRIM 71,19 ≈ | 14,24 | 9,15 | 0,68 | 0,0 | 2,71 | 2,03 | 0,0 |
| PMS = 1 | **MAT 70,15** | **9,83** | **12,87** | **0,89** | **0,09** | **3,66** | **2,5** | **0,0** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 85 | 251 | 130 | 421 | 134 | 235 | 44 | 0 |
| **25%** % de zona = 11,5% | TRIM 56,6 ▼ | 27,08 | 11,11 | 0,69 | 2,08 | 1,74 | 0,69 | 0,0 |
| PMS = 1 | **MAT 69,06** | **14,59** | **11,29** | **0,59** | **1,53** | **2,0** | **0,94** | **0,0** |
| **2438 - FRONTERA** | EVOLUCION MAT 94 | 106 | 999 | | | | | |
| **100%** % de zona = 1,0% | TRIM 66,67 ▼ | 33,33 | 0,0 | | | | | |
| PMS = 1 | **MAT 88,89** | **5,56** | **5,56** | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **DUXETIN (GAD)** | **Mercado: Duxetin** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | DUXETIN GAD | OPTIBRAL MTP | DULOXIN EUF | DOXALINE BET | DUERIX ARI | NITIDEX TEV | CYMBAL-TA RF2 | ALACIR MLB |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 |
| **REP** | | | | | | | | |
| TRIM | 75,43 | 2,16 | 6,06 | 4,2 | 8,65 | 1,46 | 1,66 | 0,38 |
| **MAT** | **72,25** | **5,38** | **6,59** | **3,97** | **7,84** | **1,97** | **0,74** | **1,26** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| LANZETTI PABLO ARIEL | **PSQ** 2400 | 1,5% | 100 | | | | | | |
| SECRESTAT ROBERTO ANDRES | **CLM** 2400 | 0,7% | 7,69 | | | 7,69 | 7,69 | 76,92 | |
| GIOINO RUBEN DARIO | 2400 | 0,5% | 100 | | | | | | |
| CORREA HECTOR DANIEL | **CLM** 2400 | 0,5% | 100 | | | | | | |
| CASALE VIOLETA | **CLM** 2400 | 0,2% | | 100 | | | | | |
| | **ACUM =** | **3,4%** | | | | | | | |
| PICCO CARLOS IGNACIO | **CLM** 2400 | 0,2% | 100 | | | | | | |
| BOISSEAU CECILIA SOLEDAD | **CLM** 5016 | 0,1% | 100 | | | | | | |
| BAROVERO GUADALUPE LILIANA | **GIN** 2400 | 0,1% | 100 | | | | | | |
| MIRETTI EVANGELINA MARIA | **REU** 2400 | 0,1% | | | | | 100 | | |
| BALLARINO MARIA INES | **CLM** 2400 | 0,0% | 100 | | | | | | |
| | **ACUM =** | **3,9%** | | | | | | | |
| CAMPAZZO MARIO OSVALDO | **CLM** 5016 | 0,0% | | | | 100 | | | |
| VAGLIENTI FIAMMA ELISABETH | **CLM** 5016 | 0,0% | | | 100 | | | | |
| | **ACUM =** | **3,9%** | | | | | | | |

## No Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| ALDAVE ABIGAIL AYELEN | **CLM** 5000 | 1,1% | 85,71 | | | | 9,52 | 4,76 |
| MONJE LUCERO CARLOS | **PSQ** 5000 | 1,0% | 33,33 | | | | | 66,67 |
| ROSALES CARLOS ALEJANDRO | **CLM** 5000 | 0,7% | 14,29 | | | 85,71 | | |
| SAAVEDRA VERONICA ESTHER | **CLM** 5000 | 0,7% | 67,86 | | 32,14 | | | |
| HAMES DE MARTIN MAGDALENA | **CLM** 5000 | 0,7% | 50,0 | | 50,0 | | | |
| | **ACUM =** | **8,1%** | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | DUXETIN (GAD) | Mercado: Duxetin | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DUXETIN GAD | OPTIBRAL MTP | DULOXIN EUF | DOXALINE BET | DUERIX ARI | NITIDEX TEV | CYMBAL-TA RF2 | ALACIR MLB |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 |
| **REP** ZONA = 4,9% — EVOLUCION MAT | 94 | 200 | 144 | 92 | 88 | 107 | 45 | 55 |
| MES | 69,75 | 13,79 | 7,31 | 2,92 | 3,31 | 1,76 | 1,03 | 0,14 |
| TRIM | 69,99 | 13,21 | 7,58 | 2,85 | 2,95 | 2,41 | 0,85 | 0,18 |
| **MAT** | 72,9 | **8,69** | **8,42** | **3,27** | **2,78** | **2,62** | **1,01** | **0,31** |
| MATAA | 77,82 | 4,35 | 5,86 | 3,55 | 3,15 | 2,46 | 2,25 | 0,56 |

VALOR MERCADO: MES = 156 TRIM = 481 MAT = 1.848 MATAA = 1.563

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de DUXETIN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | DUXETIN GAD | OPTIBRAL MTP | DULOXIN EUF | DOXALINE BET | DUERIX ARI | NITIDEX TEV | CYMBAL-TA RF2 | ALACIR MLB | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 3,1% | 0,96 | 0,09 | 0,82 | 0,05 | 7,84 | 52,75 | 2,2 | 34,01 | 0,41 | 0,05 | 0,5 | | 0 | 0,41 | 0,87 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 2,7% | 3,31 | 2,2 | 1,0 | 0,1 | 6,82 | 44,86 | 5,46 | 35,47 | 1,99 | 0,47 | 0,58 | 0,1 | | | 0,94 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,9% | 9,85 | 6,82 | 2,27 | 0,76 | 30,45 | 6,06 | 27,58 | 10,45 | | 1,06 | 4,09 | 1,67 | 1,82 | 3,64 | 3,33 |
| BERGERO MELISA | 0,9% | 9,85 | 6,82 | 2,27 | 0,76 | 30,45 | 6,06 | 27,58 | 10,45 | | 1,06 | 4,09 | 1,67 | 1,82 | 3,64 | 3,33 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 6,64 | 1,41 | 5,03 | 0,2 | 5,43 | 23,74 | 30,38 | 11,27 | 4,23 | 6,84 | 0,8 | 3,42 | | 0,8 | 6,44 |
| **ACUM = 8,3%** | | | | | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,7% | 7,94 | 1,5 | 5,15 | 1,29 | 26,39 | 3,0 | 30,47 | 6,22 | 4,29 | | 4,51 | | 4,51 | 10,09 | 2,58 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 14,43 | 5,47 | 5,97 | 2,99 | 24,88 | 9,2 | 4,48 | 4,73 | 5,97 | 5,72 | 5,22 | 4,98 | 8,21 | 6,22 | 5,97 |
| FARMACIA CARRA SALUD SA | 0,4% | 7,32 | 1,59 | 5,73 | | 43,31 | 5,41 | 17,52 | 0 | 6,05 | 2,55 | 7,96 | 3,82 | | | 6,05 |
| FARMACIA FAMASALUD II | 0,4% | 12,1 | 8,92 | 3,18 | | 30,89 | 1,91 | 4,14 | 10,51 | 6,69 | 2,55 | 21,02 | 0 | 6,05 | | 4,14 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 11,52 | 6,69 | 4,09 | 0,74 | 34,57 | 3,72 | 21,56 | 5,95 | 13,38 | 2,97 | 0,37 | 4,46 | 0 | 0,37 | 1,12 |
| **ACUM = 10,8%** | | | | | | | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,4% | 4,88 | 3,66 | | 1,22 | 19,92 | 27,24 | 30,89 | 0,41 | | 8,94 | 5,69 | 1,63 | | | 0,41 |
| MARENGO SILVIA DEL CARMEN | 0,3% | 19,72 | 6,57 | 12,68 | 0,47 | 32,86 | 8,45 | 22,54 | 0 | 5,63 | | 10,8 | 0 | | | |
| FARACI ESTELA ROSA | 0,3% | 15,34 | 12,5 | 2,84 | | 14,2 | 22,73 | 27,27 | 6,82 | 0 | 9,09 | | 0,57 | | | 3,98 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 27,33 | 20,0 | 7,33 | | 13,33 | 19,33 | 29,33 | 0 | 1,33 | 0 | 1,33 | | | 4,67 | 3,33 |
| DIPIAZZA LORENA ANDREA | 0,2% | 25,93 | 20,0 | 5,93 | | 20,74 | 0,74 | 0,74 | 5,19 | 5,19 | 0,74 | 8,15 | | | | 32,59 |
| **ACUM = 12,2%** | | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 30,85 | 5,32 | 25,53 | | 10,64 | 21,28 | 20,21 | 4,26 | 2,13 | 4,26 | 4,26 | | | | 2,13 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 28,57 | 7,14 | 21,43 | | 21,43 | | 14,29 | 14,29 | | | 21,43 | | | | |
| FARMASAN I(CBA) | 0,0% | 0 | | | | | | | | 0 | | | | 0 | | 100 |
| **ACUM = 12,3%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000ALG - DUARTE QUIROS 301-399 | 2,4% | 23,47 | 4,87 | 17,83 | 0,77 | 8,44 | 36,13 | 1,54 | 6,6 | 0,71 | 0,83 | 2,32 | 0,06 | 0,36 | | 19,55 |
| X5000ELC - 25 DE MAYO 101-199 | 2,4% | 15,21 | 7,84 | 7,07 | 0,3 | 16,1 | 17,05 | 19,31 | 11,88 | 1,72 | 5,41 | 2,38 | 2,32 | 0,42 | 5,05 | 3,15 |
| X5000JJO - AV DR VELEZ SARSFIELD 102-200 | 2,4% | 1,08 | 1,08 | | | 0,06 | 58,02 | 2,34 | 38,2 | 0,06 | 0,18 | | | | | 0,06 |
| X5000ETE - SANTA ROSA 1501-1599 | 1,7% | 16,62 | 6,99 | 8,27 | 1,36 | 11,76 | 1,62 | 34,44 | 2,47 | 6,82 | 8,01 | 11,94 | 1,62 | 0 | 0,68 | 4,01 |
| X5000EPH - AV COLON 701-799 | 1,6% | 17,04 | 5,83 | 9,04 | 2,17 | 12,09 | 14,43 | 21,3 | 9,48 | 5,57 | 4,78 | 3,91 | 5,22 | 2,09 | 0,17 | 3,91 |
| **ACUM = 22,8%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | GADOR | Mercado: ENTRY MARKET | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: GENERAL | OCTUBRE 2023 | |

Resumen

Sin Datos

Farmacias

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GADOR | | ROEMM-ERS | BALIARDA | CASASCO | MONTPE-LLIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #2 | #1 | #3 | #4 | #7 | #5 | #6 | #8 | #9 | #11 | #10 | #13 | #12 | #14 | |
| **PAIS** | EVOLUCION MAT | 100 | 103 | 102 | 110 | 93 | 98 | 99 | 99 | 98 | 100 | 101 | 90 | 98 | 85 | 101 |
| BASE = 100% | MES | 15,27 | 16,79 | 10,98 | 7,59 | 6,8 | 5,82 | 5,6 | 4,64 | 2,9 | 2,83 | 2,43 | 1,85 | 1,39 | 1,03 | 14,06 |
| | TRIM | 15,58 | 16,34 | 10,98 | 7,19 | 6,88 | 5,95 | 5,57 | 4,82 | 2,93 | 2,86 | 2,44 | 1,84 | 1,46 | 1,12 | 14,05 |
| | **MAT** | **15,96** | **16,39** | **10,79** | **6,94** | **6,68** | **5,98** | **5,61** | **4,71** | **3,03** | **2,78** | **2,44** | **1,91** | **1,54** | **1,21** | **14,03** |
| | MATAA | 16,02 | 15,97 | 10,58 | 6,29 | 7,2 | 6,12 | 5,68 | 4,77 | 3,1 | 2,77 | 2,42 | 2,12 | 1,57 | 1,43 | 13,94 |
| | VALOR MERCADO: | | MES = 15.945.368 | | | | TRIM = 46.068.214 | | | | MAT = 178.163.764 | | | MATAA = 180.069.887 | | |
| **GERENCIA** | EVOLUCION MAT | 102 | 101 | 102 | 111 | 95 | 96 | 99 | 100 | 97 | 100 | 95 | 87 | 102 | 90 | 99 |
| GCIA = 48,6% | MES | 15,89 | 16,64 | 11,45 | 7,49 | 7,43 | 5,95 | 6,46 | 4,85 | 2,89 | 2,81 | 2,17 | 1,56 | 1,45 | 1,21 | 11,75 |
| | TRIM | 16,14 | 16,24 | 11,47 | 7,01 | 7,59 | 6,01 | 6,45 | 5,05 | 2,95 | 2,82 | 2,14 | 1,59 | 1,47 | 1,31 | 11,76 |
| | **MAT** | **16,47** | **16,21** | **11,34** | **6,78** | **7,32** | **6,12** | **6,47** | **4,92** | **3,04** | **2,76** | **2,16** | **1,7** | **1,54** | **1,34** | **11,82** |
| | MATAA | 16,14 | 16,04 | 11,13 | 6,1 | 7,72 | 6,4 | 6,54 | 4,93 | 3,12 | 2,76 | 2,28 | 1,95 | 1,51 | 1,49 | 11,89 |
| | VALOR MERCADO: | | MES = 7.623.909 | | | | TRIM = 22.186.521 | | | | MAT = 86.566.666 | | | MATAA = 85.767.145 | | |
| **DISTRITO** | EVOLUCION MAT | 105 | 102 | 103 | 108 | 88 | 98 | 96 | 99 | 101 | 96 | 97 | 86 | 102 | 81 | 99 |
| DIST = 21,3% | MES | 16,05 | 16,66 | 14,21 | 7,48 | 5,76 | 5,2 | 6,46 | 4,26 | 3,23 | 2,83 | 2,6 | 1,11 | 1,77 | 0,72 | 11,66 |
| | TRIM | 15,95 | 16,35 | 14,14 | 7,18 | 5,66 | 5,36 | 6,68 | 4,56 | 3,28 | 2,84 | 2,63 | 1,12 | 1,63 | 0,88 | 11,74 |
| | **MAT** | **16,07** | **15,96** | **13,88** | **7,02** | **5,95** | **5,33** | **6,88** | **4,35** | **3,32** | **2,8** | **2,65** | **1,26** | **1,72** | **0,96** | **11,84** |
| | MATAA | 15,31 | 15,7 | 13,5 | 6,53 | 6,8 | 5,42 | 7,13 | 4,39 | 3,28 | 2,93 | 2,72 | 1,46 | 1,68 | 1,19 | 11,96 |
| | VALOR MERCADO: | | MES = 1.625.213 | | | | TRIM = 4.704.897 | | | | MAT = 18.401.627 | | | MATAA = 18.251.858 | | |
| **REP** | EVOLUCION MAT | 108 | 102 | 103 | 106 | 90 | 98 | 95 | 95 | 98 | 91 | 97 | 86 | 99 | 76 | 100 |
| ZONA = 4,4% | MES | 15,87 | 16,52 | 13,9 | 7,92 | 5,73 | 6,2 | 5,69 | 4,22 | 2,96 | 2,36 | 2,75 | 1,14 | 1,56 | 0,61 | 12,56 |
| | TRIM | 15,55 | ≈ 16,25 | 14,22 | 7,64 | 5,52 | 6,41 | 5,91 | 4,41 | 3,02 | 2,4 | 2,82 | 1,2 | 1,59 | 0,69 | 12,36 |
| | **MAT** | **15,62** | **15,87** | **13,97** | **7,48** | **5,55** | **6,31** | **6,2** | **4,31** | **3,13** | **2,48** | **2,88** | **1,36** | **1,69** | **0,81** | **12,33** |
| | MATAA | 14,53 | 15,58 | 13,55 | 7,05 | 6,18 | 6,46 | 6,5 | 4,54 | 3,19 | 2,73 | 2,97 | 1,58 | 1,71 | 1,06 | 12,38 |
| | VALOR MERCADO: | | MES = 73.445 | | | | TRIM = 212.089 | | | | MAT = 816.960 | | | MATAA = 789.705 | | |

**PUNTO DE MARKET SHARE = 681 UNIDADES estimadas de GADOR por mes.**

## 4. PRINCIPALES CODIGOS POSTALES

| | GADOR | | ROEMM-ERS | BALIARDA | CASASCO | MONTPE-LLIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #2 | #1 | #3 | #4 | #7 | #5 | #6 | #8 | #9 | #11 | #10 | #13 | #12 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 112 | 102 | 103 | 102 | 85 | 100 | 95 | 96 | 101 | 91 | 96 | 83 | 100 | 72 | 98 |
| **7%** % de zona = 60,6% | TRIM | 16,24 | ≈ 16,73 | 13,3 | 7,26 | 5,07 | 5,91 | 5,54 | 4,11 | 3,41 | 2,56 | 3,3 | 0,81 | 1,78 | 0,74 | 13,23 |
| PMS = 413 | **MAT** | **16,34** | **15,99** | **13,08** | **7,48** | **5,18** | **5,8** | **5,82** | **3,94** | **3,49** | **2,59** | **3,32** | **0,98** | **1,85** | **0,87** | **13,26** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 100 | 101 | 101 | 113 | 97 | 97 | 97 | 95 | 94 | 85 | 104 | 91 | 97 | 88 | 106 |
| **50%** % de zona = 26,4% | TRIM | 13,78 | ≈ 15,19 | 15,6 | 8,09 | 5,85 | 8,05 | 5,77 | 5,47 | 2,35 | 1,72 | 2,08 | 2,21 | 1,4 | 0,69 | 11,76 |
| PMS = 180 | **MAT** | **13,99** | **15,37** | **15,54** | **7,43** | **5,86** | **7,92** | **5,98** | **5,53** | **2,51** | **1,87** | **2,24** | **2,37** | **1,6** | **0,8** | **10,98** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 104 | 105 | 108 | 112 | 95 | 92 | 93 | 90 | 96 | 99 | 90 | 82 | 96 | 78 | 95 |
| **25%** % de zona = 11,4% | TRIM | 16,71 | ▲ 15,46 | 15,48 | 8,11 | 6,78 | 5,14 | 8,31 | 3,51 | 2,7 | 3,04 | 2,2 | 0,8 | 1,12 | 0,5 | 10,15 |
| PMS = 78 | **MAT** | **16,24** | **15,61** | **14,96** | **7,39** | **6,32** | **5,1** | **9,0** | **3,43** | **2,72** | **3,17** | **2,18** | **0,87** | **1,13** | **0,59** | **11,31** |
| **2438 - FRONTERA** | EVOLUCION MAT | 86 | 101 | 108 | 125 | 104 | 93 | 111 | 93 | 72 | 88 | 110 | 85 | 84 | 177 | 107 |
| **100%** % de zona = 1,5% | TRIM | 9,53 | ▼ 21,97 | 15,55 | 10,5 | 7,85 | 7,94 | 4,11 | 4,87 | 1,92 | 3,04 | 2,1 | 2,25 | 1,19 | 0,18 | 7,0 |
| PMS = 10 | **MAT** | **10,49** | **21,57** | **14,29** | **9,28** | **8,96** | **8,13** | **4,09** | **4,26** | **2,63** | **3,39** | **1,94** | **2,74** | **0,99** | **0,39** | **6,84** |
| **5016 - CORDOBA** | EVOLUCION MAT | 132 | 109 | 160 | 152 | 71 | 54 | 56 | 68 | 109 | 60 | 60 | 66 | 46 | 60 | 69 |
| **13%** % de zona = 0,1% | TRIM | 25,27 | ▲ 18,4 | 24,25 | 8,86 | 3,16 | 2,04 | 2,14 | 3,07 | 1,46 | 1,66 | 2,58 | 0,73 | 0,63 | 0,29 | 5,45 |
| PMS = 1 | **MAT** | **20,83** | **16,96** | **21,16** | **8,82** | **3,48** | **3,57** | **3,32** | **3,86** | **2,53** | **2,83** | **1,72** | **1,01** | **0,66** | **1,06** | **8,19** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

GADOR

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | GADOR | Mercado: ENTRY MARKET | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: GENERAL | OCTUBRE 2023 |

Resumen

Sin Datos

DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| REP | GADOR | ROEMM-ERS | BALIARDA | CASASCO | MONTPE-LLIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #4 | #7 | #5 | #6 | #8 | #9 | #11 | #10 | #13 | #12 | #14 | |
| ZONA = 4,4% | EVOLUCION MAT 108 | 102 | 103 | 106 | 90 | 98 | 95 | 95 | 98 | 91 | 97 | 86 | 99 | 76 | 100 |
| | MES 15,87 | 16,52 | 13,9 | 7,92 | 5,73 | 6,2 | 5,69 | 4,22 | 2,96 | 2,36 | 2,75 | 1,14 | 1,56 | 0,61 | 12,56 |
| | TRIM 15,55 | 16,25 | 14,22 | 7,64 | 5,52 | 6,41 | 5,91 | 4,41 | 3,02 | 2,4 | 2,82 | 1,2 | 1,59 | 0,69 | 12,36 |
| | **MAT 15,62** | **15,87** | **13,97** | **7,48** | **5,55** | **6,31** | **6,2** | **4,31** | **3,13** | **2,48** | **2,88** | **1,36** | **1,69** | **0,81** | **12,33** |
| | MATAA 14,53 | 15,58 | 13,55 | 7,05 | 6,18 | 6,46 | 6,5 | 4,54 | 3,19 | 2,73 | 2,97 | 1,58 | 1,71 | 1,06 | 12,38 |

VALOR MERCADO: MES = 73.445 TRIM = 212.089 MAT = 816.960 MATAA = 789.705

**PUNTO DE MARKET SHARE = 681 UNIDADES estimadas de GADOR por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | GADOR | ROEMME-RS | BALIARDA | CASASCO | MONTPE-LLIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #2 | #1 | #3 | #4 | #7 | #5 | #6 | #8 | #9 | #11 | #10 | #13 | #12 | #14 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,1% | 10,82 | 7,92 | 7,8 | 5,96 | 4,97 | 6,01 | 4,1 | 4,14 | 2,09 | 1,77 | 3,0 | 1,18 | 1,69 | 0,79 | 34,45 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,9% | 12,94 | 16,79 | 15,7 | 8,23 | 5,84 | 8,44 | 6,37 | 5,5 | 2,12 | 1,19 | 1,96 | 2,07 | 1,41 | 0,59 | 6,99 |
| BERGERO MELISA | 0,9% | 12,94 | 16,79 | 15,7 | 8,23 | 5,84 | 8,44 | 6,37 | 5,5 | 2,12 | 1,19 | 1,96 | 2,07 | 1,41 | 0,59 | 6,99 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 13,17 | 14,85 | 12,54 | 9,76 | 3,57 | 5,11 | 7,59 | 3,55 | 2,75 | 2,63 | 2,99 | 1,63 | 1,69 | 0,19 | 13,69 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 14,35 | 11,73 | 12,05 | 4,61 | 3,98 | 18,97 | 5,0 | 5,59 | 2,89 | 2,74 | 1,73 | 2,15 | 1,86 | 2,3 | 6,79 |
| **ACUM = 4,2%** | | | | | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,6% | 14,59 | 10,57 | 9,97 | 5,2 | 4,68 | 9,02 | 4,66 | 4,23 | 1,49 | 1,77 | 2,89 | 1,37 | 1,12 | 1,18 | 21,72 |
| FARMACIA FAMASALUD II | 0,5% | 12,81 | 17,07 | 14,41 | 8,13 | 4,52 | 10,89 | 6,86 | 4,29 | 2,05 | 1,22 | 2,63 | 1,92 | 1,87 | 0,47 | 6,65 |
| TRAVERSO RUBEN EDUARDO | 0,4% | 9,97 | 20,49 | 13,57 | 8,81 | 8,51 | 7,72 | 3,89 | 4,05 | 2,5 | 3,22 | 1,84 | 2,6 | 0,94 | 0,37 | 6,5 |
| FARMACIA CARRA SALUD SA | 0,4% | 12,61 | 11,83 | 21,33 | 6,39 | 6,73 | 7,97 | 4,2 | 6,68 | 1,88 | 0,76 | 2,45 | 3,94 | 3,02 | 0,41 | 6,06 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 13,91 | 18,61 | 15,19 | 5,76 | 5,94 | 6,33 | 7,3 | 3,9 | 3,25 | 1,98 | 2,76 | 2,83 | 1,1 | 0,63 | 7,06 |
| **ACUM = 6,5%** | | | | | | | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,3% | 14,26 | 14,06 | 12,82 | 7,15 | 4,61 | 2,52 | 7,84 | 6,13 | 2,11 | 3,25 | 2,65 | 1,72 | 1,04 | 0,26 | 14,93 |
| MARENGO SILVIA DEL CARMEN | 0,3% | 15,36 | 15,58 | 12,95 | 9,27 | 7,97 | 6,24 | 5,58 | 4,55 | 2,66 | 1,55 | 1,98 | 3,33 | 2,56 | 0,56 | 5,88 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 15,63 | 16,98 | 15,96 | 8,68 | 2,43 | 2,59 | 5,28 | 3,0 | 3,98 | 1,99 | 2,15 | 1,9 | 2,19 | 0,41 | 11,93 |
| FARACI ESTELA ROSA | 0,2% | 11,75 | 16,73 | 10,66 | 7,23 | 3,96 | 2,93 | 6,48 | 4,46 | 2,72 | 2,58 | 3,69 | 1,18 | 1,27 | 0,18 | 21,46 |
| FCIA. MAXIFARMA | 0,2% | 13,21 | 19,96 | 8,6 | 12,74 | 5,47 | 3,16 | 5,03 | 5,12 | 2,0 | 2,34 | 1,03 | 0,37 | 0,6 | 0,83 | 14,26 |
| **ACUM = 7,7%** | | | | | | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,2% | 19,54 | 9,37 | 10,61 | 11,91 | 9,59 | 6,52 | 4,33 | 3,52 | 2,87 | 1,88 | 1,84 | 1,48 | 1,28 | 0,53 | 10,04 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 14,83 | 20,51 | 14,6 | 4,91 | 7,58 | 4,12 | 7,92 | 5,57 | 1,9 | 1,56 | 1,67 | 2,12 | 0,78 | 0,45 | 8,03 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 18,18 | 13,3 | 11,59 | 1,14 | 2,39 | 3,98 | 8,64 | 3,07 | 1,48 | 3,86 | 0,45 | 1,7 | 3,64 | 0,45 | 12,61 |
| FARMASAN I(CBA) | 0,0% | 36,41 | 5,53 | 0 | 0 | 6,91 | 5,53 | 0 | | 0 | 1,84 | | | 0,46 | 2,3 | 26,73 |
| **ACUM = 7,9%** | | | | | | | | | | | | | | | | |

### No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 3,1% | 16,57 | 2,02 | 31,81 | 10,27 | 4,3 | 2,55 | 10,38 | 3,09 | 1,68 | 0,06 | 6,12 | 2,09 | 0,04 | 0,02 | 3,41 |
| X5000EPH - AV COLON 701-799 | 2,6% | 17,98 | 13,7 | 10,87 | 7,76 | 3,74 | 6,68 | 6,28 | 3,36 | 3,58 | 2,5 | 2,8 | 1,05 | 2,04 | 0,52 | 11,87 |
| X5000IIO - BVRD CHACABUCO 102-200 | 1,5% | 9,6 | 11,61 | 10,61 | 16,01 | 6,92 | 21,21 | 3,53 | 1,72 | 2,05 | 2,96 | 0,86 | 0,31 | 0,64 | 0,48 | 9,22 |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 1,3% | 29,12 | 4,13 | 5,75 | 7,92 | 5,07 | 9,0 | 4,56 | 3,13 | 3,53 | 1,57 | 1,95 | 1,72 | 1,43 | 2,03 | 8,29 |
| X5000IIS - BVRD CHACABUCO 502-600 | 1,3% | 12,89 | 7,07 | 6,14 | 4,39 | 21,26 | 8,97 | 4,91 | 5,95 | 4,89 | 2,46 | 2,72 | 0,74 | 1,74 | 2,13 | 9,12 |
| **ACUM = 17,7%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

GADOR

| EVAR ALEJANDRO SUAREZ | ELAFAX (GAD) | Mercado: Elafax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ELAFAX GAD | SESAREN RMM | SUNVEX - LP CSO | EFEXOR PFZ | VENLIFA-X XR B+L | MAXIBRA-L XR MTP | QUILARE-X XR ARI | QUILAREX ARI | FAXIPAW RSW |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #5 | #3 | #6 | #8 | #7 | #9 |
| **PAIS** BASE = 100% | EVOLUCION MAT 102 | 105 | 124 | 63 | 100 | 101 | 80 | 84 | 0 |
| | MES 43,64 | 37,41 | 6,81 | 3,18 | 5,14 | 3,12 | 0,46 | 0,24 | 0,01 |
| | TRIM 44,69 | 38,05 | 6,63 | 1,28 | 5,36 | 3,24 | 0,47 | 0,29 | 0,01 |
| | **MAT 41,55** | **37,68** | **6,16** | **5,93** | **4,95** | **2,9** | **0,51** | **0,31** | **0,0** |
| | MATAA 40,88 | 35,95 | 4,95 | 9,38 | 4,96 | 2,87 | 0,64 | 0,37 | 0,01 |
| | | VALOR MERCADO: | MES = 93.965 | | | TRIM = 268.275 | | MAT = 1.011.695 | MATAA = 969.460 |
| **GERENCIA** GCIA = 44,5% | EVOLUCION MAT 101 | 104 | 127 | 59 | 97 | 97 | 78 | 78 | 0 |
| | MES 43,56 | 38,25 | 7,04 | 1,79 | 5,08 | 3,88 | 0,23 | 0,17 | 0,0 |
| | TRIM 43,7 | 39,06 | 6,82 | 0,79 | 5,18 | 3,99 | 0,28 | 0,19 | 0,01 |
| | **MAT 41,52** | **38,82** | **6,65** | **4,17** | **5,03** | **3,29** | **0,32** | **0,21** | **0,0** |
| | MATAA 41,14 | 37,29 | 5,24 | 7,05 | 5,21 | 3,38 | 0,41 | 0,27 | 0,01 |
| | | VALOR MERCADO: | MES = 41.633 | | | TRIM = 118.090 | | MAT = 450.523 | MATAA = 427.612 |
| **DISTRITO** DIST = 24,9% | EVOLUCION MAT 108 | 102 | 117 | 58 | 94 | 88 | 87 | 87 | 0 |
| | MES 35,33 | 40,25 | 10,51 | 2,75 | 7,67 | 2,81 | 0,27 | 0,42 | 0,0 |
| | TRIM 36,55 | 40,83 | 9,91 | 1,33 | 7,5 | 3,16 | 0,3 | 0,4 | 0,01 |
| | **MAT 34,49** | **40,38** | **9,2** | **5,16** | **6,99** | **2,97** | **0,34** | **0,47** | **0,0** |
| | MATAA 31,8 | 39,73 | 7,87 | 8,84 | 7,46 | 3,36 | 0,39 | 0,54 | 0,01 |
| | | VALOR MERCADO: | MES = 10.433 | | | TRIM = 29.201 | | MAT = 112.177 | MATAA = 106.095 |
| **REP** ZONA = 5,2% | EVOLUCION MAT 108 | 98 | 98 | 60 | 111 | 102 | 107 | 164 | 0 |
| | MES 41,09 | 37,42 | 5,53 | 2,57 | 9,55 | 2,87 | 0,13 | 0,83 | 0,0 |
| | TRIM 41,71 ▲ | 37,4 | 5,85 | 1,11 | 9,61 | 3,38 | 0,2 | 0,73 | 0,0 |
| | **MAT 38,55** | **37,88** | **6,11** | **4,66** | **9,13** | **2,61** | **0,32** | **0,74** | **0,0** |
| | MATAA 35,8 | 38,74 | 6,22 | 7,71 | 8,24 | 2,55 | 0,3 | 0,45 | 0,0 |
| | | VALOR MERCADO: | MES = 534 | | | TRIM = 1.543 | | MAT = 5.801 | MATAA = 5.531 |

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de ELAFAX (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | ELAFAX GAD | SESAREN RMM | SUNVEX - LP CSO | EFEXOR PFZ | VENLIFA-X XR B+L | MAXIBRA-L XR MTP | QUILARE-X XR ARI | QUILAREX ARI | FAXIPAW RSW |
|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #4 | #5 | #3 | #6 | #8 | #7 | #9 |
| **5000 - CORDOBA** | EVOLUCION MAT 117 | 102 | 113 | 57 | 84 | 84 | 77 | 60 | 0 |
| **7%** % de zona = 52,9% | TRIM 41,34 ▲ | 40,86 | 6,02 | 1,83 | 5,55 | 3,78 | 0,33 | 0,29 | 0,01 |
| PMS = 3 | **MAT 37,5** | **40,09** | **6,28** | **6,67** | **5,16** | **3,55** | **0,44** | **0,3** | **0,0** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 98 | 92 | 84 | 77 | 137 | 230 | 999 | 324 | |
| **50%** % de zona = 38,8% | TRIM 38,77 ▲ | 35,57 | 6,07 | 0,16 | 15,08 | 2,79 | 0,08 | 1,48 | |
| PMS = 2 | **MAT 37,37** | **36,08** | **6,09** | **2,47** | **14,83** | **1,47** | **0,2** | **1,49** | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 106 | 96 | 110 | 42 | 104 | 152 | 999 | 999 | |
| **25%** % de zona = 7,2% | TRIM 54,32 ▲ | 28,6 | 2,11 | 1,34 | 9,6 | 4,03 | 0,0 | 0,0 | |
| PMS = 1 | **MAT 51,2** | **32,69** | **3,43** | **2,4** | **7,87** | **2,28** | **0,06** | **0,06** | |
| **2438 - FRONTERA** | EVOLUCION MAT 94 | 146 | 110 | | 50 | | | | |
| **100%** % de zona = 1,2% | TRIM 76,92 ▲ | 0,0 | 23,08 | | 0,0 | | | | |
| PMS = 1 | **MAT 48,53** | **27,94** | **16,18** | | **7,35** | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | ELAFAX (GAD) | Mercado: Elafax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | ELAFAX GAD | SESAREN RMM | SUNVEX - LP CSO | EFEXOR PFZ | VENLIFA-X XR B+L | MAXIBRA-L XR MTP | QUILARE-X XR ARI | QUILAREX ARI | FAXIPAW RSW |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #5 | #3 | #6 | #8 | #7 | #9 |
| **REP** | | | | | | | | | |
| TRIM | 31,6 | 39,29 | 7,12 | 12,5 | 5,95 | 2,79 | 0,4 | 0,36 | |
| **MAT** | **34,09** | **38,72** | **8,49** | **10,06** | **5,37** | **2,71** | **0,4** | **0,17** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | ELAFAX GAD | SESAREN RMM | SUNVEX - LP CSO | EFEXOR PFZ | VENLIFA-X XR B+L | MAXIBRA-L XR MTP | QUILARE-X XR ARI | QUILAREX ARI | FAXIPAW RSW |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #1 | #2 | #4 | #5 | #3 | #6 | #8 | #7 | #9 |
| KAZEPIS LILIAN RUTH | CLM | 2400 | 0,8% | 9,38 | | 47,92 | 42,71 | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T | 2400 | 0,3% | 36,36 | | 51,52 | 6,06 | | | 6,06 | | | |
| PICCO CARLOS IGNACIO | CLM | 2400 | 0,2% | 100 | | | | | | | | | |
| ALONSO JAVIER ALBERTO | PSQ | 2400 | 0,2% | 20,0 | | 40,0 | | | 40,0 | | | | |
| FALCONI CARLOS DANIEL | PSQ | 2400 | 0,2% | 85,0 | | 15,0 | | | | | | | |
| | | ACUM = | 1,7% | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,1% | 100 | | | | | | | | | |
| GONZALEZ JOSE LUIS | NEU | 2400 | 0,1% | | | 100 | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,1% | 91,67 | | 8,33 | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,1% | | | | | 100 | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,1% | | | 100 | | | | | | | |
| | | ACUM = | 2,2% | | | | | | | | | | |
| ECHEVARRIA MARIA FABIANA | CLM | 2400 | 0,1% | | | | | | 100 | | | | |
| LANZETTI PABLO ARIEL | PSQ | 2400 | 0,0% | | | 100 | | | | | | | |
| REVIGLIONO JOSE IGNACIO | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,0% | 100 | | | | | | | | | |
| GONZALEZ PRISCILA IANINA | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| | | ACUM = | 2,3% | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,0% | | | 100 | | | | | | | |
| LURGO ANGELICA MARIA | CLM | 2400 | 0,0% | | | 33,33 | | | 66,67 | | | | |
| BORDON FLORENCIA JULIANA | CLM | 5016 | 0,0% | | | | | | 100 | | | | |
| GONZALEZ JIMENA SOLEDAD | CLM | 5016 | 0,0% | | | | | 100 | | | | | |
| INZE YISELA CORALINA | CLM | 5016 | 0,0% | | | | 100 | | | | | | |
| | | ACUM = | 2,3% | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,0% | | | 100 | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM | 5016 | 0,0% | | | 50,0 | 50,0 | | | | | | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,0% | 100 | | | | | | | | | |
| SULIGOY DEBORA | CLM | 5016 | 0,0% | | | | 100 | | | | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| | | ACUM = | 2,3% | | | | | | | | | | |
| VILLAFAÃ□E MARCELO AMILCAR | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| BOISSEAU CECILIA SOLEDAD | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,0% | | | 100 | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,0% | 100 | | | | | | | | | |
| | | ACUM = | 2,3% | | | | | | | | | | |
| FARIAS RODRIGUEZ FEDERICO | CLM | 5016 | 0,0% | | | 100 | | | | | | | |
| IRIBAS ANA KARINA | CLM | 5016 | 0,0% | | | | 100 | | | | | | |
| PRATS CARDONA FLORENCIA | GIN | 5016 | 0,0% | | | 100 | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM | 5186 | 0,0% | | | 100 | | | | | | | |
| | | ACUM = | 2,3% | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| ELICABE ESTEBAN DANIEL | PSQ | 5000 | 1,4% | 1,78 | 51,48 | 46,75 | | | | |
| ALZUGARAY MARIA EUGENIA | PSQ | 5000 | 1,0% | 19,2 | | 24,8 | 56,0 | | | |
| DEGATTI JAVIER NICOLAS | PSQ | 2400 | 1,0% | 3,28 | 61,48 | | | 35,25 | | |
| CIACCI EDUARDO JAVIER | CLM | 5000 | 0,6% | 17,14 | 28,57 | 2,86 | 2,86 | 47,14 | 1,43 | |
| PALAZON ENRIQUE FRANCISCO | CLM | 5000 | 0,6% | 21,74 | 65,22 | 5,8 | 4,35 | 2,9 | | |
| | | ACUM = | 6,9% | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | ELAFAX (GAD) | Mercado: Elafax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ELAFAX GAD | SESAREN RMM | SUNVEX - LP CSO | EFEXOR PFZ | VENLIFA-X XR B+L | MAXIBRA-L XR MTP | QUILARE-X XR ARI | QUILAREX ARI | FAXIPAW RSW |
|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #5 | #3 | #6 | #8 | #7 | #9 |
| **REP** ZONA = 5,2% — EVOLUCION MAT | 108 | 98 | 98 | 60 | 111 | 102 | 107 | 164 | 0 |
| MES | 41,09 | 37,42 | 5,53 | 2,57 | 9,55 | 2,87 | 0,13 | 0,83 | 0,0 |
| TRIM | 41,71 | 37,4 | 5,85 | 1,11 | 9,61 | 3,38 | 0,2 | 0,73 | 0,0 |
| **MAT** | 38,55 | **37,88** | **6,11** | **4,66** | **9,13** | **2,61** | **0,32** | **0,74** | **0,0** |
| MATAA | 35,8 | 38,74 | 6,22 | 7,71 | 8,24 | 2,55 | 0,3 | 0,45 | 0,0 |

VALOR MERCADO: MES = 534 TRIM = 1.543 MAT = 5.801 MATAA = 5.531

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de ELAFAX (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | ELAFAX GAD | SESAREN RMM | SUNVEX - LP CSO | EFEXOR PFZ | VENLIFAX XR B+L | MAXIBRAL XR MTP | QUILAREX XR ARI | QUILAREX ARI | FAXIPAW RSW |
|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 1,1% | 14,32 | 49,2 | 4,2 | 12,61 | 14,09 | 4,09 | 0,57 | 0,23 | 0,68 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,0% | 6,48 | 44,98 | 20,08 | 12,33 | 10,42 | 5,72 | | | |
| BERGERO MELISA | 1,0% | 6,48 | 44,98 | 20,08 | 12,33 | 10,42 | 5,72 | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 12,23 | 43,35 | 5,15 | 22,1 | 9,44 | 2,79 | | 4,94 | |
| FARMACIA FAMASALUD II | 0,5% | 14,29 | 27,09 | 21,43 | 10,34 | 20,69 | 5,91 | | | 0,25 |
| **ACUM = 4,2%** | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,5% | 17,21 | 71,82 | 2,0 | 6,23 | 2,74 | | | | 0 |
| TRUCCO MARCOS ALEJANDRO | 0,5% | 13,55 | 51,41 | 12,53 | 7,93 | 13,55 | 1,02 | 0 | | |
| TRAVERSO RUBEN EDUARDO | 0,5% | 5,82 | 46,03 | 15,34 | 5,82 | 10,85 | 6,08 | 10,05 | | |
| FARMACIA CARRA SALUD SA | 0,4% | 6,34 | 22,36 | 23,26 | 20,54 | 23,56 | 3,93 | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,4% | 9,73 | 27,18 | 32,21 | 15,1 | 12,75 | 3,02 | | | |
| **ACUM = 6,5%** | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,4% | 11,07 | 58,48 | 2,77 | 12,11 | 12,46 | 0,69 | | 0 | 2,42 |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 4,86 | 47,22 | 9,03 | 5,21 | 23,26 | 10,42 | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 16,73 | 26,69 | 33,86 | 1,59 | 9,16 | 11,95 | | | |
| FCIA. MAXIFARMA | 0,3% | 2,85 | 76,83 | 3,66 | 0,41 | 1,22 | 15,04 | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 12,77 | 35,74 | 18,72 | 9,36 | 9,79 | 13,62 | | | |
| **ACUM = 8,2%** | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 50,47 | 20,56 | 0 | 25,23 | | 3,74 | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 13,79 | 44,83 | 20,69 | 10,34 | 10,34 | | 0 | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 22,22 | 11,11 | 0 | 11,11 | | | | 55,56 | |
| **ACUM = 8,3%** | | | | | | | | | | |
| | | #1 | #2 | #4 | #5 | #3 | #6 | #8 | #7 | #9 |

## No Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 4,8% | 4,69 | 52,65 | 8,59 | 0,77 | 28,78 | 4,19 | | | 0,34 | | |
| X5000EPH - AV COLON 701-799 | 2,4% | 14,13 | 39,81 | 17,86 | 13,6 | 10,08 | 3,68 | | 0,63 | 0,05 | 0,16 | |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,8% | 17,46 | 35,5 | 15,25 | 9,41 | 12,62 | 9,34 | | | 0,07 | 0,29 | 0,07 |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,4% | 14,77 | 32,79 | 21,71 | 11,62 | 9,28 | 9,73 | 0 | | | 0 | 0,09 |
| X5016DFS | 1,2% | 15,08 | 38,15 | 19,9 | 13,85 | 9,33 | 3,38 | 0,31 | | | 0 | |
| **ACUM = 19,9%** | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ETABYX GAD | | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECETAM RC5 | LEVRON RON | LEVAXON RF2 | CALLEXE XR CSO | LEVECO-M XR B+L | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #13 | #1 | #2 | #3 | #6 | #4 | #7 | #5 | #8 | #12 | #9 | #14 | #11 | #10 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 999 | 94 | 106 | 98 | 79 | 116 | 112 | 106 | 90 | 134 | 135 | 92 | 99 | 318 | 113 |
| | MES | 0,51 | 30,92 | 22,66 | 18,28 | 3,54 | 6,78 | 4,0 | 2,66 | 2,03 | 2,37 | 1,78 | 0,95 | 1,34 | 1,79 | 0,4 |
| | TRIM | 0,51 | 33,21 | 22,21 | 18,09 | 4,16 | 4,96 | 3,85 | 2,56 | 2,13 | 2,23 | 1,85 | 1,11 | 1,31 | 1,44 | 0,39 |
| | **MAT** | **0,27** | **34,14** | **22,14** | **18,35** | **4,88** | **4,39** | **3,66** | **2,63** | **2,12** | **2,03** | **1,61** | **1,23** | **1,16** | **1,05** | **0,34** |
| | MATAA | 0,0 | 36,42 | 20,88 | 18,78 | 6,15 | 3,8 | 3,27 | 2,49 | 2,35 | 1,52 | 1,19 | 1,34 | 1,17 | 0,33 | 0,3 |
| | VALOR MERCADO: | | MES = 65.334 | | | | TRIM = 191.837 | | | | MAT = 731.427 | | | MATAA = 689.015 | | |
| **GERENCIA** GCIA = 52,9% | EVOLUCION MAT | 999 | 91 | 103 | 98 | 101 | 127 | 104 | 105 | 91 | 140 | 159 | 95 | 97 | 279 | 121 |
| | MES | 0,46 | 27,94 | 23,05 | 19,8 | 2,3 | 8,89 | 3,75 | 2,98 | 2,4 | 2,39 | 1,72 | 1,19 | 1,32 | 1,48 | 0,33 |
| | TRIM | 0,46 | 29,48 | 22,83 | 20,14 | 3,07 | 5,84 | 3,92 | 3,03 | 2,51 | 2,25 | 1,92 | 1,48 | 1,39 | 1,32 | 0,36 |
| | **MAT** | **0,25** | **31,41** | **22,72** | **20,05** | **3,8** | **4,8** | **3,78** | **3,03** | **2,49** | **1,98** | **1,64** | **1,63** | **1,22** | **0,92** | **0,29** |
| | MATAA | 0,0 | 34,61 | 22,16 | 20,47 | 3,75 | 3,77 | 3,62 | 2,88 | 2,74 | 1,41 | 1,03 | 1,71 | 1,26 | 0,33 | 0,24 |
| | VALOR MERCADO: | | MES = 35.327 | | | | TRIM = 100.842 | | | | MAT = 386.954 | | | MATAA = 346.578 | | |
| **DISTRITO** DIST = 21,5% | EVOLUCION MAT | 999 | 95 | 99 | 99 | 86 | 103 | 111 | 97 | 94 | 148 | 203 | 113 | 125 | 348 | 74 |
| | MES | 0,4 | 29,86 | 22,36 | 20,52 | 3,68 | 6,0 | 3,12 | 2,54 | 2,67 | 1,44 | 2,78 | 0,28 | 1,66 | 2,46 | 0,23 |
| | TRIM | 0,42 | 32,2 | 22,19 | 18,69 | 3,46 | 6,03 | 3,37 | 2,8 | 2,63 | 1,39 | 2,77 | 0,2 | 1,87 | 1,78 | 0,19 |
| | **MAT** | **0,31** | **35,59** | **22,29** | **18,48** | **3,73** | **4,97** | **3,26** | **2,88** | **2,3** | **1,18** | **2,39** | **0,17** | **1,2** | **1,08** | **0,17** |
| | MATAA | 0,0 | 37,57 | 22,62 | 18,71 | 4,32 | 4,81 | 2,93 | 2,96 | 2,45 | 0,8 | 1,18 | 0,15 | 0,96 | 0,31 | 0,23 |
| | VALOR MERCADO: | | MES = 7.236 | | | | TRIM = 20.932 | | | | MAT = 83.113 | | | MATAA = 78.953 | | |
| **REP** ZONA = 4,3% | EVOLUCION MAT | 999 | 88 | 103 | 106 | 85 | 100 | 136 | 107 | 92 | 103 | 140 | 150 | 131 | 406 | 88 |
| | MES | 0,53 | 28,0 | 21,88 | 20,87 | 2,67 | 6,23 | 2,8 | 5,07 | 3,36 | 0,57 | 3,25 | 0,13 | 1,69 | 2,81 | 0,13 |
| | TRIM | 0,52 | 31,26 | 21,2 | 20,65 | 2,47 | 5,96 | 2,91 | 4,71 | 2,94 | 0,86 | 2,73 | 0,13 | 1,59 | 1,92 | 0,14 |
| | **MAT** | **0,55** | **33,0** | **21,45** | **20,93** | **3,39** | **5,07** | **2,89** | **4,1** | **2,75** | **0,92** | **2,47** | **0,09** | **0,98** | **1,26** | **0,15** |
| | MATAA | 0,0 | 37,36 | 20,88 | 19,8 | 4,0 | 5,07 | 2,12 | 3,83 | 3,0 | 0,89 | 1,76 | 0,06 | 0,75 | 0,31 | 0,17 |
| | VALOR MERCADO: | | MES = 320 | | | | TRIM = 945 | | | | MAT = 3.593 | | | MATAA = 3.489 | | |

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de ETABYX (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | ETABYX GAD | | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECETAM RC5 | LEVRON RON | LEVAXON RF2 | CALLEXE XR CSO | LEVECO-M XR B+L | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #13 | | #1 | #2 | #3 | #6 | #4 | #7 | #5 | #8 | #12 | #9 | #14 | #11 | #10 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 999 | 90 | 98 | 99 | 86 | 109 | 136 | 97 | 109 | 157 | 209 | 250 | 125 | 417 | 95 |
| **7%** % de zona = 63,8% | TRIM | 0,34 | 36,53 | 18,17 | 14,35 | 3,47 | 8,33 | 3,86 | 2,63 | 2,67 | 0,77 | 3,21 | 0,12 | 2,15 | 3,17 | 0,22 |
| PMS = 2 | **MAT** | **0,29** | **39,61** | **18,78** | **14,52** | **4,44** | **6,68** | **3,67** | **2,78** | **2,08** | **0,85** | **2,82** | **0,1** | **1,3** | **1,92** | **0,18** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 999 | 78 | 106 | 115 | 183 | 75 | 183 | 109 | 75 | 13 | 146 | 999 | | | 0 |
| **50%** % de zona = 24,6% | TRIM | 1,23 | 22,13 | 25,2 | 33,61 | 0,41 | 1,64 | 0,82 | 7,17 | 5,12 | 0,0 | 2,46 | 0,2 | | | 0,0 |
| PMS = 1 | **MAT** | **0,79** | **20,07** | **26,0** | **34,6** | **1,3** | **1,41** | **1,3** | **6,39** | **5,6** | **0,17** | **2,26** | **0,11** | | | **0,0** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 999 | 112 | 107 | 97 | 55 | 76 | 126 | 109 | 20 | 127 | 21 | 0 | 267 | 999 | 213 |
| **25%** % de zona = 10,8% | TRIM | 0,0 | 26,52 | 23,48 | 25,3 | 2,02 | 3,64 | 2,83 | 9,72 | 0,0 | 3,04 | 1,21 | 0,0 | 2,23 | 0,0 | 0,0 |
| PMS = 1 | **MAT** | **1,62** | **25,79** | **22,43** | **28,7** | **2,13** | **4,07** | **2,13** | **6,72** | **0,13** | **3,17** | **1,1** | **0,0** | **1,36** | **0,32** | **0,32** |
| **2438 - FRONTERA** | EVOLUCION MAT | | | 142 | 19 | | | | 999 | 999 | | | | | | |
| **100%** % de zona = 0,8% | TRIM | | | 100 | 0,0 | | | | 0,0 | 0,0 | | | | | | |
| PMS = 1 | **MAT** | | | **85,19** | **7,41** | | | | **3,7** | **3,7** | | | | | | |
| **5016 - CORDOBA** | EVOLUCION MAT | | | 173 | 0 | 86 | 86 | | | | | | | | | |
| **13%** % de zona = 0,0% | TRIM | | | 33,33 | 0,0 | 0,0 | 66,67 | | | | | | | | | |
| PMS = 1 | **MAT** | | | **36,36** | **0,0** | **18,18** | **45,45** | | | | | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | ETABYX (GAD) | Mercado: Etabyx | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | ETABYX GAD | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECETAM RC5 | LEVRON RON | LEVAXON RF2 | CALLEXE XR CSO | LEVECO-M XR B+L | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #13 | #1 | #2 | #3 | #6 | #4 | #7 | #5 | #8 | #12 | #9 | #14 | #11 | #10 | |
| TRIM | | 41,64 | 23,3 | 13,47 | 2,54 | 7,8 | 3,41 | 3,87 | 2,32 | 0,38 | 0,27 | 0,03 | 0,83 | 0,05 | 0,1 |
| **MAT** | | **44,28** | **21,04** | **12,02** | **1,98** | **7,65** | **4,32** | **3,85** | **1,61** | **0,71** | **1,02** | **0,06** | **0,87** | **0,34** | **0,25** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | KEPPRA | CALLEXE | LEVECOM | VECETAM | LEVRON | LEVAXON | CALLEXE XR | LEVECO-M XR | RACETAM | EQUILEA | MOLIVAL | LEVITAL | LEPTAM | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BERARDO ORLANDO CESAR | **CLM** 2400 | 0,5% | | | | 90,91 | | 9,09 | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | **CLM** 2400 | 0,4% | | | 100 | | | | | | | | | | | | |
| BALLARINO MARIA INES | **CLM** 2400 | 0,3% | | | | 50,0 | | | 37,5 | | 12,5 | | | | | | |
| CORNAVACA MARIA TERESITA | **CLM** 5016 | 0,3% | | | 95,83 | | | 4,17 | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | **NEF** 2400 | 0,1% | | | | 100 | | | | | | | | | | | |
| | **ACUM =** | **1,6%** | | | | | | | | | | | | | | | |
| SIMES LUCIANA | **CLM** 5016 | 0,1% | | | 42,86 | | 57,14 | | | | | | | | | | |
| FEININGER GERARDO DANIEL | 5186 | 0,1% | | 100 | | | | | | | | | | | | | |
| KAZEPIS LILIAN RUTH | **CLM** 2400 | 0,1% | | 20,0 | | | 80,0 | | | | | | | | | | |
| MICHALEK HAYDEE ROMINA | 5186 | 0,1% | | | 20,0 | | 80,0 | | | | | | | | | | |
| GOLDRAIJ GABRIEL | **CLM** 5016 | 0,0% | | | | | | 50,0 | | | | | | | | | 50,0 |
| | **ACUM =** | **2,0%** | | | | | | | | | | | | | | | |
| TRAVELLA CLAUDIA NELLY | **GIN** 5016 | 0,0% | | 100 | | | | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,0% | | | 100 | | | | | | | | | | | | |
| VAGLIENTI FIAMMA ELISABETH | **CLM** 5016 | 0,0% | | 100 | | | | | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | **CIR** 2400 | 0,0% | | | 100 | | | | | | | | | | | | |
| SOUL MARIA LILIANA | **CLM** 5016 | 0,0% | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **2,0%** | | | | | | | | | | | | | | | |
| ALONSO JAVIER ALBERTO | **PSQ** 2400 | 0,0% | | 100 | | | | | | | | | | | | | |
| GONZALEZ JOSE LUIS | **NEU** 2400 | 0,0% | | | | | | | | 100 | | | | | | | |
| KAPLAN RUTH LIA | **CLM** 5016 | 0,0% | | | 100 | | | | | | | | | | | | |
| LANZETTI PABLO ARIEL | **PSQ** 2400 | 0,0% | | | | 100 | | | | | | | | | | | |
| OTTONELLO MARCELO | **GIN** 2400 | 0,0% | | | | 100 | | | | | | | | | | | |
| | **ACUM =** | **2,0%** | | | | | | | | | | | | | | | |
| | | | ETABYX GAD #13 | KEPPRA GSK #1 | CALLEXE CSO #2 | LEVECOM B+L #3 | VECETAM RC5 #6 | LEVRON RON #4 | LEVAXON RF2 #7 | CALLEXE XR CSO #5 | LEVECO-M XR B+L #8 | RACETAM BAG #12 | EQUILEA ELE #9 | MOLIVAL T.L #14 | LEVITAL SIE #11 | LEPTAM BET #10 | OTROS |
| SANCHEZ PABLO ESTEBAN | **CLM** 5016 | 0,0% | | | 100 | | | | | | | | | | | | |
| | **ACUM =** | **2,0%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | KEPPRA | CALLEXE | LEVECOM | VECETAM | LEVRON | LEVAXON | CALLEXE XR | LEVECO-M XR | RACETAM | EQUILEA | MOLIVAL | LEVITAL | LEPTAM | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FRIAS MARIA JESUS | **NEU** 5016 | 1,9% | | 44,05 | 2,98 | 1,79 | | 20,24 | 29,17 | | | | 1,79 | | | | |
| CORDOBA RAUL HECTOR | **NEU** 5000 | 1,1% | | 49,49 | 37,37 | 13,13 | | | | | | | | | | | |
| CASALE ANDREA HELENA | **NEU** 5000 | 1,1% | | 94,79 | | | | | | | 5,21 | | | | | | |
| MORATA NATALIA ALEJANDRA | **PED** 5000 | 0,8% | | 60,81 | 39,19 | | | | | | | | | | | | |
| VERGARA GLENDA ARACELI | **PED** 5000 | 0,7% | | 67,69 | 10,77 | 3,08 | | 7,69 | | | | | | 3,08 | 7,69 | | |
| | **ACUM =** | **7,6%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | ETABYX (GAD) | Mercado: Etabyx | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,3%

| | ETABYX GAD | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECETAM RC5 | LEVRON RON | LEVAXON RF2 | CALLEXE XR CSO | LEVECO-M XR B+L | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #13 | #1 | #2 | #3 | #6 | #4 | #7 | #5 | #8 | #12 | #9 | #14 | #11 | #10 | |
| EVOLUCION MAT | 999 | 88 | 103 | 106 | 85 | 100 | 136 | 107 | 92 | 103 | 140 | 150 | 131 | 406 | 88 |
| MES | 0,53 | 28,0 | 21,88 | 20,87 | 2,67 | 6,23 | 2,8 | 5,07 | 3,36 | 0,57 | 3,25 | 0,13 | 1,69 | 2,81 | 0,13 |
| TRIM | 0,52 | 31,26 | 21,2 | 20,65 | 2,47 | 5,96 | 2,91 | 4,71 | 2,94 | 0,86 | 2,73 | 0,13 | 1,59 | 1,92 | 0,14 |
| **MAT** | **0,55** | **33,0** | **21,45** | **20,93** | **3,39** | **5,07** | **2,89** | **4,1** | **2,75** | **0,92** | **2,47** | **0,09** | **0,98** | **1,26** | **0,15** |
| MATAA | 0,0 | 37,36 | 20,88 | 19,8 | 4,0 | 5,07 | 2,12 | 3,83 | 3,0 | 0,89 | 1,76 | 0,06 | 0,75 | 0,31 | 0,17 |

VALOR MERCADO: MES = 320 TRIM = 945 MAT = 3.593 MATAA = 3.489

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de ETABYX (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECETAM RC5 | LEVRON RON | LEVAXON RF2 | CALLEXE XR CSO | LEVECOM XR B+L | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ASOCIACION MUTUAL CENTRO MEDICO DE | 1,0% | 0 | 43,54 | 19,05 | 21,09 | | | 9,52 | 6,8 | | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,9% | 5,69 | 20,33 | 27,64 | 45,53 | | | | | | | 0,81 | | | | |
| BERGERO MELISA | 0,9% | 5,69 | 20,33 | 27,64 | 45,53 | | | | | | | 0,81 | | | | |
| FARMACIA FAMASALUD II | 0,8% | 2,75 | 39,45 | 16,51 | 13,76 | | 14,68 | | 0,92 | 0,92 | | 11,01 | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,7% | 0 | 28,85 | 5,77 | 56,73 | | 8,65 | | | 0 | | | | | | |
| **ACUM = 4,3%** | | | | | | | | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,5% | 0 | | 52,24 | 31,34 | | | 2,99 | | 13,43 | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,4% | 0 | | 0 | 92,45 | 0 | | 0 | | | | | 7,55 | | | |
| MARENGO SILVIA DEL CARMEN | 0,4% | 0 | 31,37 | 68,63 | | | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,3% | 12,5 | 2,08 | 0 | 18,75 | | 18,75 | 47,92 | | | | | 0 | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 0 | 0 | 6,38 | 17,02 | | | | 76,6 | | | | | | | |
| **ACUM = 6,2%** | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 0 | | 55,26 | 44,74 | | | | | 0 | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 0 | | 85,19 | 7,41 | | | | 3,7 | 3,7 | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | | 50,0 | | | | | 38,89 | | | 11,11 | | | | |
| FCIA. MAXIFARMA | 0,0% | 0 | | 0 | | | | 100 | | | | | | | | |
| MONLLOR IVANA KARINA | 0,0% | 0 | 0 | 50,0 | | | 50,0 | | | | | | | | | |
| **ACUM = 6,8%** | | | | | | | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | | | | | | | | | 100 | | | | |
| FARACI ESTELA ROSA | 0,0% | 0 | | | | | | | | | | | | | | |
| **ACUM = 6,8%** | | | | | | | | | | | | | | | | |
| | | ETABYX GAD #13 | KEPPRA GSK #1 | CALLEXE CSO #2 | LEVECOM B+L #3 | VECETAM RC5 #6 | LEVRON RON #4 | LEVAXON RF2 #7 | CALLEXE XR CSO #5 | LEVECOM XR B+L #8 | RACETAM BAG #12 | EQUILEA ELE #9 | MOLIVAL T.L #14 | LEVITAL SIE #11 | LEPTAM BET #10 | OTROS |

## No Asignadas

| | | | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECETAM RC5 | LEVRON RON | LEVAXON RF2 | CALLEXE XR CSO | LEVECOM XR B+L | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EYC - DOMINGO F SARMIENTO 101-199 | 4,0% | 0 | 0 | 0 | 0,35 | 32,63 | 0 | | | 0,18 | | | | 5,26 | 61,58 | |
| X5000BFB - OBISPO DE ORO 2-100 | 3,3% | 0 | 87,26 | 3,82 | 0,42 | 0,64 | 1,49 | 2,97 | | | | 0,85 | | 2,55 | | |
| X5000KTE - CANONIGO M DEL CORRO 201-299 | 2,1% | 0 | 42,33 | 37,67 | 14,0 | | 0,67 | 5,33 | | | | | | | | 0 |
| X5000EPH - AV COLON 701-799 | 1,8% | 0 | 29,55 | 25,0 | 12,88 | 5,3 | 8,71 | 3,41 | 2,27 | 4,55 | 0,76 | 3,79 | | 3,03 | 0,76 | |
| X5016DFS | 1,6% | 0 | 2,62 | 40,17 | 1,31 | 0 | 7,86 | 5,24 | 10,04 | 3,93 | | 6,99 | | 11,35 | 10,48 | |
| **ACUM = 19,6%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | FEMIDEN (GAD) | Mercado: Femiden | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #5 | #4 | #6 | |
| **PAIS** BASE = 100% | EVOLUCION MAT 91 | 95 | 110 | 146 | 104 | 0 | 0 |
| | MES 24,72 | 41,89 | 16,1 | 10,68 | 6,61 | 0,0 | 0,0 |
| | TRIM 23,6 | 40,7 | 16,08 | 12,05 | 7,57 | 0,0 | 0,0 |
| | **MAT 24,52** | **41,93** | **15,45** | **9,81** | **8,3** | **0,0** | **0,0** |
| | MATAA 26,94 | 44,02 | 14,06 | 6,74 | 7,99 | 0,25 | 0,0 |
| | | VALOR MERCADO: | MES = 98.345 | | TRIM = 298.831 | MAT = 1.184.955 | MATAA = 1.260.613 |
| **GERENCIA** GCIA = 45,5% | EVOLUCION MAT 91 | 94 | 112 | 152 | 109 | 0 | |
| | MES 28,93 | 39,05 | 16,6 | 9,09 | 6,33 | 0,0 | |
| | TRIM 27,2 | 38,38 | 16,95 | 10,52 | 6,94 | 0,0 | |
| | **MAT 28,47** | **39,13** | **16,26** | **9,0** | **7,15** | **0,0** | |
| | MATAA 31,28 | 41,44 | 14,58 | 5,93 | 6,56 | 0,22 | |
| | | VALOR MERCADO: | MES = 45.080 | | TRIM = 133.685 | MAT = 539.118 | MATAA = 562.272 |
| **DISTRITO** DIST = 15,9% | EVOLUCION MAT 100 | 95 | 99 | 133 | 99 | 0 | |
| | MES 22,66 | 37,91 | 20,24 | 10,42 | 8,76 | 0,0 | |
| | TRIM 21,88 | 37,85 | 20,36 | 11,08 | 8,83 | 0,0 | |
| | **MAT 23,33** | **36,86** | **20,28** | **10,03** | **9,49** | **0,0** | |
| | MATAA 23,3 | 38,92 | 20,49 | 7,52 | 9,6 | 0,17 | |
| | | VALOR MERCADO: | MES = 7.227 | | TRIM = 21.779 | MAT = 85.855 | MATAA = 81.195 |
| **REP** ZONA = 4,6% | EVOLUCION MAT 103 | 100 | 101 | 106 | 92 | 0 | |
| | MES 22,45 | 49,76 | 12,71 | 7,62 | 7,46 | 0,0 | |
| | TRIM 20,42 ▼ | 50,08 | 11,93 | 8,82 | 8,76 | 0,0 | |
| | **MAT 22,99** | **47,05** | **12,87** | **7,96** | **9,13** | **0,0** | |
| | MATAA 22,32 | 47,22 | 12,8 | 7,52 | 9,89 | 0,25 | |
| | | VALOR MERCADO: | MES = 340 | | TRIM = 1.035 | MAT = 3.939 | MATAA = 3.536 |

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de FEMIDEN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG |
|---|---|---|---|---|---|---|---|
| | #2 | #1 | #3 | #5 | #4 | #6 | |
| **5000 - CORDOBA** | EVOLUCION MAT 107 | 96 | 109 | 106 | 88 | 0 | |
| **7%** % de zona = 60,2% | TRIM 19,92 ▼ | 43,84 | 15,16 | 10,03 | 11,05 | 0,0 | |
| PMS = 2 | **MAT 22,21** | **41,33** | **15,99** | **9,0** | **11,47** | **0,0** | |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 104 | 102 | 78 | 102 | 86 | 0 | |
| **50%** % de zona = 29,6% | TRIM 23,28 ▼ | 62,3 | 5,57 | 5,74 | 3,11 | 0,0 | |
| PMS = 1 | **MAT 26,34** | **58,54** | **5,95** | **5,52** | **3,64** | **0,0** | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 78 | 121 | 81 | 103 | 101 | | |
| **25%** % de zona = 9,7% | TRIM 16,33 ▼ | 51,45 | 12,08 | 10,96 | 9,17 | | |
| PMS = 1 | **MAT 18,64** | **47,29** | **15,17** | **9,22** | **9,68** | | |
| **2438 - FRONTERA** | EVOLUCION MAT 0 | 72 | 0 | | 999 | | |
| **100%** % de zona = 0,4% | TRIM 0,0 ≈ | 40,0 | 0,0 | | 60,0 | | |
| PMS = 1 | **MAT 0,0** | **52,94** | **0,0** | | **47,06** | | |
| **5016 - CORDOBA** | EVOLUCION MAT 0 | | 58 | 233 | 999 | | |
| **13%** % de zona = 0,0% | TRIM 0,0 ≈ | | 0,0 | 0,0 | 100 | | |
| PMS = 1 | **MAT 0,0** | | **16,67** | **66,67** | **16,67** | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #5 | #4 | #6 | |
| TRIM | 19,46 | 47,77 | 7,84 | 11,63 | 12,65 | 0,52 | 0,14 |
| **MAT** | **19,77** | **47,7** | **7,66** | **13,02** | **11,56** | **0,13** | **0,17** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #2 | #1 | #3 | #5 | #4 | #6 | |
| LEYENDECKER HENRY WALTER | GIN | 2400 | 1,7% | 25,95 | | 74,05 | | | | | |
| GIRAUDO PABLO NESTOR | GIN | 2400 | 0,8% | 25,0 | | 75,0 | | | | | |
| TORRES SOFIA BELEN | OTR | 5016 | 0,5% | 7,32 | | 43,9 | | 19,51 | 29,27 | | |
| BONIN MONICA CRISTINA | GIN | 5016 | 0,5% | 70,0 | | 30,0 | | | | | |
| CASALE PAULINA | GIN | 2400 | 0,3% | 100 | | | | | | | |
| | | ACUM = | 3,8% | | | | | | | | |
| ABREGO MAXIMILIANO | OTR | 5016 | 0,3% | 22,73 | | 68,18 | | | 9,09 | | |
| OTTONELLO MARCELO | GIN | 2400 | 0,2% | | | 57,14 | | | | 42,86 | |
| BAROVERO GUADALUPE LILIANA | GIN | 2400 | 0,2% | 84,62 | | 15,38 | | | | | |
| CONTOS MARIA CECILIA | CLM | 5016 | 0,1% | | | 22,22 | 44,44 | 33,33 | | | |
| PRATS CARDONA FLORENCIA | GIN | 5016 | 0,1% | 22,22 | | 77,78 | | | | | |
| | | ACUM = | 4,7% | | | | | | | | |
| CAMPAZZO MARIO OSVALDO | CLM | 5016 | 0,1% | 100 | | | | | | | |
| OLIVIER PERALTA MARTHA NOELIA | OTR | 2400 | 0,1% | | | 100 | | | | | |
| IRIBAS ANA KARINA | CLM | 5016 | 0,1% | 57,14 | | 42,86 | | | | | |
| BUTELER RODOLFO FELIX | CLM | 5016 | 0,1% | | | 33,33 | 66,67 | | | | |
| JUNCOS ANA CAROLINA | CLM | 5016 | 0,1% | | | | | 100 | | | |
| | | ACUM = | 5,2% | | | | | | | | |
| OCCHIPINTI MARIANA | OTR | 5016 | 0,1% | | | 100 | | | | | |
| ARIAS ALBAREZ HISBETH YARITZA | CLM | 5016 | 0,1% | | | 100 | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,1% | 100 | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,1% | | | 100 | | | | | |
| SACCHI ILEANA MOIRA | CLM | 5016 | 0,1% | 100 | | | | | | | |
| | | ACUM = | 5,7% | | | | | | | | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,1% | | | | 50,0 | 50,0 | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM | 5016 | 0,1% | 100 | | | | | | | |
| MEYER GUILLERMO | GIN | 5016 | 0,0% | 100 | | | | | | | |
| BARRIONUEVO WALTER EMANUEL | CLM | 5016 | 0,0% | | | 100 | | | | | |
| BERNABEI YAMILA ANABEL | PSQ | 2400 | 0,0% | | | 100 | | | | | |
| | | ACUM = | 5,9% | | | | | | | | |
| CAVALLI LAURA ALICIA | GIN | 5016 | 0,0% | | | 100 | | | | | |
| DE GIUSTO SILVIA ROXANA | GIN | 5016 | 0,0% | | | 100 | | | | | |
| GONZALEZ JIMENA SOLEDAD | CLM | 5016 | 0,0% | 100 | | | | | | | |
| SOUL MARIA LILIANA | CLM | 5016 | 0,0% | | | 100 | | | | | |
| ARBACH FLORENCIA | GIN | 5016 | 0,0% | 100 | | | | | | | |
| | | ACUM = | 5,9% | | | | | | | | |
| BOGGIO GASTON | CLM | 5016 | 0,0% | | | 100 | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,0% | | | 100 | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,0% | | | 100 | | | | | |
| ROCA CARLOS ALBERTO | GIN | 2400 | 0,0% | | | 100 | | | | | |
| SIMES LUCIANA | CLM | 5016 | 0,0% | | | 100 | | | | | |
| | | ACUM = | 5,9% | | | | | | | | |

## No Cruzados

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| OLIVERO MATIAS OSCAR | GIN | 5000 | 3,2% | 16,13 | 47,98 | 1,61 | 17,74 | 16,53 |
| DOMINGUEZ ANA LAURA | CLM | 5000 | 2,2% | 13,45 | 42,11 | | 28,65 | 15,79 |
| PERALTA RODRIGUEZ GUSTAVO | GIN | 5000 | 1,6% | | 88,89 | | 10,32 | 0,79 |
| FERREYRA YANINA MYRIAM | GIN | 5000 | 1,4% | 2,83 | 39,62 | 1,89 | | 55,66 |
| CRESPE MARTIN DANIEL | CLM | 5000 | 1,2% | 7,61 | 69,57 | 1,09 | 14,13 | 7,61 |
| | | ACUM = | 15,5% | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | FEMIDEN (GAD) | Mercado: Femiden | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,6%

| | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #5 | #4 | #6 | |
| EVOLUCION MAT 103 | | 100 | 101 | 106 | 92 | 0 | |
| MES | 22,45 | 49,76 | 12,71 | 7,62 | 7,46 | 0,0 | |
| TRIM | 20,42 | 50,08 | 11,93 | 8,82 | 8,76 | 0,0 | |
| **MAT** | **22,99** | **47,05** | **12,87** | **7,96** | **9,13** | **0,0** | |
| MATAA | 22,32 | 47,22 | 12,8 | 7,52 | 9,89 | 0,25 | |

VALOR MERCADO: MES = 340 TRIM = 1.035 MAT = 3.939 MATAA = 3.536

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de FEMIDEN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,0% | 25,75 | 13,6 | 12,15 | 31,91 | 11,98 | 5,76 | 3,46 | 3,18 | 1,14 | 1,14 | 3,41 | 0,09 | 0,57 | 0,26 | 11,36 |
| BERGERO MELISA | 1,0% | 25,75 | 13,6 | 12,15 | 31,91 | 11,98 | 5,76 | 3,46 | 3,18 | 1,14 | 1,14 | 3,41 | 0,09 | 0,57 | 0,26 | 11,36 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,0% | 25,1 | 16,12 | 8,98 | 24,69 | 8,34 | 9,73 | 2,3 | 7,64 | 1,02 | 1,16 | 0,55 | 6,42 | 1,02 | 1,74 | 10,28 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 1,0% | 31,55 | 25,22 | 6,33 | 24,17 | 7,88 | 4,52 | 8,21 | 3,87 | 3,3 | 1,19 | 1,69 | 2,47 | 0,68 | 0,74 | 9,72 |
| FARMACIA FAMASALUD II | 0,6% | 20,11 | 10,64 | 9,48 | 32,51 | 12,45 | 5,76 | 5,2 | 5,95 | 1,16 | 0,05 | 1,02 | 0,23 | 1,35 | 0,79 | 13,42 |
| **ACUM = 4,6%** | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,5% | 31,64 | 17,22 | 14,42 | 30,56 | 6,37 | 5,35 | 3,67 | 3,46 | 1,24 | 0,76 | 1,24 | | 1,51 | 0,05 | 14,15 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,5% | 25,0 | 14,73 | 10,27 | 33,42 | 10,71 | 5,05 | 4,78 | 2,34 | 1,03 | 0,05 | 0,92 | 0 | 0,76 | 0,38 | 15,54 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 26,36 | 19,57 | 6,79 | 29,55 | 12,91 | 3,87 | 4,35 | 5,5 | 2,79 | 0,14 | 2,04 | 0,61 | 0,2 | 0,07 | 11,62 |
| TRAVERSO RUBEN EDUARDO | 0,4% | 30,22 | 16,15 | 14,07 | 30,06 | 5,92 | 10,15 | 2,24 | 6,39 | 3,84 | | | 0,64 | 0,56 | 0,88 | 9,11 |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 26,41 | 12,92 | 13,49 | 36,35 | 10,58 | 3,47 | 8,4 | 1,94 | 2,1 | 0 | 0,32 | 0 | 0,16 | 1,45 | 8,8 |
| **ACUM = 6,8%** | | | | | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 30,34 | 15,74 | 14,6 | 25,59 | 12,31 | 2,2 | 2,37 | 5,45 | 1,85 | 3,78 | 6,6 | 1,14 | | 0 | 8,36 |
| MARENGO SILVIA DEL CARMEN | 0,3% | 42,73 | 24,31 | 18,41 | 25,03 | 9,26 | 7,43 | 3,05 | 1,73 | | 1,53 | | | 0,31 | | 8,95 |
| MONLLOR IVANA KARINA | 0,3% | 40,15 | 34,65 | 5,5 | 22,55 | 11,77 | 4,4 | 7,04 | 3,41 | 0,55 | 0 | 1,65 | 0 | | 0 | 8,47 |
| FARACI ESTELA ROSA | 0,2% | 48,7 | 42,5 | 6,2 | 25,4 | 5,45 | 1,98 | 6,94 | 0,74 | 0,37 | 0,74 | 1,24 | 0,87 | 0,5 | | 7,06 |
| DIPIAZZA LORENA ANDREA | 0,2% | 27,19 | 8,22 | 18,97 | 20,95 | 14,06 | 3,71 | 1,06 | 4,11 | 2,92 | | 7,29 | 0,27 | 0 | | 18,44 |
| **ACUM = 8,1%** | | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,2% | 45,28 | 38,27 | 7,01 | 29,78 | 2,29 | 1,62 | 3,91 | 0,67 | 2,7 | 0,4 | | 6,2 | | 0,67 | 6,47 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,1% | 40,39 | 36,95 | 3,45 | 22,66 | 0 | 4,43 | 22,17 | 0,49 | 0,99 | | | 0,49 | 0,49 | | 7,88 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 22,77 | 13,86 | 8,91 | 32,67 | 10,89 | 0 | 13,86 | 4,95 | 0,99 | | 0 | | | | 13,86 |
| **ACUM = 8,4%** | | | | | | | | | | | | | | | | |
| | | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG | | | | | | | | |
| | | #2 | #1 | #3 | #5 | #4 | #6 | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 4,4% | 14,86 | 13,33 | 1,54 | 51,42 | 14,95 | 0,21 | 11,95 | 0,06 | 0,03 | 0,18 | 3,66 | 0,11 | 0,01 | 1,49 | 1,07 |
| X5000EPH - AV COLON 701-799 | 3,0% | 28,51 | 22,39 | 6,13 | 24,35 | 11,33 | 6,36 | 5,78 | 4,66 | 3,8 | 1,37 | 0,94 | 0,45 | 0,24 | 1,12 | 11,08 |
| X5000KTE - CANONIGO M DEL CORRO 201-299 | 1,3% | 27,48 | 23,87 | 3,6 | 38,92 | 10,85 | 3,18 | 3,56 | 5,98 | 1,12 | 0,91 | 0 | 0,47 | | 2,12 | 5,41 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,3% | 22,39 | 18,61 | 3,78 | 18,61 | 15,67 | 7,81 | 8,63 | 4,78 | 2,55 | 1,69 | 1,36 | 0,66 | 0,79 | 0,99 | 14,07 |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,3% | 33,24 | 25,08 | 8,16 | 28,78 | 9,29 | 3,1 | 7,48 | 4,52 | 1,63 | 1,27 | 1,97 | 0,14 | 0,05 | 0,59 | 7,98 |
| **ACUM = 19,7%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | FILTEN (GAD) | Mercado: Filten | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | FILTEN GAD | CARVEDIL BAG | DILATRE-ND SIE | ISOBLOC CSO | BIDECAR B+L | VERATEN ELE | CARVEDI-LOL RIC-HET RH. | VEDILEP LEP | CARDIO-NORM DEN | CORAFEN BEB | NEXOCA-RDIL NEX | VICARD-OL RC5 | ANTIBLOC CVI | CORUBIN LZA | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO #3 | #1 | #2 | #5 | #4 | #6 | #7 | #8 | #14 | #9 | #12 | #11 | #13 | #10 | |
| **PAIS** BASE = 100% | EVOLUCION MAT 94 | 102 | 104 | 110 | 96 | 91 | 133 | 82 | 106 | 80 | 999 | 34 | 106 | 89 | 165 |
| | MES 23,17 | 31,06 | 16,42 | 13,1 | 9,6 | 3,4 | 1,04 | 0,57 | 0,42 | 0,22 | 0,27 | 0,02 | 0,15 | 0,17 | 0,4 |
| | TRIM 23,47 | 31,04 | 16,86 | 12,34 | 9,69 | 3,45 | 0,9 | 0,59 | 0,36 | 0,23 | 0,29 | 0,02 | 0,17 | 0,17 | 0,41 |
| | **MAT 23,41** | **30,83** | **17,05** | **12,02** | **9,9** | **3,58** | **0,76** | **0,75** | **0,33** | **0,28** | **0,21** | **0,2** | **0,18** | **0,17** | **0,33** |
| | MATAA 24,85 | 30,29 | 16,33 | 10,95 | 10,35 | 3,95 | 0,57 | 0,91 | 0,31 | 0,35 | 0,0 | 0,58 | 0,17 | 0,19 | 0,2 |
| | | VALOR MERCADO: | MES = 457.886 | | | | TRIM = 1.328.965 | | | MAT = 5.280.609 | | | MATAA = 5.782.377 | | |
| **GERENCIA** GCIA = 48,4% | EVOLUCION MAT 102 | 101 | 100 | 110 | 92 | 86 | 119 | 80 | 100 | 81 | 999 | 33 | 107 | 95 | 127 |
| | MES 20,5 | 37,65 | 17,58 | 9,67 | 8,73 | 3,91 | 0,86 | 0,26 | 0,04 | 0,25 | 0,05 | 0,01 | 0,15 | 0,2 | 0,14 |
| | TRIM 20,57 | 38,04 | 17,85 | 9,14 | 8,56 | 3,92 | 0,77 | 0,28 | 0,04 | 0,25 | 0,06 | 0,0 | 0,15 | 0,19 | 0,16 |
| | **MAT 20,53** | **37,51** | **18,13** | **9,02** | **8,76** | **4,11** | **0,68** | **0,36** | **0,04** | **0,29** | **0,04** | **0,05** | **0,16** | **0,19** | **0,14** |
| | MATAA 20,21 | 37,16 | 18,07 | 8,22 | 9,53 | 4,79 | 0,57 | 0,45 | 0,04 | 0,36 | 0,0 | 0,15 | 0,15 | 0,2 | 0,11 |
| | | VALOR MERCADO: | MES = 218.529 | | | | TRIM = 641.638 | | | MAT = 2.556.960 | | | MATAA = 2.684.264 | | |
| **DISTRITO** DIST = 21,5% | EVOLUCION MAT 106 | 101 | 101 | 106 | 87 | 93 | 118 | 82 | 150 | 72 | 999 | 31 | 100 | 94 | 212 |
| | MES 16,19 | 42,42 | 18,05 | 8,86 | 9,38 | 3,73 | 0,52 | 0,22 | 0,01 | 0,14 | 0,08 | 0,0 | 0,07 | 0,14 | 0,21 |
| | TRIM 15,78 | 43,59 | 17,86 | 8,52 | 9,0 | 3,86 | 0,49 | 0,21 | 0,02 | 0,16 | 0,07 | 0,0 | 0,08 | 0,16 | 0,21 |
| | **MAT 15,4** | **43,84** | **17,65** | **8,51** | **9,28** | **3,88** | **0,45** | **0,27** | **0,03** | **0,18** | **0,05** | **0,05** | **0,08** | **0,16** | **0,17** |
| | MATAA 14,58 | 43,58 | 17,41 | 8,05 | 10,72 | 4,18 | 0,38 | 0,33 | 0,02 | 0,25 | 0,0 | 0,16 | 0,08 | 0,17 | 0,08 |
| | | VALOR MERCADO: | MES = 44.354 | | | | TRIM = 134.220 | | | MAT = 549.790 | | | MATAA = 596.380 | | |
| **REP** ZONA = 4,1% | EVOLUCION MAT 104 | 98 | 103 | 106 | 95 | 95 | 102 | 97 | 100 | 100 | 999 | 33 | 83 | 95 | 233 |
| | MES 15,19 | 40,36 | 14,94 | 10,47 | 12,23 | 4,96 | 0,86 | 0,22 | 0,06 | 0,2 | 0,14 | 0,0 | 0,06 | 0,11 | 0,22 |
| | TRIM 14,28 ≈ | 42,45 | 14,84 | 10,3 | 11,45 | 4,95 | 0,67 | 0,18 | 0,03 | 0,24 | 0,13 | 0,0 | 0,07 | 0,16 | 0,27 |
| | **MAT 13,99** | **42,66** | **14,7** | **10,17** | **11,7** | **5,04** | **0,62** | **0,28** | **0,01** | **0,21** | **0,08** | **0,09** | **0,05** | **0,18** | **0,21** |
| | MATAA 13,39 | 43,46 | 14,22 | 9,63 | 12,27 | 5,3 | 0,61 | 0,29 | 0,01 | 0,21 | 0,0 | 0,27 | 0,06 | 0,19 | 0,09 |
| | | VALOR MERCADO: | MES = 1.857 | | | | TRIM = 5.631 | | | MAT = 22.810 | | | MATAA = 24.220 | | |

**PUNTO DE MARKET SHARE = 19 UNIDADES estimadas de FILTEN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | FILTEN GAD | CARVEDIL BAG | DILATRE-ND SIE | ISOBLOC CSO | BIDECAR B+L | VERATEN ELE | CARVEDI-LOL RIC-HET RH. | VEDILEP LEP | CARDIO-NORM DEN | CORAFEN BEB | NEXOCA-RDIL NEX | VICARD-OL RC5 | ANTIBLOC CVI | CORUBIN LZA | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #3 | #1 | #2 | #5 | #4 | #6 | #7 | #8 | #14 | #9 | #12 | #11 | #13 | #10 | |
| **5000 - CORDOBA** | EVOLUCION MAT 109 | 98 | 103 | 105 | 92 | 94 | 94 | 78 | 100 | 65 | 999 | 33 | 120 | 100 | 223 |
| **7%** % de zona = 60,6% | TRIM 17,42 ▲ | 42,3 | 14,53 | 8,91 | 10,08 | 4,96 | 0,39 | 0,23 | 0,02 | 0,2 | 0,21 | 0,0 | 0,08 | 0,23 | 0,44 |
| PMS = 12 | **MAT 16,91** | **41,76** | **14,77** | **9,36** | **10,51** | **4,99** | **0,32** | **0,29** | **0,02** | **0,2** | **0,14** | **0,15** | **0,06** | **0,25** | **0,29** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 89 | 99 | 104 | 108 | 99 | 97 | 95 | 227 | 999 | 390 | | | 80 | 999 | |
| **50%** % de zona = 23,3% | TRIM 9,29 ▼ | 41,14 | 13,65 | 14,58 | 14,17 | 5,63 | 0,78 | 0,07 | 0,07 | 0,48 | | | 0,07 | 0,04 | |
| PMS = 4 | **MAT 9,9** | **41,26** | **13,9** | **13,23** | **14,33** | **5,92** | **0,62** | **0,34** | **0,02** | **0,39** | | | **0,08** | **0,01** | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 110 | 96 | 103 | 112 | 99 | 94 | 111 | 95 | | 50 | | | 0 | 64 | 343 |
| **25%** % de zona = 14,4% | TRIM 10,82 ▲ | 45,13 | 18,13 | 9,43 | 11,75 | 3,64 | 0,73 | 0,17 | | 0,03 | | | 0,0 | 0,12 | 0,06 |
| PMS = 3 | **MAT 9,23** | **48,31** | **15,62** | **9,16** | **12,6** | **3,67** | **0,79** | **0,19** | | **0,01** | | | **0,0** | **0,18** | **0,24** |
| **2438 - FRONTERA** | EVOLUCION MAT 63 | 110 | 119 | 50 | 120 | 103 | 108 | | | | | | | | |
| **100%** % de zona = 1,7% | TRIM 4,44 ▼ | 42,22 | 12,22 | 6,67 | 18,89 | 6,67 | 8,89 | | | | | | | | |
| PMS = 1 | **MAT 5,82** | **46,03** | **15,34** | **5,82** | **10,85** | **6,08** | **10,05** | | | | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | FILTEN GAD | CARVEDIL BAG | DILATRE-ND SIE | ISOBLOC CSO | BIDECAR B+L | VERATEN ELE | CARVEDI-LOL RIC-HET RH. | VEDILEP LEP | CARDIO-NORM DEN | CORAFEN BEB | NEXOCA-RDIL NEX | VICARD-OL RC5 | ANTIBLOC CVI | CORUBIN LZA | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #5 | #4 | #6 | #7 | #8 | #14 | #9 | #12 | #11 | #13 | #10 | |
| TRIM | 19,38 | 38,76 | 15,19 | 9,27 | 10,28 | 5,95 | 0,26 | 0,18 | 0,07 | 0,24 | | 0,0 | 0,02 | 0,12 | 0,28 |
| **MAT** | **17,82** | **39,25** | **15,67** | **10,16** | **10,28** | **5,88** | **0,2** | **0,22** | **0,07** | **0,14** | | **0,0** | **0,01** | **0,11** | **0,21** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | FILTEN GAD | CARVEDIL BAG | DILATRE-ND SIE | ISOBLOC CSO | BIDECAR B+L | VERATEN ELE | CARVEDI-LOL RIC-HET RH. | VEDILEP LEP | CARDIO-NORM DEN | CORAFEN BEB | NEXOCA-RDIL NEX | VICARD-OL RC5 | ANTIBLOC CVI | CORUBIN LZA | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #3 | #1 | #2 | #5 | #4 | #6 | #7 | #8 | #14 | #9 | #12 | #11 | #13 | #10 | |
| GIOINO RUBEN DARIO | | 2400 | 0,4% | 10,33 | | 78,8 | | 4,35 | 6,52 | | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR | 2400 | 0,4% | 3,07 | | 49,69 | | 46,63 | 0,61 | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,3% | 0,74 | | 48,15 | | 13,33 | 32,59 | 5,19 | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,2% | | | 40,0 | 1,0 | 54,0 | 2,0 | 3,0 | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM | 2400 | 0,2% | | | 50,0 | | | 4,55 | 45,45 | | | | | | | | | |
| | **ACUM =** | | **1,5%** | | | | | | | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,2% | 11,76 | | 63,53 | 8,24 | 2,35 | 14,12 | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,2% | | | 68,42 | | 5,26 | 26,32 | | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM | 2400 | 0,2% | | | | 100 | | | | | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,1% | | | 77,78 | | 6,35 | | | | | | 15,87 | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,1% | 79,03 | | 14,52 | 6,45 | | | | | | | | | | | | |
| | **ACUM =** | | **2,3%** | | | | | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR | 2400 | 0,1% | | | 42,86 | | 21,43 | 35,71 | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,1% | 22,92 | | 43,75 | 6,25 | 16,67 | 10,42 | | | | | | | | | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,1% | | | 100 | | | | | | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM | 2400 | 0,1% | 41,18 | | 58,82 | | | | | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR | 2400 | 0,1% | | | | | 76,92 | | 23,08 | | | | | | | | | |
| | **ACUM =** | | **2,8%** | | | | | | | | | | | | | | | | |
| DOUTHAT WALTER GUILLERMO | NEF | 5016 | 0,1% | 47,83 | | 21,74 | 26,09 | 4,35 | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,0% | | | 60,0 | 40,0 | | | | | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR | 2400 | 0,0% | 27,78 | | | 55,56 | | 16,67 | | | | | | | | | | |
| BAROVERO GUADALUPE LILIANA | GIN | 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM | 5000 | 0,0% | 91,67 | | | 8,33 | | | | | | | | | | | | |
| | **ACUM =** | | **2,9%** | | | | | | | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,0% | | | 18,18 | 18,18 | | 63,64 | | | | | | | | | | |
| FERNANDEZ PEHUEN | NEF | 5016 | 0,0% | 20,0 | | 50,0 | 20,0 | | 10,0 | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T | 2400 | 0,0% | | | 80,0 | | | 20,0 | | | | | | | | | | |
| ESTRADA CARLOS DARDO | CRD | 5016 | 0,0% | 11,11 | | 55,56 | | | 33,33 | | | | | | | | | | |
| OTTONELLO MARCELO | GIN | 2400 | 0,0% | | | | 33,33 | 11,11 | | 55,56 | | | | | | | | | |
| | **ACUM =** | | **2,9%** | | | | | | | | | | | | | | | | |
| CASALE VIOLETA | CLM | 2400 | 0,0% | | | 25,0 | 25,0 | 25,0 | | 25,0 | | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM | 5016 | 0,0% | | | 14,29 | | | | 85,71 | | | | | | | | | |
| CASTELLANO MAURO | NEF | 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ | 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| FEININGER GERARDO DANIEL | | 5186 | 0,0% | | | | 50,0 | | 50,0 | | | | | | | | | | |
| | **ACUM =** | | **2,9%** | | | | | | | | | | | | | | | | |
| KAPLAN RUTH LIA | CLM | 5016 | 0,0% | | | 25,0 | 75,0 | | | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM | 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| POZO SCHWINDT VICTOR GASTON | CLM | 5186 | 0,0% | 100 | | | | | | | | | | | | | | | |
| SACCHI ILEANA MOIRA | CLM | 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | CLM | 5016 | 0,0% | 25,0 | | 25,0 | | | 50,0 | | | | | | | | | | |
| | **ACUM =** | | **2,9%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DIAZ DE TAGNIANI MONICA ESTER | CLM | 5000 | 1,1% | 25,3 | | 11,65 | 16,47 | 32,33 | 9,04 | 2,81 | | | | | | | | | 2,41 |
| GOMEZ JORGE MANUEL | CRD | 5000 | 0,8% | 8,61 | | 14,84 | 4,75 | 50,74 | 21,07 | | | | | | | | | | |
| CERDA RAUL HECTOR | CLM | 5000 | 0,7% | 10,64 | | 53,19 | 15,2 | 1,22 | 10,94 | 8,81 | | | | | | | | | |
| PALAZON ENRIQUE FRANCISCO | CLM | 5000 | 0,6% | 26,87 | | 29,1 | 10,45 | 7,84 | 24,63 | 0,37 | | 0,75 | | | | | | | |
| TRUCCO LUIS | CLM | 5000 | 0,5% | 9,4 | | 10,26 | 61,11 | 3,42 | 15,81 | | | | | | | | | | |
| | **ACUM =** | | **6,6%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | FILTEN (GAD) | Mercado: Filten | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | FILTEN GAD | CARVEDIL BAG | DILATRE-ND SIE | ISOBLOC CSO | BIDECAR B+L | VERATEN ELE | CARVEDI-LOL RIC-HET RH. | VEDILEP LEP | CARDIO-NORM DEN | CORAFEN BEB | NEXOCA-RDIL NEX | VICARD-OL RC5 | ANTIBLOC CVI | CORUBIN LZA | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #5 | #4 | #6 | #7 | #8 | #14 | #9 | #12 | #11 | #13 | #10 | |
| **REP** | | | | | | | | | | | | | | | |
| ZONA = 4,1% | EVOLUCION MAT 104 | 98 | 103 | 106 | 95 | 95 | 102 | 97 | 100 | 100 | 999 | 33 | 83 | 95 | 233 |
| MES | 15,19 | 40,36 | 14,94 | 10,47 | 12,23 | 4,96 | 0,86 | 0,22 | 0,06 | 0,2 | 0,14 | 0,0 | 0,06 | 0,11 | 0,22 |
| TRIM | 14,28 | 42,45 | 14,84 | 10,3 | 11,45 | 4,95 | 0,67 | 0,18 | 0,03 | 0,24 | 0,13 | 0,0 | 0,07 | 0,16 | 0,27 |
| **MAT** | **13,99** | 42,66 | **14,7** | **10,17** | **11,7** | **5,04** | **0,62** | **0,28** | **0,01** | **0,21** | **0,08** | **0,09** | **0,05** | **0,18** | **0,21** |
| MATAA | 13,39 | 43,46 | 14,22 | 9,63 | 12,27 | 5,3 | 0,61 | 0,29 | 0,01 | 0,21 | 0,0 | 0,27 | 0,06 | 0,19 | 0,09 |

VALOR MERCADO: MES = 1.857 TRIM = 5.631 MAT = 22.810 MATAA = 24.220

**PUNTO DE MARKET SHARE = 19 UNIDADES estimadas de FILTEN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA FAMASALUD II | 1,8% | 66,67 | | 12,38 | | | 20,95 | | | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,8% | 56,73 | 29,81 | 12,5 | 0 | | 0,96 | | | | | | | | |
| BERGERO MELISA | 1,8% | 56,73 | 29,81 | 12,5 | 0 | | 0,96 | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 58,82 | 17,65 | | 11,76 | | 0 | 11,76 | | | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 50,0 | 50,0 | | | | | | | | | | | | |
| **ACUM = 6,6%** | | | | | | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,5% | 67,74 | 6,45 | | 25,81 | | | | 0 | | | | | | |
| FARMACIA CARRA SALUD SA | 0,5% | 96,43 | 3,57 | | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,3% | 78,95 | | 21,05 | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 72,22 | 11,11 | 11,11 | | | 5,56 | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,3% | 77,78 | 0 | 22,22 | 0 | | | | 0 | | | | | | |
| **ACUM = 8,5%** | | | | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,3% | 88,89 | 5,56 | 5,56 | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,2% | 81,82 | 0 | 0 | | | 18,18 | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 18,18 | | | 81,82 | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,1% | 0 | | | | 100 | | 0 | | | | | | | |
| MONLLOR IVANA KARINA | 0,1% | 0 | 33,33 | 66,67 | | 0 | | | | | | | | | |
| **ACUM = 9,4%** | | | | | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 100 | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,0% | 100 | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | | | | | | | | | | | | | | |
| **ACUM = 9,4%** | | | | | | | | | | | | | | | |
| | | FILTEN GAD | CARVEDIL BAG | DILATRE-ND SIE | ISOBLOC CSO | BIDECAR B+L | VERATEN ELE | CARVEDI-LOL RICH-RH. | VEDILEP LEP | CARDIO-NORM DEN | CORAFEN BEB | NEXOCA-RDIL NEX | VICARDOL RC5 | ANTIBLOC CVI | CORUBIN LZA | OTROS |
| | | #3 | #1 | #2 | #5 | #4 | #6 | #7 | #8 | #14 | #9 | #12 | #11 | #13 | #10 | |

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 4,9% | 63,38 | 16,2 | 4,23 | 7,39 | 2,82 | 3,52 | 2,11 | 0,35 |
| X5000AAJ - DEAN FUNES 402-500 | 3,4% | 92,46 | 1,01 | | 0,5 | 5,53 | | | 0,5 |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 2,3% | 83,46 | 6,77 | 2,26 | 3,76 | | 0,75 | 3,01 | |
| X5000IUO - INDEPENDENCIA 701-799 | 2,0% | 22,03 | 56,78 | 17,8 | | 0,85 | | 2,54 | |
| X2400AJU - AV 9 DE JULIO 2002-2100 | 2,0% | 30,7 | 1,75 | 67,54 | | | | | |
| **ACUM = 24,0%** | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | FOXETIN (GAD) | Mercado: Foxetin | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | FOXETIN GAD | EQUILIB-RANE T.L | NEUPAX BAG | ANIMEX--ON BEB | ALENTAL SUE | FLUOXET-INA TEVA TEV | PROZAC RF2 | EBURNA-TE VNN |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #3 | #2 | #4 | #5 | #7 | #6 | #8 |
| **PAIS** BASE = 100% | EVOLUCION MAT 101 | 95 | 105 | 94 | 113 | 87 | 59 | 156 |
| | MES 80,82 | 7,02 | 6,15 | 1,75 | 1,77 | 0,98 | 1,41 | 0,11 |
| | TRIM 81,26 | 7,36 | 5,98 | 1,76 | 1,45 | 0,94 | 1,12 | 0,12 |
| | **MAT 81,97** | **7,77** | **5,92** | **1,74** | **1,19** | **0,95** | **0,33** | **0,14** |
| | MATAA 81,55 | 8,14 | 5,65 | 1,86 | 1,05 | 1,09 | 0,56 | 0,09 |
| | | VALOR MERCADO: | MES = 87.876 | | | TRIM = 255.172 | MAT = 989.343 | MATAA = 949.362 |
| **GERENCIA** GCIA = 46,2% | EVOLUCION MAT 101 | 91 | 106 | 92 | 83 | 79 | 63 | 160 |
| | MES 81,25 | 5,93 | 7,74 | 1,48 | 1,2 | 0,53 | 1,79 | 0,07 |
| | TRIM 81,81 | 6,22 | 7,44 | 1,61 | 0,98 | 0,52 | 1,32 | 0,1 |
| | **MAT 82,54** | **6,48** | **7,41** | **1,71** | **0,86** | **0,54** | **0,37** | **0,08** |
| | MATAA 81,69 | 7,11 | 6,99 | 1,86 | 1,03 | 0,68 | 0,59 | 0,05 |
| | | VALOR MERCADO: | MES = 40.180 | | | TRIM = 116.840 | MAT = 456.861 | MATAA = 433.556 |
| **DISTRITO** DIST = 20,2% | EVOLUCION MAT 102 | 87 | 99 | 90 | 81 | 84 | 43 | 400 |
| | MES 81,94 | 6,73 | 7,11 | 1,54 | 0,57 | 0,29 | 1,7 | 0,12 |
| | TRIM 81,99 | 6,84 | 7,37 | 1,6 | 0,53 | 0,3 | 1,32 | 0,05 |
| | **MAT 82,6** | **6,95** | **7,67** | **1,58** | **0,51** | **0,27** | **0,37** | **0,04** |
| | MATAA 80,66 | 7,99 | 7,77 | 1,75 | 0,63 | 0,32 | 0,87 | 0,01 |
| | | VALOR MERCADO: | MES = 8.296 | | | TRIM = 23.719 | MAT = 92.199 | MATAA = 86.817 |
| **REP** ZONA = 3,9% | EVOLUCION MAT 103 | 81 | 91 | 79 | 81 | 92 | 49 | 100 |
| | MES 83,39 | 4,99 | 6,5 | 1,36 | 0,99 | 0,46 | 2,32 | 0,0 |
| | TRIM 83,86 ≈ | 4,89 | 7,0 | 1,52 | 0,61 | 0,33 | 1,79 | 0,0 |
| | **MAT 85,28** | **4,8** | **7,12** | **1,47** | **0,55** | **0,23** | **0,53** | **0,02** |
| | MATAA 82,42 | 5,89 | 7,8 | 1,86 | 0,68 | 0,25 | 1,08 | 0,02 |
| | | VALOR MERCADO: | MES = 342 | | | TRIM = 973 | MAT = 3.612 | MATAA = 3.114 |

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de FOXETIN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | FOXETIN GAD | EQUILIB-RANE T.L | NEUPAX BAG | ANIMEX--ON BEB | ALENTAL SUE | FLUOXET-INA TEVA TEV | PROZAC RF2 | EBURNA-TE VNN |
|---|---|---|---|---|---|---|---|---|
| | #1 | #3 | #2 | #4 | #5 | #7 | #6 | #8 |
| **5000 - CORDOBA** 7% % de zona = 67,5% PMS = 2 | EVOLUCION MAT 103 | 82 | 99 | 83 | 70 | 111 | 47 | 200 |
| | TRIM 84,07 ≈ | 5,46 | 5,54 | 1,93 | 0,57 | 0,37 | 2,06 | 0,0 |
| | **MAT 85,19** | **5,55** | **5,99** | **1,82** | **0,52** | **0,31** | **0,59** | **0,02** |
| **2400 - SAN FRANCISCO** 50% % de zona = 20,6% PMS = 1 | EVOLUCION MAT 105 | 89 | 83 | 79 | 0 | 0 | 52 | 0 |
| | TRIM 80,25 ▼ | 3,46 | 13,58 | 0,74 | 0,0 | 0,0 | 1,98 | 0,0 |
| | **MAT 82,72** | **3,16** | **12,78** | **0,81** | **0,0** | **0,0** | **0,54** | **0,0** |
| **5186 - ALTA GRACIA** 25% % de zona = 11,2% PMS = 1 | EVOLUCION MAT 102 | 64 | 90 | 62 | 111 | 999 | 999 | |
| | TRIM 89,32 ≈ | 4,36 | 3,05 | 0,65 | 1,96 | 0,65 | 0,0 | |
| | **MAT 90,64** | **3,57** | **3,02** | **0,62** | **1,79** | **0,18** | **0,18** | |
| **2438 - FRONTERA** 100% % de zona = 0,6% PMS = 1 | EVOLUCION MAT 96 | | 999 | 0 | | | | |
| | TRIM 75,0 ▼ | | 25,0 | 0,0 | | | | |
| | **MAT 82,61** | | **17,39** | **0,0** | | | | |
| **5016 - CORDOBA** 13% % de zona = 0,0% PMS = 1 | EVOLUCION MAT 79 | | | 999 | | | | |
| | TRIM 100 ▲ | | | 0,0 | | | | |
| | **MAT 78,57** | | | **21,43** | | | | |

ACUM=100%

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | FOXETIN GAD | EQUILIB-RANE | NEUPAX | ANIMEX--ON | ALENTAL | FLUOXET-INA TEVA | PROZAC | EBURNA-TE |
|---|---|---|---|---|---|---|---|---|
| | | T.L | BAG | BEB | SUE | TEV | RF2 | VNN |
| RANKING TERRITORIO | #1 | #3 | #2 | #4 | #5 | #7 | #6 | #8 |
| TRIM | 85,63 | 5,56 | 4,92 | 1,35 | 0,56 | 0,06 | 1,88 | 0,05 |
| **MAT** | **87,2** | **5,35** | **4,87** | **1,49** | **0,31** | **0,25** | **0,51** | **0,01** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | FOXETIN GAD | EQUILIB-RANE T.L | NEUPAX BAG | ANIMEX--ON BEB | ALENTAL SUE | FLUOXET-INA TEVA TEV | PROZAC RF2 | EBURNA-TE VNN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #1 | #3 | #2 | #4 | #5 | #7 | #6 | #8 |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,5% | 100 | | | | | | | | |
| LURGO ANGELICA MARIA | CLM | 2400 | 0,1% | 100 | | | | | | | | |
| ALONSO JAVIER ALBERTO | PSQ | 2400 | 0,1% | 100 | | | | | | | | |
| ECHEVARRIA MARIA FABIANA | CLM | 2400 | 0,1% | 100 | | | | | | | | |
| FALCONI CARLOS DANIEL | PSQ | 2400 | 0,1% | 100 | | | | | | | | |
| | | ACUM = | 0,9% | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM | 2400 | 0,1% | 100 | | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,1% | 12,5 | | | 50,0 | | | | 37,5 | |
| MILOCH ROMINA | OBS | 5016 | 0,1% | 100 | | | | | | | | |
| CORREA HECTOR DANIEL | CLM | 2400 | 0,1% | 100 | | | | | | | | |
| CAMPAZZO MARIO OSVALDO | CLM | 5016 | 0,1% | 100 | | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | |
| PICCO CARLOS IGNACIO | CLM | 2400 | 0,1% | 100 | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,0% | 100 | | | | | | | | |
| SOUL MARIA LILIANA | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ | 2400 | 0,0% | 100 | | | | | | | | |
| | | ACUM = | 1,5% | | | | | | | | | |
| LANZETTI PABLO ARIEL | PSQ | 2400 | 0,0% | 100 | | | | | | | | |
| ROFFE CARLOS OSCAR | CLM | 2400 | 0,0% | 100 | | | | | | | | |
| VERBERCK ANDRES WILFREDO | CIR | 5016 | 0,0% | 100 | | | | | | | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,0% | 100 | | | | | | | | |
| FERNANDEZ PATRICIA SOLEDAD | CLM | 2400 | 0,0% | 100 | | | | | | | | |
| | | ACUM = | 1,5% | | | | | | | | | |
| KAZEPIS LILIAN RUTH | CLM | 2400 | 0,0% | 100 | | | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,0% | | | | | | | | 100 | |
| SAURIT VERONICA | GIN | 5016 | 0,0% | 100 | | | | | | | | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,0% | | | | 100 | | | | | |
| TORRES SOFIA BELEN | OTR | 5016 | 0,0% | 100 | | | | | | | | |
| | | ACUM = | 1,5% | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| ESTRADA CARLOS DARDO | CRD | 5016 | 0,0% | 100 | | | | | | | | |
| FERREYRA GUILLERMO LUIS | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| LEMOS PABLO ALEJANDRO | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,0% | | | | 100 | | | | | |
| | | ACUM = | 1,5% | | | | | | | | | |
| OTTONELLO MARCELO | GIN | 2400 | 0,0% | | | | | 100 | | | | |
| PAGANINI MIGUEL ANGEL | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| PRATS CARDONA FLORENCIA | GIN | 5016 | 0,0% | 100 | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,0% | 100 | | | | | | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM | 5016 | 0,0% | 100 | | | | | | | | |
| | | ACUM = | 1,5% | | | | | | | | | |

## No Cruzados

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| DANILOVICH MARIO ROBERTO | CLM | 5000 | 1,3% | 100 | | | |
| SANZONE VAYRA PAOLA ANDREA | PSQ | 5000 | 0,6% | 33,93 | 33,93 | 28,57 | 3,57 |
| CAJIGAL PATRICIA SILVIA | PSQ | 5000 | 0,6% | 85,45 | 14,55 | | |
| LUCIANI LAMAS KARINA MARIA | PSQ | 5000 | 0,6% | 36,36 | 63,64 | | |
| PASTORE HORACIO MARTIN | CLM | 5000 | 0,5% | 96,0 | 4,0 | | |
| | | ACUM = | 5,1% | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **FOXETIN (GAD)** | **Mercado: Foxetin** | ≈ |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS / **OCTUBRE 2023** | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 3,9%

| | FOXETIN GAD | EQUILIBRANE T.L | NEUPAX BAG | ANIMEX-ON BEB | ALENTAL SUE | FLUOXETINA TEVA TEV | PROZAC RF2 | EBURNATE VNN |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #3 | #2 | #4 | #5 | #7 | #6 | #8 |
| EVOLUCION MAT | 103 | 81 | 91 | 79 | 81 | 92 | 49 | 100 |
| MES | 83,39 | 4,99 | 6,5 | 1,36 | 0,99 | 0,46 | 2,32 | 0,0 |
| TRIM | 83,86 | 4,89 | 7,0 | 1,52 | 0,61 | 0,33 | 1,79 | 0,0 |
| **MAT** | 85,28 | **4,8** | **7,12** | **1,47** | **0,55** | **0,23** | **0,53** | **0,02** |
| MATAA | 82,42 | 5,89 | 7,8 | 1,86 | 0,68 | 0,25 | 1,08 | 0,02 |

VALOR MERCADO: MES = 342 TRIM = 973 MAT = 3.612 MATAA = 3.114

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de FOXETIN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | FOXETIN GAD | EQUILIBRANE T.L | NEUPAX BAG | ANIMEX-ON BEB | ALENTAL SUE | FLUOXETINA TEVA TEV | PROZAC RF2 | EBURNATE VNN |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,1% | 63,06 | | 33,76 | | | | 3,18 | |
| BERGERO MELISA | 1,1% | 63,06 | | 33,76 | | | | 3,18 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,7% | 100 | | 0 | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,5% | 80,28 | 12,68 | | 7,04 | 0 | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,5% | 95,77 | 4,23 | 0 | 0 | | | | |
| **ACUM = 3,9%** | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 100 | | 0 | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,3% | 97,37 | 2,63 | | | | 0 | | |
| FARMACIA FAMASALUD II | 0,3% | 73,68 | | 26,32 | | | | | |
| MONLLOR IVANA KARINA | 0,2% | 61,76 | 38,24 | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,2% | 91,3 | | 8,7 | | | | | |
| **ACUM = 5,2%** | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 82,61 | | 17,39 | 0 | | | | |
| FCIA. MAXIFARMA | 0,1% | 100 | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,1% | 70,0 | 5,0 | 25,0 | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,1% | 100 | | 0 | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 90,0 | | | 10,0 | | | | |
| **ACUM = 5,8%** | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 100 | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | | | | | | | | |
| **ACUM = 5,8%** | | | | | | | | | |
| | | #1 | #3 | #2 | #4 | #5 | #7 | #6 | #8 |

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 5,9% | 80,48 | 4,73 | 12,36 | 0,85 | 0,48 | 0,73 | 0,36 |
| X5000AAJ - DEAN FUNES 402-500 | 2,6% | 95,57 | 0 | 4,43 | | | | 0 |
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 2,3% | 74,13 | 6,62 | 18,3 | | 0,95 | | |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,9% | 64,42 | 11,99 | 17,98 | 1,5 | 2,25 | | 1,87 |
| X5000IIS - BVRD CHACABUCO 502-600 | 1,9% | 87,92 | 6,42 | 4,91 | 0 | | | 0,75 |
| **ACUM = 20,4%** | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **FUCSIA S/ESTROGENO (GAD)** | **Mercado: Fucsia** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | FUCSIA S/ESTROGE-GAD | | SLINDA ELE | ISIS FRE-E S/EST-ROG SIE | KALI BEB |
|---|---|---|---|---|---|
| | RANKING TERRITORIO | #3 | #1 | #2 | #4 |
| **PAIS** BASE = 100% | EVOLUCION MAT | 999 | 79 | 106 | 636 |
| | MES | 12,83 | 43,39 | 37,84 | 5,94 |
| | TRIM | 12,2 | 45,31 | 37,15 | 5,34 |
| | **MAT** | **8,69** | **49,27** | **38,35** | **3,69** |
| | MATAA | 0,7 | 62,71 | 36,01 | 0,58 |
| | VALOR MERCADO: | | MES = 112.703 | TRIM = 325.588 | MAT = 1.157.726 | MATAA = 824.996 |
| **GERENCIA** GCIA = 44,8% | EVOLUCION MAT | 999 | 80 | 107 | 725 |
| | MES | 13,2 | 47,33 | 33,39 | 6,09 |
| | TRIM | 12,35 | 48,28 | 33,91 | 5,46 |
| | **MAT** | **8,65** | **52,42** | **35,23** | **3,7** |
| | MATAA | 0,76 | 65,72 | 33,01 | 0,51 |
| | VALOR MERCADO: | | MES = 48.817 | TRIM = 141.555 | MAT = 518.819 | MATAA = 371.414 |
| **DISTRITO** DIST = 19,9% | EVOLUCION MAT | 999 | 76 | 112 | 891 |
| | MES | 12,15 | 42,53 | 38,75 | 6,58 |
| | TRIM | 11,24 | 45,05 | 38,37 | 5,34 |
| | **MAT** | **8,66** | **47,59** | **40,63** | **3,12** |
| | MATAA | 0,82 | 62,5 | 36,34 | 0,35 |
| | VALOR MERCADO: | | MES = 10.596 | TRIM = 30.477 | MAT = 103.293 | MATAA = 64.835 |
| **REP** ZONA = 5,2% | EVOLUCION MAT | 999 | 84 | 108 | 488 |
| | MES | 12,38 | 50,53 | 35,05 | 2,05 |
| | TRIM | 10,26 | 55,39 | 32,65 | 1,7 |
| | **MAT** | **7,45** | **54,93** | **36,45** | **1,17** |
| | MATAA | 0,69 | 65,17 | 33,9 | 0,24 |
| | VALOR MERCADO: | | MES = 500 | TRIM = 1.541 | MAT = 5.320 | MATAA = 3.492 |

**PUNTO DE MARKET SHARE = 4 UNIDADES estimadas de FUCSIA S/ESTROGENO (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | FUCSIA S/ESTROGE-GAD | | SLINDA ELE | ISIS FRE-E S/EST-ROG SIE | KALI BEB |
|---|---|---|---|---|---|
| | | #3 | #1 | #2 | #4 |
| **5000 - CORDOBA** | EVOLUCION MAT | 825 | 78 | 117 | 536 |
| **7%** % de zona = 56,6% | TRIM | 8,56 | 47,97 | 41,42 | 2,06 |
| PMS = 2 | **MAT** | **6,68** | **47,47** | **44,51** | **1,34** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 999 | 85 | 120 | 344 |
| **50%** % de zona = 35,0% | TRIM | 12,52 | 69,2 | 16,98 | 1,3 |
| PMS = 1 | **MAT** | **8,87** | **69,72** | **20,54** | **0,86** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 347 | 76 | 122 | 209 |
| **25%** % de zona = 7,5% | TRIM | 12,79 | 45,01 | 41,18 | 1,02 |
| PMS = 1 | **MAT** | **6,48** | **43,55** | **49,28** | **0,69** |
| **2438 - FRONTERA** | EVOLUCION MAT | 999 | 878 | 41 | 999 |
| **100%** % de zona = 0,9% | TRIM | 13,33 | 66,67 | 20,0 | 0,0 |
| PMS = 1 | **MAT** | **8,7** | **45,65** | **39,13** | **6,52** |
| **5016 - CORDOBA** | EVOLUCION MAT | | 999 | 999 | 999 |
| **13%** % de zona = 0,0% | TRIM | | 50,0 | 50,0 | 0,0 |
| PMS = 1 | **MAT** | | **50,0** | **40,0** | **10,0** |
| **ACUM=100%** | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **FUCSIA S/ESTROGENO (GAD)** | **Mercado: Fucsia** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | FUCSIA S/ESTROGE-GAD | SLINDA ELE | ISIS FRE-E S/EST-ROG SIE | KALI BEB |
|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 |
| TRIM | 0,26 | 60,96 | 38,74 | 0,04 |
| **MAT** | **5,13** | 48,27 | **46,27** | **0,32** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| ABREGO MAXIMILIANO | **OTR** 5016 | 0,5% | 58,49 | 41,51 | | |
| LEYENDECKER HENRY WALTER | **GIN** 2400 | 0,5% | 1,89 | 98,11 | | |
| BONIN MONICA CRISTINA | **GIN** 5016 | 0,4% | 2,44 | 82,93 | 14,63 | |
| FARIAS RODRIGUEZ FEDERICO | **CLM** 5016 | 0,3% | 40,62 | 46,88 | 12,5 | |
| TORRES SOFIA BELEN | **OTR** 5016 | 0,3% | 9,68 | 32,26 | 58,06 | |
| | **ACUM =** | **2,0%** | | | | |
| BARRIONUEVO WALTER EMANUEL | **CLM** 5016 | 0,2% | 40,91 | 36,36 | 22,73 | |
| PRATS CARDONA FLORENCIA | **GIN** 5016 | 0,2% | 16,67 | 22,22 | 61,11 | |
| CONTOS MARIA CECILIA | **CLM** 5016 | 0,2% | | 68,75 | 31,25 | |
| BUTELER RODOLFO FELIX | **CLM** 5016 | 0,1% | 7,14 | 14,29 | 78,57 | |
| MILOCH ROMINA | **OBS** 5016 | 0,1% | | 46,15 | 53,85 | |
| | **ACUM =** | **2,8%** | | | | |
| BAROVERO GUADALUPE LILIANA | **GIN** 2400 | 0,1% | | 100 | | |
| CAVALLI LAURA ALICIA | **GIN** 5016 | 0,1% | 11,11 | 66,67 | 22,22 | |
| GACITUA BUSTOS DANIEL ENRIQUE | **OTR** 5016 | 0,1% | 11,11 | 55,56 | 33,33 | |
| SALGUERO SOFIA GABRIELA | **CLM** 5016 | 0,1% | | 37,5 | 62,5 | |
| GONZALEZ PRISCILA IANINA | **CLM** 5016 | 0,1% | | 28,57 | 71,43 | |
| | **ACUM =** | **3,3%** | | | | |
| CAMPAZZO MARIO OSVALDO | **CLM** 5016 | 0,1% | | 100 | | |
| MARCHISIO SILVINA DEL VALLE | **GIN** 2400 | 0,1% | 100 | | | |
| OCCHIPINTI MARIANA | **OTR** 5016 | 0,1% | | | 100 | |
| OTTONELLO MARCELO | **GIN** 2400 | 0,1% | | 100 | | |
| STILMAN GUSTAVO DARIO | **GIN** 2400 | 0,1% | 100 | | | |
| | **ACUM =** | **3,8%** | | | | |

| | | | FUCSIA S-/ESTRO-GENO GAD | SLINDA ELE | ISIS FRE-E S/EST-ROG SIE | KALI BEB |
|---|---|---|---|---|---|---|
| | | | #3 | #1 | #2 | #4 |
| TRAVELLA CLAUDIA NELLY | **GIN** 5016 | 0,1% | 100 | | | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | **CLM** 5016 | 0,0% | | | 100 | |
| CAEIRO ENRIQUE | **CLM** 5016 | 0,0% | | 100 | | |
| JUNCOS ANA CAROLINA | **CLM** 5016 | 0,0% | | 100 | | |
| SOUL MARIA LILIANA | **CLM** 5016 | 0,0% | | 100 | | |
| | **ACUM =** | **3,9%** | | | | |
| ARBACH FLORENCIA | **GIN** 5016 | 0,0% | | | 100 | |
| ARIAS ALBAREZ HISBETH YARITZA | **CLM** 5016 | 0,0% | | 100 | | |
| CALDELARI ROBERTO HUGO | **CLM** 2400 | 0,0% | | 100 | | |
| CASALE PAULINA | **GIN** 2400 | 0,0% | | 100 | | |
| GIRAUDO PABLO NESTOR | **GIN** 2400 | 0,0% | | 100 | | |
| | **ACUM =** | **3,9%** | | | | |
| IRIBAS ANA KARINA | **CLM** 5016 | 0,0% | | | 100 | |
| DOUTHAT WALTER GUILLERMO | **NEF** 5016 | 0,0% | | | 100 | |
| | **ACUM =** | **3,9%** | | | | |

## No Cruzados

| | | | | | |
|---|---|---|---|---|---|
| DOMINGUEZ ANA LAURA | **CLM** 5000 | 1,7% | | 46,51 | 53,49 |
| OLIVERO MATIAS OSCAR | **GIN** 5000 | 1,7% | | 61,45 | 38,55 |
| CENTENO FABIANA MARCELA | **GIN** 5000 | 1,6% | 4,35 | 40,99 | 54,66 |
| STORERO LUIS PABLO | **CLM** 2400 | 1,5% | | 100 | |
| VARGAS MONICA ANDREA | **GIN** 5000 | 1,3% | | 55,3 | 44,7 |
| | **ACUM =** | **11,7%** | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | FUCSIA S/ESTROGENO (GAD) | Mercado: Fucsia | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 5,2%

| | FUCSIA S/ESTROGE-GAD | SLINDA ELE | ISIS FRE-E S/EST-ROG SIE | KALI BEB |
|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 |
| EVOLUCION MAT | 999 | 84 | 108 | 488 |
| MES | 12,38 | 50,53 | 35,05 | 2,05 |
| TRIM | 10,26 | 55,39 | 32,65 | 1,7 |
| **MAT** | **7,45** | **54,93** | **36,45** | **1,17** |
| MATAA | 0,69 | 65,17 | 33,9 | 0,24 |

VALOR MERCADO: MES = 500 TRIM = 1.541 MAT = 5.320 MATAA = 3.492

**PUNTO DE MARKET SHARE = 4 UNIDADES estimadas de FUCSIA S/ESTROGENO (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | FUCSIA S-/ESTROG-GAD | SLINDA ELE | ISIS FREE S/ESTROG SIE | KALI BEB | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #3 | #1 | #2 | #4 | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 1,0% | 1,23 | 1,23 | 0 | 64,75 | 11,07 | 5,33 | 1,23 | 0,41 | 3,69 | 2,05 | 3,69 | 6,15 | 0,41 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,7% | 6,33 | 5,7 | 0,63 | 29,11 | 30,38 | 14,56 | 0 | 6,96 | | 0,63 | | 12,03 | | | |
| MONLLOR IVANA KARINA | 0,7% | 0 | | | 64,47 | 7,24 | 0 | 2,63 | | 25,66 | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,5% | 3,54 | 1,77 | 1,77 | 41,59 | 35,4 | 0,88 | | 4,42 | 0 | | | 0 | 14,16 | | |
| BERGERO MELISA | 0,5% | 3,54 | 1,77 | 1,77 | 41,59 | 35,4 | 0,88 | | 4,42 | 0 | | | 0 | 14,16 | | |
| **ACUM = 3,4%** | | | | | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 0 | | 0 | 70,0 | 11,0 | 7,0 | | 12,0 | 0 | | | | 0 | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,4% | 17,53 | 2,06 | 15,46 | 36,08 | 21,65 | 11,34 | 0 | 7,22 | | | 2,06 | 0 | 4,12 | | |
| FARMACIA CARRA SALUD SA | 0,4% | 0 | | | 55,79 | 25,26 | 2,11 | 16,84 | | | | | | 0 | | |
| FCIA. MAXIFARMA | 0,4% | 0 | | | 56,32 | 6,9 | | 6,9 | 9,2 | | | 4,6 | 16,09 | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,3% | 8,75 | | 8,75 | 23,75 | 13,75 | 37,5 | | 16,25 | | | | | | | |
| **ACUM = 5,3%** | | | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,3% | 2,78 | 2,78 | | 70,83 | 5,56 | 4,17 | | | 0 | | | | 16,67 | | |
| FARMACIA FAMASALUD II | 0,2% | 0 | 0 | | 61,11 | 7,41 | 25,93 | 0 | 3,7 | | | | 1,85 | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 20,75 | 1,89 | 18,87 | 32,08 | 45,28 | 0 | | 1,89 | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,2% | 0 | 0 | | 68,63 | 17,65 | 1,96 | | 5,88 | | | | | 5,88 | | |
| DIPIAZZA LORENA ANDREA | 0,2% | 59,52 | 59,52 | | 23,81 | | | | | | | 9,52 | | | | 7,14 |
| **ACUM = 6,4%** | | | | | | | | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 0 | | | 7,5 | 12,5 | 40,0 | | 12,5 | | | | 27,5 | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | | 33,33 | | 66,67 | | 0 | | | | | | | |
| FARMASAN I(CBA) | 0,0% | 0 | | | | | | | | | | | | | | |
| **ACUM = 6,6%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 8,1% | 0 | 0 | 0 | 42,6 | 55,55 | 0 | 0,11 | 1,48 | 0,11 | | | 0 | 0,16 | | |
| X5000EPH - AV COLON 701-799 | 2,7% | 6,87 | 5,43 | 1,44 | 37,7 | 23,64 | 12,78 | 2,88 | 1,76 | 4,31 | 3,83 | | 3,99 | 2,24 | 0 | 0 |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 1,6% | 1,85 | 0,79 | 1,06 | 72,03 | 18,21 | 2,37 | 1,32 | 0,79 | | 0,53 | | 0,53 | 2,37 | | |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,3% | 4,78 | 3,82 | 0,96 | 35,35 | 37,26 | 1,27 | 0,96 | 5,1 | 4,78 | 4,46 | 0,32 | 5,73 | | | 0 |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,3% | 3,62 | 2,63 | 0,99 | 27,96 | 33,88 | 6,91 | 2,96 | 7,57 | 2,96 | 3,29 | 5,92 | 3,95 | 0,99 | 0 | 0 |
| **ACUM = 21,6%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **GADOCOR (GAD)** | **Mercado: Gadocor** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | AP. CIRCULATORIO | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GADOCOR GAD | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVO-LOL DF DEN | NEOBLO-CK EZN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #6 | #1 | #4 | #3 | #5 | #2 | #7 | #8 | #9 | #10 | #12 | #11 |
| **PAIS** BASE = 100% | | | | | | | | | | | | |
| EVOLUCION MAT | 115 | 94 | 130 | 94 | 87 | 97 | 108 | 117 | 96 | 99 | 114 | 113 |
| MES | 6,99 | 33,38 | 12,43 | 9,7 | 9,14 | 9,18 | 6,37 | 5,75 | 3,95 | 2,28 | 0,46 | 0,36 |
| TRIM | 7,31 | 34,33 | 11,92 | 9,66 | 8,97 | 9,12 | 6,24 | 5,45 | 3,91 | 2,29 | 0,43 | 0,36 |
| **MAT** | **7,13** | **34,9** | **11,19** | **9,93** | **9,61** | **9,11** | **6,12** | **5,15** | **3,87** | **2,23** | **0,41** | **0,35** |
| MATAA | 6,2 | 37,13 | 8,62 | 10,6 | 11,07 | 9,37 | 5,66 | 4,39 | 4,03 | 2,26 | 0,36 | 0,31 |
| | | VALOR MERCADO: | MES = 250.885 | | | | TRIM = 727.989 | | | MAT = 2.774.959 | | MATAA = 2.741.792 |
| **GERENCIA** GCIA = 51,2% | | | | | | | | | | | | |
| EVOLUCION MAT | 115 | 95 | 126 | 93 | 83 | 96 | 108 | 117 | 97 | 98 | 100 | 100 |
| MES | 7,87 | 31,69 | 12,6 | 9,02 | 8,44 | 9,38 | 6,63 | 7,36 | 4,12 | 2,66 | 0,14 | 0,06 |
| TRIM | 8,38 | 32,67 | 11,99 | 9,0 | 8,59 | 9,16 | 6,54 | 6,85 | 3,98 | 2,61 | 0,15 | 0,07 |
| **MAT** | **8,17** | **33,25** | **11,21** | **9,13** | **9,5** | **9,26** | **6,43** | **6,38** | **3,91** | **2,54** | **0,15** | **0,07** |
| MATAA | 7,1 | 34,85 | 8,91 | 9,77 | 11,46 | 9,67 | 5,96 | 5,45 | 4,03 | 2,58 | 0,15 | 0,07 |
| | | VALOR MERCADO: | MES = 128.487 | | | | TRIM = 371.730 | | | MAT = 1.421.278 | | MATAA = 1.371.415 |
| **DISTRITO** DIST = 21,4% | | | | | | | | | | | | |
| EVOLUCION MAT | 118 | 98 | 127 | 93 | 84 | 89 | 109 | 115 | 93 | 85 | 106 | 108 |
| MES | 6,97 | 29,75 | 13,6 | 13,74 | 5,86 | 11,92 | 7,4 | 6,42 | 2,76 | 1,26 | 0,2 | 0,12 |
| TRIM | 6,77 | 30,6 | 12,9 | 14,08 | 5,82 | 12,47 | 7,1 | 5,71 | 2,77 | 1,44 | 0,2 | 0,12 |
| **MAT** | **6,75** | **30,43** | **12,14** | **14,53** | **6,2** | **13,02** | **6,77** | **5,53** | **2,74** | **1,57** | **0,18** | **0,14** |
| MATAA | 5,7 | 31,05 | 9,54 | 15,59 | 7,42 | 14,62 | 6,21 | 4,8 | 2,94 | 1,84 | 0,17 | 0,13 |
| | | VALOR MERCADO: | MES = 27.611 | | | | TRIM = 80.882 | | | MAT = 303.871 | | MATAA = 293.713 |
| **REP** ZONA = 4,1% | | | | | | | | | | | | |
| EVOLUCION MAT | 124 | 97 | 122 | 92 | 85 | 97 | 115 | 114 | 88 | 95 | 75 | 100 |
| MES | 6,59 | 30,62 | 12,75 | 12,1 | 5,44 | 17,45 | 5,55 | 4,55 | 2,62 | 2,02 | 0,18 | 0,14 |
| TRIM | 6,39 | 30,47 | 12,26 | 12,87 | 5,43 | 17,74 | 5,73 | 3,93 | 2,81 | 2,04 | 0,15 | 0,18 |
| **MAT** | **6,12** | **30,43** | **11,52** | **13,55** | **6,26** | **17,65** | **5,01** | **4,04** | **3,1** | **2,0** | **0,09** | **0,22** |
| MATAA | 4,93 | 31,36 | 9,47 | 14,75 | 7,36 | 18,29 | 4,35 | 3,53 | 3,53 | 2,1 | 0,12 | 0,22 |
| | | VALOR MERCADO: | MES = 1.163 | | | | TRIM = 3.344 | | | MAT = 12.592 | | MATAA = 12.065 |

**PUNTO DE MARKET SHARE = 10 UNIDADES estimadas de GADOCOR (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | GADOCOR GAD | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVO-LOL DF DEN | NEOBLO-CK EZN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #6 | #1 | #4 | #3 | #5 | #2 | #7 | #8 | #9 | #10 | #12 | #11 |
| **5000 - CORDOBA** | | | | | | | | | | | | |
| **7%** % de zona = 60,6% PMS = 6 | | | | | | | | | | | | |
| EVOLUCION MAT | 124 | 100 | 132 | 94 | 80 | 90 | 112 | 123 | 94 | 76 | 83 | 100 |
| TRIM | 6,39 | 34,29 | 9,46 | 14,79 | 3,38 | 15,94 | 6,58 | 3,8 | 3,34 | 1,57 | 0,17 | 0,3 |
| **MAT** | **6,37** | **33,85** | **8,59** | **15,01** | **4,12** | **16,57** | **5,98** | **4,05** | **3,41** | **1,58** | **0,1** | **0,36** |
| **2400 - SAN FRANCISCO** | | | | | | | | | | | | |
| **50%** % de zona = 24,4% PMS = 2 | | | | | | | | | | | | |
| EVOLUCION MAT | 107 | 91 | 111 | 99 | 89 | 108 | 143 | 96 | 83 | 119 | 47 | |
| TRIM | 4,18 | 25,12 | 19,84 | 9,03 | 11,79 | 19,66 | 3,75 | 1,23 | 2,09 | 3,26 | 0,06 | |
| **MAT** | **3,57** | **25,79** | **19,88** | **9,61** | **13,23** | **18,17** | **2,7** | **1,55** | **2,17** | **3,26** | **0,07** | |
| **5186 - ALTA GRACIA** | | | | | | | | | | | | |
| **25%** % de zona = 13,6% PMS = 1 | | | | | | | | | | | | |
| EVOLUCION MAT | 137 | 92 | 139 | 80 | 110 | 100 | 109 | 107 | 68 | 165 | 180 | |
| TRIM | 10,84 | 23,69 | 11,26 | 12,43 | 2,86 | 19,3 | 5,66 | 9,57 | 2,01 | 2,17 | 0,21 | |
| **MAT** | **10,15** | **23,78** | **9,56** | **14,7** | **2,96** | **19,18** | **5,14** | **8,96** | **3,62** | **1,86** | **0,09** | |
| **2438 - FRONTERA** | | | | | | | | | | | | |
| **100%** % de zona = 1,4% PMS = 1 | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 112 | 94 | 64 | 65 | 133 | 999 | 0 | | | | |
| TRIM | 0,0 | 26,67 | 11,11 | 2,22 | 8,89 | 46,67 | 4,44 | 0,0 | | | | |
| **MAT** | **0,57** | **26,44** | **12,64** | **8,62** | **9,2** | **41,38** | **1,15** | **0,0** | | | | |
| **5016 - CORDOBA** | | | | | | | | | | | | |
| **13%** % de zona = 0,1% PMS = 1 | | | | | | | | | | | | |
| EVOLUCION MAT | 39 | 80 | 999 | 34 | 999 | 116 | 564 | | 461 | | | |
| TRIM | 0,0 | 42,31 | 3,85 | 0,0 | 11,54 | 23,08 | 7,69 | | 11,54 | | | |
| **MAT** | **8,26** | **44,04** | **0,92** | **1,83** | **10,09** | **16,51** | **10,09** | | **8,26** | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | GADOCOR (GAD) | Mercado: Gadocor | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | GADOCOR GAD | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVO-LOL DF DEN | NEOBLO-CK EZN | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #6 | #1 | #4 | #3 | #5 | #2 | #7 | #8 | #9 | #10 | #12 | #11 | | | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 6,31 | 41,37 | 7,52 | 12,73 | 5,7 | 13,06 | 5,04 | 3,66 | 3,32 | 1,21 | 0,05 | 0,01 | | | |
| **MAT** | **6,73** | **38,62** | **8,93** | **13,35** | **5,27** | **12,14** | **6,27** | **4,41** | **3,19** | **1,03** | **0,07** | **0,0** | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | GADOCOR GAD | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVO-LOL DF DEN | NEOBLO-CK EZN | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #6 | #1 | #4 | #3 | #5 | #2 | #7 | #8 | #9 | #10 | #12 | #11 | | | |
| LIGNINI EVANGELINA | CIR | 2400 | 0,3% | | | | | | 100 | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM | 2400 | 0,2% | | 42,86 | | 28,57 | | 28,57 | | | | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,2% | | | 17,31 | | 21,15 | 19,23 | | | 42,31 | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF | 2400 | 0,1% | | | 21,88 | 25,0 | 12,5 | 28,12 | 12,5 | | | | | | | | | |
| FASSI RUBEN OMAR | CLM | 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| | | ACUM = | 0,9% | | | | | | | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR | 2400 | 0,1% | | | | 8,33 | 83,33 | 8,33 | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR | 2400 | 0,1% | | | 90,91 | | | 9,09 | | | | | | | | | | |
| MAZA GONZALO | CIR | 2400 | 0,1% | | | | 100 | | | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T | 2400 | 0,1% | | | 100 | | | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM | 2400 | 0,1% | | | | 30,0 | 70,0 | | | | | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,0% | | | 16,67 | 83,33 | | | | | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM | 2400 | 0,0% | | 40,0 | | | | 60,0 | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM | 5016 | 0,0% | | 12,5 | 62,5 | | | | 12,5 | 12,5 | | | | | | | | |
| DE ARTEAGA JAVIER | NEF | 5016 | 0,0% | | | 28,57 | 57,14 | 14,29 | | | | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR | 2400 | 0,0% | | | | | | 100 | | | | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM | 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | CLM | 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM | 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM | 5016 | 0,0% | | | 50,0 | | | | | | | 50,0 | | | | | | |
| PIROLA JUAN PABLO | REU | 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | | | | | | | | |
| ZABALA MARCOS ALEJANDRO | CLM | 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| CARLINO YANINA GABRIELA | GET | 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| CASALE VIOLETA | CLM | 2400 | 0,0% | | | 33,33 | | | 66,67 | | | | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM | 5186 | 0,0% | | | 100 | | | | | | | | | | | | | |
| VEZZI VALERIA SILVINA | CLM | 5186 | 0,0% | | | | 33,33 | 66,67 | | | | | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | | | | | | | | |
| ZABALA JORGE ALBERTO | CLM | 2400 | 0,0% | | | | | | 100 | | | | | | | | | | |
| AMUCHASTEGUI TOMAS | CLM | 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| KAPLAN RUTH LIA | CLM | 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR | 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM | 5000 | 0,0% | | | | | | | | | 100 | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | | | | | | | | |
| ROFFE CARLOS OSCAR | CLM | 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,0% | | | | | | | | | | 100 | | | | | | |
| AIMINO PAULA ANDREA | CLM | 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM | 5016 | 0,0% | | | | | | | 100 | | | | | | | | | |
| CALDELARI GUSTAVO ANDRES | URO | 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| | | ACUM = | 1,4% | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GIL SILVINA ALEJANDRA | CRD | 5000 | 0,8% | | | 9,31 | | | | | 90,69 | | | | | | | | |
| MORENO PAOLA ANDREA | CLM | 5000 | 0,6% | | 9,52 | 16,33 | 23,13 | 23,81 | 21,77 | 1,36 | 2,72 | 1,36 | | | | | | | |
| GARNIER JOSUE ARIEL | CLM | 5000 | 0,6% | | 28,47 | | 26,39 | | | 24,31 | 3,47 | | 4,17 | 13,19 | | | | | |
| GOMEZ JORGE MANUEL | CRD | 5000 | 0,5% | | | 25,83 | 21,67 | 10,83 | | 12,5 | 20,0 | 9,17 | | | | | | | |
| LUQUEZ HUGO ARMANDO | CRD | 5000 | 0,5% | | | 93,1 | | 1,72 | | 1,72 | 0,86 | 1,72 | | 0,86 | | | | | |
| | | ACUM = | 4,4% | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **GADOCOR (GAD)** | **Mercado: Gadocor** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | AP. CIRCULATORIO | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,1%

| | GADOCOR GAD | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVO-LOL DF DEN | NEOBLO-CK EZN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #6 | #1 | #4 | #3 | #5 | #2 | #7 | #8 | #9 | #10 | #12 | #11 |
| EVOLUCION MAT | 124 | 97 | 122 | 92 | 85 | 97 | 115 | 114 | 88 | 95 | 75 | 100 |
| MES | 6,59 | 30,62 | 12,75 | 12,1 | 5,44 | 17,45 | 5,55 | 4,55 | 2,62 | 2,02 | 0,18 | 0,14 |
| TRIM | 6,39 | 30,47 | 12,26 | 12,87 | 5,43 | 17,74 | 5,73 | 3,93 | 2,81 | 2,04 | 0,15 | 0,18 |
| **MAT** | **6,12** | **30,43** | **11,52** | **13,55** | **6,26** | **17,65** | **5,01** | **4,04** | **3,1** | **2,0** | **0,09** | **0,22** |
| MATAA | 4,93 | 31,36 | 9,47 | 14,75 | 7,36 | 18,29 | 4,35 | 3,53 | 3,53 | 2,1 | 0,12 | 0,22 |

VALOR MERCADO: MES = 1.163 TRIM = 3.344 MAT = 12.592 MATAA = 12.065

**PUNTO DE MARKET SHARE = 10 UNIDADES estimadas de GADOCOR (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVOL-OL DF DEN | NEOBLO-CK EZN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,9% | 0 | 20,72 | 34,02 | 18,67 | 8,95 | 9,97 | 1,53 | 3,07 | 3,07 | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,8% | 1,96 | 23,74 | 21,51 | 3,35 | 12,85 | 27,93 | 3,63 | 0,56 | | 4,47 | | |
| BERGERO MELISA | 0,8% | 1,96 | 23,74 | 21,51 | 3,35 | 12,85 | 27,93 | 3,63 | 0,56 | | 4,47 | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,7% | 3,48 | 41,46 | 21,2 | 11,71 | 12,03 | 1,9 | 3,8 | 2,53 | 1,9 | 0 | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,6% | 0,75 | 51,32 | 1,51 | 10,19 | 7,55 | 12,83 | 4,15 | 1,51 | 4,15 | 6,04 | | |
| **ACUM = 3,8%** | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,6% | 0 | 28,08 | 11,54 | 15,0 | 23,08 | 15,0 | | | | 7,31 | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,5% | 0,91 | 29,09 | 18,64 | 7,73 | 9,55 | 30,0 | 0,45 | 3,64 | | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 0,57 | 26,44 | 12,64 | 8,62 | 9,2 | 41,38 | 1,15 | 0 | | | | |
| MARENGO SILVIA DEL CARMEN | 0,4% | 7,41 | 13,58 | 16,05 | 0,62 | 23,46 | 17,28 | 1,23 | 0,62 | 0 | 19,75 | | |
| FARACI ESTELA ROSA | 0,3% | 0 | 50,96 | 0,64 | 20,38 | | 13,38 | 0 | 2,55 | 12,1 | | 0 | |
| **ACUM = 6,0%** | | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,3% | 4,61 | 13,16 | 15,79 | 9,21 | 7,89 | 9,21 | 12,5 | | 10,53 | 17,11 | | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 0,93 | 5,56 | 25,0 | 14,81 | 12,96 | 31,48 | 7,41 | | 0,93 | | 0,93 | |
| MONLLOR IVANA KARINA | 0,2% | 0 | 39,13 | 16,3 | 2,17 | 10,87 | 31,52 | 0 | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 0 | 0 | | 55,42 | 15,66 | 12,05 | | | 16,87 | 0 | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 50,0 | 0 | | 23,33 | 26,67 | 0 | | | | | |
| **ACUM = 7,0%** | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 1,75 | 66,67 | 5,26 | | 0 | 26,32 | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 21,43 | | | 35,71 | 42,86 | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | 100 | | | | | | | | 0 | |
| **ACUM = 7,1%** | | | | | | | | | | | | | |
| | | GADOCOR GAD | NABILA RF2 | CORPRES RMM | NEBILET SIE | SYNCRO-COR TEV | NIDIB B+L | NIRPOL CSO | NEBIX BAG | NEBICOR LZA | MOBAN MTP | NEBIVOL-OL DF DEN | NEOBLO-CK EZN |
| | | #6 | #1 | #4 | #3 | #5 | #2 | #7 | #8 | #9 | #10 | #12 | #11 |

## No Asignadas

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 4,1% | 1,69 | 22,42 | 0,33 | 32,3 | 8,07 | 33,17 | 1,25 | 0 | 0,44 | 0,33 |
| X5000EPH - AV COLON 701-799 | 2,3% | 5,74 | 32,3 | 11,28 | 12,35 | 4,77 | 16,25 | 7,59 | 6,52 | 1,75 | 1,46 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,3% | 3,95 | 25,09 | 12,37 | 9,45 | 11,34 | 10,82 | 8,42 | 10,65 | 6,19 | 1,72 |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 1,3% | 11,83 | 11,65 | 16,0 | 37,57 | 2,09 | 7,48 | 3,3 | 2,78 | 1,74 | 5,57 |
| X5000KAN - JUJUY 502-600 | 1,3% | 0 | 65,61 | 17,99 | 11,29 | 0,18 | 1,41 | 2,12 | 0,18 | 0,88 | 0,35 |
| **ACUM = 17,4%** | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GADOFEROL TOTAL | | GADOFE-ROL GAD | GADOFE-ROL CB GAD | ORAVIL TPQ | OSTEOD-YN MTP | DEBLAX RF2 | RAQUIF-EROL D3 RMM | DEVISAL B+L | SUBICAL CB BEB | DEVISAL CB B+L | SUBICAL BEB | CRADA CSO | TRIP D3 CVI | TESTRI - CB ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #7 | #11 | #13 | #1 | #2 | #3 | #9 | #4 | #8 | #5 | #6 | #10 | #14 | #12 | |
| **PAIS** | EVOLUCION MAT | 119 | 96 | 180 | 108 | 87 | 100 | 88 | 97 | 113 | 117 | 97 | 110 | 108 | 184 | 78 |
| BASE = 100% | MES | 3,73 | 1,79 | 1,95 | 24,66 | 18,63 | 7,62 | 9,33 | 5,3 | 5,77 | 5,48 | 5,18 | 4,22 | 2,97 | 2,84 | 4,26 |
| | TRIM | 4,31 | 2,27 | 2,03 | 25,26 | 19,58 | 8,08 | 4,99 | 5,65 | 5,92 | 5,74 | 5,42 | 4,34 | 3,3 | 2,95 | 4,48 |
| | **MAT** | **4,11** | **2,36** | **1,75** | **23,98** | **18,33** | **8,92** | **8,1** | **5,55** | **5,48** | **5,29** | **5,19** | **4,13** | **3,24** | **2,58** | **5,08** |
| | MATAA | 3,44 | 2,47 | 0,97 | 22,22 | 21,02 | 8,96 | 9,19 | 5,75 | 4,87 | 4,54 | 5,35 | 3,74 | 2,99 | 1,4 | 6,54 |
| | VALOR MERCADO: | | MES = 742.242 | | | | TRIM = 2.057.082 | | | | MAT = 7.136.916 | | | MATAA = 7.321.437 | | |
| **GERENCIA** | EVOLUCION MAT | 116 | 90 | 182 | 109 | 89 | 99 | 90 | 86 | 112 | 103 | 92 | 114 | 124 | 190 | 73 |
| GCIA = 40,4% | MES | 4,13 | 2,01 | 2,12 | 25,41 | 20,78 | 7,59 | 8,96 | 4,79 | 5,95 | 5,2 | 4,23 | 4,05 | 2,91 | 3,09 | 2,89 |
| | TRIM | 4,64 | 2,43 | 2,21 | 26,03 | 21,75 | 8,1 | 4,9 | 5,17 | 6,27 | 5,36 | 4,46 | 3,78 | 3,15 | 3,17 | 3,23 |
| | **MAT** | **4,46** | **2,52** | **1,93** | **25,12** | **20,01** | **8,8** | **7,51** | **5,34** | **5,91** | **5,09** | **4,43** | **3,65** | **3,09** | **2,83** | **3,77** |
| | MATAA | 3,86 | 2,8 | 1,06 | 22,98 | 22,38 | 8,85 | 8,36 | 6,19 | 5,27 | 4,94 | 4,83 | 3,21 | 2,49 | 1,49 | 5,16 |
| | VALOR MERCADO: | | MES = 295.244 | | | | TRIM = 822.538 | | | | MAT = 2.881.294 | | | MATAA = 2.901.484 | | |
| **DISTRITO** | EVOLUCION MAT | 122 | 100 | 201 | 119 | 84 | 95 | 95 | 86 | 98 | 98 | 89 | 109 | 125 | 238 | 80 |
| DIST = 17,5% | MES | 5,77 | 3,11 | 2,66 | 28,29 | 15,08 | 5,57 | 7,96 | 7,2 | 5,64 | 7,12 | 5,61 | 5,16 | 2,32 | 1,92 | 2,36 |
| | TRIM | 6,32 | 3,6 | 2,72 | 28,63 | 15,88 | 6,32 | 4,49 | 7,84 | 5,79 | 7,11 | 5,73 | 5,02 | 2,59 | 1,86 | 2,42 |
| | **MAT** | **5,83** | **3,67** | **2,17** | **26,08** | **16,52** | **6,54** | **6,97** | **7,82** | **5,44** | **6,68** | **5,82** | **4,17** | **2,79** | **1,88** | **3,47** |
| | MATAA | 4,76 | 3,68 | 1,08 | 22,0 | 19,75 | 6,91 | 7,3 | 9,13 | 5,56 | 6,83 | 6,57 | 3,84 | 2,23 | 0,79 | 4,33 |
| | VALOR MERCADO: | | MES = 47.977 | | | | TRIM = 136.772 | | | | MAT = 504.828 | | | MATAA = 566.121 | | |
| **REP** | EVOLUCION MAT | 119 | 96 | 177 | 127 | 76 | 89 | 90 | 85 | 88 | 103 | 88 | 87 | 136 | 246 | 86 |
| ZONA = 4,4% | MES | 4,44 | 2,24 | 2,2 | 41,36 | 11,48 | 5,45 | 5,3 | 4,79 | 4,4 | 5,72 | 4,99 | 4,03 | 1,47 | 2,47 | 4,1 |
| | TRIM | 5,02 | 2,73 | 2,28 | 38,06 | 12,36 | 6,09 | 3,26 | 5,89 | 4,63 | 5,93 | 5,47 | 4,39 | 1,91 | 2,51 | 4,49 |
| | **MAT** | **5,0** | **2,83** | **2,16** | **31,91** | **13,82** | **6,97** | **4,47** | **6,3** | **4,86** | **6,29** | **5,83** | **3,77** | **2,14** | **2,48** | **6,16** |
| | MATAA | 4,19 | 2,96 | 1,22 | 25,09 | 18,14 | 7,87 | 4,97 | 7,39 | 5,5 | 6,1 | 6,65 | 4,34 | 1,57 | 1,01 | 7,17 |
| | VALOR MERCADO: | | MES = 2.374 | | | | TRIM = 6.405 | | | | MAT = 22.398 | | | MATAA = 24.429 | | |

**PUNTO DE MARKET SHARE = 19 UNIDADES estimadas de GADOFEROL TOTAL por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | GADOFEROL TOTAL | | GADOFE-ROL GAD | GADOFE-ROL CB GAD | ORAVIL TPQ | OSTEOD-YN MTP | DEBLAX RF2 | RAQUIF-EROL D3 RMM | DEVISAL B+L | SUBICAL CB BEB | DEVISAL CB B+L | SUBICAL BEB | CRADA CSO | TRIP D3 CVI | TESTRI - CB ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #7 | | #11 | #13 | #1 | #2 | #3 | #9 | #4 | #8 | #5 | #6 | #10 | #14 | #12 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 130 | 108 | 205 | 117 | 69 | 95 | 106 | 86 | 101 | 112 | 93 | 83 | 148 | 254 | 89 |
| **7%** % de zona = 62,2% | TRIM | 5,93 | 3,55 | 2,39 | 33,9 | 10,77 | 5,45 | 4,41 | 7,46 | 5,67 | 5,66 | 7,4 | 5,68 | 2,45 | 2,39 | 2,84 |
| PMS = 12 | **MAT** | **5,28** | **3,4** | **1,89** | **31,9** | **12,31** | **5,74** | **5,32** | **7,42** | **5,07** | **5,57** | **7,37** | **4,67** | **2,53** | **2,34** | **4,47** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 91 | 64 | 122 | 165 | 87 | 76 | 61 | 77 | 67 | 87 | 57 | 148 | 110 | 267 | 76 |
| **50%** % de zona = 31,0% | TRIM | 3,53 | 1,3 | 2,23 | 47,24 | 14,15 | 7,3 | 1,43 | 3,34 | 2,3 | 6,2 | 1,47 | 2,12 | 1,24 | 2,75 | 6,93 |
| PMS = 6 | **MAT** | **4,2** | **1,61** | **2,59** | **33,65** | **17,04** | **9,86** | **2,57** | **4,08** | **3,38** | **7,64** | **1,51** | **1,84** | **1,59** | **3,04** | **9,61** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 154 | 123 | 269 | 104 | 85 | 94 | 79 | 135 | 77 | 136 | 117 | 108 | 174 | 81 | 56 |
| **25%** % de zona = 5,7% | TRIM | 5,41 | 4,02 | 1,38 | 26,24 | 16,94 | 4,61 | 3,69 | 6,06 | 8,97 | 5,21 | 11,8 | 6,33 | 1,05 | 1,78 | 1,91 |
| PMS = 1 | **MAT** | **6,1** | **3,81** | **2,29** | **27,38** | **13,36** | **4,99** | **6,21** | **5,53** | **9,15** | **5,98** | **12,25** | **5,11** | **1,15** | **1,07** | **1,73** |
| **2438 - FRONTERA** | EVOLUCION MAT | 264 | 0 | 999 | 179 | 102 | 47 | 73 | 98 | 578 | 61 | 110 | | 22 | 220 | 95 |
| **100%** % de zona = 0,9% | TRIM | 4,0 | 0,0 | 4,0 | 12,0 | 12,0 | 8,0 | 0,0 | 6,0 | 0,0 | 20,0 | 0,0 | | 0,0 | 6,0 | 32,0 |
| PMS = 1 | **MAT** | **5,71** | **0,0** | **5,71** | **6,19** | **11,9** | **4,29** | **0,95** | **8,1** | **10,0** | **12,38** | **4,76** | | **0,48** | **2,86** | **32,38** |
| **5016 - CORDOBA** | EVOLUCION MAT | 80 | 46 | 200 | 51 | 40 | 68 | 16 | 840 | 133 | 40 | 144 | 60 | 80 | 0 | 0 |
| **13%** % de zona = 0,1% | TRIM | 3,92 | 0,0 | 3,92 | 7,84 | 9,8 | 13,73 | 0,0 | 19,61 | 27,45 | 0,0 | 11,76 | 3,92 | 1,96 | 0,0 | 0,0 |
| PMS = 1 | **MAT** | **4,39** | **1,95** | **2,44** | **7,8** | **5,85** | **11,22** | **0,49** | **20,49** | **28,29** | **0,49** | **17,56** | **2,93** | **0,49** | **0,0** | **0,0** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | GADOFEROL TOTAL | GADOFE-ROL GAD | GADOFE-ROL CB GAD | ORAVIL TPQ | OSTEOD-YN MTP | DEBLAX RF2 | RAQUIF-EROL D3 RMM | DEVISAL B+L | SUBICAL CB BEB | DEVISAL CB B+L | SUBICAL BEB | CRADA CSO | TRIP D3 CVI | TESTRI - CB ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #7 | #11 | #13 | #1 | #2 | #3 | #9 | #4 | #8 | #5 | #6 | #10 | #14 | #12 | |
| TRIM | 5,24 | 4,22 | 1,02 | 27,03 | 10,1 | 9,74 | 6,68 | 5,71 | 5,48 | 6,44 | 7,56 | 5,17 | 2,42 | 1,25 | 7,16 |
| **MAT** | **6,37** | **3,92** | **2,45** | **26,33** | **9,21** | **8,57** | **6,64** | **2,47** | **5,33** | **9,22** | **7,04** | **5,25** | **3,07** | **3,66** | **6,85** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | GADOFE-ROL TOT-AL #7 | GADOFE-ROL GAD #11 | GADOFE-ROL CB GAD #13 | ORAVIL TPQ #1 | OSTEOD-YN MTP #2 | DEBLAX RF2 #3 | RAQUIF-EROL D3 RMM #9 | DEVISAL B+L #4 | SUBICAL CB BEB #8 | DEVISAL CB B+L #5 | SUBICAL BEB #6 | CRADA CSO #10 | TRIP D3 CVI #14 | TESTRI - CB ELE #12 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AIMINO PAULA ANDREA | CLM 2400 | 0,3% | | 11,94 | 11,94 | | | | 4,48 | | 5,97 | | 4,48 | | | | 5,97 | 67,16 |
| FASSI RUBEN OMAR | CLM 2400 | 0,2% | | | | | | 40,35 | 59,65 | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,2% | | | | | | | | | | | | | | | 7,55 | 92,45 |
| MIRETTI EVANGELINA MARIA | REU 2400 | 0,2% | | | | | 17,44 | 1,16 | | 4,65 | | | | | | | 9,3 | 67,44 |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,1% | | 19,35 | 3,23 | 16,13 | 38,71 | 22,58 | 6,45 | 9,68 | 3,23 | | | | | | | |
| | ACUM = | 1,0% | | | | | | | | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,1% | | | | | 38,71 | 35,48 | | | | | | | | | | 25,81 |
| BONIN MONICA CRISTINA | GIN 5016 | 0,1% | | 47,54 | | 47,54 | 1,64 | 3,28 | 3,28 | | | 4,92 | 1,64 | | | | 32,79 | 4,92 |
| BAROVERO GUADALUPE LILIANA | GIN 2400 | 0,1% | | 10,91 | 10,91 | | 69,09 | 5,45 | 5,45 | | 1,82 | | 7,27 | | | | | |
| MAZA GONZALO | CIR 2400 | 0,1% | | 7,69 | | 7,69 | 11,54 | 7,69 | 46,15 | 3,85 | 3,85 | | | | | | 15,38 | 3,85 |
| LEYENDECKER HENRY WALTER | GIN 2400 | 0,1% | | 20,41 | 4,08 | 16,33 | | 34,69 | 12,24 | | | | | | | 4,08 | 16,33 | 12,24 |
| | ACUM = | 1,5% | | | | | | | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,1% | | 8,33 | | 8,33 | 25,0 | | 20,83 | | 8,33 | | 8,33 | | | | 29,17 | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,1% | | | | | 38,1 | 19,05 | 9,52 | 9,52 | 4,76 | | 4,76 | | | 14,29 | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,1% | | 2,7 | 2,7 | | 37,84 | 43,24 | | | | | | | | | | 16,22 |
| COLAZO MARCELA ALEJANDRA | CIR 5016 | 0,1% | | 11,76 | 5,88 | 5,88 | 11,76 | | 20,59 | | 5,88 | | 5,88 | 26,47 | | 2,94 | | 14,71 |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | | 9,09 | 9,09 | | 48,48 | | 24,24 | 12,12 | | | | | | 6,06 | | |
| | ACUM = | 2,0% | | | | | | | | | | | | | | | | |
| CAMPAZZO MARIO OSVALDO | CLM 5016 | 0,1% | | | | | | 3,12 | 75,0 | | | | 12,5 | 3,12 | | | | 6,25 |
| PIROLA JUAN PABLO | REU 2400 | 0,1% | | 50,0 | | 50,0 | 6,25 | 6,25 | | | | | | | | | 37,5 | |
| LIGNINI EVANGELINA | CIR 2400 | 0,1% | | | | | | | 93,33 | | | | 6,67 | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,1% | | | | | 20,0 | 20,0 | | 60,0 | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,1% | | 7,69 | | 7,69 | 38,46 | | 23,08 | | | 7,69 | 7,69 | | | 15,38 | | |
| | ACUM = | 2,5% | | | | | | | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,0% | | | | | 14,29 | 28,57 | 47,62 | | 4,76 | | | 4,76 | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,0% | | 61,9 | | 61,9 | | 19,05 | | | | | | | | | 19,05 | |
| SAURIT VERONICA | GIN 5016 | 0,0% | | 14,29 | 4,76 | 9,52 | 4,76 | 9,52 | 61,9 | | | 4,76 | | | | 4,76 | | |
| ALONSO JAVIER ALBERTO | PSQ 2400 | 0,0% | | | | | | | | | | | | | | | | 100 |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,0% | | | | | 77,78 | | | | | | | 22,22 | | | | |
| | ACUM = | 2,5% | | | | | | | | | | | | | | | | |
| SACCHI ILEANA MOIRA | CLM 5016 | 0,0% | | 26,67 | 26,67 | | 26,67 | 13,33 | | | | 33,33 | | | | | | |
| ZABALA MARCOS ALEJANDRO | CLM 2400 | 0,0% | | 20,0 | 20,0 | | | | | | 80,0 | | | | | | | |
| MOTTINO MARIA LUJAN | CLM 5016 | 0,0% | | | | | | | | | | 7,14 | | 92,86 | | | | |
| DOUTHAT WALTER GUILLERMO | NEF 5016 | 0,0% | | 23,08 | 23,08 | | 15,38 | 7,69 | | | 30,77 | | 23,08 | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,0% | | | | | | | 100 | | | | | | | | | |
| | ACUM = | 2,5% | | | | | | | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,0% | | | | | | | 36,36 | | 54,55 | | 9,09 | | | | | |
| CASTELLANO MAURO | NEF 2400 | 0,0% | | | | | | 100 | | | | | | | | | | |
| FIORENTINO MARIA SOLEDAD | CLM 5016 | 0,0% | | | | | 40,0 | | 40,0 | | | | | | | | | 20,0 |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,0% | | | | | 20,0 | | 40,0 | | 20,0 | | 20,0 | | | | | |
| STILMAN GUSTAVO DARIO | GIN 2400 | 0,0% | | | | | 20,0 | | 20,0 | | | | 20,0 | | | | 40,0 | |
| | ACUM = | 2,5% | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| JURADO RAUL ARTEMIO | CLM 5000 | 0,8% | 0,5 | 0,25 | 0,25 | 1,0 | 0,5 | 61,6 | 1,0 | 0,25 | 1,25 | 2,24 | 0,75 | 0,25 | | 1,0 | 29,68 |
| ARAMAYO MARIA CANDELARIA | CLM 5000 | 0,7% | 0,32 | | 0,32 | 7,72 | 1,93 | 9,65 | | | 2,25 | 0,96 | | | 8,04 | 69,13 | |
| DIAZ SERGIO ALEJANDRO | CRD 5000 | 0,5% | | | | 34,73 | 3,05 | 3,05 | 3,44 | 5,34 | 13,74 | 14,89 | 6,49 | 12,98 | | | 2,29 |
| MORENO PAOLA ANDREA | CLM 5000 | 0,5% | 6,11 | 6,11 | | 46,56 | 1,91 | 4,2 | 6,87 | 4,96 | 3,44 | 6,87 | 6,87 | 1,15 | 0,38 | 2,67 | 8,02 |
| MERAS NIDIA NOEMI | CIR 5000 | 0,5% | | | | 4,35 | 0,79 | | | 3,56 | | 31,23 | 0,4 | 56,13 | | | 3,56 |
| | ACUM = | 5,5% | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | GADOFEROL TOTAL | Mercado: Gadoferol | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GADOFEROL TOTAL | GADOFEROL GAD | GADOFEROL CB GAD | ORAVIL TPQ | OSTEODYN MTP | DEBLAX RF2 | RAQUIFEROL D3 RMM | DEVISAL B+L | SUBICAL CB BEB | DEVISAL CB B+L | SUBICAL BEB | CRADA CSO | TRIP D3 CVI | TESTRI - CB ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #7 | #11 | #13 | #1 | #2 | #3 | #9 | #4 | #8 | #5 | #6 | #10 | #14 | #12 | |
| **REP** ZONA = 4,4% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 119 | 96 | 177 | 127 | 76 | 89 | 90 | 85 | 88 | 103 | 88 | 87 | 136 | 246 | 86 |
| MES | 4,44 | 2,24 | 2,2 | 41,36 | 11,48 | 5,45 | 5,3 | 4,79 | 4,4 | 5,72 | 4,99 | 4,03 | 1,47 | 2,47 | 4,1 |
| TRIM | 5,02 | 2,73 | 2,28 | 38,06 | 12,36 | 6,09 | 3,26 | 5,89 | 4,63 | 5,93 | 5,47 | 4,39 | 1,91 | 2,51 | 4,49 |
| **MAT** | **5,0** | **2,83** | **2,16** | **31,91** | **13,82** | **6,97** | **4,47** | **6,3** | **4,86** | **6,29** | **5,83** | **3,77** | **2,14** | **2,48** | **6,16** |
| MATAA | 4,19 | 2,96 | 1,22 | 25,09 | 18,14 | 7,87 | 4,97 | 7,39 | 5,5 | 6,1 | 6,65 | 4,34 | 1,57 | 1,01 | 7,17 |

VALOR MERCADO: MES = 2.374 TRIM = 6.405 MAT = 22.398 MATAA = 24.429

**PUNTO DE MARKET SHARE = 19 UNIDADES estimadas de GADOFEROL TOTAL por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | GADOFEROL TOTAL | GADOFEROL GAD | GADOFEROL CB GAD | ORAVIL TPQ | OSTEODYN MTP | DEBLAX RF2 | RAQUIFEROL D3 RMM | DEVISAL B+L | SUBICAL CB BEB | DEVISAL CB B+L | SUBICAL BEB | CRADA CSO | TRIP D3 CVI | TESTRI CB ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #7 | #11 | #13 | #1 | #2 | #3 | #9 | #4 | #8 | #5 | #6 | #10 | #14 | #12 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 3,8% | 7,01 | | 83,41 | 9,46 | 0,12 | | | | | | | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,3% | 5,78 | | 59,18 | 30,95 | 4,08 | | | | | | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,2% | 8,58 | | 69,78 | 21,64 | | | | | | | | | | | | |
| BERGERO MELISA | 1,2% | 8,58 | | 69,78 | 21,64 | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,7% | 9,03 | | 63,23 | 23,23 | 4,52 | | | | | | | | | | | |
| **ACUM = 8,2%** | | | | | | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,5% | 11,3 | | 77,39 | 11,3 | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 5,45 | | 30,91 | 63,64 | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 8,7 | | 45,65 | 39,13 | 6,52 | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,2% | 13,51 | | 83,78 | 2,7 | | | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 6,45 | | 64,52 | 16,13 | 12,9 | | | | | | | | | | | |
| **ACUM = 9,4%** | | | | | | | | | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,1% | 0 | | 75,0 | 25,0 | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,1% | 8,0 | | 88,0 | 4,0 | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,0% | 33,33 | | 0 | 22,22 | 44,44 | | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 50,0 | | 50,0 | | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 0 | | 100 | | | | | | | | | | | | | |
| **ACUM = 9,6%** | | | | | | | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | | | | | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,0% | 0 | | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | 0 | | | | | | | | | | | | | | | |
| **ACUM = 9,6%** | | | | | | | | | | | | | | | | | |

### No Asignadas

| | | | GADOFEROL GAD | GADOFEROL CB GAD | ORAVIL TPQ | OSTEODYN MTP | DEBLAX RF2 | RAQUIFEROL D3 RMM | DEVISAL B+L | SUBICAL CB BEB | DEVISAL CB B+L | SUBICAL BEB | CRADA CSO | TRIP D3 CVI | TESTRI CB ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000IIO - BVRD CHACABUCO 102-200 | 7,9% | 0,85 | 90,48 | 8,34 | 0,34 | | | | | | | | | | | |
| X5000IIS - BVRD CHACABUCO 502-600 | 4,3% | 3,51 | 30,93 | 64,23 | 1,34 | | | | | | | | | | | |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 3,7% | 20,5 | 32,85 | 46,4 | 0,24 | | | | | | | | | | | |
| X5000EPH - AV COLON 701-799 | 3,3% | 8,03 | 40,29 | 50,74 | 0,94 | | | | | | | | | | | |
| X5000BRN - AV PUEYRREDON 2-100 | 2,5% | 2,15 | 23,48 | 71,68 | 2,69 | | | | | | | | | | | |
| **ACUM = 31,3%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | GADOLIP (GAD) | Mercado: Gadolip | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GADOLIP GAD TEV | MINUSLIP | PROCET-OKEN( B-EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF-EN( B+L) | SERUBEL MTP | CRAVERIL CVI | PROCET-OKEN XR BEB | CONTRO-LIP ABT | CRAVERI-L XR CVI | LIPTUIN T.L | FENOFIB-RATO MI-CRON RH. | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #10 | #5 | #6 | #4 | #7 | #9 | #8 | #12 | #11 | #13 | #14 | |
| **PAIS** BASE = 100% | EVOLUCION MAT 102 | 101 | 96 | 92 | 106 | 106 | 97 | 93 | 97 | 113 | 88 | 79 | 92 | 157 | 108 |
| | MES 20,05 | 25,89 | 14,33 | 6,21 | 6,01 | 6,36 | 4,67 | 3,95 | 2,67 | 3,56 | 1,26 | 1,38 | 0,96 | 1,12 | 1,58 |
| | TRIM 21,63 | 24,77 | 14,5 | 6,41 | 5,9 | 6,02 | 4,62 | 3,93 | 2,96 | 3,49 | 1,24 | 1,05 | 0,99 | 0,98 | 1,5 |
| | **MAT 22,31** | **24,06** | **14,57** | **6,32** | **5,95** | **5,94** | **4,51** | **4,01** | **3,48** | **3,31** | **1,34** | **1,18** | **0,93** | **0,77** | **1,3** |
| | MATAA 21,85 | 23,81 | 15,11 | 6,87 | 5,61 | 5,59 | 4,64 | 4,31 | 3,57 | 2,94 | 1,53 | 1,49 | 1,01 | 0,49 | 1,2 |
| | | VALOR MERCADO: | | MES = 183.290 | | | | TRIM = 539.311 | | | MAT = 2.116.337 | | | MATAA = 2.102.807 | |
| **GERENCIA** GCIA = 45,5% | EVOLUCION MAT 104 | 100 | 97 | 91 | 103 | 108 | 97 | 93 | 95 | 108 | 91 | 89 | 107 | 155 | 85 |
| | MES 25,51 | 21,8 | 11,14 | 7,39 | 6,78 | 6,38 | 4,55 | 5,74 | 2,79 | 3,89 | 0,77 | 1,67 | 0,57 | 0,38 | 0,62 |
| | TRIM 27,07 | 21,16 | 11,2 | 7,55 | 6,63 | 5,93 | 4,66 | 5,66 | 2,77 | 3,79 | 0,79 | 1,2 | 0,63 | 0,38 | 0,58 |
| | **MAT 27,18** | **21,65** | **11,18** | **7,23** | **6,56** | **5,96** | **4,62** | **5,39** | **2,99** | **3,62** | **0,82** | **1,26** | **0,63** | **0,34** | **0,58** |
| | MATAA 26,07 | 21,7 | 11,57 | 7,92 | 6,34 | 5,5 | 4,76 | 5,82 | 3,16 | 3,34 | 0,9 | 1,42 | 0,59 | 0,22 | 0,68 |
| | | VALOR MERCADO: | | MES = 81.396 | | | | TRIM = 239.134 | | | MAT = 963.764 | | | MATAA = 939.209 | |
| **DISTRITO** DIST = 18,3% | EVOLUCION MAT 106 | 97 | 99 | 88 | 98 | 114 | 101 | 86 | 95 | 108 | 84 | 88 | 102 | 140 | 85 |
| | MES 27,51 | 12,78 | 12,02 | 5,46 | 9,43 | 6,72 | 6,91 | 3,73 | 4,69 | 4,61 | 0,89 | 3,51 | 0,46 | 0,43 | 0,84 |
| | TRIM 30,81 | 11,86 | 12,18 | 5,13 | 9,48 | 6,31 | 7,4 | 4,0 | 3,33 | 4,8 | 0,98 | 2,07 | 0,53 | 0,34 | 0,78 |
| | **MAT 30,74** | **13,04** | **11,93** | **5,4** | **9,43** | **6,19** | **7,22** | **3,8** | **3,31** | **4,53** | **1,05** | **1,82** | **0,49** | **0,28** | **0,77** |
| | MATAA 29,06 | 13,51 | 12,09 | 6,12 | 9,61 | 5,42 | 7,18 | 4,4 | 3,48 | 4,21 | 1,25 | 2,08 | 0,48 | 0,2 | 0,91 |
| | | VALOR MERCADO: | | MES = 15.191 | | | | TRIM = 42.919 | | | MAT = 176.309 | | | MATAA = 172.046 | |
| **REP** ZONA = 4,3% | EVOLUCION MAT 111 | 92 | 93 | 88 | 97 | 110 | 102 | 91 | 96 | 108 | 87 | 89 | 97 | 124 | 104 |
| | MES 28,06 | 13,81 | 13,77 | 2,73 | 7,59 | 7,66 | 7,36 | 5,72 | 3,81 | 4,65 | 0,91 | 1,9 | 0,38 | 0,53 | 1,12 |
| | TRIM 29,05 ≈ | 14,47 | 13,73 | 3,05 | 7,24 | 5,82 | 8,7 | 5,04 | 3,7 | 4,81 | 1,07 | 1,33 | 0,62 | 0,36 | 1,0 |
| | **MAT 28,65** | **16,01** | **13,91** | **3,36** | **6,94** | **5,48** | **8,07** | **4,7** | **3,66** | **4,68** | **1,19** | **1,41** | **0,62** | **0,31** | **1,0** |
| | MATAA 25,87 | 17,35 | 14,88 | 3,83 | 7,12 | 4,98 | 7,9 | 5,15 | 3,8 | 4,33 | 1,37 | 1,58 | 0,64 | 0,25 | 0,96 |
| | | VALOR MERCADO: | | MES = 644 | | | | TRIM = 1.879 | | | MAT = 7.652 | | | MATAA = 7.453 | |

**PUNTO DE MARKET SHARE = 6 UNIDADES estimadas de GADOLIP (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | GADOLIP GAD | MINUSLIP TEV | PROCET-OKEN( B-EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF-EN( B+L) | SERUBEL MTP | CRAVERIL CVI | PROCET-OKEN XR BEB | CONTRO-LIP ABT | CRAVERI-L XR CVI | LIPTUIN T.L | FENOFIB-RATO MI-CRON RH. | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #3 | #10 | #5 | #6 | #4 | #7 | #9 | #8 | #12 | #11 | #13 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT 117 | 89 | 96 | 88 | 91 | 108 | 104 | 74 | 97 | 108 | 84 | 88 | 90 | 176 | 114 |
| **7%** % de zona = 51,6% | TRIM 28,04 ▲ | 12,23 | 15,23 | 3,38 | 6,56 | 6,11 | 9,83 | 2,62 | 4,0 | 5,91 | 1,79 | 2,0 | 0,71 | 0,38 | 1,19 |
| PMS = 3 | **MAT 27,2** | **14,47** | **15,6** | **3,55** | **5,99** | **5,98** | **8,91** | **2,74** | **3,68** | **5,52** | **1,94** | **2,29** | **0,63** | **0,37** | **1,12** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 102 | 96 | 98 | 83 | 116 | 96 | 100 | 110 | 94 | 133 | 106 | 92 | 94 | 56 | 83 |
| **50%** % de zona = 33,3% | TRIM 29,08 ≈ | 21,0 | 12,93 | 2,51 | 5,33 | 4,0 | 6,35 | 8,62 | 4,39 | 2,9 | 0,39 | 0,63 | 0,63 | 0,31 | 0,94 |
| PMS = 2 | **MAT 28,83** | **21,2** | **12,27** | **2,72** | **5,17** | **4,45** | **6,96** | **8,01** | **4,7** | **2,96** | **0,35** | **0,47** | **0,61** | **0,24** | **1,06** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 111 | 90 | 77 | 91 | 95 | 172 | 102 | 70 | 97 | 94 | 95 | 90 | 133 | 999 | 306 |
| **25%** % de zona = 13,1% | TRIM 32,81 ▼ | 5,97 | 11,21 | 3,49 | 13,33 | 9,56 | 9,47 | 4,87 | 1,47 | 5,33 | 0,28 | 0,83 | 0,37 | 0,46 | 0,55 |
| PMS = 1 | **MAT 33,74** | **7,13** | **11,73** | **4,65** | **14,91** | **6,83** | **8,17** | **3,06** | **1,39** | **5,84** | **0,52** | **0,57** | **0,6** | **0,32** | **0,55** |
| **2438 - FRONTERA** | EVOLUCION MAT 122 | 102 | 88 | 999 | 113 | 0 | 82 | 103 | 999 | 67 | | | 999 | | 0 |
| **100%** % de zona = 1,8% | TRIM 21,43 ▼ | 25,0 | 7,14 | 0,0 | 14,29 | 0,0 | 17,86 | 7,14 | 0,0 | 7,14 | | | 0,0 | | 0,0 |
| PMS = 1 | **MAT 27,14** | **29,29** | **12,86** | **0,71** | **8,57** | **0,0** | **4,29** | **11,43** | **0,71** | **4,29** | | | **0,71** | | **0,0** |
| **5016 - CORDOBA** | EVOLUCION MAT 108 | 38 | 999 | | 45 | 630 | | 115 | 999 | | | | 38 | | |
| **13%** % de zona = 0,1% | TRIM 72,73 ▲ | 0,0 | 4,55 | | 4,55 | 18,18 | | 0,0 | 0,0 | | | | 0,0 | | |
| PMS = 1 | **MAT 65,33** | **2,67** | **1,33** | | **9,33** | **14,67** | | **2,67** | **1,33** | | | | **2,67** | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | GADOLIP GAD TEV | MINUSLIP TEV | PROCET-OKEN( B-EB) MTP | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF-EN( B+L) MTP | SERUBEL MTP | CRAVERIL CVI | PROCET-OKEN XR BEB | CONTRO-LIP ABT | CRAVERI-L XR CVI | LIPTUIN T.L | FENOFIB-RATO MI-CRON RH. | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #10 | #5 | #6 | #4 | #7 | #9 | #8 | #12 | #11 | #13 | #14 | |
| TRIM | 26,13 | 17,84 | 16,19 | 4,24 | 7,3 | 5,32 | 6,76 | 2,56 | 3,78 | 4,36 | 1,86 | 2,39 | 0,58 | 0,11 | 0,59 |
| **MAT** | **27,29** | **17,63** | **14,68** | **3,62** | **6,88** | **6,09** | **6,78** | **2,82** | **3,83** | **4,93** | **1,73** | **2,02** | **0,81** | **0,22** | **0,65** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | GADOLIP GAD #1 | MINUSLIP TEV #2 | PROCET-OKEN( B-EB) MTP #3 | DAUNLIP MTP #10 | LIPOMAX BAG #5 | SEGREN CSO #6 | MAGNOF-EN( B+L) MTP #4 | SERUBEL MTP #7 | CRAVERIL CVI #9 | PROCET-OKEN XR BEB #8 | CONTRO-LIP ABT #12 | CRAVERI-L XR CVI #11 | LIPTUIN T.L #13 | FENOFIB-RATO MI-CRON RH. #14 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FASSI RUBEN OMAR | CLM 2400 | 0,8% | | 72,03 | 23,73 | | | | | | 0,85 | | 3,39 | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,7% | | 2,7 | | 3,6 | | 18,02 | | | 75,68 | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,6% | | 54,55 | | | | | | 2,27 | 43,18 | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,5% | | 88,61 | 6,33 | 2,53 | | 1,27 | | | 1,27 | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,3% | | 46,15 | | 46,15 | | | | | 7,69 | | | | | | | |
| | **ACUM =** | **2,9%** | | | | | | | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,3% | | 17,02 | 12,77 | 17,02 | | 2,13 | | 51,06 | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,3% | | | 69,57 | | 4,35 | | | 13,04 | 4,35 | | 8,7 | | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,3% | | | | 20,0 | | | | | | | 80,0 | | | | | |
| KAZEPIS LILIAN RUTH | CLM 2400 | 0,3% | | | | 100 | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,2% | | | 30,3 | | 15,15 | | | | | 54,55 | | | | | | |
| | **ACUM =** | **4,3%** | | | | | | | | | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,2% | | | | 100 | | | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,1% | | 38,89 | | | | | | | | 5,56 | | | | 55,56 | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | | 61,11 | | | | | | 5,56 | 22,22 | | 11,11 | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN 2400 | 0,1% | | | 100 | | | | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | | 37,5 | | | 50,0 | | | | 12,5 | | | | | | | |
| | **ACUM =** | **4,9%** | | | | | | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,1% | | | 100 | | | | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,0% | | | | | 42,86 | | | | | 57,14 | | | | | | |
| BAROVERO GUADALUPE LILIANA | GIN 2400 | 0,0% | | 100 | | | | | | | | | | | | | | |
| LANZETTI PABLO ARIEL | PSQ 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| | **ACUM =** | **5,0%** | | | | | | | | | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM 5016 | 0,0% | | | | 100 | | | | | | | | | | | | |
| ALBERTINI RICARDO ARTURO | CLM 5016 | 0,0% | | | | | | | | | | 100 | | | | | | |
| CORNAVACA MARIA TERESITA | CLM 5016 | 0,0% | | | | 33,33 | 66,67 | | | | | | | | | | | |
| ESTRADA CARLOS DARDO | CRD 5016 | 0,0% | | 100 | | | | | | | | | | | | | | |
| SAAD JESUS EXEQUIEL | CRD 5000 | 0,0% | | | | | | | 100 | | | | | | | | | |
| | **ACUM =** | **5,0%** | | | | | | | | | | | | | | | | |
| BALLARINO MARIA INES | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| BANUS MARIA VICTORIA | END 5016 | 0,0% | | | | 50,0 | | | 50,0 | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM 5016 | 0,0% | | 100 | | | | | | | | | | | | | | |
| CASALE VIOLETA | CLM 2400 | 0,0% | | 100 | | | | | | | | | | | | | | |
| DOUTHAT WALTER GUILLERMO | NEF 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **5,0%** | | | | | | | | | | | | | | | | |
| ELLENA GUSTAVO | CLM 5016 | 0,0% | | 100 | | | | | | | | | | | | | | |
| KAPLAN RUTH LIA | CLM 5016 | 0,0% | | | | 100 | | | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| CHIURCHIU CARLOS RAUL | NEF 5016 | 0,0% | | | | | | | | | | | 100 | | | | | |
| FEININGER GERARDO DANIEL | 5186 | 0,0% | | | | | 100 | | | | | | | | | | | |
| | **ACUM =** | **5,0%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LAMI ALFREDO OSCAR | CLM 2400 | 0,8% | | 68,8 | | 28,0 | | | | | 3,2 | | | | | | | |
| MORENO PAOLA ANDREA | CLM 5000 | 0,7% | | 13,51 | 49,55 | 0,9 | 9,01 | 18,92 | | 3,6 | | | | 4,5 | | | | |
| DIAZ SERGIO ALEJANDRO | CRD 5000 | 0,7% | | 10,91 | 15,45 | 10,91 | | | | 45,45 | | | 17,27 | | | | | |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,7% | | 10,0 | 13,64 | 11,82 | 5,45 | | 14,55 | 10,91 | 1,82 | 8,18 | | 13,64 | 0,91 | 9,09 | | |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,6% | | 4,21 | 2,11 | 70,53 | 1,05 | | | 15,79 | | | 3,16 | | 3,16 | | | |
| | **ACUM =** | **8,5%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | GADOLIP (GAD) | Mercado: Gadolip | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,3%

| | GADOLIP GAD | MINUSLIP TEV | PROCET-OKEN( B-EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF-EN( B+L) | SERUBEL MTP | CRAVERIL CVI | PROCET-OKEN XR BEB | CONTRO-LIP ABT | CRAVERI-L XR CVI | LIPTUIN T.L | FENOFIB-RATO MI-CRON RH. | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #10 | #5 | #6 | #4 | #7 | #9 | #8 | #12 | #11 | #13 | #14 | |
| EVOLUCION MAT | 111 | 92 | 93 | 88 | 97 | 110 | 102 | 91 | 96 | 108 | 87 | 89 | 97 | 124 | 104 |
| MES | 28,06 | 13,81 | 13,77 | 2,73 | 7,59 | 7,66 | 7,36 | 5,72 | 3,81 | 4,65 | 0,91 | 1,9 | 0,38 | 0,53 | 1,12 |
| TRIM | 29,05 | 14,47 | 13,73 | 3,05 | 7,24 | 5,82 | 8,7 | 5,04 | 3,7 | 4,81 | 1,07 | 1,33 | 0,62 | 0,36 | 1,0 |
| **MAT** | 28,65 | **16,01** | **13,91** | **3,36** | **6,94** | **5,48** | **8,07** | **4,7** | **3,66** | **4,68** | **1,19** | **1,41** | **0,62** | **0,31** | **1,0** |
| MATAA | 25,87 | 17,35 | 14,88 | 3,83 | 7,12 | 4,98 | 7,9 | 5,15 | 3,8 | 4,33 | 1,37 | 1,58 | 0,64 | 0,25 | 0,96 |

VALOR MERCADO: MES = 644 TRIM = 1.879 MAT = 7.652 MATAA = 7.453

**PUNTO DE MARKET SHARE = 6 UNIDADES estimadas de GADOLIP (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | GADOLIP GAD | MINUSLIP TEV | PROCET-OKEN( B-EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF-EN( B+L) | SERUBEL MTP | CRAVERIL CVI | PROCET-OKEN XR BEB | CONTROL-IP ABT | CRAVERIL XR CVI | LIPTUIN T.L | FENOFIB-RATO MI-RH. | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #1 | #2 | #3 | #10 | #5 | #6 | #4 | #7 | #9 | #8 | #12 | #11 | #13 | #14 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 2,6% | 2,38 | | 14,6 | 2,54 | 5,24 | 64,6 | 0,48 | 4,29 | 0,79 | | 1,75 | 0 | 0,32 | | 1,27 | 1,75 |
| FARMACIA B SALUD - B SALUD S.A. | 1,5% | 0,55 | | 6,32 | 0,55 | 0 | 85,71 | 1,1 | | 0,55 | 1,37 | 3,02 | 0,55 | | | | 0,27 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,2% | 5,3 | | 32,86 | 18,37 | 3,89 | | 8,48 | 0 | 0 | 7,77 | 2,47 | 6,36 | 2,83 | 3,53 | | 8,13 |
| BERGERO MELISA | 1,2% | 5,3 | | 32,86 | 18,37 | 3,89 | | 8,48 | 0 | 0 | 7,77 | 2,47 | 6,36 | 2,83 | 3,53 | | 8,13 |
| FARMACIA FAMASALUD II | 0,8% | 1,5 | | 9,5 | 16,0 | 22,5 | 6,0 | 13,5 | 1,0 | 5,5 | 5,5 | 3,0 | 4,5 | | | 0,5 | 11,0 |
| **ACUM = 7,3%** | | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,7% | 1,84 | | 12,27 | 14,11 | | 7,36 | 9,82 | | 14,11 | 3,68 | | | 6,13 | | | 30,67 |
| FCIA. MAXIFARMA | 0,4% | 0 | | 56,73 | 1,92 | 21,15 | 0,96 | 2,88 | | 7,69 | | | | | | | 8,65 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 1,04 | | 14,58 | 15,62 | 1,04 | | 28,12 | 11,46 | 9,38 | 0 | 5,21 | 5,21 | | | | 8,33 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,4% | 5,88 | | 41,18 | 4,71 | 2,35 | | 11,76 | 0 | 9,41 | 3,53 | | | | | | 21,18 |
| MARENGO SILVIA DEL CARMEN | 0,3% | 5,0 | | 25,0 | 31,25 | 18,75 | 1,25 | 1,25 | 0 | 8,75 | | 5,0 | | 2,5 | | | 1,25 |
| **ACUM = 9,5%** | | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 1,32 | | 36,84 | 19,74 | 13,16 | 7,89 | | | | 0 | | | 10,53 | 0 | | 10,53 |
| TRAVERSO RUBEN EDUARDO | 0,3% | 0 | | 30,77 | 23,08 | 6,15 | | 12,31 | | 3,08 | | 0 | | 4,62 | | 0 | 20,0 |
| DIPIAZZA LORENA ANDREA | 0,2% | 14,29 | | 39,29 | | 37,5 | | 5,36 | | | 1,79 | | | | | | 1,79 |
| FARACI ESTELA ROSA | 0,2% | 0 | | 27,03 | 13,51 | 2,7 | 24,32 | 5,41 | 10,81 | | | | | 8,11 | | | 8,11 |
| MONLLOR IVANA KARINA | 0,1% | 6,25 | | 43,75 | 46,88 | 3,12 | 0 | | | 0 | | | | | 0 | | 0 |
| **ACUM = 10,6%** | | | | | | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 4,55 | | 45,45 | 0 | 40,91 | | | 4,55 | | | | | | | | 4,55 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | | | | | | | | | | | | | | 100 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | | | | | | | | | | | | | | |
| **ACUM = 10,7%** | | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | MINUSLIP TEV | PROCET-OKEN( B-EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF-EN( B+L) | SERUBEL MTP | CRAVERIL CVI | PROCET-OKEN XR BEB | CONTROL-IP ABT | CRAVERIL XR CVI | LIPTUIN T.L | FENOFIB-RATO MI-RH. | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 2,3% | 4,94 | 17,11 | 12,17 | 8,64 | 1,76 | 10,05 | 2,29 | 6,7 | 3,35 | 0 | 2,65 | 10,93 | 3,17 | 0,71 | 15,52 |
| X5000BFB - OBISPO DE ORO 2-100 | 2,2% | 1,86 | 9,31 | 0 | 13,97 | 10,06 | 13,22 | 0,19 | 12,29 | 2,23 | | 4,66 | 15,46 | 0,19 | 5,59 | 10,99 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,0% | 3,89 | 11,48 | 13,93 | 3,89 | 5,74 | 7,58 | 7,79 | 5,74 | 3,28 | 0,61 | 1,64 | 6,56 | 2,25 | 3,07 | 22,54 |
| X5000AAJ - DEAN FUNES 402-500 | 1,5% | 0,54 | 65,32 | 1,08 | 5,38 | | 0,81 | 0,54 | 0,54 | 0,27 | 2,15 | 2,69 | 13,44 | 0 | 0,27 | 6,99 |
| X5000FAF - HUMBERTO PRIMO 202-300 | 1,3% | 0 | 18,38 | 15,89 | 3,43 | 0,31 | 14,95 | 4,36 | 10,28 | 0,62 | 4,36 | 0,93 | 1,87 | 1,56 | 5,92 | 17,13 |
| **ACUM = 20,0%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | GAVIN (GAD) | Mercado: Gavin | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GAVIN GAD | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-IDOS CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTID-OSIS T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN 150 DIVI-DO ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #1 | #2 | #3 | #5 | #7 | #6 | #8 | #11 | #9 | #12 | #13 | #10 | #14 | |
| **PAIS** BASE = 100% | EVOLUCION MAT 100 | 104 | 87 | 96 | 84 | 126 | 97 | 112 | 123 | 97 | 93 | 87 | 77 | 110 | 100 |
| | MES 7,76 | 44,67 | 7,87 | 6,16 | 5,25 | 5,41 | 4,53 | 3,29 | 2,61 | 2,94 | 2,25 | 1,47 | 0,71 | 0,73 | 4,35 |
| | TRIM 7,85 | 44,28 | 7,92 | 6,43 | 5,51 | 5,07 | 4,44 | 3,29 | 2,67 | 3,02 | 2,34 | 1,66 | 0,78 | 0,7 | 4,04 |
| | **MAT 7,8** | **44,2** | **8,23** | **6,33** | **5,47** | **4,71** | **4,57** | **3,16** | **2,83** | **2,73** | **2,5** | **1,87** | **0,91** | **0,69** | **4,0** |
| | MATAA 7,82 | 42,61 | 9,49 | 6,58 | 6,49 | 3,75 | 4,69 | 2,81 | 2,31 | 2,81 | 2,69 | 2,14 | 1,18 | 0,63 | 4,0 |
| | | VALOR MERCADO: | | MES = 260.596 | | | TRIM = 756.294 | | | MAT = 2.870.886 | | | MATAA = 2.785.938 | | |
| **GERENCIA** GCIA = 50,9% | EVOLUCION MAT 105 | 103 | 81 | 98 | 86 | 128 | 100 | 114 | 111 | 101 | 91 | 86 | 85 | 119 | 98 |
| | MES 8,13 | 48,45 | 6,54 | 6,16 | 6,64 | 4,88 | 4,08 | 3,58 | 1,83 | 3,54 | 1,95 | 0,53 | 0,72 | 0,48 | 2,5 |
| | TRIM 8,3 | 47,95 | 6,43 | 6,42 | 6,96 | 4,51 | 3,93 | 3,61 | 1,89 | 3,61 | 2,1 | 0,57 | 0,75 | 0,42 | 2,55 |
| | **MAT 8,42** | **47,66** | **7,05** | **6,38** | **7,04** | **4,17** | **4,04** | **3,41** | **1,85** | **3,13** | **2,26** | **0,68** | **0,88** | **0,43** | **2,6** |
| | MATAA 8,03 | 46,15 | 8,73 | 6,5 | 8,17 | 3,27 | 4,05 | 2,99 | 1,67 | 3,1 | 2,48 | 0,79 | 1,03 | 0,36 | 2,66 |
| | | VALOR MERCADO: | | MES = 131.198 | | | TRIM = 385.021 | | | MAT = 1.461.477 | | | MATAA = 1.399.860 | | |
| **DISTRITO** DIST = 21,7% | EVOLUCION MAT 105 | 104 | 88 | 96 | 75 | 125 | 95 | 150 | 124 | 85 | 97 | 94 | 80 | 152 | 99 |
| | MES 7,4 | 43,83 | 12,0 | 10,46 | 4,22 | 5,05 | 4,13 | 4,16 | 1,26 | 1,76 | 0,66 | 1,06 | 0,89 | 0,46 | 2,66 |
| | TRIM 7,15 | 44,16 | 12,03 | 10,79 | 4,26 | 4,65 | 4,07 | 4,12 | 1,28 | 1,89 | 0,85 | 0,84 | 0,91 | 0,36 | 2,64 |
| | **MAT 7,16** | **43,03** | **13,3** | **10,74** | **4,29** | **4,35** | **4,42** | **3,82** | **1,22** | **1,78** | **1,03** | **0,81** | **1,1** | **0,38** | **2,57** |
| | MATAA 6,81 | 41,31 | 15,06 | 11,19 | 5,7 | 3,47 | 4,67 | 2,55 | 0,98 | 2,1 | 1,06 | 0,86 | 1,38 | 0,25 | 2,6 |
| | | VALOR MERCADO: | | MES = 28.168 | | | TRIM = 82.060 | | | MAT = 316.628 | | | MATAA = 303.552 | | |
| **REP** ZONA = 4,8% | EVOLUCION MAT 105 | 107 | 89 | 92 | 79 | 135 | 100 | 128 | 121 | 87 | 70 | 95 | 85 | 170 | 91 |
| | MES 6,89 | 40,83 | 12,18 | 10,18 | 5,23 | 5,22 | 4,92 | 4,27 | 1,21 | 2,54 | 0,48 | 0,53 | 1,61 | 0,59 | 3,33 |
| | TRIM 6,66 ▲ | 40,97 | 11,83 | 10,97 | 5,43 | 4,75 | 4,55 | 4,17 | 1,25 | 2,92 | 0,56 | 0,58 | 1,46 | 0,45 | 3,47 |
| | **MAT 6,35** | **40,24** | **13,12** | **10,71** | **5,37** | **4,39** | **4,83** | **3,94** | **1,32** | **2,7** | **0,71** | **0,61** | **2,01** | **0,51** | **3,19** |
| | MATAA 6,02 | 37,57 | 14,75 | 11,62 | 6,83 | 3,26 | 4,85 | 3,09 | 1,09 | 3,11 | 1,02 | 0,64 | 2,36 | 0,3 | 3,49 |
| | | VALOR MERCADO: | | MES = 1.325 | | | TRIM = 3.934 | | | MAT = 15.250 | | | MATAA = 14.951 | | |

**PUNTO DE MARKET SHARE = 13 UNIDADES estimadas de GAVIN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | GAVIN GAD | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-IDOS CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTID-OSIS T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN 150 DIVI-DO ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #4 | #1 | #2 | #3 | #5 | #7 | #6 | #8 | #11 | #9 | #12 | #13 | #10 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT 110 | 108 | 89 | 92 | 75 | 131 | 99 | 124 | 113 | 68 | 75 | 97 | 81 | 176 | 104 |
| **7%** % de zona = 59,1% | TRIM 7,28 ▲ | 36,95 | 14,48 | 11,42 | 4,9 | 4,98 | 4,22 | 6,43 | 1,33 | 1,57 | 0,46 | 0,98 | 1,01 | 0,53 | 3,47 |
| PMS = 8 | **MAT 6,97** | **34,99** | **16,44** | **11,5** | **4,84** | **4,85** | **5,02** | **5,85** | **1,27** | **1,73** | **0,6** | **0,99** | **1,21** | **0,6** | **3,14** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 104 | 106 | 88 | 85 | 83 | 142 | 103 | 487 | 165 | 145 | 71 | 0 | 90 | 140 | 76 |
| **50%** % de zona = 25,2% | TRIM 4,82 ≈ | 51,43 | 9,54 | 7,28 | 6,18 | 3,47 | 5,22 | 1,16 | 1,26 | 2,46 | 0,85 | 0,0 | 2,16 | 0,15 | 4,02 |
| PMS = 3 | **MAT 4,88** | **51,69** | **9,41** | **7,5** | **5,75** | **2,83** | **5,21** | **1,12** | **1,42** | **1,51** | **1,2** | **0,0** | **3,68** | **0,14** | **3,65** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 100 | 111 | 86 | 97 | 80 | 180 | 94 | 69 | 99 | 91 | 46 | 43 | 72 | 150 | 85 |
| **25%** % de zona = 13,8% | TRIM 6,56 ▲ | 37,91 | 4,32 | 15,8 | 6,74 | 6,69 | 5,27 | 0,95 | 1,08 | 9,41 | 0,52 | 0,04 | 1,73 | 0,69 | 2,29 |
| PMS = 2 | **MAT 6,12** | **40,47** | **5,44** | **13,52** | **7,55** | **5,34** | **3,93** | **1,41** | **1,52** | **9,38** | **0,4** | **0,06** | **1,33** | **0,84** | **2,69** |
| **2438 - FRONTERA** | EVOLUCION MAT 73 | 108 | 102 | 127 | 85 | 50 | 0 | | 129 | | | | 123 | | 96 |
| **100%** % de zona = 1,8% | TRIM 12,99 ▲ | 48,05 | 19,48 | 9,09 | 1,3 | 0,0 | 0,0 | | 0,0 | | | | 3,9 | | 5,19 |
| PMS = 1 | **MAT 8,63** | **50,72** | **14,75** | **8,63** | **0,72** | **3,96** | **0,0** | | **0,36** | | | | **10,07** | | **2,16** |
| **5016 - CORDOBA** | EVOLUCION MAT 58 | 72 | 33 | 0 | 999 | 0 | 579 | 999 | 0 | 0 | | 164 | | | 0 |
| **13%** % de zona = 0,1% | TRIM 0,0 ▼ | 26,67 | 6,67 | 0,0 | 6,67 | 0,0 | 26,67 | 26,67 | 0,0 | 0,0 | | 6,67 | | | 0,0 |
| PMS = 1 | **MAT 1,56** | **23,44** | **6,25** | **0,0** | **3,12** | **0,0** | **15,62** | **23,44** | **0,0** | **0,0** | | **26,56** | | | **0,0** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | GAVIN (GAD) | Mercado: Gavin | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | GAVIN GAD | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-IDOS CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTID-OSIS T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN 150 DIVI-DO ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #1 | #2 | #3 | #5 | #7 | #6 | #8 | #11 | #9 | #12 | #13 | #10 | #14 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 5,87 | 31,63 | 16,65 | 11,76 | 8,56 | 3,48 | 5,95 | 4,71 | 1,25 | 1,14 | 0,71 | 1,01 | 2,02 | 0,73 | 4,55 |
| **MAT** | **6,57** | **33,41** | **14,89** | **11,2** | **6,54** | **4,45** | **4,8** | **7,2** | **1,56** | **0,82** | **0,63** | **0,84** | **1,67** | **1,1** | **4,33** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | GAVIN GAD | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-IDOS CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTID-OSIS T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN 150 DIVI-DO ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #4 | #1 | #2 | #3 | #5 | #7 | #6 | #8 | #11 | #9 | #12 | #13 | #10 | #14 | |
| MIRETTI EVANGELINA MARIA | **REU** | 2400 | 0,4% | | 56,39 | 21,05 | | 3,01 | 0,75 | | | 3,76 | | | | 9,02 | | 6,02 |
| CALVIMONTE ROLANDO JOSE | **CIR** | 2400 | 0,3% | | 96,55 | | 2,3 | | | | | | | | | | | 1,15 |
| BERGUÃ□AN FLAVIA BELEN | **PSQ** | 2400 | 0,2% | 62,86 | 37,14 | | | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | **CLM** | 2400 | 0,2% | | 36,21 | 1,72 | 62,07 | | | | | | | | | | | |
| BERARDO ORLANDO CESAR | **CLM** | 2400 | 0,1% | | 45,45 | 9,09 | | 45,45 | | | | | | | | | | |
| | **ACUM =** | | **1,2%** | | | | | | | | | | | | | | | |
| GIOINO RUBEN DARIO | | 2400 | 0,1% | 2,38 | 64,29 | 21,43 | 2,38 | | 4,76 | 2,38 | | | | | | 2,38 | | |
| GUIGNARD GABRIELA SUSANA | **CLM** | 5186 | 0,1% | 16,67 | 80,95 | | 2,38 | | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | **N-T** | 2400 | 0,1% | | 70,0 | 30,0 | | | | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | **CIR** | 2400 | 0,1% | | 3,03 | | 9,09 | 87,88 | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | **CLM** | 2400 | 0,1% | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | | **1,7%** | | | | | | | | | | | | | | | |
| SALGADO ANABELLA VERONICA | **REU** | 2400 | 0,1% | 3,33 | 23,33 | | 6,67 | 66,67 | | | | | | | | | | |
| MAZA GONZALO | **CIR** | 2400 | 0,1% | | 48,15 | | 44,44 | | | 7,41 | | | | | | | | |
| MARLATTO LEANDRO DIEGO | **CIR** | 2400 | 0,1% | | 80,0 | | | 20,0 | | | | | | | | | | |
| LANZETTI PABLO ARIEL | **PSQ** | 2400 | 0,1% | 25,0 | 54,17 | | | | | | | | | | | 20,83 | | |
| AIMINO PAULA ANDREA | **CLM** | 2400 | 0,1% | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | | **2,2%** | | | | | | | | | | | | | | | |
| DOUTHAT WALTER GUILLERMO | **NEF** | 5016 | 0,1% | | 35,0 | | | 60,0 | | 5,0 | | | | | | | | |
| KAPLAN RUTH LIA | **CLM** | 5016 | 0,1% | 10,0 | 65,0 | | 15,0 | 10,0 | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | **CLM** | 5016 | 0,1% | | 57,89 | | | | | 5,26 | 31,58 | | | 5,26 | | | | |
| CORREA HECTOR DANIEL | **CLM** | 2400 | 0,1% | | 82,35 | | | | | 5,88 | | 11,76 | | | | | | |
| KAZEPIS LILIAN RUTH | **CLM** | 2400 | 0,0% | 18,75 | 81,25 | | | | | | | | | | | | | |
| | **ACUM =** | | **2,6%** | | | | | | | | | | | | | | | |
| SULIGOY DEBORA | **CLM** | 5016 | 0,0% | 7,14 | 14,29 | 14,29 | | 7,14 | | | | | | | | 14,29 | | 42,86 |
| CASTELLANO CARLOS ALBERTO | **NEF** | 2400 | 0,0% | | 92,31 | | 7,69 | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | **CLM** | 2400 | 0,0% | | 33,33 | | | 66,67 | | | | | | | | | | |
| PISPIEIRO MARIANO | **CIR** | 2400 | 0,0% | | 83,33 | | | 8,33 | | | | | | | | | | 8,33 |
| CALDELARI ROBERTO HUGO | **CLM** | 2400 | 0,0% | | 80,0 | | | 20,0 | | | | | | | | | | |
| | **ACUM =** | | **2,6%** | | | | | | | | | | | | | | | |
| LURGO ANGELICA MARIA | **CLM** | 2400 | 0,0% | | 50,0 | 10,0 | 40,0 | | | | | | | | | | | |
| BAENAS DIEGO FEDERICO | **CLM** | 5016 | 0,0% | | 12,5 | | | | | | | 37,5 | | | | | 50,0 | |
| FASSI RUBEN OMAR | **CLM** | 2400 | 0,0% | | 50,0 | | 50,0 | | | | | | | | | | | |
| FEININGER GERARDO DANIEL | | 5186 | 0,0% | 25,0 | 50,0 | | | 12,5 | | 12,5 | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | **CIR** | 2400 | 0,0% | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | | **2,6%** | | | | | | | | | | | | | | | |
| SAURIT VERONICA | **GIN** | 5016 | 0,0% | | 37,5 | | | | | | | 50,0 | | 12,5 | | | | |
| PIROLA JUAN PABLO | **REU** | 2400 | 0,0% | 28,57 | 28,57 | | 42,86 | | | | | | | | | | | |
| ALONSO JAVIER ALBERTO | **PSQ** | 2400 | 0,0% | | 16,67 | | 50,0 | | | | | | | | | 33,33 | | |
| COLAZO MARCELA ALEJANDRA | **CIR** | 5016 | 0,0% | 16,67 | | | 33,33 | | | | | 16,67 | | | 33,33 | | | |
| FIORENTINO MARIA SOLEDAD | **CLM** | 5016 | 0,0% | | 66,67 | 33,33 | | | | | | | | | | | | |
| | **ACUM =** | | **2,6%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| JURADO RAUL ARTEMIO | **CLM** | 5000 | 0,5% | 1,11 | 6,11 | 0,56 | 1,11 | 87,22 | 0,56 | | 1,11 | | | | | | | 2,22 |
| DIAZ DE TAGNIANI MONICA ESTER | **CLM** | 5000 | 0,5% | 5,62 | 36,25 | 10,0 | | 15,0 | 8,12 | 14,38 | | | | | | 10,62 | | |
| GOMEZ JORGE MANUEL | **CRD** | 5000 | 0,5% | 1,88 | 13,12 | 16,25 | 15,0 | 1,25 | 48,75 | 2,5 | 0,62 | | | | | | | 0,62 |
| MORENO PAOLA ANDREA | **CLM** | 5000 | 0,5% | | 29,38 | 32,5 | 11,25 | 3,75 | | | 18,12 | | | 1,25 | | | | 3,75 |
| DUARTE VANESA MARIEL | **CIR** | 5000 | 0,5% | 1,3 | 1,3 | | 49,35 | | 13,64 | | 1,3 | 4,55 | 0,65 | | 9,09 | | 8,44 | 10,39 |
| | **ACUM =** | | **5,1%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | GAVIN (GAD) | Mercado: Gavin | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

REP
ZONA = 4,8%

| | GAVIN GAD | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-IDOS CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTID-OSIS T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN 150 DIVI-DO ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #1 | #2 | #3 | #5 | #7 | #6 | #8 | #11 | #9 | #12 | #13 | #10 | #14 | |
| EVOLUCION MAT | 105 | 107 | 89 | 92 | 79 | 135 | 100 | 128 | 121 | 87 | 70 | 95 | 85 | 170 | 91 |
| MES | 6,89 | 40,83 | 12,18 | 10,18 | 5,23 | 5,22 | 4,92 | 4,27 | 1,21 | 2,54 | 0,48 | 0,53 | 1,61 | 0,59 | 3,33 |
| TRIM | 6,66 | 40,97 | 11,83 | 10,97 | 5,43 | 4,75 | 4,55 | 4,17 | 1,25 | 2,92 | 0,56 | 0,58 | 1,46 | 0,45 | 3,47 |
| **MAT** | **6,35** | **40,24** | **13,12** | **10,71** | **5,37** | **4,39** | **4,83** | **3,94** | **1,32** | **2,7** | **0,71** | **0,61** | **2,01** | **0,51** | **3,19** |
| MATAA | 6,02 | 37,57 | 14,75 | 11,62 | 6,83 | 3,26 | 4,85 | 3,09 | 1,09 | 3,11 | 1,02 | 0,64 | 2,36 | 0,3 | 3,49 |

VALOR MERCADO: MES = 1.325 TRIM = 3.934 MAT = 15.250 MATAA = 14.951

**PUNTO DE MARKET SHARE = 13 UNIDADES estimadas de GAVIN (GAD) por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-IDOS CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTID-OSIS T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN 150 DIVI-DO ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,0% | 4,92 | 23,86 | 10,67 | 7,36 | 9,07 | 4,81 | 2,51 | 1,82 | 7,36 | 3,61 | 2,77 | 0,98 | 4,26 | 1,79 | 14,21 |
| BERGERO MELISA | 1,0% | 4,92 | 23,86 | 10,67 | 7,36 | 9,07 | 4,81 | 2,51 | 1,82 | 7,36 | 3,61 | 2,77 | 0,98 | 4,26 | 1,79 | 14,21 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,9% | 10,51 | 12,11 | 13,7 | 7,49 | 6,77 | 8,24 | 2,63 | 5,69 | 3,31 | 3,54 | 2,47 | 1,0 | 2,99 | 3,82 | 15,73 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 5,34 | 8,87 | 14,71 | 6,35 | 4,89 | 5,89 | 3,27 | 5,04 | 0,91 | 2,77 | 1,71 | 3,12 | 4,33 | 3,22 | 29,57 |
| FARMACIA CARRA SALUD SA | 0,6% | 2,12 | 9,02 | 7,96 | 6,84 | 21,15 | 1,3 | 10,08 | 1,47 | 7,25 | 9,31 | 0,71 | 1,06 | 4,89 | 0,12 | 16,74 |
| **ACUM = 4,2%** | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 7,87 | 20,47 | 5,29 | 11,92 | 8,3 | 8,05 | 4,0 | 1,91 | 2,64 | 1,54 | 2,03 | 0,49 | 2,58 | 3,69 | 19,24 |
| FARMACIA FAMASALUD II | 0,5% | 4,7 | 20,55 | 7,85 | 8,08 | 7,31 | 7,08 | 5,08 | 4,31 | 5,62 | 7,24 | 1,92 | 2,39 | 6,7 | 1,08 | 10,08 |
| TRAVERSO RUBEN EDUARDO | 0,5% | 2,69 | 20,82 | 7,67 | 1,06 | 9,96 | 6,86 | 4,33 | 1,47 | 6,2 | 5,22 | 2,61 | 0 | 3,67 | 0,41 | 27,02 |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 4,27 | 24,35 | 6,03 | 4,85 | 8,45 | 6,95 | 1,67 | 4,52 | 3,35 | 5,36 | 0,08 | 0,92 | 1,09 | 1,51 | 26,61 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 3,49 | 31,9 | 6,99 | 6,99 | 3,76 | 6,54 | 5,02 | 8,33 | 2,06 | 2,24 | 3,05 | 2,06 | 4,75 | 0,99 | 11,83 |
| **ACUM = 6,6%** | | | | | | | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,3% | 8,72 | 9,32 | 6,42 | 5,69 | 5,21 | 5,21 | 3,39 | 6,78 | 4,12 | 0,97 | 1,57 | 2,91 | | 2,06 | 37,65 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 7,68 | 9,88 | 16,46 | 4,8 | 11,11 | 10,29 | 5,76 | 3,57 | 2,88 | 3,57 | | 1,1 | 0,14 | 2,06 | 20,71 |
| FARACI ESTELA ROSA | 0,2% | 1,43 | 9,35 | 11,89 | 4,44 | 1,27 | 1,58 | 5,71 | 10,14 | 4,28 | 3,65 | 2,85 | 2,54 | 2,69 | 4,6 | 33,6 |
| MARENGO SILVIA DEL CARMEN | 0,2% | 3,92 | 17,72 | 13,63 | 5,79 | 9,2 | 7,67 | 2,39 | 3,92 | 5,79 | 4,94 | | 0,17 | 4,09 | 1,02 | 19,76 |
| DIPIAZZA LORENA ANDREA | 0,2% | 27,22 | 4,64 | 22,18 | 0,81 | 1,21 | 16,13 | | 1,01 | 0,2 | 0,2 | 2,62 | 3,43 | 1,61 | 1,61 | 17,14 |
| **ACUM = 7,8%** | | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,2% | 20,79 | 6,03 | 34,93 | 2,29 | 0 | 14,35 | 1,87 | 0,21 | 3,95 | 0,42 | | 1,04 | 1,04 | 0,62 | 12,47 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 1,9 | 21,9 | 3,81 | 3,81 | 12,38 | 0,95 | 1,9 | | 18,1 | 4,76 | 0,95 | | 0,95 | 0 | 28,57 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | 40,22 | 3,26 | 1,09 | 5,43 | 1,09 | | | | | | 15,22 | | | 33,7 |
| FARMASAN I(CBA) | 0,0% | 100 | | | | | 0 | | | | | | | | | |
| **ACUM = 8,0%** | | | | | | | | | | | | | | | | |
| | GAVIN GAD | | PLENICA RMM | LYRICA PFZ | LINPREL B+L | PREBICT-AL RF2 | NEURIST-AN MULT-CSO | NEURIST-AN CSO | PGB SIE | KABIAN - MULTIDO-T.L | LUNEL MTP | AXUAL TEV | MYSTIKA RC5 | PRINCIPIA ELE | PREBIEN - 150 DIVI-ARI | OTROS |
| | #4 | | #1 | #2 | #3 | #5 | #7 | #6 | #8 | #11 | #9 | #12 | #13 | #10 | #14 | |

### No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 4,1% | 8,28 | 1,05 | 20,16 | 12,47 | 14,55 | 1,13 | 7,9 | 11,14 | 1,98 | 1,37 | 0 | 0,07 | 0,81 | 10,08 | 9,0 |
| X5000EPH - AV COLON 701-799 | 2,2% | 10,83 | 13,92 | 11,79 | 8,68 | 6,95 | 7,41 | 3,29 | 5,78 | 2,03 | 3,39 | 1,24 | 0,6 | 3,56 | 1,78 | 18,73 |
| X5000IIO - BVRD CHACABUCO 102-200 | 1,8% | 4,63 | 6,01 | 21,11 | 3,07 | 16,18 | 7,84 | 1,44 | 1,5 | 0,12 | 11,59 | 0,16 | 0,47 | 5,28 | 0,47 | 20,14 |
| X5000BFB - OBISPO DE ORO 2-100 | 1,8% | 2,12 | 0,15 | 8,39 | 0,99 | 23,46 | 5,44 | 2,42 | 0,17 | 0,74 | 0,71 | 0,04 | 0,69 | 4,37 | 43,95 | 6,37 |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,3% | 8,8 | 14,66 | 13,49 | 7,24 | 6,19 | 6,19 | 4,34 | 7,1 | 2,46 | 5,04 | 0,76 | 0,67 | 3,9 | 1,64 | 17,51 |
| **ACUM = 19,2%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | GASTROMAX TOTAL | Mercado: L. Gastromax | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: AP. DIGESTIVO | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GASTROMAX TOTAL | | GASTRO-MAX GAD | GASTRO-MAX MA-GNES GAD | PANTUS B+L | PANTOC-AS( CSO) | PEPTAZ-OL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-ENV F DEN | TECTA RF2 | PANTOP-RAZOL T-EVA TEV | PANTOM-ETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #2 | #3 | #10 | #1 | #4 | #5 | #6 | #8 | #7 | #9 | #14 | #11 | #12 | #13 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 98 | 98 | 97 | 101 | 111 | 80 | 113 | 125 | 90 | 101 | 140 | 88 | 73 | 95 | 90 |
| | MES | 17,04 | 16,27 | 0,77 | 49,55 | 11,34 | 6,9 | 6,44 | 2,94 | 1,6 | 1,0 | 1,07 | 0,64 | 0,2 | 0,37 | 0,91 |
| | TRIM | 17,39 | 16,54 | 0,85 | 49,56 | 10,71 | 7,13 | 6,51 | 2,9 | 1,65 | 1,02 | 0,97 | 0,62 | 0,22 | 0,38 | 0,94 |
| | **MAT** | **17,46** | **16,62** | **0,84** | **49,69** | **10,56** | **7,86** | **5,86** | **2,48** | **1,78** | **1,03** | **0,87** | **0,63** | **0,43** | **0,38** | **0,96** |
| | MATAA | 17,9 | 17,02 | 0,87 | 49,26 | 9,49 | 9,79 | 5,2 | 1,98 | 1,98 | 1,02 | 0,62 | 0,72 | 0,59 | 0,4 | 1,07 |
| | | | VALOR MERCADO: | | MES = 463.494 | | | TRIM = 1.326.538 | | | MAT = 5.255.750 | | | MATAA = 5.584.626 | | |
| **GERENCIA** GCIA = 59,6% | EVOLUCION MAT | 101 | 101 | 95 | 100 | 108 | 84 | 112 | 116 | 85 | 99 | 136 | 84 | 86 | 94 | 88 |
| | MES | 17,81 | 16,91 | 0,91 | 49,22 | 11,68 | 7,23 | 6,93 | 2,42 | 1,56 | 0,94 | 0,3 | 0,73 | 0,09 | 0,3 | 0,79 |
| | TRIM | 18,04 | 17,03 | 1,01 | 49,41 | 10,88 | 7,49 | 7,02 | 2,32 | 1,56 | 0,97 | 0,37 | 0,66 | 0,15 | 0,31 | 0,82 |
| | **MAT** | **17,98** | **16,98** | **1,0** | **49,8** | **10,67** | **8,13** | **6,24** | **2,04** | **1,69** | **1,0** | **0,34** | **0,67** | **0,3** | **0,32** | **0,82** |
| | MATAA | 17,84 | 16,79 | 1,05 | 49,62 | 9,87 | 9,66 | 5,58 | 1,76 | 1,99 | 1,01 | 0,25 | 0,8 | 0,35 | 0,34 | 0,93 |
| | | | VALOR MERCADO: | | MES = 272.794 | | | TRIM = 782.473 | | | MAT = 3.130.094 | | | MATAA = 3.176.684 | | |
| **DISTRITO** DIST = 29,7% | EVOLUCION MAT | 109 | 110 | 100 | 104 | 107 | 56 | 103 | 114 | 87 | 99 | 100 | 82 | 110 | 89 | 86 |
| | MES | 17,29 | 16,33 | 0,96 | 57,27 | 10,42 | 4,03 | 5,98 | 1,24 | 1,53 | 0,63 | 0,13 | 0,39 | 0,04 | 0,13 | 0,9 |
| | TRIM | 17,11 | 16,05 | 1,07 | 56,84 | 9,67 | 4,31 | 6,69 | 1,44 | 1,53 | 0,66 | 0,13 | 0,41 | 0,11 | 0,14 | 0,96 |
| | **MAT** | **17,02** | **15,93** | **1,09** | **56,4** | **9,51** | **5,43** | **6,05** | **1,32** | **1,64** | **0,68** | **0,1** | **0,46** | **0,23** | **0,16** | **0,99** |
| | MATAA | 15,6 | 14,5 | 1,09 | 54,06 | 8,87 | 9,68 | 5,86 | 1,16 | 1,88 | 0,69 | 0,1 | 0,56 | 0,21 | 0,18 | 1,15 |
| | | | VALOR MERCADO: | | MES = 82.543 | | | TRIM = 233.559 | | | MAT = 930.145 | | | MATAA = 941.054 | | |
| **REP** ZONA = 4,4% | EVOLUCION MAT | 113 | 114 | 99 | 107 | 110 | 47 | 103 | 129 | 90 | 89 | 127 | 79 | 95 | 80 | 84 |
| | MES | 16,79 | 16,19 | 0,61 | 54,24 | 14,57 | 4,19 | 5,46 | 0,86 | 1,14 | 0,83 | 0,12 | 0,33 | 0,07 | 0,16 | 1,21 |
| | TRIM | 16,45 ≈ | 15,78 | 0,67 | 54,55 | 13,64 | 4,55 | 5,69 | 1,09 | 1,17 | 0,91 | 0,14 | 0,33 | 0,08 | 0,17 | 1,22 |
| | **MAT** | **16,43** | **15,7** | **0,74** | **53,82** | **13,36** | **5,59** | **5,41** | **0,98** | **1,3** | **0,97** | **0,14** | **0,41** | **0,2** | **0,2** | **1,18** |
| | MATAA | 14,55 | 13,81 | 0,75 | 50,27 | 12,1 | 12,02 | 5,27 | 0,76 | 1,45 | 1,09 | 0,11 | 0,52 | 0,21 | 0,25 | 1,4 |
| | | | VALOR MERCADO: | | MES = 3.757 | | | TRIM = 10.652 | | | MAT = 41.204 | | | MATAA = 40.922 | | |

**PUNTO DE MARKET SHARE = 34 UNIDADES estimadas de GASTROMAX TOTAL por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | GASTROMAX TOTAL | | GASTRO-MAX GAD | GASTRO-MAX MA-GNES GAD | PANTUS B+L | PANTOC-AS( CSO) | PEPTAZ-OL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-ENV F DEN | TECTA RF2 | PANTOP-RAZOL T-EVA TEV | PANTOM-ETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #2 | #3 | #10 | #1 | #4 | #5 | #6 | #8 | #7 | #9 | #14 | #11 | #12 | #13 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 117 | 118 | 111 | 110 | 105 | 40 | 105 | 147 | 86 | 99 | 125 | 79 | 104 | 84 | 84 |
| **7%** % de zona = 61,2% | TRIM | 21,01 ≈ | 20,13 | 0,88 | 52,08 | 10,46 | 3,49 | 6,39 | 1,53 | 1,31 | 1,0 | 0,13 | 0,46 | 0,08 | 0,23 | 1,85 |
| PMS = 21 | **MAT** | **20,61** | **19,67** | **0,94** | **50,88** | **10,68** | **5,49** | **5,56** | **1,32** | **1,43** | **1,03** | **0,1** | **0,54** | **0,26** | **0,26** | **1,82** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 99 | 101 | 57 | 98 | 112 | 77 | 104 | 81 | 117 | 64 | 129 | 76 | 69 | 999 | 225 |
| **50%** % de zona = 26,1% | TRIM | 8,22 ≈ | 8,08 | 0,14 | 61,14 | 19,31 | 3,94 | 5,51 | 0,54 | 0,66 | 0,03 | 0,21 | 0,1 | 0,03 | 0,05 | 0,24 |
| PMS = 9 | **MAT** | **8,33** | **8,12** | **0,21** | **61,14** | **18,64** | **3,54** | **6,18** | **0,54** | **0,91** | **0,07** | **0,27** | **0,16** | **0,11** | **0,02** | **0,09** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 113 | 116 | 94 | 113 | 121 | 58 | 89 | 104 | 90 | 77 | 112 | 83 | 83 | 54 | 195 |
| **25%** % de zona = 10,9% | TRIM | 13,74 ≈ | 12,79 | 0,96 | 49,69 | 15,17 | 11,77 | 3,56 | 0,33 | 1,91 | 2,67 | 0,04 | 0,24 | 0,2 | 0,18 | 0,49 |
| PMS = 4 | **MAT** | **13,59** | **12,58** | **1,02** | **51,33** | **14,04** | **11,34** | **3,66** | **0,28** | **1,67** | **2,91** | **0,09** | **0,34** | **0,1** | **0,25** | **0,39** |
| **2438 - FRONTERA** | EVOLUCION MAT | 88 | 88 | | 100 | 133 | 53 | 17 | | 59 | | | | 0 | | 0 |
| **100%** % de zona = 1,7% | TRIM | 6,93 ▼ | 6,93 | | 65,84 | 24,26 | 2,97 | 0,0 | | 0,0 | | | | 0,0 | | 0,0 |
| PMS = 1 | **MAT** | **8,06** | **8,06** | | **62,3** | **24,89** | **4,32** | **0,14** | | **0,29** | | | | **0,0** | | **0,0** |
| **5016 - CORDOBA** | EVOLUCION MAT | 74 | 73 | 999 | 194 | 202 | 999 | 5 | 0 | 23 | 23 | | | | 36 | 23 |
| **13%** % de zona = 0,2% | TRIM | 16,43 ▼ | 16,43 | 0,0 | 70,53 | 7,73 | 0,48 | 1,93 | 0,0 | 0,0 | 0,97 | | | | 0,48 | 1,45 |
| PMS = 1 | **MAT** | **20,62** | **20,45** | **0,17** | **65,46** | **8,08** | **0,17** | **0,69** | **0,0** | **1,2** | **1,55** | | | | **1,03** | **1,2** |
| **ACUM=100%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | GASTROMAX TOTAL | Mercado: L. Gastromax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: AP. DIGESTIVO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | GASTROMAX TOTAL | GASTROMAX GAD | GASTROMAX MAGNES GAD | PANTUS B+L | PANTOCAS( CSO) | PEPTAZOL MTP | PANTOP RF2 | PANGEST BET | PANTUSEC B+L | PANTOMETYL 40 S+N | PANTOPRAZOL DENV F DEN | TECTA RF2 | PANTOPRAZOL TEVA TEV | PANTOMETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #3 | #10 | #1 | #4 | #5 | #6 | #8 | #7 | #9 | #14 | #11 | #12 | #13 | |
| TRIM | 19,5 | 18,6 | 0,89 | 49,13 | 11,57 | 3,09 | 7,42 | 0,73 | 1,81 | 2,08 | 0,16 | 1,0 | 0,09 | 0,49 | 2,92 |
| **MAT** | **19,2** | **18,2** | **1,0** | **48,85** | **13,05** | **2,85** | **7,44** | **0,71** | **1,54** | **2,1** | **0,15** | **0,86** | **0,21** | **0,48** | **2,55** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | GASTROMAX TOTAL | GASTROMAX GAD | GASTROMAX MAGNES GAD | PANTUS B+L | PANTOCAS( CSO) | PEPTAZOL MTP | PANTOP RF2 | PANGEST BET | PANTUSEC B+L | PANTOMETYL 40 S+N | PANTOPRAZOL DENV F DEN | TECTA RF2 | PANTOPRAZOL TEVA TEV | PANTOMETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #2 | #3 | #10 | #1 | #4 | #5 | #6 | #8 | #7 | #9 | #14 | #11 | #12 | #13 | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,7% | 59,57 | 59,57 | | | 30,18 | 1,78 | 1,18 | 6,11 | 0,99 | | 0,2 | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,4% | | | | | 58,7 | 27,02 | | 11,8 | | | | | 2,48 | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,4% | 16,96 | 16,96 | | | 37,72 | 29,07 | | 6,57 | | 9,69 | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,3% | 0,45 | 0,45 | | | 76,82 | 9,55 | | 2,27 | | | | | 10,91 | | | |
| FASSI RUBEN OMAR | CLM 2400 | 0,2% | 2,26 | 2,26 | | | 23,73 | 71,19 | 0,56 | 2,26 | | | | | | | | |
| | **ACUM =** | **2,0%** | | | | | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,2% | 14,94 | 14,29 | 0,65 | | 77,92 | 2,6 | | 1,95 | | | | | 2,6 | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,2% | 2,84 | 2,84 | | | 85,11 | 7,09 | | 4,96 | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,2% | 1,5 | 1,5 | | | 62,41 | 28,57 | | | 7,52 | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,2% | | | | | 99,2 | 0,8 | | | | | | | | | | |
| PANERO DANIEL ENRIQUE | CLM 2400 | 0,1% | 20,0 | 20,0 | | | 41,74 | 33,91 | 3,48 | | 0,87 | | | | | | | |
| | **ACUM =** | **2,9%** | | | | | | | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | 13,89 | 13,89 | | | 73,15 | 9,26 | 3,7 | | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| STOPPANI GUSTAVO ANDRES | GET 2400 | 0,1% | 2,63 | 2,63 | | | 40,79 | 2,63 | | 21,05 | 7,89 | | | | 25,0 | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,1% | 50,0 | 50,0 | | | 42,65 | | | 1,47 | 5,88 | | | | | | | |
| PARENTE SABRINA ALEJANDRA | CLM 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| | **ACUM =** | **3,4%** | | | | | | | | | | | | | | | | |
| BENAVIDEZ ANALIA CLAUDIA | CLM 5016 | 0,1% | 3,17 | 3,17 | | | 92,06 | | | 4,76 | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,1% | 13,56 | 13,56 | | | 18,64 | 67,8 | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,1% | | | | | 75,51 | 24,49 | | | | | | | | | | |
| MITRE MARIA BELEN | GET 5186 | 0,1% | 6,67 | 6,67 | | | 26,67 | 4,44 | 4,44 | 4,44 | | | | | | | | 53,33 |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | 2,44 | 2,44 | | | 68,29 | 4,88 | 24,39 | | | | | | | | | |
| | **ACUM =** | **3,9%** | | | | | | | | | | | | | | | | |
| HASNE LESLIE | CLM 2400 | 0,1% | 7,5 | 7,5 | | | 87,5 | | | 5,0 | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,0% | | | | | 88,24 | 5,88 | | | | | | | | 5,88 | | |
| SOUL MARIA LILIANA | CLM 5016 | 0,0% | 61,76 | 61,76 | | | 2,94 | | | 35,29 | | | | | | | | |
| ZABALA JORGE ALBERTO | CLM 2400 | 0,0% | | | | | 47,06 | | | 50,0 | 2,94 | | | | | | | |
| | **ACUM =** | **4,0%** | | | | | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | | | | 96,97 | 3,03 | | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,0% | | | | | 17,24 | 82,76 | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,0% | | | | | 78,57 | 7,14 | | 14,29 | | | | | | | | |
| FEININGER GERARDO DANIEL | 5186 | 0,0% | 7,69 | 7,69 | | | 61,54 | 3,85 | | 15,38 | | | 11,54 | | | | | |
| KAPLAN RUTH LIA | CLM 5016 | 0,0% | 29,17 | 29,17 | | | 29,17 | | 16,67 | 25,0 | | | | | | | | |
| | **ACUM =** | **4,0%** | | | | | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,0% | 29,17 | 25,0 | 4,17 | | 25,0 | 8,33 | 37,5 | | | | | | | | | |
| HIGA MARIANO ANTONIO | GET 5016 | 0,0% | 60,87 | 56,52 | 4,35 | | 30,43 | | | | 4,35 | | | | | 4,35 | | |
| STOLMAN FABIANA | 5016 | 0,0% | 68,42 | 68,42 | | | 26,32 | | | | 5,26 | | | | | | | |
| MUÃ□OZ MARIA EUGENIA | GET 2400 | 0,0% | 27,78 | 27,78 | | | 5,56 | | 27,78 | 38,89 | | | | | | | | |
| ONOCKO CAROLINA | CLM 5016 | 0,0% | 64,71 | 41,18 | 23,53 | | 5,88 | | | | 17,65 | 5,88 | | | | 5,88 | | |
| | **ACUM =** | **4,0%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GOMEZ JORGE MANUEL | CRD 5000 | 0,8% | 4,86 | 4,86 | | | 33,87 | 44,41 | 2,43 | 7,94 | | | 2,11 | | 0,49 | | | 3,89 |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,7% | 26,12 | 23,88 | 2,25 | | 47,75 | 6,4 | 1,38 | 14,88 | 0,35 | 1,73 | 0,17 | | 0,69 | 0,35 | | 0,17 |
| CERDA RAUL HECTOR | CLM 5000 | 0,6% | 22,96 | 22,75 | 0,21 | | 56,22 | 2,36 | 0,21 | 13,09 | | | 4,08 | | | | | 1,07 |
| MORENO PAOLA ANDREA | CLM 5000 | 0,6% | 17,51 | 17,51 | | | 64,98 | 7,6 | 0,92 | 4,84 | 1,15 | | 0,46 | | | | 2,3 | 0,23 |
| DIAZ SERGIO ALEJANDRO | CRD 5000 | 0,5% | 7,6 | 7,6 | | | 59,31 | 22,3 | | 1,72 | | 2,45 | 3,19 | | | | | 3,43 |
| | **ACUM =** | **7,2%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | GASTROMAX TOTAL | Mercado: L. Gastromax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: AP. DIGESTIVO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GASTROMAX TOTAL | GASTRO-MAX GAD | GASTRO-MAX MA-GNES GAD | PANTUS B+L | PANTOC-AS( CSO) | PEPTAZ-OL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-ENV F DEN | TECTA RF2 | PANTOP-RAZOL T-EVA TEV | PANTOM-ETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #3 | #10 | #1 | #4 | #5 | #6 | #8 | #7 | #9 | #14 | #11 | #12 | #13 | |
| **REP** | EVOLUCION MAT 113 | 114 | 99 | 107 | 110 | 47 | 103 | 129 | 90 | 89 | 127 | 79 | 95 | 80 | 84 |
| ZONA = 4,4% | MES 16,79 | 16,19 | 0,61 | 54,24 | 14,57 | 4,19 | 5,46 | 0,86 | 1,14 | 0,83 | 0,12 | 0,33 | 0,07 | 0,16 | 1,21 |
| | TRIM 16,45 | 15,78 | 0,67 | 54,55 | 13,64 | 4,55 | 5,69 | 1,09 | 1,17 | 0,91 | 0,14 | 0,33 | 0,08 | 0,17 | 1,22 |
| | **MAT 16,43** | **15,7** | **0,74** | **53,82** | **13,36** | **5,59** | **5,41** | **0,98** | **1,3** | **0,97** | **0,14** | **0,41** | **0,2** | **0,2** | **1,18** |
| | MATAA 14,55 | 13,81 | 0,75 | 50,27 | 12,1 | 12,02 | 5,27 | 0,76 | 1,45 | 1,09 | 0,11 | 0,52 | 0,21 | 0,25 | 1,4 |

VALOR MERCADO: MES = 3.757 TRIM = 10.652 MAT = 41.204 MATAA = 40.922

**PUNTO DE MARKET SHARE = 34 UNIDADES estimadas de GASTROMAX TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | GASTRO-MAX TOT-AL | GASTRO-MAX GAD | GASTRO-MAX MA-GAD | PANTUS B+L | PANTOC-AS( CSO) | PEPTAZOL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-DEN | TECTA RF2 | PANTOP-RAZOL T-TEV | PANTOM-ETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #2 | #3 | #10 | #1 | #4 | #5 | #6 | #8 | #7 | #9 | #14 | #11 | #12 | #13 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 1,2% | 0 | | 21,52 | 9,28 | 34,6 | 19,41 | 9,7 | 2,11 | | | 0 | 0,42 | | | 2,95 | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,1% | 2,18 | | 22,71 | 6,55 | 14,85 | 6,99 | 17,03 | 12,66 | 2,62 | | 0 | 1,31 | | 3,49 | 7,42 | 2,18 |
| BERGERO MELISA | 1,1% | 2,18 | | 22,71 | 6,55 | 14,85 | 6,99 | 17,03 | 12,66 | 2,62 | | 0 | 1,31 | | 3,49 | 7,42 | 2,18 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,8% | 0 | | 12,1 | 27,39 | 22,29 | 4,46 | 15,29 | 1,91 | 0,64 | 4,46 | | | | 1,27 | 9,55 | 0,64 |
| FARMACIA CARRA SALUD SA | 0,7% | 1,43 | | 46,43 | 9,29 | 18,57 | 3,57 | 15,71 | 0,71 | 0,71 | | | | | 3,57 | | |
| **ACUM = 4,9%** | | | | | | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,6% | 2,4 | | 36,8 | 12,8 | 1,6 | 0,8 | 12,8 | 18,4 | | | 0,8 | 0,8 | 0,8 | 10,4 | | 1,6 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,4% | 3,45 | | 41,38 | 1,15 | 0 | 4,6 | | 6,9 | 4,6 | 6,9 | | 8,05 | 0 | 10,34 | 12,64 | 0 |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 0 | | 46,43 | 2,38 | 34,52 | 8,33 | 4,76 | | | | | 1,19 | | 1,19 | 1,19 | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 0 | | 3,39 | 47,46 | 11,86 | 22,03 | 0 | 15,25 | | | | | 0 | | | |
| DIPIAZZA LORENA ANDREA | 0,3% | 7,02 | | 10,53 | 14,04 | 47,37 | 8,77 | | 3,51 | 3,51 | | 5,26 | | | | | 0 |
| **ACUM = 6,9%** | | | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 0 | | | 5,77 | 0 | 9,62 | 0 | 7,69 | 1,92 | 13,46 | | 1,92 | 0 | 21,15 | 38,46 | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 0 | | 64,29 | 7,14 | 19,05 | 7,14 | 2,38 | | | | | | | 0 | | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 0 | | 17,95 | | 38,46 | 7,69 | 12,82 | 0 | 5,13 | 0 | 7,69 | | 0 | 10,26 | | |
| FCIA. MAXIFARMA | 0,2% | 0 | | 68,57 | 0 | | | | | | 31,43 | | | | | | |
| FARACI ESTELA ROSA | 0,2% | 0 | | 35,29 | 32,35 | | | | 32,35 | | | | | | | | |
| **ACUM = 8,0%** | | | | | | | | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,1% | 0 | | 5,26 | 78,95 | | | | 0 | | 15,79 | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | 100 | | | | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | 0 | | | | | 100 | | | | | | | | |
| **ACUM = 8,1%** | | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | GASTRO-MAX GAD | GASTRO-MAX MA-GAD | PANTUS B+L | PANTOC-AS( CSO) | PEPTAZOL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-DEN | TECTA RF2 | PANTOP-RAZOL T-TEV | PANTOM-ETYL 20 S+N | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 3,0% | 0 | 24,09 | 8,75 | 1,49 | 20,13 | 11,72 | 16,01 | 2,81 | 3,8 | 4,13 | 4,29 | 0,5 | 0,17 | 0,5 | 1,65 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,1% | 0,23 | 13,32 | 28,74 | 3,74 | 17,29 | 4,91 | 9,11 | 1,4 | 2,8 | 3,5 | 5,14 | 2,57 | 2,8 | 0 | 4,44 |
| X5000IIS - BVRD CHACABUCO 502-600 | 2,1% | 0 | 21,63 | 15,14 | 27,16 | 6,73 | 17,07 | 6,97 | 2,88 | 0,24 | 0,24 | | | 0,72 | 0,48 | 0,72 |
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 1,7% | 0 | 41,45 | 8,7 | 9,86 | 4,35 | 7,83 | 10,43 | | 2,03 | | 11,88 | 0 | | 0,29 | 3,19 |
| X5000ETE - SANTA ROSA 1501-1599 | 1,7% | 0 | 37,84 | 20,42 | 1,2 | 7,21 | 11,11 | 0,9 | 2,1 | 4,2 | 2,1 | 4,8 | 1,5 | 2,1 | 0 | 4,5 |
| **ACUM = 18,7%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **LAPENAX GADOR (GAD)** | **Mercado: Lapenax** | ≈ |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS / **OCTUBRE 2023** | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR |
|---|---|---|
| RANKING TERRITORIO | #1 | #2 |

**PAIS**
BASE = 100%

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR |
|---|---|---|
| EVOLUCION MAT | 100 | 126 |
| MES | 98,63 | 1,37 |
| TRIM | 98,09 | 1,91 |
| **MAT** | **97,79** | **2,21** |
| MATAA | 98,24 | 1,76 |

VALOR MERCADO: MES = 9.839 TRIM = 29.782 MAT = 110.844 MATAA = 130.338

**GERENCIA**
GCIA = 46,3%

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR |
|---|---|---|
| EVOLUCION MAT | 99 | 180 |
| MES | 98,83 | 1,17 |
| TRIM | 98,2 | 1,8 |
| **MAT** | **97,54** | **2,46** |
| MATAA | 98,63 | 1,37 |

VALOR MERCADO: MES = 4.626 TRIM = 13.593 MAT = 51.268 MATAA = 57.694

**DISTRITO**
DIST = 23,3%

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR |
|---|---|---|
| EVOLUCION MAT | 100 | 84 |
| MES | 99,24 | 0,76 |
| TRIM | 99,5 | 0,5 |
| **MAT** | **99,46** | **0,54** |
| MATAA | 99,36 | 0,64 |

VALOR MERCADO: MES = 1.190 TRIM = 3.219 MAT = 11.933 MATAA = 13.925

**REP**
ZONA = 5,8%

| | LAPENAX GADOR GAD | | CLOZAPINA FABRA FBR |
|---|---|---|---|
| EVOLUCION MAT | 101 | | 50 |
| MES | 100 | | 0,0 |
| TRIM | 99,38 | ≈ | 0,62 |
| **MAT** | **99,27** | | **0,73** |
| MATAA | 98,53 | | 1,47 |

VALOR MERCADO: MES = 53 TRIM = 171 MAT = 691 MATAA = 754

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de LAPENAX GADOR (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | LAPENAX GADOR GAD | | CLOZAPINA FABRA FBR |
|---|---|---|---|
| | #1 | | #2 |
| **5000 - CORDOBA** | EVOLUCION MAT 100 | | 100 |
| **7%** % de zona = 56,8% | TRIM 99,92 | ≈ | 0,08 |
| PMS = 1 | **MAT 99,98** | | **0,02** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 103 | | 47 |
| **50%** % de zona = 26,3% | TRIM 97,8 | ≈ | 2,2 |
| PMS = 1 | **MAT 97,25** | | **2,75** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 100 | | 0 |
| **25%** % de zona = 16,9% | TRIM 100 | ≈ | 0,0 |
| PMS = 1 | **MAT 100** | | **0,0** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | | | | | | | | | | | | |
| **REP** | | | | | | | | | | | | | | |
| TRIM | 99,76 | 0,24 | | | | | | | | | | | | |
| **MAT** | 99,83 | **0,17** | | | | | | | | | | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | |
|---|---|---|---|---|
| PICCO CARLOS IGNACIO | **CLM** 2400 | 0,2% | 100 | |
| ALONSO JAVIER ALBERTO | **PSQ** 2400 | 0,1% | 100 | |
| MARTINI GASTON EZEQUIEL | **CLM** 5016 | 0,1% | 100 | |
| PISPIEIRO MARIANO | **CIR** 2400 | 0,1% | 100 | |
| VAGLIENTI FIAMMA ELISABETH | **CLM** 5016 | 0,1% | 100 | |
| | **ACUM =** | **0,6%** | | |
| BELADELLI MARINA ANDREA | **CLM** 5186 | 0,1% | 100 | |
| BERNABEI YAMILA ANABEL | **PSQ** 2400 | 0,1% | 100 | |
| CALDELARI ROBERTO HUGO | **CLM** 2400 | 0,1% | | 100 |
| VEZZI VALERIA SILVINA | **CLM** 5186 | 0,1% | 100 | |
| | **ACUM =** | **1,0%** | | |

## No Cruzados

| | | | |
|---|---|---|---|
| MUSCELLINI RAIMUNDO JUAN | **PSQ** 5000 | 12,1% | 100 |
| RAMIREZ FEDERICO MANUEL | **CLM** 5000 | 3,3% | 100 |
| PARIS GUILLERMO ANDRES | **CLM** 5000 | 2,4% | 100 |
| ZENGARO ADRIANA DEL VALLE | **PSQ** 5000 | 1,8% | 100 |
| PON RICARDO HORACIO | **PSQ** 5000 | 1,6% | 100 |
| | **ACUM = 22,2%** | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **LAPENAX GADOR (GAD)** | **Mercado: Lapenax** | ≈ |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR |
|---|---|---|
| RANKING TERRITORIO | #1 | #2 |

**REP**

ZONA = 5,8%

| EVOLUCION MAT | 101 | | 50 |
|---|---|---|---|
| MES | 100 | | 0,0 |
| TRIM | 99,38 | ≈ | 0,62 |
| **MAT** | 99,27 | | **0,73** |
| MATAA | 98,53 | | 1,47 |

VALOR MERCADO: MES = 53 TRIM = 171 MAT = 691 MATAA = 754

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de LAPENAX GADOR (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | |
|---|---|---|---|---|---|---|
| ASOCIACION MUTUAL CENTRO MEDICO DE | 1,9% | 20,55 | 72,6 | 2,19 | 4,66 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,7% | 25,0 | 51,54 | 9,26 | 8,95 | 5,25 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,9% | 23,73 | 64,97 | 4,52 | 5,65 | 1,13 |
| BERGERO MELISA | 0,9% | 23,73 | 64,97 | 4,52 | 5,65 | 1,13 |
| FARMACIA FAMASALUD II | 0,4% | 38,82 | 58,82 | | | 2,35 |

**ACUM = 5,8%**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 30,36 | 44,64 | 17,86 | 7,14 | | 0 |
| MARENGO SILVIA DEL CARMEN | 0,2% | 65,79 | 0 | 34,21 | | | |
| FARMACIA CARRA SALUD SA | 0,2% | 5,88 | 52,94 | | | 41,18 | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 96,55 | | 3,45 | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 15,0 | 15,0 | 5,0 | 65,0 | | |

**ACUM = 6,7%**

| | | | | | | |
|---|---|---|---|---|---|---|
| TRAVERSO RUBEN EDUARDO | 0,1% | 0 | 52,94 | 0 | | 47,06 |
| TRUCCO MARCOS ALEJANDRO | 0,1% | 50,0 | 50,0 | 0 | 0 | |
| FCIA. MAXIFARMA | 0,0% | 14,29 | | 0 | 85,71 | |
| MONLLOR IVANA KARINA | 0,0% | 0 | 100 | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | | | |

**ACUM = 6,9%**

| LAPENAX GADOR GAD | CLOZAPINA FABRA FBR |
|---|---|
| #1 | #2 |

## No Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 3,6% | 44,52 | 37,32 | 6,2 | 7,78 | 4,18 | 0 |
| X5000IIO - BVRD CHACABUCO 102-200 | 3,1% | 4,64 | 78,81 | 10,93 | 1,82 | 3,81 | |
| X5000BFB - OBISPO DE ORO 2-100 | 3,1% | 0 | 0 | | 0,83 | 99,17 | 0 |
| X5000EPH - AV COLON 701-799 | 2,9% | 23,97 | 35,6 | 17,17 | 11,81 | 11,45 | |
| X5000IIS - BVRD CHACABUCO 502-600 | 2,7% | 18,44 | 42,21 | 12,93 | 16,35 | 10,08 | |

**ACUM = 22,3%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | LURADON (GAD) | Mercado: Luradon | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR-ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #4 | #3 | #5 | #6 | #7 | #8 |
| **PAIS** BASE = 100% | EVOLUCION MAT 100 | 100 | 86 | 90 | 183 | 126 | 108 | 0 |
| | MES 30,92 | 21,09 | 18,26 | 13,57 | 9,68 | 4,14 | 2,33 | 0,0 |
| | TRIM 30,0 | 22,1 | 17,65 | 13,49 | 11,07 | 3,79 | 1,9 | 0,0 |
| | **MAT 30,51** | **24,18** | **17,13** | **14,68** | **8,14** | **3,64** | **1,72** | **0,0** |
| | MATAA 30,65 | 24,16 | 19,85 | 16,25 | 4,44 | 2,89 | 1,59 | 0,17 |
| | | VALOR MERCADO: | MES = 6.177 | | TRIM = 18.375 | | MAT = 68.839 | MATAA = 56.186 |
| **GERENCIA** GCIA = 47,8% | EVOLUCION MAT 98 | 115 | 84 | 78 | 202 | 115 | 42 | 0 |
| | MES 35,49 | 20,5 | 15,16 | 12,18 | 13,84 | 2,74 | 0,1 | 0,0 |
| | TRIM 33,27 | 21,71 | 16,07 | 12,07 | 14,6 | 2,19 | 0,09 | 0,0 |
| | **MAT 34,43** | **23,83** | **16,42** | **13,54** | **9,35** | **2,27** | **0,17** | **0,0** |
| | MATAA 35,19 | 20,77 | 19,49 | 17,34 | 4,62 | 1,97 | 0,4 | 0,21 |
| | | VALOR MERCADO: | MES = 2.956 | | TRIM = 8.738 | | MAT = 32.932 | MATAA = 26.101 |
| **DISTRITO** DIST = 19,8% | EVOLUCION MAT 102 | 131 | 86 | 79 | 103 | 91 | 50 | 0 |
| | MES 26,97 | 28,26 | 16,7 | 18,72 | 5,32 | 3,85 | 0,18 | 0,0 |
| | TRIM 24,34 | 29,3 | 15,23 | 20,24 | 7,65 | 3,18 | 0,06 | 0,0 |
| | **MAT 23,38** | **31,59** | **13,99** | **19,41** | **8,18** | **3,27** | **0,18** | **0,0** |
| | MATAA 22,95 | 24,12 | 16,25 | 24,68 | 7,91 | 3,61 | 0,36 | 0,12 |
| | | VALOR MERCADO: | MES = 545 | | TRIM = 1.635 | | MAT = 6.518 | MATAA = 5.020 |
| **REP** ZONA = 5,8% | EVOLUCION MAT 96 | 150 | 91 | 74 | 117 | 59 | 43 | 0 |
| | MES 27,31 | 32,27 | 14,76 | 15,2 | 7,6 | 2,86 | 0,0 | 0,0 |
| | TRIM 23,21 ≈ | 30,79 | 13,64 | 19,59 | 10,4 | 2,36 | 0,0 | 0,0 |
| | **MAT 22,84** | **30,06** | **12,24** | **20,46** | **11,38** | **2,97** | **0,06** | **0,0** |
| | MATAA 23,75 | 20,06 | 13,41 | 27,73 | 9,74 | 5,06 | 0,14 | 0,11 |
| | | VALOR MERCADO: | MES = 32 | | TRIM = 93 | | MAT = 380 | MATAA = 311 |

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de LURADON (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR-ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV |
|---|---|---|---|---|---|---|---|---|
| | #2 | #1 | #4 | #3 | #5 | #6 | #7 | #8 |
| **5000 - CORDOBA** | EVOLUCION MAT 103 | 125 | 88 | 87 | 90 | 85 | 38 | 0 |
| **7%** % de zona = 67,9% | TRIM 23,73 ▼ | 28,25 | 19,43 | 17,18 | 7,91 | 3,5 | 0,0 | 0,0 |
| PMS = 1 | **MAT 24,53** | **30,03** | **16,66** | **15,41** | **9,31** | **3,98** | **0,08** | **0,0** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 88 | 309 | 112 | 65 | 198 | 14 | | |
| **50%** % de zona = 26,1% | TRIM 27,08 ▲ | 35,42 | 2,08 | 22,92 | 12,5 | 0,0 | | |
| PMS = 1 | **MAT 20,6** | **29,65** | **2,01** | **33,67** | **13,07** | **1,01** | | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 52 | 136 | 92 | 65 | 245 | 0 | | |
| **25%** % de zona = 5,9% | TRIM 3,85 ▼ | 38,46 | 0,0 | 30,77 | 26,92 | 0,0 | | |
| PMS = 1 | **MAT 13,33** | **32,22** | **6,67** | **20,0** | **27,78** | **0,0** | | |
| **2438 - FRONTERA** | EVOLUCION MAT | | | | 0 | | | |
| **100%** % de zona = 0,0% | TRIM | | | | 0,0 | | | |
| PMS = 1 | **MAT** | | | | **0,0** | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **LURADON (GAD)** | **Mercado: Luradon** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR-ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #4 | #3 | #5 | #6 | #7 | #8 |
| **REP** | | | | | | | | |
| TRIM | 19,67 | 23,79 | 19,05 | 26,57 | 1,44 | 9,06 | 0,41 | 0,0 |
| **MAT** | **17,43** | **39,77** | **16,08** | **19,0** | **2,09** | **5,43** | **0,0** | **0,21** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | |
|---|---|---|---|---|
| PAVIOLO SANTIAGO OSCAR | **CRD** 5000 | 0,1% | 100 | |
| | **ACUM =** | **0,1%** | | |

## No Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| BACILE ELIZABETH ALEJANDRA | **NEU** 5000 | 4,2% | | | 5,0 | 95,0 | | |
| ROCES DIEGO GUILLERMO | **CLM** 5000 | 3,7% | | 85,71 | 2,86 | 11,43 | | |
| CONCI MAGRIS DIEGO MARTIN | **PSQ** 5000 | 3,4% | | | 100 | | | |
| RAMIREZ FEDERICO MANUEL | **CLM** 5000 | 3,2% | 29,03 | 16,13 | | 6,45 | 45,16 | 3,23 |
| GOMEZ JORGE OSCAR | **CLM** 2400 | 2,7% | | | | 100 | | |
| | **ACUM =** | **17,3%** | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **LURADON (GAD)** | **Mercado: Luradon** | ≈ |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 5,8%

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR-ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #4 | #3 | #5 | #6 | #7 | #8 |
| EVOLUCION MAT | 96 | 150 | 91 | 74 | 117 | 59 | 43 | 0 |
| MES | 27,31 | 32,27 | 14,76 | 15,2 | 7,6 | 2,86 | 0,0 | 0,0 |
| TRIM | 23,21 | 30,79 | 13,64 | 19,59 | 10,4 | 2,36 | 0,0 | 0,0 |
| **MAT** | **22,84** | 30,06 | **12,24** | **20,46** | **11,38** | **2,97** | **0,06** | **0,0** |
| MATAA | 23,75 | 20,06 | 13,41 | 27,73 | 9,74 | 5,06 | 0,14 | 0,11 |

VALOR MERCADO: MES = 32 TRIM = 93 MAT = 380 MATAA = 311

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de LURADON (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDRON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #2 | #1 | #4 | #3 | #5 | #6 | #7 | #8 | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 5,0% | 5,24 | 86,59 | 1,85 | 3,42 | 1,27 | 0,88 | 0,21 | 0,09 | 0,03 | 0,06 | 0,36 | | |
| FARMACIA B SALUD - B SALUD S.A. | 2,4% | 25,71 | 37,27 | 8,89 | 15,49 | 9,08 | 3,24 | 0,13 | | | 0,19 | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,9% | 28,09 | 24,2 | 6,43 | 26,9 | 10,15 | 2,54 | 1,18 | 0,34 | | 0,17 | | | |
| BERGERO MELISA | 0,9% | 28,09 | 24,2 | 6,43 | 26,9 | 10,15 | 2,54 | 1,18 | 0,34 | | 0,17 | | | |
| TRUCCO MARCOS ALEJANDRO | 0,7% | 20,6 | 36,7 | 15,24 | 13,52 | 12,02 | 1,93 | | | | 0 | | | |
| **ACUM = 9,9%** | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 37,14 | 10,65 | 2,86 | 31,69 | 15,58 | 1,82 | | | | 0,26 | | | |
| FARMACIA FAMASALUD II | 0,6% | 44,33 | 6,07 | 1,32 | 41,69 | 4,75 | 0,79 | 1,06 | | | | | | |
| FCIA. MAXIFARMA | 0,4% | 31,45 | 53,0 | 12,72 | 2,47 | 0 | | | | | 0,35 | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 35,34 | | 9,02 | 29,7 | 24,06 | 0,38 | 0,75 | | | 0,38 | 0,38 | | |
| FARMACIA CARRA SALUD SA | 0,2% | 29,86 | 13,19 | 12,5 | 40,97 | 2,78 | 0,69 | | | | | | | |
| **ACUM = 12,1%** | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 34,92 | 33,33 | 10,32 | 9,52 | 11,9 | 0 | | | | | | | |
| FARACI ESTELA ROSA | 0,2% | 24,0 | 66,4 | 1,6 | 4,8 | 2,4 | 0 | | | | 0,8 | | | |
| FARMASAN I(CBA) | 0,2% | 26,26 | 58,59 | 5,05 | 7,07 | 3,03 | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 40,91 | 11,36 | 12,5 | 12,5 | 3,41 | | 9,09 | | 9,09 | 1,14 | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 42,11 | 5,26 | 5,26 | 43,86 | 3,51 | | | | | 0 | | | |
| **ACUM = 12,9%** | | | | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,1% | 14,29 | 50,0 | 7,14 | 23,81 | 2,38 | 2,38 | | | | | | | |
| MONLLOR IVANA KARINA | 0,0% | 34,78 | 60,87 | 0 | | 4,35 | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 81,25 | | 0 | 12,5 | 6,25 | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 50,0 | 0 | 33,33 | 16,67 | | | | | | | | | |
| **ACUM = 13,0%** | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 3,7% | 70,33 | 0,21 | 0,08 | 16,61 | 10,29 | 2,31 | 0,08 | | | 0,08 | |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 2,9% | 70,84 | 2,49 | 4,61 | 13,84 | 3,39 | 1,06 | 1,96 | 0,11 | 0,74 | 0,48 | 0,48 |
| X5000IIQ - BVRD CHACABUCO 302-400 | 2,3% | 0 | 100 | | | | | | | | | |
| X5000IIS - BVRD CHACABUCO 502-600 | 1,8% | 48,33 | 1,63 | 9,96 | 19,4 | 9,1 | 2,23 | 3,95 | | 2,4 | 1,55 | 1,46 |
| X5000EPH - AV COLON 701-799 | 1,8% | 53,14 | 3,01 | 8,86 | 15,74 | 8,0 | 3,27 | 3,87 | | 2,15 | 0,86 | 1,12 |
| **ACUM = 25,5%** | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | MIDAX (GAD) | Mercado: Midax | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | MIDAX GAD | ENOLEX CSO | ONOTRAN LEP | SIMINA ELE | REVERTR-IX RC5 | SARTINA T.L | APSICO MLB | ZYPREXA RF2 | ONOTRA-N RAPID LEP | OLANZAP-INA ROS-PAW RSW | TREXOL BET | OLANZAP-INA TEVA TEV | ROLANZ-AX VNN | OLANZA-NOVA CLV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #9 | #6 | #8 | #7 | #11 | #12 | #10 | | #13 |
| **PAIS** BASE = 100% | EVOLUCION MAT 101 | 124 | 95 | 88 | 101 | 99 | 67 | 75 | 61 | 130 | 89 | 250 | 33 | 0 |
| | MES 63,21 | 13,43 | 7,76 | 5,38 | 4,49 | 2,32 | 0,94 | 1,0 | 0,48 | 0,57 | 0,17 | 0,22 | 0,02 | 0,01 |
| | TRIM 62,67 | 13,18 | 7,91 | 5,36 | 4,76 | 2,46 | 1,07 | 1,1 | 0,55 | 0,59 | 0,15 | 0,17 | 0,04 | 0,0 |
| | **MAT 61,99** | **12,62** | **8,11** | **5,38** | **4,83** | **2,68** | **1,86** | **1,12** | **0,61** | **0,52** | **0,16** | **0,1** | **0,02** | **0,0** |
| | MATAA 61,64 | 10,21 | 8,57 | 6,14 | 4,77 | 2,72 | 2,77 | 1,49 | 1,0 | 0,4 | 0,18 | 0,04 | 0,06 | 0,01 |
| | | VALOR MERCADO: | MES = 54.857 | | | | TRIM = 158.637 | | | MAT = 607.799 | | | MATAA = 559.739 | |
| **GERENCIA** GCIA = 46,0% | EVOLUCION MAT 99 | 125 | 98 | 93 | 88 | 97 | 70 | 71 | 54 | 142 | 90 | 175 | 10 | 0 |
| | MES 68,87 | 13,8 | 4,65 | 6,21 | 2,03 | 1,91 | 0,67 | 0,87 | 0,27 | 0,33 | 0,27 | 0,11 | 0,01 | 0,0 |
| | TRIM 68,95 | 13,47 | 4,74 | 6,06 | 2,01 | 1,96 | 0,71 | 1,02 | 0,29 | 0,48 | 0,18 | 0,09 | 0,04 | 0,0 |
| | **MAT 68,59** | **13,45** | **4,83** | **6,13** | **2,0** | **1,91** | **1,01** | **1,01** | **0,37** | **0,44** | **0,18** | **0,07** | **0,01** | **0,0** |
| | MATAA 69,28 | 10,74 | 4,94 | 6,58 | 2,27 | 1,97 | 1,45 | 1,43 | 0,68 | 0,31 | 0,2 | 0,04 | 0,1 | 0,01 |
| | | VALOR MERCADO: | MES = 24.445 | | | | TRIM = 71.369 | | | MAT = 279.508 | | | MATAA = 248.732 | |
| **DISTRITO** DIST = 17,3% | EVOLUCION MAT 100 | 119 | 111 | 91 | 91 | 93 | 65 | 75 | 61 | 57 | 350 | 140 | 0 | 0 |
| | MES 63,29 | 13,97 | 7,05 | 9,53 | 3,15 | 0,51 | 1,21 | 0,51 | 0,54 | 0,07 | 0,12 | 0,05 | 0,0 | 0,0 |
| | TRIM 63,8 | 13,94 | 6,89 | 9,18 | 2,89 | 0,58 | 1,34 | 0,47 | 0,6 | 0,14 | 0,1 | 0,07 | 0,01 | 0,0 |
| | **MAT 63,6** | **13,72** | **6,78** | **9,39** | **2,74** | **0,54** | **1,57** | **0,56** | **0,76** | **0,2** | **0,07** | **0,07** | **0,0** | **0,0** |
| | MATAA 63,55 | 11,51 | 6,13 | 10,3 | 3,0 | 0,58 | 2,41 | 0,75 | 1,25 | 0,35 | 0,02 | 0,05 | 0,1 | 0,0 |
| | | VALOR MERCADO: | MES = 4.282 | | | | TRIM = 12.156 | | | MAT = 48.425 | | | MATAA = 40.726 | |
| **REP** ZONA = 4,9% | EVOLUCION MAT 105 | 111 | 90 | 83 | 99 | 48 | 82 | 79 | 47 | 999 | 400 | 550 | | 999 |
| | MES 61,33 | 16,24 | 7,22 | 10,26 | 2,5 | 0,24 | 1,26 | 0,44 | 0,34 | 0,07 | 0,1 | 0,0 | | 0,0 |
| | TRIM 61,32 ≈ | 15,77 | 6,84 | 10,13 | 2,88 | 0,24 | 1,78 | 0,33 | 0,42 | 0,07 | 0,1 | 0,13 | | 0,0 |
| | **MAT 59,96** | **16,65** | **7,2** | **9,72** | **2,55** | **0,36** | **2,32** | **0,44** | **0,56** | **0,09** | **0,04** | **0,11** | | **0,01** |
| | MATAA 57,33 | 15,06 | 8,0 | 11,68 | 2,57 | 0,75 | 2,82 | 0,56 | 1,2 | 0,0 | 0,01 | 0,02 | | 0,0 |
| | | VALOR MERCADO: | MES = 210 | | | | TRIM = 601 | | | MAT = 2.351 | | | MATAA = 1.904 | |

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de MIDAX (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | MIDAX GAD | ENOLEX CSO | ONOTRAN LEP | SIMINA ELE | REVERTR-IX RC5 | SARTINA T.L | APSICO MLB | ZYPREXA RF2 | ONOTRA-N RAPID LEP | OLANZAP-INA ROS-PAW RSW | TREXOL BET | OLANZAP-INA TEVA TEV | ROLANZ-AX VNN | OLANZA-NOVA CLV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #4 | #3 | #5 | #9 | #6 | #8 | #7 | #11 | #12 | #10 | | #13 |
| **5000 - CORDOBA** | EVOLUCION MAT 104 | 124 | 84 | 84 | 90 | 75 | 71 | 63 | 55 | 500 | 300 | 367 | | 999 |
| **7%** % de zona = 66,1% | TRIM 69,12 ▲ | 10,98 | 5,48 | 8,17 | 2,44 | 0,38 | 1,87 | 0,54 | 0,67 | 0,12 | 0,15 | 0,08 | | 0,0 |
| PMS = 1 | **MAT 66,0** | **13,05** | **5,76** | **8,76** | **2,37** | **0,41** | **2,03** | **0,55** | **0,84** | **0,05** | **0,06** | **0,11** | | **0,01** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 109 | 94 | 97 | 78 | 131 | | 155 | 999 | 0 | 999 | | 999 | | |
| **50%** % de zona = 24,2% | TRIM 52,75 ▲ | 21,36 | 11,65 | 11,97 | 2,27 | | 0,0 | 0,0 | 0,0 | 0,0 | | 0,0 | | |
| PMS = 1 | **MAT 47,36** | **24,47** | **12,68** | **11,62** | **0,97** | | **2,29** | **0,26** | **0,0** | **0,26** | | **0,09** | | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 100 | 126 | 114 | 87 | 84 | 0 | 72 | 999 | 0 | | | 999 | | |
| **25%** % de zona = 9,0% | TRIM 41,81 ▼ | 27,87 | 3,83 | 15,33 | 5,23 | 0,0 | 5,23 | 0,0 | 0,0 | | | 0,7 | | |
| PMS = 1 | **MAT 53,44** | **22,16** | **3,67** | **10,66** | **5,45** | **0,0** | **4,27** | **0,12** | **0,0** | | | **0,24** | | |
| **2438 - FRONTERA** | EVOLUCION MAT 999 | 999 | | 999 | 999 | 11 | 999 | | | | | | | |
| **100%** % de zona = 0,8% | TRIM 0,0 ▼ | 33,33 | | 33,33 | 33,33 | 0,0 | 0,0 | | | | | | | |
| PMS = 1 | **MAT 11,11** | **16,67** | | **22,22** | **33,33** | **11,11** | **5,56** | | | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | MIDAX GAD | ENOLEX CSO | ONOTRAN LEP | SIMINA ELE | REVERTR-IX RC5 | SARTINA T.L | APSICO MLB | ZYPREXA RF2 | ONOTRA-N RAPID LEP | OLANZAP-INA ROS-PAW RSW | TREXOL BET | OLANZAP-INA TEVA TEV | ROLANZ-AX VNN | OLANZA-NOVA CLV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #9 | #6 | #8 | #7 | #11 | #12 | #10 | | #13 |
| **REP** | | | | | | | | | | | | | | |
| TRIM | 58,32 | 11,58 | 8,44 | 11,6 | 3,02 | 0,47 | 3,08 | 0,69 | 1,26 | 1,48 | 0,06 | 0,0 | 0,0 | |
| **MAT** | 55,92 | **16,96** | **10,53** | **8,98** | **3,35** | **0,25** | **2,22** | **0,49** | **1,06** | **0,1** | **0,0** | **0,02** | **0,12** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLATTO MARIANA GUADALUPE | **CLM** 2400 | 0,5% | 100 | | | | | | | | | | | |
| CORNAVACA MARIA TERESITA | **CLM** 5016 | 0,2% | | | | 100 | | | | | | | | |
| LIGNINI EVANGELINA | **CIR** 2400 | 0,2% | 100 | | | | | | | | | | | |
| BERGUÃ□AN FLAVIA BELEN | **PSQ** 2400 | 0,1% | | | 100 | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | **CLM** 2400 | 0,1% | 100 | | | | | | | | | | | |
| | **ACUM =** | **1,1%** | | | | | | | | | | | | |
| PICCO CARLOS IGNACIO | **CLM** 2400 | 0,1% | 100 | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | **CLM** 2400 | 0,1% | 100 | | | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | **CIR** 2400 | 0,0% | 100 | | | | | | | | | | | |
| GONZALEZ JACQUELINE GRISELDA | **CLM** 5186 | 0,0% | | | | | | 100 | | | | | | |
| KAPLAN RUTH LIA | **CLM** 5016 | 0,0% | 100 | | | | | | | | | | | |
| | **ACUM =** | **1,3%** | | | | | | | | | | | | |
| MAZA GONZALO | **CIR** 2400 | 0,0% | 100 | | | | | | | | | | | |
| KAZEPIS LILIAN RUTH | **CLM** 2400 | 0,0% | | | 100 | | | | | | | | | |
| PAVIOLO SANTIAGO OSCAR | **CRD** 5000 | 0,0% | 100 | | | | | | | | | | | |
| SULIGOY DEBORA | **CLM** 5016 | 0,0% | | | | 100 | | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | **CLM** 5186 | 0,0% | 100 | | | | | | | | | | | |
| | **ACUM =** | **1,3%** | | | | | | | | | | | | |
| ZABALA JORGE ALBERTO | **CLM** 2400 | 0,0% | | 100 | | | | | | | | | | |
| | **ACUM =** | **1,3%** | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CAJIGAL PATRICIA SILVIA | **PSQ** 5000 | 2,3% | 88,03 | 2,56 | 2,56 | | | 1,71 | | | | | 5,13 | |
| MUSCELLINI RAIMUNDO JUAN | **PSQ** 5000 | 2,1% | 56,19 | | 34,29 | | 9,52 | | | | | | | |
| MAS ESTELA MARIA | **CLM** 5000 | 1,2% | 81,67 | 3,33 | | 6,67 | | | 8,33 | | | | | |
| ELICABE ESTEBAN DANIEL | **PSQ** 5000 | 1,1% | 9,26 | 88,89 | | 1,85 | | | | | | | | |
| RAMIREZ FEDERICO MANUEL | **CLM** 5000 | 0,9% | 6,52 | 76,09 | 10,87 | | | | | 6,52 | | | | |
| | **ACUM =** | **8,9%** | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| | | | |
|---|---|---|---|
| EVAR ALEJANDRO SUAREZ | MIDAX (GAD) | Mercado: Midax | ≈ |
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | MIDAX GAD | ENOLEX CSO | ONOTRAN LEP | SIMINA ELE | REVERTR-IX RC5 | SARTINA T.L | APSICO MLB | ZYPREXA RF2 | ONOTRA-N RAPID LEP | OLANZAP-INA ROS-PAW RSW | TREXOL BET | OLANZAP-INA TEVA TEV | ROLANZ-AX VNN | OLANZA-NOVA CLV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #9 | #6 | #8 | #7 | #11 | #12 | #10 | | #13 |
| **REP** ZONA = 4,9% — EVOLUCION MAT | 105 | 111 | 90 | 83 | 99 | 48 | 82 | 79 | 47 | 999 | 400 | 550 | | 999 |
| MES | 61,33 | 16,24 | 7,22 | 10,26 | 2,5 | 0,24 | 1,26 | 0,44 | 0,34 | 0,07 | 0,1 | 0,0 | | 0,0 |
| TRIM | 61,32 | 15,77 | 6,84 | 10,13 | 2,88 | 0,24 | 1,78 | 0,33 | 0,42 | 0,07 | 0,1 | 0,13 | | 0,0 |
| **MAT** | 59,96 | **16,65** | **7,2** | **9,72** | **2,55** | **0,36** | **2,32** | **0,44** | **0,56** | **0,09** | **0,04** | **0,11** | | **0,01** |
| MATAA | 57,33 | 15,06 | 8,0 | 11,68 | 2,57 | 0,75 | 2,82 | 0,56 | 1,2 | 0,0 | 0,01 | 0,02 | | 0,0 |

VALOR MERCADO: MES = 210 TRIM = 601 MAT = 2.351 MATAA = 1.904

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de MIDAX (GAD) por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | |
|---|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 4,7% | 33,33 | 66,67 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,2% | 100 | |
| BERGERO MELISA | 1,2% | 100 | |
| FARMACIA B SALUD - B SALUD S.A. | 0,0% | 0 | |

**ACUM = 7,1%**

### No Asignadas

| | | | |
|---|---|---|---|
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 10,2% | 61,54 | 38,46 |
| X2400AJU - AV 9 DE JULIO 2002-2100 | 9,0% | 26,09 | 73,91 |
| X5000IIH - BVRD CHACABUCO 701-799 | 5,9% | 13,33 | 86,67 |
| X5000IIO - BVRD CHACABUCO 102-200 | 4,7% | 50,0 | 50,0 |
| X5000HCF | 4,3% | 18,18 | 81,82 |

**ACUM = 41,2%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. |
|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 |
| **PAIS** BASE = 100% | EVOLUCION MAT 87 | 119 | 127 |
| MES | 52,2 | 33,41 | 14,39 |
| TRIM | 50,8 | 31,03 | 18,16 |
| **MAT** | **54,24** | **28,93** | **16,83** |
| MATAA | 62,42 | 24,37 | 13,21 |
| | | VALOR MERCADO: MES = 6.444 | TRIM = 19.725 MAT = 72.350 MATAA = 61.777 |
| **GERENCIA** GCIA = 41,3% | EVOLUCION MAT 86 | 124 | 117 |
| MES | 48,31 | 42,91 | 8,78 |
| TRIM | 49,42 | 39,26 | 11,32 |
| **MAT** | **52,93** | **35,86** | **11,21** |
| MATAA | 61,53 | 28,9 | 9,57 |
| | | VALOR MERCADO: MES = 2.666 | TRIM = 7.926 MAT = 29.916 MATAA = 24.252 |
| **DISTRITO** DIST = 17,7% | EVOLUCION MAT 86 | 113 | 140 |
| MES | 45,07 | 47,17 | 7,76 |
| TRIM | 45,01 | 41,04 | 13,95 |
| **MAT** | **50,36** | **36,13** | **13,51** |
| MATAA | 58,46 | 31,88 | 9,66 |
| | | VALOR MERCADO: MES = 477 | TRIM = 1.362 MAT = 5.286 MATAA = 4.916 |
| **REP** ZONA = 5,6% | EVOLUCION MAT 91 | 102 | 143 |
| MES | 49,58 | 40,69 | 9,72 |
| TRIM | 49,22 ▼ | 36,66 | 14,11 |
| **MAT** | **52,19** | **32,94** | **14,88** |
| MATAA | 57,32 | 32,28 | 10,4 |
| | | VALOR MERCADO: MES = 25 | TRIM = 73 MAT = 295 MATAA = 276 |

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de MYRBETRIC (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. |
|---|---|---|---|
| | #1 | #2 | #3 |
| **5000 - CORDOBA** 7% % de zona = 61,8% PMS = 1 | EVOLUCION MAT 83 | 119 | 129 |
| | TRIM 42,09 ▼ | 40,98 | 16,93 |
| | **MAT 47,24** | **35,52** | **17,23** |
| **2400 - SAN FRANCISCO** 50% % de zona = 27,4% PMS = 1 | EVOLUCION MAT 111 | 85 | 56 |
| | TRIM 69,23 ≈ | 25,64 | 5,13 |
| | **MAT 69,14** | **28,4** | **2,47** |
| **5186 - ALTA GRACIA** 25% % de zona = 10,8% PMS = 1 | EVOLUCION MAT 84 | 73 | 222 |
| | TRIM 41,67 ▲ | 38,89 | 19,44 |
| | **MAT 37,5** | **29,69** | **32,81** |
| **2438 - FRONTERA** 100% % de zona = 0,0% PMS = 1 | EVOLUCION MAT | 0 | |
| | TRIM | 0,0 | |
| | **MAT** | **0,0** | |
| **5016 - CORDOBA** 13% % de zona = 0,0% PMS = 1 | EVOLUCION MAT | 0 | |
| | TRIM | 0,0 | |
| | **MAT** | **0,0** | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | MYRBETRIC (GAD) | Mercado: Myrbetric | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: UROLOGIA | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | | | | | | | | | | | | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 68,22 | 27,51 | 4,28 | | | | | | | | | | | | |
| **MAT** | 54,3 | **38,43** | **7,27** | | | | | | | | | | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | |
|---|---|---|---|---|---|
| FERNANDEZ PATRICIA SOLEDAD | **CLM** | 2400 | 0,6% | 100 | |
| MEYER GUILLERMO | **GIN** | 5016 | 0,6% | 100 | |
| FEININGER GERARDO DANIEL | | 5186 | 0,2% | 100 | |
| POZO SCHWINDT VICTOR GASTON | **CLM** | 5186 | 0,2% | 100 | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | **CLM** | 5016 | 0,2% | 100 | |
| | **ACUM =** | | **1,8%** | | |

## No Cruzados

| | | | | | |
|---|---|---|---|---|---|
| PAUTASSO ANA CAROLINA | **URO** | 5000 | 4,8% | | 100 |
| ARRIBILLAGA LEANDRO CRISTIAN | **URO** | 5000 | 3,3% | 29,41 | 17,65 52,94 |
| JALON MARTIN ALEJANDRO | **CLM** | 5000 | 3,3% | 41,18 | 58,82 |
| LEITHOLD MARIA BELEN | **URO** | 5000 | 3,3% | 11,76 | 88,24 |
| MONTALDO FERNANDO FRANCISCO | **CLM** | 5000 | 3,3% | | 100 |
| | **ACUM = 19,8%** | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. |
|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 |

**REP**

ZONA = 5,6%

| EVOLUCION MAT | 91 | 102 | 143 |
|---|---|---|---|
| MES | 49,58 | 40,69 | 9,72 |
| TRIM | 49,22 | 36,66 | 14,11 |
| **MAT** | 52,19 | **32,94** | **14,88** |
| MATAA | 57,32 | 32,28 | 10,4 |

VALOR MERCADO: MES = 25 TRIM = 73 MAT = 295 MATAA = 276

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de MYRBETRIC (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | |
|---|---|---|---|---|
| ASOCIACION MUTUAL CENTRO MEDICO DE | 2,8% | 75,0 | 25,0 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,9% | 72,73 | 0 | 27,27 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,8% | 0 | 100 | |
| DIPIAZZA LORENA ANDREA | 0,5% | 50,0 | 50,0 | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 75,0 | 25,0 | |

**ACUM = 5,3%**

| | | | | |
|---|---|---|---|---|
| FARMACIA CARRA SALUD SA | 0,2% | 100 | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,2% | 0 | 100 | |
| BERGERO MELISA | 0,2% | 0 | 100 | |
| FARMACIA FAMASALUD II | 0,1% | 100 | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,0% | | | |

**ACUM = 6,0%**

| | | | | |
|---|---|---|---|---|
| FARMACIA B SALUD - B SALUD S.A. | 0,0% | 0 | | |
| TRAVERSO RUBEN EDUARDO | 0,0% | 0 | | |
| MONLLOR IVANA KARINA | 0,0% | 0 | | |

**ACUM = 6,0%**

| MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. |
|---|---|---|
| #1 | #2 | #3 |

## No Asignadas

| | | | | |
|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 2,8% | 30,56 | 44,44 | 25,0 |
| X5000BFB - OBISPO DE ORO 2-100 | 2,8% | 5,56 | 94,44 | |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 2,5% | 50,0 | 18,75 | 31,25 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,4% | 36,67 | 26,67 | 36,67 |
| X5000JGA - AV AMBROSIO OLMOS 501-599 | 2,3% | 100 | | |

**ACUM = 18,8%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | NEURO BILETAN (GAD) | Mercado: Neurobiletan 600 | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | NEURO BILETAN GAD | NEUROT-IOCT TPQ | CIAGEN CVI | TINACTOL CSO | TIOCTAN MLB | TIONEU-ROL 600 RC5 | PRIOTIC MTP | TIOCTIC - TEMIS T.L |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #4 | #5 | #7 | #6 | #8 |
| **PAIS** BASE = 100% | EVOLUCION MAT 118 | 104 | 83 | 114 | 86 | 80 | 114 | 131 |
| | MES 15,64 | 34,38 | 21,11 | 15,61 | 0,71 | 5,12 | 6,4 | 1,04 |
| | TRIM 16,04 | 34,83 | 18,21 | 15,06 | 3,59 | 5,68 | 5,47 | 1,13 |
| | **MAT 15,38** | **33,78** | **17,84** | **14,04** | **7,15** | **5,93** | **4,74** | **1,14** |
| | MATAA 13,02 | 32,37 | 21,51 | 12,32 | 8,31 | 7,43 | 4,17 | 0,87 |
| | | VALOR MERCADO: | MES = 40.354 | | | TRIM = 113.199 | MAT = 453.136 | MATAA = 447.670 |
| **GERENCIA** GCIA = 44,2% | EVOLUCION MAT 116 | 99 | 87 | 108 | 88 | 85 | 101 | 76 |
| | MES 21,67 | 35,73 | 17,8 | 14,81 | 0,64 | 2,1 | 6,7 | 0,54 |
| | TRIM 22,34 | 35,75 | 15,39 | 14,12 | 2,84 | 2,6 | 6,34 | 0,62 |
| | **MAT 21,41** | **35,38** | **15,5** | **13,64** | **5,0** | **2,76** | **5,7** | **0,61** |
| | MATAA 18,53 | 35,59 | 17,84 | 12,66 | 5,7 | 3,25 | 5,62 | 0,8 |
| | | VALOR MERCADO: | MES = 17.497 | | | TRIM = 50.284 | MAT = 200.087 | MATAA = 193.163 |
| **DISTRITO** DIST = 24,4% | EVOLUCION MAT 113 | 100 | 91 | 100 | 90 | 91 | 90 | 122 |
| | MES 25,3 | 31,66 | 18,7 | 15,95 | 0,49 | 2,52 | 5,04 | 0,35 |
| | TRIM 25,99 | 34,03 | 14,4 | 15,01 | 2,25 | 3,39 | 4,46 | 0,47 |
| | **MAT 24,71** | **32,76** | **16,17** | **13,72** | **4,58** | **3,59** | **3,97** | **0,5** |
| | MATAA 21,88 | 32,36 | 17,76 | 13,69 | 5,07 | 3,94 | 4,4 | 0,41 |
| | | VALOR MERCADO: | MES = 4.289 | | | TRIM = 12.203 | MAT = 48.816 | MATAA = 46.595 |
| **REP** ZONA = 4,7% | EVOLUCION MAT 107 | 99 | 92 | 111 | 92 | 102 | 80 | 144 |
| | MES 24,35 | 32,49 | 17,16 | 17,4 | 0,03 | 2,7 | 5,45 | 0,42 |
| | TRIM 23,04 ▲ | 31,46 | 15,39 | 17,44 | 3,12 | 4,09 | 4,75 | 0,72 |
| | **MAT 20,38** | **29,59** | **17,68** | **16,75** | **6,33** | **3,91** | **4,46** | **0,91** |
| | MATAA 19,07 | 29,78 | 19,12 | 15,08 | 6,88 | 3,83 | 5,61 | 0,63 |
| | | VALOR MERCADO: | MES = 205 | | | TRIM = 576 | MAT = 2.299 | MATAA = 2.054 |

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de NEURO BILETAN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | NEURO BILETAN GAD | NEUROT-IOCT TPQ | CIAGEN CVI | TINACTOL CSO | TIOCTAN MLB | TIONEU-ROL 600 RC5 | PRIOTIC MTP | TIOCTIC - TEMIS T.L |
|---|---|---|---|---|---|---|---|---|
| | #2 | #1 | #3 | #4 | #5 | #7 | #6 | #8 |
| **5000 - CORDOBA** | EVOLUCION MAT 122 | 96 | 99 | 91 | 83 | 97 | 80 | 77 |
| **7%** % de zona = 57,1% | TRIM 29,79 ▲ | 35,86 | 12,97 | 9,5 | 2,86 | 4,95 | 3,7 | 0,36 |
| PMS = 1 | **MAT 26,51** | **32,97** | **15,77** | **9,59** | **6,5** | **4,96** | **3,46** | **0,23** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 85 | 105 | 78 | 118 | 102 | 999 | 89 | 202 |
| **50%** % de zona = 30,5% | TRIM 9,78 ▲ | 25,0 | 21,2 | 30,98 | 3,26 | 3,26 | 4,89 | 1,63 |
| PMS = 1 | **MAT 6,99** | **24,39** | **23,97** | **31,03** | **5,99** | **1,5** | **3,64** | **2,5** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 91 | 112 | 104 | 131 | 122 | 89 | 57 | 9 |
| **25%** % de zona = 10,8% | TRIM 31,02 ▲ | 33,21 | 7,3 | 17,15 | 4,38 | 2,92 | 4,01 | 0,0 |
| PMS = 1 | **MAT 27,69** | **30,92** | **8,66** | **14,8** | **6,95** | **5,74** | **5,14** | **0,1** |
| **2438 - FRONTERA** | EVOLUCION MAT 57 | 0 | 102 | 51 | 999 | | 153 | |
| **100%** % de zona = 1,7% | TRIM 0,0 ▼ | 0,0 | 40,0 | 20,0 | 0,0 | | 40,0 | |
| PMS = 1 | **MAT 7,89** | **0,0** | **26,32** | **13,16** | **2,63** | | **50,0** | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | NEURO BILETAN GAD | NEUROT-IOCT TPQ | CIAGEN CVI | TINACTOL CSO | TIOCTAN MLB | TIONEU-ROL 600 RC5 | PRIOTIC MTP | TIOCTIC - TEMIS T.L |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #4 | #5 | #7 | #6 | #8 |
| **REP** | | | | | | | | |
| TRIM | 22,06 | 37,17 | 16,88 | 11,8 | 5,47 | 4,08 | 2,4 | 0,12 |
| **MAT** | **25,11** | **34,8** | **19,05** | **11,74** | **2,95** | **3,28** | **2,84** | **0,22** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | NEURO B-ILETAN GAD #2 | NEUROT-IOCT TPQ #1 | CIAGEN CVI #3 | TINACTOL CSO #4 | TIOCTAN MLB #5 | TIONEU-ROL 600 RC5 #7 | PRIOTIC MTP #6 | TIOCTIC - TEMIS T.L #8 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CORREA HECTOR DANIEL | CLM 2400 | 0,5% | | | | 27,27 | 72,73 | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,3% | | | | | 100 | | | | |
| MAZA GONZALO | CIR 2400 | 0,3% | | | 92,31 | 7,69 | | | | | |
| GONZALEZ JOSE LUIS | NEU 2400 | 0,2% | | | | | 85,71 | | | 14,29 | |
| LIGNINI EVANGELINA | CIR 2400 | 0,1% | | | 100 | | | | | | |
| | **ACUM =** | **1,4%** | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,0% | | | | | 100 | | | | |
| BALLARINO MARIA INES | CLM 2400 | 0,0% | | | | | 100 | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,0% | | | | 100 | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,0% | | | | 100 | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN 2400 | 0,0% | | | | | 100 | | | | |
| | **ACUM =** | **1,4%** | | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | 100 | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,0% | | | | | | 100 | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM 5186 | 0,0% | 50,0 | | 50,0 | | | | | | |
| BOISSEAU CECILIA SOLEDAD | CLM 5016 | 0,0% | | | 100 | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,0% | 100 | | | | | | | | |
| | **ACUM =** | **1,4%** | | | | | | | | | |
| CORNAVACA MARIA TERESITA | CLM 5016 | 0,0% | | | 100 | | | | | | |
| IRIBAS ANA KARINA | CLM 5016 | 0,0% | | | | | | | | 100 | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,0% | | | | 100 | | | | | |
| VEZZI VALERIA SILVINA | CLM 5186 | 0,0% | | | | | 100 | | | | |
| | **ACUM =** | **1,4%** | | | | | | | | | |

## No Cruzados

| | | | | NEURO B-ILETAN GAD #2 | NEUROT-IOCT TPQ #1 | CIAGEN CVI #3 | TINACTOL CSO #4 | TIOCTAN MLB #5 | TIONEU-ROL 600 RC5 #7 | PRIOTIC MTP #6 | TIOCTIC - TEMIS T.L #8 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MARTINELLI GRACIELA EDITH | CLM 5000 | 1,0% | 4,55 | | 6,82 | 2,27 | 86,36 | | | | |
| GUERRERO AURORA INES | CLM 5000 | 0,9% | | | 39,53 | 60,47 | | | | | |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,9% | 2,5 | | | 12,5 | 80,0 | | 5,0 | | |
| PURICELLI DANIEL RAMON | N-T 2400 | 0,9% | 100 | | | | | | | | |
| MORENO PAOLA ANDREA | CLM 5000 | 0,8% | 33,33 | | 13,89 | 2,78 | 50,0 | | | | |
| | **ACUM =** | **5,9%** | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | NEURO BILETAN (GAD) | Mercado: Neurobiletan 600 | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | NEURO BILETAN GAD | NEUROT-IOCT TPQ | CIAGEN CVI | TINACTOL CSO | TIOCTAN MLB | TIONEU-ROL 600 RC5 | PRIOTIC MTP | TIOCTIC - TEMIS T.L |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #4 | #5 | #7 | #6 | #8 |
| **REP** ZONA = 4,7% — EVOLUCION MAT | 107 | 99 | 92 | 111 | 92 | 102 | 80 | 144 |
| MES | 24,35 | 32,49 | 17,16 | 17,4 | 0,03 | 2,7 | 5,45 | 0,42 |
| TRIM | 23,04 | 31,46 | 15,39 | 17,44 | 3,12 | 4,09 | 4,75 | 0,72 |
| **MAT** | **20,38** | **29,59** | **17,68** | **16,75** | **6,33** | **3,91** | **4,46** | **0,91** |
| MATAA | 19,07 | 29,78 | 19,12 | 15,08 | 6,88 | 3,83 | 5,61 | 0,63 |

VALOR MERCADO: MES = 205 TRIM = 576 MAT = 2.299 MATAA = 2.054

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de NEURO BILETAN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,7% | 53,58 | 21,71 | 4,62 | 14,32 | | 5,77 | | |
| BERGERO MELISA | 1,7% | 53,58 | 21,71 | 4,62 | 14,32 | | 5,77 | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,7% | 67,2 | 3,17 | 14,29 | 3,17 | 0,53 | 0 | 11,64 | |
| TRUCCO MARCOS ALEJANDRO | 0,7% | 86,47 | 8,82 | 0,59 | 1,18 | | 2,94 | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,6% | 80,42 | 0,7 | 17,48 | 0,7 | 0,7 | | | |
| **ACUM = 5,4%** | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,5% | 67,23 | 21,85 | 3,36 | 2,52 | | 5,04 | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 66,34 | 15,84 | 14,85 | 2,97 | | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 62,63 | 6,06 | 15,15 | 13,13 | | 3,03 | | 0 |
| FARMACIA CARRA SALUD SA | 0,4% | 41,24 | 40,21 | 15,46 | 3,09 | | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 59,09 | 28,41 | 11,36 | | 0 | 1,14 | | |
| **ACUM = 7,4%** | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,3% | 95,38 | 0 | 1,54 | 3,08 | | 0 | | 0 |
| MONLLOR IVANA KARINA | 0,2% | 98,31 | | 1,69 | | | 0 | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,2% | 89,29 | 1,79 | 8,93 | | 0 | 0 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 54,05 | 16,22 | 29,73 | | | | | |
| FCIA. MAXIFARMA | 0,1% | 51,52 | 24,24 | 24,24 | | 0 | 0 | | |
| **ACUM = 8,3%** | | | | | | | | | |
| FARACI ESTELA ROSA | 0,1% | 100 | | 0 | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,1% | 100 | 0 | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 100 | | | | | | | |
| **ACUM = 8,5%** | | | | | | | | | |
| | | NEURO B-ILETAN GAD | NEUROTI-OCT TPQ | CIAGEN CVI | TINACTOL CSO | TIOCTAN MLB | TIONEUR-OL 600 RC5 | PRIOTIC MTP | TIOCTIC - TEMIS T.L |
| | | #2 | #1 | #3 | #4 | #5 | #7 | #6 | #8 |

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 3,9% | 68,81 | 9,86 | 9,56 | 5,13 | 1,01 | 4,63 | 1,01 |
| X5016DFS | 3,1% | 72,59 | 14,8 | 5,02 | 4,25 | 0,39 | 2,96 | |
| X5000AAF - DEAN FUNES 202-300 | 2,3% | 16,47 | 5,09 | 18,17 | 0,34 | 59,93 | | |
| X5000AAJ - DEAN FUNES 402-500 | 1,9% | 83,77 | 9,33 | 0,2 | 0,61 | 0,61 | 0,41 | 5,07 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,4% | 46,24 | 22,83 | 8,09 | 9,25 | 0,29 | 5,49 | 7,8 |
| **ACUM = 21,1%** | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | NEXDIA (GAD) | Mercado: Nexdia | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | NEXDIA GAD RMM | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN - TEVA TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #11 | #1 | #3 | #4 | #2 | #6 | #5 | #9 | #8 | #10 | #7 | #12 | #13 | #14 | |
| **PAIS** BASE = 100% | EVOLUCION MAT 117 | 104 | 110 | 88 | 94 | 104 | 97 | 125 | 70 | 87 | 94 | 357 | 91 | 91 | 97 |
| | MES 1,04 | 26,63 | 21,35 | 10,06 | 10,84 | 8,57 | 6,38 | 4,72 | 2,12 | 2,54 | 2,59 | 0,61 | 0,69 | 0,6 | 1,26 |
| | TRIM 1,23 | 27,32 | 20,66 | 10,61 | 10,92 | 7,73 | 6,55 | 4,3 | 2,38 | 2,47 | 2,69 | 0,73 | 0,73 | 0,59 | 1,09 |
| | **MAT 0,77** | **27,28** | **20,52** | **11,33** | **10,97** | **8,2** | **6,36** | **3,34** | **3,06** | **2,67** | **2,32** | **0,82** | **0,77** | **0,62** | **0,95** |
| | MATAA 0,66 | 26,3 | 18,67 | 12,91 | 11,64 | 7,92 | 6,55 | 2,68 | 4,39 | 3,06 | 2,46 | 0,23 | 0,85 | 0,68 | 0,98 |
| | | VALOR MERCADO: | | MES = 256.935 | | | TRIM = 728.754 | | | MAT = 2.740.291 | | | MATAA = 2.588.417 | | |
| **GERENCIA** GCIA = 43,3% | EVOLUCION MAT 111 | 102 | 112 | 84 | 97 | 104 | 89 | 103 | 81 | 89 | 107 | 279 | 94 | 84 | 94 |
| | MES 1,4 | 29,67 | 19,54 | 8,53 | 12,2 | 10,44 | 7,04 | 3,88 | 0,99 | 1,07 | 3,28 | 0,26 | 0,33 | 0,63 | 0,76 |
| | TRIM 1,68 | 30,23 | 19,24 | 9,35 | 12,36 | 9,05 | 7,05 | 3,68 | 1,08 | 1,04 | 3,3 | 0,32 | 0,39 | 0,58 | 0,64 |
| | **MAT 1,09** | **30,08** | **19,15** | **9,82** | **12,35** | **9,86** | **6,99** | **3,26** | **1,39** | **1,13** | **2,81** | **0,39** | **0,46** | **0,59** | **0,62** |
| | MATAA 0,98 | 29,35 | 17,15 | 11,7 | 12,75 | 9,48 | 7,83 | 3,18 | 1,71 | 1,27 | 2,62 | 0,14 | 0,49 | 0,7 | 0,66 |
| | | VALOR MERCADO: | | MES = 108.919 | | | TRIM = 314.275 | | | MAT = 1.187.574 | | | MATAA = 1.089.769 | | |
| **DISTRITO** DIST = 22,1% | EVOLUCION MAT 133 | 104 | 108 | 95 | 93 | 109 | 94 | 96 | 81 | 100 | 94 | 242 | 78 | 100 | 81 |
| | MES 1,35 | 27,71 | 17,33 | 8,86 | 17,78 | 7,96 | 8,9 | 2,68 | 1,99 | 1,35 | 2,47 | 0,31 | 0,18 | 0,14 | 0,99 |
| | TRIM 1,51 | 27,86 | 17,38 | 10,83 | 17,39 | 6,47 | 8,84 | 2,4 | 2,13 | 1,25 | 2,58 | 0,35 | 0,21 | 0,16 | 0,66 |
| | **MAT 0,96** | **27,5** | **17,8** | **11,11** | **17,33** | **7,1** | **8,75** | **2,07** | **2,46** | **1,31** | **2,18** | **0,46** | **0,25** | **0,14** | **0,59** |
| | MATAA 0,72 | 26,48 | 16,55 | 11,64 | 18,63 | 6,5 | 9,3 | 2,16 | 3,03 | 1,31 | 2,31 | 0,19 | 0,32 | 0,14 | 0,73 |
| | | VALOR MERCADO: | | MES = 24.142 | | | TRIM = 69.711 | | | MAT = 262.950 | | | MATAA = 238.533 | | |
| **REP** ZONA = 5,5% | EVOLUCION MAT 135 | 107 | 107 | 86 | 92 | 119 | 97 | 102 | 85 | 95 | 97 | 194 | 90 | 117 | 74 |
| | MES 1,35 | 23,7 | 19,55 | 10,03 | 21,59 | 6,98 | 7,17 | 2,24 | 1,65 | 1,33 | 2,69 | 0,54 | 0,21 | 0,12 | 0,85 |
| | TRIM 1,75 ▲ | 25,13 | 19,42 | 10,25 | 20,3 | 6,39 | 7,47 | 1,9 | 1,92 | 1,25 | 2,67 | 0,58 | 0,19 | 0,17 | 0,61 |
| | **MAT 1,24** | **24,21** | **19,64** | **11,24** | **20,43** | **6,59** | **7,72** | **1,49** | **2,23** | **1,26** | **2,39** | **0,66** | **0,19** | **0,14** | **0,56** |
| | MATAA 0,92 | 22,72 | 18,28 | 13,08 | 22,25 | 5,54 | 7,94 | 1,46 | 2,61 | 1,33 | 2,46 | 0,34 | 0,21 | 0,12 | 0,76 |
| | | VALOR MERCADO: | | MES = 1.347 | | | TRIM = 3.787 | | | MAT = 14.544 | | | MATAA = 13.414 | | |

**PUNTO DE MARKET SHARE = 12 UNIDADES estimadas de NEXDIA (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | NEXDIA GAD RMM | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN - TEVA TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #11 | #1 | #3 | #4 | #2 | #6 | #5 | #9 | #8 | #10 | #7 | #12 | #13 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT 123 | 111 | 112 | 84 | 88 | 121 | 98 | 105 | 87 | 105 | 69 | 236 | 107 | 189 | 96 |
| **7%** % de zona = 51,6% | TRIM 1,27 ▲ | 27,08 | 15,96 | 10,35 | 18,7 | 6,33 | 7,91 | 3,06 | 3,46 | 2,2 | 2,05 | 0,43 | 0,28 | 0,19 | 0,74 |
| PMS = 6 | **MAT 0,74** | **25,4** | **17,03** | **11,27** | **19,2** | **6,66** | **7,81** | **2,38** | **4,02** | **2,17** | **1,66** | **0,52** | **0,32** | **0,17** | **0,65** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 224 | 102 | 101 | 91 | 97 | 110 | 94 | 77 | 53 | 45 | 139 | 187 | 29 | 85 | 100 |
| **50%** % de zona = 37,1% | TRIM 1,98 ▲ | 22,91 | 22,87 | 11,42 | 23,09 | 6,33 | 7,17 | 0,26 | 0,22 | 0,22 | 1,98 | 0,84 | 0,04 | 0,11 | 0,59 |
| PMS = 4 | **MAT 1,52** | **23,04** | **22,03** | **12,37** | **22,68** | **6,31** | **8,26** | **0,2** | **0,23** | **0,18** | **1,7** | **0,97** | **0,02** | **0,11** | **0,38** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 68 | 113 | 109 | 78 | 90 | 135 | 96 | 89 | 121 | 64 | 117 | 999 | 124 | 48 | 31 |
| **25%** % de zona = 10,0% | TRIM 3,02 ▲ | 23,47 | 25,59 | 7,08 | 16,7 | 6,47 | 6,29 | 1,57 | 0,48 | 0,36 | 8,23 | 0,0 | 0,3 | 0,3 | 0,12 |
| PMS = 1 | **MAT 2,34** | **22,53** | **25,02** | **8,31** | **16,14** | **6,7** | **5,41** | **1,75** | **0,74** | **0,74** | **9,03** | **0,12** | **0,21** | **0,12** | **0,84** |
| **2438 - FRONTERA** | EVOLUCION MAT 345 | 62 | 137 | 0 | 108 | 201 | 345 | 999 | | | 0 | 86 | 0 | | |
| **100%** % de zona = 1,3% | TRIM 4,17 ▼ | 22,92 | 8,33 | 0,0 | 37,5 | 10,42 | 8,33 | 4,17 | | | 0,0 | 4,17 | 0,0 | | |
| PMS = 1 | **MAT 4,79** | **22,87** | **13,3** | **0,0** | **38,83** | **11,17** | **6,38** | **1,06** | | | **0,0** | **1,6** | **0,0** | | |
| **5016 - CORDOBA** | EVOLUCION MAT | 83 | 360 | 78 | 20 | | 0 | 50 | 200 | | 999 | | | | |
| **13%** % de zona = 0,0% | TRIM | 30,0 | 50,0 | 20,0 | 0,0 | | 0,0 | 0,0 | 0,0 | | 0,0 | | | | |
| PMS = 1 | **MAT** | **24,39** | **43,9** | **17,07** | **4,88** | | **0,0** | **2,44** | **4,88** | | **2,44** | | | | |
| **ACUM=100%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | NEXDIA (GAD) | Mercado: Nexdia | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | NEXDIA GAD | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN - TEVA TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #11 | #1 | #3 | #4 | #2 | #6 | #5 | #9 | #8 | #10 | #7 | #12 | #13 | #14 | |
| TRIM | 0,13 | 21,65 | 16,96 | 15,25 | 22,0 | 4,64 | 7,68 | 2,46 | 2,87 | 3,96 | 1,37 | 0,17 | 0,14 | 0,05 | 0,67 |
| **MAT** | **0,82** | 23,58 | **18,2** | **14,08** | **18,66** | **5,73** | **7,33** | **2,57** | **2,35** | **3,44** | **1,4** | **1,08** | **0,11** | **0,08** | **0,58** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | NEXDIA GAD | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN - TEVA TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #11 | #1 | #3 | #4 | #2 | #6 | #5 | #9 | #8 | #10 | #7 | #12 | #13 | #14 | |
| PICCO CARLOS IGNACIO | CLM 2400 | 1,3% | | 4,26 | 17,29 | 34,04 | 30,85 | 7,18 | 5,05 | 1,33 | | | | | | | | |
| ALONSO JAVIER ALBERTO | PSQ 2400 | 0,4% | | | 13,46 | 50,0 | 1,92 | 32,69 | | | | | | 1,92 | | | | |
| LANZETTI PABLO ARIEL | PSQ 2400 | 0,3% | | | 23,53 | 49,41 | | 22,35 | | 2,35 | | | 2,35 | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,2% | | | 4,35 | 63,77 | 4,35 | 7,25 | 20,29 | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,2% | | | 17,74 | 40,32 | 19,35 | 19,35 | | 3,23 | | | | | | | | |
| | ACUM = | 2,4% | | | | | | | | | | | | | | | | |
| KAZEPIS LILIAN RUTH | CLM 2400 | 0,2% | | | 15,79 | 12,28 | | 56,14 | | 15,79 | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,2% | | 23,08 | | 7,69 | 46,15 | | | 23,08 | | | | | | | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,2% | | | 30,61 | 20,41 | 14,29 | 20,41 | 10,2 | 4,08 | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,2% | | | 17,02 | 23,4 | 59,57 | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,2% | | | 78,26 | | | 21,74 | | | | | | | | | | |
| | ACUM = | 3,4% | | | | | | | | | | | | | | | | |
| GONZALEZ JOSE LUIS | NEU 2400 | 0,1% | | 10,81 | | 29,73 | 18,92 | 2,7 | | | | | | | 37,84 | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ 2400 | 0,1% | | | 14,29 | 25,71 | 11,43 | 8,57 | | 40,0 | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,1% | | | 3,57 | 78,57 | | 17,86 | | | | | | | | | | |
| ECHEVARRIA MARIA FABIANA | CLM 2400 | 0,1% | | | 61,9 | 38,1 | | | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| | ACUM = | 3,9% | | | | | | | | | | | | | | | | |
| BERNABEI YAMILA ANABEL | PSQ 2400 | 0,1% | | | 25,0 | | | 75,0 | | | | | | | | | | |
| LURGO ANGELICA MARIA | CLM 2400 | 0,0% | | | | | | 28,57 | | 71,43 | | | | | | | | |
| ZABALA JORGE ALBERTO | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| CASALE VIOLETA | CLM 2400 | 0,0% | | | | | | | 100 | | | | | | | | | |
| FALCONI CARLOS DANIEL | PSQ 2400 | 0,0% | | | | | 36,36 | 45,45 | | 18,18 | | | | | | | | |
| | ACUM = | 4,0% | | | | | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | | 9,09 | 90,91 | | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | | | | | 44,44 | | | 22,22 | 33,33 | | | | | | | |
| CORNAVACA MARIA TERESITA | CLM 5016 | 0,0% | | | | 100 | | | | | | | | | | | | |
| PIROLA JUAN PABLO | REU 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| | ACUM = | 4,0% | | | | | | | | | | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM 5186 | 0,0% | | | 100 | | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,0% | | | 66,67 | 33,33 | | | | | | | | | | | | |
| FIORENTINO MARIA SOLEDAD | CLM 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| OTTONELLO MARCELO | GIN 2400 | 0,0% | | | | | | | 60,0 | 40,0 | | | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,0% | | | 100 | | | | | | | | | | | | | |
| | ACUM = | 4,0% | | | | | | | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,0% | | | 25,0 | | | 50,0 | 25,0 | | | | | | | | | |
| FASSI RUBEN OMAR | CLM 2400 | 0,0% | | 100 | | | | | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| SALGADO ANABELLA VERONICA | REU 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,0% | | | | | | 100 | | | | | | | | | | |
| | ACUM = | 4,0% | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HADDAD VIVIANA VERONICA | PSQ 5000 | 0,8% | | | 41,39 | 4,51 | 7,38 | 38,93 | | 1,23 | 1,64 | | | | 4,1 | | | 0,82 |
| GARCIA GALVAN LUIS TOMAS | CLM 5000 | 0,5% | | | 2,9 | 70,29 | 5,07 | 0,72 | 2,17 | 1,45 | | | 1,45 | | 15,94 | | | |
| RIVAROLA JOSE LUIS | GET 5000 | 0,4% | | | | 37,12 | | 0,76 | | 51,52 | | | 10,61 | | | | | |
| GAGLIARDO LUCIANO EMANUEL | PSQ 5000 | 0,4% | | | 12,7 | 1,59 | | 5,56 | 3,17 | 72,22 | | 0,79 | 3,17 | | 0,79 | | | |
| PARIS GUILLERMO ANDRES | CLM 5000 | 0,4% | | | 2,38 | 27,78 | 0,79 | 27,78 | 7,94 | 32,54 | | 0,79 | | | | | | |
| | ACUM = | 6,5% | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | NEXDIA (GAD) | Mercado: Nexdia | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | NEXDIA GAD | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN - TEVA TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #11 | #1 | #3 | #4 | #2 | #6 | #5 | #9 | #8 | #10 | #7 | #12 | #13 | #14 | |
| **REP** ZONA = 5,5% | EVOLUCION MAT 135 | 107 | 107 | 86 | 92 | 119 | 97 | 102 | 85 | 95 | 97 | 194 | 90 | 117 | 74 |
| MES | 1,35 | 23,7 | 19,55 | 10,03 | 21,59 | 6,98 | 7,17 | 2,24 | 1,65 | 1,33 | 2,69 | 0,54 | 0,21 | 0,12 | 0,85 |
| TRIM | 1,75 | 25,13 | 19,42 | 10,25 | 20,3 | 6,39 | 7,47 | 1,9 | 1,92 | 1,25 | 2,67 | 0,58 | 0,19 | 0,17 | 0,61 |
| **MAT** | **1,24** | **24,21** | **19,64** | **11,24** | **20,43** | **6,59** | **7,72** | **1,49** | **2,23** | **1,26** | **2,39** | **0,66** | **0,19** | **0,14** | **0,56** |
| MATAA | 0,92 | 22,72 | 18,28 | 13,08 | 22,25 | 5,54 | 7,94 | 1,46 | 2,61 | 1,33 | 2,46 | 0,34 | 0,21 | 0,12 | 0,76 |

VALOR MERCADO: MES = 1.347 TRIM = 3.787 MAT = 14.544 MATAA = 13.414

**PUNTO DE MARKET SHARE = 12 UNIDADES estimadas de NEXDIA (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | NEXDIA GAD | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN T-TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #11 | #1 | #3 | #4 | #2 | #6 | #5 | #9 | #8 | #10 | #7 | #12 | #13 | #14 | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 2,4% | 1,93 | 24,96 | 18,46 | 3,93 | 26,4 | 11,48 | 8,99 | 0,64 | 0,16 | | | 2,97 | | | | 0,08 |
| BERGERO MELISA | 2,4% | 1,93 | 24,96 | 18,46 | 3,93 | 26,4 | 11,48 | 8,99 | 0,64 | 0,16 | | | 2,97 | | | | 0,08 |
| FARMACIA FAMASALUD II | 1,1% | 4,21 | 18,07 | 20,7 | 14,74 | 21,75 | 16,84 | 3,16 | | | | | 0,53 | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,0% | 3,41 | 24,81 | 27,84 | 14,02 | 12,5 | 2,84 | 8,9 | 0,57 | | | | 2,65 | 2,46 | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,8% | 0,5 | 14,04 | 15,29 | 13,03 | 33,08 | 3,76 | 12,03 | 1,5 | 1,25 | | 3,01 | 0,5 | 1,5 | 0,5 | | |
| **ACUM = 7,7%** | | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,7% | 2,05 | 21,05 | 15,79 | 20,18 | 19,59 | 7,31 | 11,4 | | | | 0,29 | 1,17 | 1,17 | | | |
| FARMACIA CARRA SALUD SA | 0,6% | 0 | 12,88 | 27,91 | 11,04 | 37,12 | 0,61 | 10,43 | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,5% | 0 | 18,71 | 16,91 | 10,07 | 19,06 | 0 | 21,22 | 6,12 | 0,72 | | | | 7,19 | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,5% | 1,61 | 18,55 | 23,79 | 6,05 | 33,06 | 6,85 | 10,08 | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,5% | 0,41 | 41,87 | 23,58 | 2,44 | 28,05 | 0 | 2,44 | | 0,41 | | | 0,41 | 0,41 | | | |
| **ACUM = 10,5%** | | | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,4% | 0 | 21,32 | 23,35 | 4,06 | 38,07 | 1,52 | 11,68 | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 4,79 | 22,87 | 13,3 | 0 | 38,83 | 11,17 | 6,38 | 1,06 | | | | 0 | 1,6 | 0 | | |
| DIPIAZZA LORENA ANDREA | 0,3% | 1,68 | 4,47 | 8,38 | 14,53 | 35,2 | 9,5 | 6,7 | 1,12 | | | | | | | | 18,44 |
| MONLLOR IVANA KARINA | 0,3% | 0 | 8,44 | 13,64 | 18,83 | 33,77 | 7,79 | | 8,44 | 9,09 | | 0 | | | | | |
| FARACI ESTELA ROSA | 0,1% | 0 | 28,17 | 1,41 | 2,82 | 35,21 | 19,72 | | | 12,68 | | | | | | | |
| **ACUM = 12,0%** | | | | | | | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 4,17 | 0 | 33,33 | 0 | 20,83 | 8,33 | 33,33 | | | | | | 0 | | | |
| FCIA. MAXIFARMA | 0,0% | 0 | 33,33 | 5,56 | 11,11 | 16,67 | | | | 33,33 | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | 75,0 | | 12,5 | | | | | | | | 12,5 | | | | |
| **ACUM = 12,0%** | | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | MERIDIAN RMM | LEXTOR CSO | LEXAPRO LUN | ARAMIX ELE | NOVO H-UMORAP BAG | OPTISER B+L | AXIOMAT BET | TALPRAM RC5 | EX3 ARI | REMPEC M(TP) | ELEVOP-RAM LEP | ESCITAL-OPRAN T-TEV | BEAPLEN 10 T.L | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 4,2% | 0,5 | 24,38 | 16,82 | 8,52 | 19,29 | 15,12 | 6,83 | 2,2 | 2,06 | 1,05 | 1,51 | 1,15 | 0 | 0,09 | 0,46 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,0% | 0,57 | 30,55 | 12,71 | 9,77 | 15,28 | 11,67 | 7,21 | 3,7 | 3,8 | 2,28 | 2,37 | | 0 | | 0,09 |
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 1,7% | 1,94 | 20,89 | 14,84 | 2,97 | 30,37 | 12,56 | 6,39 | 2,05 | 1,94 | 1,26 | 1,37 | 0 | | 2,4 | 1,03 |
| X5000IIH - BVRD CHACABUCO 701-799 | 1,6% | 0,82 | 21,53 | 12,94 | 6,71 | 26,82 | 15,76 | 6,47 | 4,0 | 0,94 | 0,94 | 2,12 | 0,47 | 0 | | 0,47 |
| X5000IIO - BVRD CHACABUCO 102-200 | 1,6% | 0,71 | 23,72 | 7,47 | 3,8 | 22,66 | 24,56 | 7,47 | 7,12 | 0,47 | 0,36 | 1,42 | | | | 0,24 |
| **ACUM = 23,1%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **OMECAP 90 (GAD)** | **Mercado: Omecap 90** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: LIPIDOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | OMECAP 90 GAD | REGULIP RF2 | OMACOR RC5 |
|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | |

**PAIS** — BASE = 100%

| | | | |
|---|---|---|---|
| EVOLUCION MAT | 113 | 92 | 0 |
| MES | 49,63 | 50,37 | 0,0 |
| TRIM | 46,35 | 53,65 | 0,0 |
| **MAT** | **45,09** | **54,91** | **0,0** |
| MATAA | 40,01 | 59,98 | 0,0 |

VALOR MERCADO: MES = 26.516 TRIM = 79.464 MAT = 272.817 MATAA = 216.272

**GERENCIA** — GCIA = 47,1%

| | | | |
|---|---|---|---|
| EVOLUCION MAT | 116 | 89 | 0 |
| MES | 50,7 | 49,3 | 0,0 |
| TRIM | 48,12 | 51,88 | 0,0 |
| **MAT** | **46,71** | **53,29** | **0,0** |
| MATAA | 40,32 | 59,68 | 0,0 |

VALOR MERCADO: MES = 13.054 TRIM = 38.251 MAT = 128.487 MATAA = 96.342

**DISTRITO** — DIST = 22,6%

| | | |
|---|---|---|
| EVOLUCION MAT | 116 | 85 |
| MES | 61,61 | 38,39 |
| TRIM | 58,93 | 41,07 |
| **MAT** | **56,31** | **43,69** |
| MATAA | 48,35 | 51,65 |

VALOR MERCADO: MES = 2.920 TRIM = 8.862 MAT = 29.095 MATAA = 19.206

**REP** — ZONA = 4,2%

| | | |
|---|---|---|
| EVOLUCION MAT | 115 | 91 |
| MES | 48,81 | 51,19 |
| TRIM | 47,78 | 52,22 |
| **MAT** | **44,7** | **55,3** |
| MATAA | 38,98 | 61,02 |

VALOR MERCADO: MES = 125 TRIM = 383 MAT = 1.234 MATAA = 905

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de OMECAP 90 (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | OMECAP 90 GAD | REGULIP RF2 | OMACOR RC5 |
|---|---|---|---|
| | #2 | #1 | |

**5000 - CORDOBA**
**7%** % de zona = 62,7%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | 112 | 88 |
| TRIM | 60,06 | 39,94 |
| **MAT** | **55,48** | **44,52** |

**2400 - SAN FRANCISCO**
**50%** % de zona = 29,5%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | 109 | 98 |
| TRIM | 15,7 | 84,3 |
| **MAT** | **19,07** | **80,93** |

**5186 - ALTA GRACIA**
**25%** % de zona = 7,2%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | 146 | 68 |
| TRIM | 66,67 | 33,33 |
| **MAT** | **59,55** | **40,45** |

**2438 - FRONTERA**
**100%** % de zona = 0,6%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | | 100 |
| TRIM | | 0,0 |
| **MAT** | | **100** |

**5016 - CORDOBA**
**13%** % de zona = 0,0%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | | 999 |
| TRIM | | 100 |
| **MAT** | | **100** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | OMECAP 90 GAD | REGULIP RF2 | OMACOR RC5 |
|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | |
| **REP** | | | |
| TRIM | 44,52 | 55,48 | |
| **MAT** | **47,96** | **52,04** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | OMECAP 90 GAD #2 | REGULIP RF2 #1 | OMACOR RC5 |
|---|---|---|---|---|---|---|
| BONIN MONICA CRISTINA | **GIN** 5016 | 1,5% | | 95,0 | 5,0 | |
| BERARDO ORLANDO CESAR | **CLM** 2400 | 0,6% | | | 100 | |
| CASTELLANO CARLOS ALBERTO | **NEF** 2400 | 0,3% | | | 100 | |
| ABREGO MAXIMILIANO | **OTR** 5016 | 0,2% | | 100 | | |
| FASSI RUBEN OMAR | **CLM** 2400 | 0,2% | | | 100 | |
| | **ACUM =** | **2,8%** | | | | |
| ECHEVARRIA MARIA FABIANA | **CLM** 2400 | 0,1% | | | 100 | |
| GIOINO RUBEN DARIO | 2400 | 0,1% | | 100 | | |
| PIROLA JUAN PABLO | **REU** 2400 | 0,1% | | 100 | | |
| CORREA HECTOR DANIEL | **CLM** 2400 | 0,1% | | | 100 | |
| AIMINO PAULA ANDREA | **CLM** 2400 | 0,1% | | | 100 | |
| | **ACUM =** | **3,3%** | | | | |
| CALDELARI GUSTAVO ANDRES | **URO** 2400 | 0,1% | | | 100 | |
| CALDELARI ROBERTO HUGO | **CLM** 2400 | 0,1% | | 100 | | |
| ORTIZ RIERA CARLOS MARTIN | **CLM** 2400 | 0,1% | | | 100 | |
| SIMES LUCIANA | **CLM** 5016 | 0,1% | | 100 | | |
| BARRIONUEVO WALTER EMANUEL | **CLM** 5016 | 0,0% | | 100 | | |
| | **ACUM =** | **3,7%** | | | | |
| BOGGIO GASTON | **CLM** 5016 | 0,0% | | 100 | | |
| BUTELER RODOLFO FELIX | **CLM** 5016 | 0,0% | | 100 | | |
| CALVIMONTE ROLANDO JOSE | **CIR** 2400 | 0,0% | | | 100 | |
| MARLATTO MARIANA GUADALUPE | **CLM** 2400 | 0,0% | | | 100 | |
| PARENTE SABRINA ALEJANDRA | **CLM** 2400 | 0,0% | | | 100 | |
| | **ACUM =** | **3,7%** | | | | |
| SACCHI ILEANA MOIRA | **CLM** 5016 | 0,0% | | 100 | | |
| TABARES ALDO HUGO | **CLM** 5016 | 0,0% | | | 100 | |
| | **ACUM =** | **3,7%** | | | | |

## No Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| DI PLACIDO VIVIANA CARINA | **CIR** 5000 | 2,1% | | | 100 | |
| BECCACECE GUILLERMO MARIO | **CLM** 5000 | 1,2% | | 100 | | |
| TORTOLO GABRIELA ALEJANDRA | 5000 | 1,0% | | | 100 | |
| QUIROGA PAULA VERONICA | **CRD** 5000 | 0,7% | | 100 | | |
| ORDOÃ□EZ JOSE LUIS | **GIN** 5000 | 0,7% | | 73,68 | 26,32 | |
| | **ACUM =** | **9,4%** | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | OMECAP 90 (GAD) | Mercado: Omecap 90 | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | OMECAP 90 GAD | REGULIP RF2 | OMACOR RC5 |
|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | |

**REP**

ZONA = 4,2%

| EVOLUCION MAT | 115 | 91 |
|---|---|---|
| MES | 48,81 | 51,19 |
| TRIM | 47,78 | 52,22 |
| **MAT** | **44,7** | **55,3** |
| MATAA | 38,98 | 61,02 |

VALOR MERCADO: MES = 125 TRIM = 383 MAT = 1.234 MATAA = 905

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de OMECAP 90 (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,0% | 3,42 | 3,07 | 0,35 | 67,78 | 15,72 | 3,49 | 6,5 | 1,12 | 1,96 | | | | | | |
| BERGERO MELISA | 1,0% | 3,42 | 3,07 | 0,35 | 67,78 | 15,72 | 3,49 | 6,5 | 1,12 | 1,96 | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 21,73 | 21,73 | 0 | 39,56 | 16,21 | 2,48 | 7,24 | 0,29 | 2,1 | 4,0 | 0,29 | | 1,81 | 2,48 | 1,81 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 14,14 | 13,91 | 0,23 | 37,22 | 31,79 | 1,58 | 10,86 | 1,13 | 1,13 | 0,45 | | | 0,9 | 0,57 | 0,23 |
| FARMACIA FAMASALUD II | 0,6% | 6,93 | 6,93 | 0 | 59,2 | 21,25 | 2,27 | 7,16 | 1,36 | 1,59 | | | 0,23 | | | 0 |
| **ACUM = 3,9%** | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,5% | 7,61 | 7,61 | 0 | 72,2 | 10,24 | | 8,71 | 1,24 | 0 | | | 0 | | | |
| TRAVERSO RUBEN EDUARDO | 0,5% | 8,06 | 8,06 | | 62,3 | 24,89 | 4,32 | 0,14 | | 0,29 | | | | 0 | | 0 |
| FARMACIA B SALUD - B SALUD S.A. | 0,5% | 7,2 | 7,2 | 0 | 54,76 | 24,78 | 2,31 | 9,8 | 0,14 | 0,29 | | 0,43 | | 0,14 | | 0,14 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 12,4 | 12,25 | 0,16 | 74,42 | 10,08 | 0 | 1,55 | | 1,55 | | | | | | |
| FARMACIA CARRA SALUD SA | 0,4% | 6,63 | 6,63 | | 70,75 | 10,71 | 3,91 | 3,4 | | 4,59 | | | | | | |
| **ACUM = 6,2%** | | | | | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 28,93 | 25,24 | 3,69 | 46,6 | 11,65 | 6,6 | 2,14 | 0,19 | 1,36 | | | | | | 2,52 |
| MARENGO SILVIA DEL CARMEN | 0,3% | 13,28 | 13,28 | | 65,1 | 19,01 | 0 | 2,08 | | 0,26 | | | | | | 0,26 |
| MONLLOR IVANA KARINA | 0,2% | 11,35 | 11,35 | | 72,7 | 1,35 | | 11,08 | | 3,51 | | 0 | | 0 | | |
| FARACI ESTELA ROSA | 0,2% | 5,81 | 5,81 | | 41,94 | 16,45 | | 7,1 | | 3,23 | 0,32 | 15,81 | | 0,32 | | 9,03 |
| DIPIAZZA LORENA ANDREA | 0,2% | 12,94 | 12,94 | | 17,48 | 0,7 | 55,59 | 12,94 | | | | | | 0,35 | | |
| **ACUM = 7,4%** | | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,2% | 14,34 | 14,34 | 0 | 67,65 | 13,97 | 2,94 | 1,1 | | | 0 | | | | | 0 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 21,62 | 21,62 | 0 | 75,68 | | 0 | 2,7 | | | | 0 | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 4,0 | 0 | 4,0 | 44,0 | 48,0 | 4,0 | | | | | | | | | |
| **ACUM = 7,6%** | | | | | | | | | | | | | | | | |
| | | OMECAP - 90 GAD | REGULIP RF2 | OMACOR RC5 | | | | | | | | | | | | |
| | | #2 | #1 | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 6,5% | 10,69 | 10,24 | 0,45 | 69,84 | 9,0 | 4,34 | 2,68 | 0,02 | 3,12 | 0,01 | | 0,05 | 0,01 | 0,01 | 0,23 |
| X5000BFB - OBISPO DE ORO 2-100 | 2,4% | 0,45 | 0,22 | 0,22 | 80,01 | 12,2 | 1,17 | 0,39 | 0,06 | 1,42 | 0,75 | | 0,2 | | 0,06 | 3,3 |
| X5000EPH - AV COLON 701-799 | 2,3% | 24,74 | 23,33 | 1,41 | 45,18 | 14,07 | 2,54 | 5,48 | 1,33 | 1,99 | 1,3 | 0,06 | 0,43 | 0,69 | 0,37 | 1,82 |
| X5000IIO - BVRD CHACABUCO 102-200 | 2,3% | 4,11 | 4,11 | | 54,35 | 24,68 | 6,67 | 1,65 | 6,02 | 0,88 | 0,5 | | 0,41 | 0 | 0,06 | 0,68 |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,4% | 20,16 | 19,22 | 0,94 | 54,97 | 11,82 | 1,99 | 5,76 | 0 | 2,18 | 0,79 | | 0,5 | 0,05 | 0,05 | 1,74 |
| **ACUM = 22,5%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **OMNIC OCAS (GAD)** | **Mercado: Omnic Ocas** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: UROLOGIA | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | OMNIC OCAS GAD | | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS CR CSO | TANSILO-PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA R-ICHE RH. | ESPONT-AL PB. | UROCET-INA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #8 | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #12 | #10 | #13 | #14 | #9 | #11 | |
| **PAIS** | EVOLUCION MAT | 89 | 102 | 92 | 97 | 120 | 100 | 109 | 81 | 99 | 138 | 102 | 106 | 102 | 111 | 90 |
| BASE = 100% | MES | 4,17 | 25,35 | 18,32 | 11,57 | 12,74 | 4,88 | 4,03 | 3,79 | 3,05 | 3,76 | 1,32 | 1,06 | 1,15 | 0,96 | 3,87 |
| | TRIM | 4,39 | 24,92 | 19,03 | 11,65 | 12,15 | 4,98 | 4,63 | 3,89 | 2,83 | 3,48 | 1,36 | 1,06 | 1,15 | 1,1 | 3,38 |
| | **MAT** | **4,83** | **25,23** | **19,25** | **11,8** | **11,64** | **4,79** | **4,38** | **4,05** | **3,03** | **2,95** | **1,27** | **1,16** | **1,15** | **1,04** | **3,42** |
| | MATAA | 5,43 | 24,65 | 20,86 | 12,18 | 9,68 | 4,8 | 4,01 | 5,0 | 3,06 | 2,13 | 1,24 | 1,09 | 1,13 | 0,94 | 3,78 |
| | | | VALOR MERCADO: | | MES = 294.372 | | | TRIM = 853.854 | | | MAT = 3.247.074 | | | MATAA = 3.084.675 | | |
| **GERENCIA** | EVOLUCION MAT | 93 | 104 | 94 | 96 | 116 | 99 | 118 | 81 | 96 | 137 | 99 | 87 | 107 | 119 | 86 |
| GCIA = 47,4% | MES | 4,68 | 22,58 | 20,24 | 12,93 | 13,85 | 4,38 | 4,78 | 4,99 | 3,61 | 2,84 | 0,75 | 0,31 | 1,28 | 0,76 | 2,0 |
| | TRIM | 4,81 | 22,55 | 21,36 | 12,92 | 13,01 | 4,34 | 5,15 | 4,99 | 3,31 | 2,53 | 0,74 | 0,31 | 1,29 | 0,83 | 1,85 |
| | **MAT** | **5,17** | **22,82** | **21,31** | **13,27** | **12,48** | **4,24** | **4,82** | **5,12** | **3,42** | **2,21** | **0,72** | **0,34** | **1,3** | **0,8** | **1,99** |
| | MATAA | 5,58 | 21,93 | 22,73 | 13,8 | 10,73 | 4,28 | 4,08 | 6,34 | 3,57 | 1,61 | 0,73 | 0,39 | 1,22 | 0,67 | 2,32 |
| | | | VALOR MERCADO: | | MES = 136.233 | | | TRIM = 400.511 | | | MAT = 1.537.566 | | | MATAA = 1.426.583 | | |
| **DISTRITO** | EVOLUCION MAT | 94 | 99 | 93 | 100 | 119 | 102 | 115 | 86 | 97 | 136 | 96 | 88 | 101 | 144 | 74 |
| DIST = 21,0% | MES | 3,04 | 26,25 | 18,42 | 12,08 | 17,14 | 4,55 | 3,5 | 7,29 | 1,32 | 1,43 | 1,11 | 0,08 | 1,22 | 1,14 | 1,43 |
| | TRIM | 2,99 | 27,44 | 20,05 | 11,89 | 15,71 | 4,5 | 3,6 | 6,54 | 1,32 | 1,36 | 0,9 | 0,08 | 1,3 | 1,15 | 1,18 |
| | **MAT** | **3,21** | **27,81** | **19,42** | **11,96** | **15,52** | **4,43** | **3,43** | **6,84** | **1,42** | **1,29** | **0,85** | **0,07** | **1,42** | **1,02** | **1,31** |
| | MATAA | 3,43 | 27,98 | 20,91 | 11,99 | 13,08 | 4,34 | 2,99 | 7,99 | 1,47 | 0,95 | 0,89 | 0,08 | 1,4 | 0,71 | 1,77 |
| | | | VALOR MERCADO: | | MES = 28.306 | | | TRIM = 84.493 | | | MAT = 323.351 | | | MATAA = 302.470 | | |
| **REP** | EVOLUCION MAT | 93 | 99 | 90 | 101 | 119 | 119 | 118 | 74 | 96 | 135 | 99 | 86 | 93 | 151 | 65 |
| ZONA = 4,2% | MES | 3,19 | 19,69 | 19,46 | 12,94 | 20,63 | 4,91 | 5,78 | 4,53 | 1,15 | 1,57 | 1,6 | 0,12 | 1,08 | 1,46 | 1,89 |
| | TRIM | 2,96 | 21,82 | 20,68 | 13,55 | 18,19 | 4,77 | 5,61 | 4,05 | 1,14 | 1,59 | 1,25 | 0,12 | 1,16 | 1,6 | 1,51 |
| | **MAT** | **3,34** | **22,43** | **20,74** | **12,82** | **17,98** | **4,46** | **5,12** | **4,44** | **1,2** | **1,49** | **1,1** | **0,12** | **1,71** | **1,43** | **1,61** |
| | MATAA | 3,6 | 22,56 | 23,12 | 12,7 | 15,11 | 3,75 | 4,34 | 5,96 | 1,25 | 1,1 | 1,11 | 0,14 | 1,84 | 0,95 | 2,46 |
| | | | VALOR MERCADO: | | MES = 1.215 | | | TRIM = 3.541 | | | MAT = 13.451 | | | MATAA = 12.144 | | |

**PUNTO DE MARKET SHARE = 11 UNIDADES estimadas de OMNIC OCAS (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | OMNIC OCAS GAD | | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS CR CSO | TANSILO-PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA R-ICHE RH. | ESPONT-AL PB. | UROCET-INA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #8 | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #12 | #10 | #13 | #14 | #9 | #11 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 95 | 101 | 92 | 98 | 117 | 103 | 101 | 79 | 103 | 143 | 97 | 82 | 93 | 154 | 72 |
| **7%** % de zona = 66,4% | TRIM | 3,15 | 26,82 | 17,78 | 10,57 | 18,3 | 4,67 | 3,38 | 5,5 | 1,34 | 1,54 | 1,47 | 0,14 | 1,51 | 2,29 | 1,54 |
| PMS = 7 | **MAT** | **3,5** | **27,36** | **17,2** | **10,04** | **18,76** | **4,47** | **3,51** | **5,86** | **1,27** | **1,32** | **1,39** | **0,14** | **1,58** | **1,96** | **1,66** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 91 | 87 | 85 | 101 | 124 | 133 | 183 | 82 | | 121 | 144 | 114 | 104 | 158 | 44 |
| **50%** % de zona = 19,1% | TRIM | 2,52 | 7,12 | 31,73 | 22,81 | 14,32 | 2,16 | 14,24 | 0,5 | | 2,01 | 0,94 | 0,14 | 0,29 | 0,5 | 0,72 |
| PMS = 2 | **MAT** | **2,66** | **7,95** | **34,16** | **22,39** | **13,84** | **1,63** | **11,43** | **0,66** | | **2,22** | **0,62** | **0,16** | **0,29** | **0,6** | **1,38** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 86 | 106 | 80 | 103 | 122 | 201 | 79 | 53 | 82 | 121 | 96 | | 94 | 73 | 76 |
| **25%** % de zona = 13,3% | TRIM | 2,99 | 21,4 | 17,77 | 13,01 | 23,76 | 9,23 | 2,26 | 2,75 | 1,87 | 1,42 | 0,79 | | 0,29 | 0,1 | 2,36 |
| PMS = 1 | **MAT** | **3,87** | **20,46** | **18,14** | **11,83** | **21,08** | **8,87** | **1,94** | **3,22** | **2,64** | **1,43** | **0,46** | | **4,21** | **0,08** | **1,75** |
| **2438 - FRONTERA** | EVOLUCION MAT | | 40 | 121 | 110 | 143 | | 85 | | | | | | 102 | | 20 |
| **100%** % de zona = 1,1% | TRIM | | 0,0 | 30,43 | 28,26 | 8,7 | | 23,91 | | | | | | 6,52 | | 2,17 |
| PMS = 1 | **MAT** | | **0,67** | **32,89** | **26,17** | **4,03** | | **31,54** | | | | | | **4,03** | | **0,67** |
| **5016 - CORDOBA** | EVOLUCION MAT | | 151 | 82 | 36 | 353 | 34 | 34 | 999 | | | | | | 999 | 22 |
| **13%** % de zona = 0,1% | TRIM | | 25,0 | 17,86 | 3,57 | 35,71 | 3,57 | 0,0 | 3,57 | | | | | | 7,14 | 3,57 |
| PMS = 1 | **MAT** | | **22,13** | **18,03** | **10,66** | **34,43** | **3,28** | **2,46** | **0,82** | | | | | | **6,56** | **1,64** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | OMNIC OCAS (GAD) | Mercado: Omnic Ocas | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: UROLOGIA | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | OMNIC OCAS GAD | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS CR CSO | TANSILO-PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA R-ICHE RH. | ESPONT-AL PB. | UROCET-INA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #8 | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #12 | #10 | #13 | #14 | #9 | #11 | |
| TRIM | 4,05 | 26,45 | 21,71 | 9,57 | 15,5 | 4,39 | 3,81 | 6,86 | 0,9 | 0,3 | 0,83 | 0,73 | 1,56 | 1,5 | 1,84 |
| **MAT** | **3,38** | **25,1** | **20,68** | **9,11** | **19,4** | **4,75** | **4,25** | **5,4** | **1,03** | **0,39** | **0,95** | **0,41** | **1,46** | **1,62** | **2,08** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | OMNIC OCAS GAD | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS CR CSO | TANSILO-PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA R-ICHE RH. | ESPONT-AL PB. | UROCET-INA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ZABALA MARCOS ALEJANDRO | CLM 2400 | 0,4% | | | | | 60,0 | 21,43 | 2,86 | 15,71 | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,3% | | | | 51,16 | | 46,51 | | | | | | | | | | 2,33 |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,2% | | | | 48,57 | | | 17,14 | | | | | | | | | 34,29 |
| GIOINO RUBEN DARIO | 2400 | 0,2% | | | | 46,94 | | | | 51,02 | | | | | | | 2,04 | |
| FASSI RUBEN OMAR | CLM 2400 | 0,1% | | | | | 50,0 | 50,0 | | | | | | | | | | |
| | **ACUM =** | **1,2%** | | | | | | | | | | | | | | | | |
| VIRANO HORACIO EDUARDO | URO 2400 | 0,1% | 16,67 | | | 10,42 | 29,17 | 35,42 | 2,08 | 2,08 | | | | | | | | 4,17 |
| CALDELARI GUSTAVO ANDRES | URO 2400 | 0,1% | 2,33 | | | | 16,28 | 41,86 | | 37,21 | | | | | | | | 2,33 |
| SUAREZ JORGE ALBERTO | URO 2400 | 0,1% | | | | 83,72 | 11,63 | 4,65 | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | | | | 13,33 | 13,33 | 6,67 | 66,67 | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,1% | | | 3,45 | 10,34 | 48,28 | 24,14 | | | 13,79 | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,1% | | | 9,09 | | | | 90,91 | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | | | | 20,0 | 25,0 | | | | | | | | | | | 55,0 |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,0% | | | | | | | | | | | | 100 | | | | |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,0% | 33,33 | | | | 66,67 | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| | **ACUM =** | **1,9%** | | | | | | | | | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,0% | | | | 25,0 | 25,0 | | | 50,0 | | | | | | | | |
| ROFFE CARLOS OSCAR | CLM 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| SOUL MARIA LILIANA | CLM 5016 | 0,0% | | | | 75,0 | | | | | | | | | | | 25,0 | |
| DOUTHAT WALTER GUILLERMO | NEF 5016 | 0,0% | | | 33,33 | 66,67 | | | | | | | | | | | | |
| BELADELLI MARINA ANDREA | CLM 5186 | 0,0% | | | | 100 | | | | | | | | | | | | |
| | **ACUM =** | **1,9%** | | | | | | | | | | | | | | | | |
| FEININGER GERARDO DANIEL | 5186 | 0,0% | | | | 20,0 | 80,0 | | | | | | | | | | | |
| FIORENTINO MARIA SOLEDAD | CLM 5016 | 0,0% | | | | | 100 | | | | | | | | | | | |
| KAPLAN RUTH LIA | CLM 5016 | 0,0% | | | | 75,0 | | | | | 25,0 | | | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| PIROLA JUAN PABLO | REU 2400 | 0,0% | | | | | | | 100 | | | | | | | | | |
| | **ACUM =** | **1,9%** | | | | | | | | | | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM 5186 | 0,0% | | | 50,0 | 50,0 | | | | | | | | | | | | |
| BAENAS DIEGO FEDERICO | CLM 5016 | 0,0% | | | 33,33 | | 66,67 | | | | | | | | | | | |
| DE ARTEAGA JAVIER | NEF 5016 | 0,0% | | | 33,33 | 33,33 | | | 33,33 | | | | | | | | | |
| FERREYRA GUILLERMO LUIS | CLM 5016 | 0,0% | | | 66,67 | | | 33,33 | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| | **ACUM =** | **1,9%** | | | | | | | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | | | 100 | | | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,0% | | | | 100 | | | | | | | | | | | | |
| MITRE MARIA BELEN | GET 5186 | 0,0% | | | | 100 | | | | | | | | | | | | |
| PAGANINI MIGUEL ANGEL | CLM 5016 | 0,0% | | | | 50,0 | | | | 50,0 | | | | | | | | |
| | **ACUM =** | **1,9%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| OLMEDO ANDRES MAXIMILIANO | CIR 5000 | 0,9% | 1,06 | | 32,27 | 4,26 | 2,13 | 25,89 | | 17,38 | | | | | | 15,96 | 0,35 | 0,71 |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,8% | 2,86 | | 37,96 | 26,94 | 9,39 | 15,1 | 1,63 | | 4,9 | 0,82 | | | | | 0,41 | |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,6% | 12,82 | | 25,13 | 10,77 | | 34,36 | 9,23 | | | | | | | | | 7,69 |
| JALON MARTIN ALEJANDRO | CLM 5000 | 0,6% | | | 9,84 | | 5,7 | 34,2 | 1,04 | | 1,04 | 1,55 | 7,77 | | 30,57 | | 2,07 | 6,22 |
| BEVILACQUA OSCAR VICENTE | URO 5000 | 0,5% | | | 32,76 | 1,15 | | 6,32 | 27,01 | 27,01 | | | | | | 5,17 | 0,57 | |
| | **ACUM =** | **5,3%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | OMNIC OCAS (GAD) | Mercado: Omnic Ocas | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: UROLOGIA | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | OMNIC OCAS GAD | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS CR CSO | TANSILO-PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA R-ICHE RH. | ESPONT-AL PB. | UROCET-INA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #8 | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #12 | #10 | #13 | #14 | #9 | #11 | |
| **REP** | EVOLUCION MAT 93 | 99 | 90 | 101 | 119 | 119 | 118 | 74 | 96 | 135 | 99 | 86 | 93 | 151 | 65 |
| ZONA = 4,2% | MES 3,19 | 19,69 | 19,46 | 12,94 | 20,63 | 4,91 | 5,78 | 4,53 | 1,15 | 1,57 | 1,6 | 0,12 | 1,08 | 1,46 | 1,89 |
| | TRIM 2,96 | 21,82 | 20,68 | 13,55 | 18,19 | 4,77 | 5,61 | 4,05 | 1,14 | 1,59 | 1,25 | 0,12 | 1,16 | 1,6 | 1,51 |
| | **MAT 3,34** | **22,43** | **20,74** | **12,82** | **17,98** | **4,46** | **5,12** | **4,44** | **1,2** | **1,49** | **1,1** | **0,12** | **1,71** | **1,43** | **1,61** |
| | MATAA 3,6 | 22,56 | 23,12 | 12,7 | 15,11 | 3,75 | 4,34 | 5,96 | 1,25 | 1,1 | 1,11 | 0,14 | 1,84 | 0,95 | 2,46 |

VALOR MERCADO: MES = 1.215 TRIM = 3.541 MAT = 13.451 MATAA = 12.144

**PUNTO DE MARKET SHARE = 11 UNIDADES estimadas de OMNIC OCAS (GAD) por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | OMNIC O-CAS GAD | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS - CR CSO | TANSILO-PROST R-FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA RI-RH. | ESPONTAL PB. | UROCETI-NA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #8 | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #12 | #10 | #13 | #14 | #9 | #11 | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,5% | 7,03 | | 48,95 | 7,89 | 8,38 | 3,21 | 7,03 | 6,66 | 4,81 | | 1,97 | | | 3,08 | | 0,99 |
| BERGERO MELISA | 1,5% | 7,03 | | 48,95 | 7,89 | 8,38 | 3,21 | 7,03 | 6,66 | 4,81 | | 1,97 | | | 3,08 | | 0,99 |
| FARMACIA FAMASALUD II | 1,1% | 6,84 | | 44,04 | 4,21 | 7,54 | 2,98 | 5,44 | 2,46 | | 0,18 | 0,53 | | | 18,6 | | 7,19 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 4,44 | | 38,59 | 15,56 | 9,09 | 3,23 | 6,46 | 7,47 | 3,84 | 3,03 | 0 | 0,2 | 1,82 | | 0,4 | 5,86 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 2,57 | | 48,87 | 16,72 | 3,54 | 10,61 | 0,64 | 7,07 | | 3,86 | 0,32 | | | 4,18 | | 1,61 |
| **ACUM = 5,6%** | | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 8,78 | | 57,09 | 15,88 | 7,09 | 2,7 | 1,01 | 3,04 | 0 | | | | | 3,72 | | 0,68 |
| TRAVERSO RUBEN EDUARDO | 0,5% | 8,63 | | 50,72 | 14,75 | 8,63 | 0,72 | 3,96 | 0 | | 0,36 | | | | 10,07 | | 2,16 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 5,08 | | 41,95 | 8,9 | 5,51 | 2,97 | 3,81 | 18,64 | | 3,81 | 0 | | | 6,36 | | 2,97 |
| MARENGO SILVIA DEL CARMEN | 0,4% | 2,07 | | 29,02 | 8,29 | 0 | 10,36 | 5,7 | 15,03 | | 4,66 | | 23,83 | | 0 | | 1,04 |
| FARMACIA CARRA SALUD SA | 0,3% | 3,3 | | 23,63 | 35,16 | 23,08 | 7,14 | | 7,14 | | | | | | | | 0,55 |
| **ACUM = 7,8%** | | | | | | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 5,23 | | 61,44 | 9,15 | 13,73 | 5,88 | 0 | 0,65 | | 1,31 | 1,31 | | 0 | 0 | | 1,31 |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,3% | 35,62 | | 26,03 | 17,81 | 6,85 | 2,74 | 0 | 1,37 | 2,05 | 6,85 | 0 | | | | | 0,68 |
| MONLLOR IVANA KARINA | 0,2% | 2,78 | | 45,37 | 9,26 | 26,85 | 0 | 8,33 | 4,63 | 0 | | | 1,85 | | | 0,93 | |
| FARACI ESTELA ROSA | 0,2% | 2,08 | | 40,62 | 21,88 | 17,71 | | | 3,12 | | 1,04 | 0 | | 1,04 | | 12,5 | 0 |
| DIPIAZZA LORENA ANDREA | 0,1% | 5,33 | | 44,0 | 2,67 | 33,33 | 0 | 0 | 2,67 | | | 5,33 | | | 1,33 | 1,33 | 4,0 |
| **ACUM = 8,9%** | | | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 20,59 | | 2,94 | 32,35 | 0 | 0 | 0 | 8,82 | 8,82 | | | 0 | | 17,65 | | 8,82 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | 62,5 | 0 | 6,25 | | | 6,25 | | 6,25 | | | | 0 | | 18,75 |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | 100 | | | | | | | | | | | | | |
| **ACUM = 9,0%** | | | | | | | | | | | | | | | | | |

### No Asignadas

| | | | TANSILO-PROST FIN | REDUPR-OST RF2 | PROSTO-KLAR B+L | URALOS CR CSO | TANSILO-PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL-OSINA R-ICHE RH. | ESPONT-AL PB. | UROCET-INA E6B | DIUFORT-AN LZA | UROPRO-ST-Q ARI | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 3,3% | 10,66 | 29,89 | 11,29 | 10,49 | 4,71 | 4,88 | 6,98 | 5,05 | 1,59 | 3,06 | 0,68 | 0,68 | 3,69 | 0,79 | 5,56 |
| X5000AAJ - DEAN FUNES 402-500 | 2,4% | 0,08 | 1,47 | 46,43 | 33,95 | 2,33 | 0,08 | 2,4 | 8,76 | 0,08 | 0,62 | 3,49 | 0 | | | 0,31 |
| X5000ETE - SANTA ROSA 1501-1599 | 2,0% | 5,36 | 47,27 | 15,98 | 2,11 | 9,28 | 1,34 | 1,34 | 2,2 | 3,73 | 0,19 | 2,01 | 2,39 | 0 | 0,67 | 6,12 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,5% | 12,59 | 38,39 | 14,06 | 8,8 | 2,69 | 1,83 | 3,42 | 7,33 | 3,42 | 0,73 | 0 | 1,59 | 1,47 | 0,49 | 3,18 |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,5% | 3,67 | 32,74 | 18,46 | 9,36 | 3,16 | 4,68 | 3,67 | 12,64 | 3,41 | 1,26 | 0,13 | 0,88 | 1,64 | | 4,3 |
| **ACUM = 19,7%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | PALIAX GAD | | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #10 | #1 | #2 | #5 | #4 | #3 | #6 | #7 | #9 | #8 | #11 | #14 | #12 | #13 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 198 | 106 | 93 | 97 | 105 | 96 | 98 | 73 | 76 | 135 | 258 | 479 | 108 | 329 | 129 |
| | MES | 1,58 | 26,7 | 22,47 | 10,93 | 10,62 | 9,06 | 8,06 | 3,94 | 1,24 | 1,8 | 1,27 | 1,05 | 0,44 | 0,64 | 0,19 |
| | TRIM | 1,58 | 26,37 | 23,38 | 10,81 | 9,87 | 8,95 | 8,27 | 3,93 | 1,44 | 1,82 | 1,25 | 0,99 | 0,49 | 0,65 | 0,2 |
| | **MAT** | **1,23** | **25,87** | **24,22** | **10,82** | **9,63** | **9,53** | **8,24** | **3,87** | **1,85** | **1,74** | **1,16** | **0,67** | **0,55** | **0,46** | **0,18** |
| | MATAA | 0,62 | 24,37 | 25,95 | 11,15 | 9,15 | 9,93 | 8,42 | 5,33 | 2,42 | 1,29 | 0,45 | 0,14 | 0,51 | 0,14 | 0,14 |
| | | | VALOR MERCADO: | | MES = 625.203 | | | TRIM = 1.828.722 | | | MAT = 6.870.627 | | | MATAA = 6.454.206 | | |
| **GERENCIA** GCIA = 49,0% | EVOLUCION MAT | 204 | 107 | 95 | 99 | 103 | 95 | 94 | 76 | 89 | 125 | 233 | 850 | 106 | 220 | 127 |
| | MES | 1,93 | 25,7 | 22,49 | 11,11 | 11,5 | 9,88 | 9,47 | 3,65 | 0,69 | 1,97 | 0,6 | 0,24 | 0,44 | 0,16 | 0,16 |
| | TRIM | 1,83 | 25,69 | 23,73 | 11,23 | 10,35 | 9,67 | 9,59 | 3,63 | 0,71 | 1,95 | 0,58 | 0,23 | 0,51 | 0,15 | 0,17 |
| | **MAT** | **1,45** | **25,31** | **24,59** | **10,92** | **10,14** | **10,15** | **9,57** | **3,61** | **0,85** | **1,88** | **0,56** | **0,17** | **0,55** | **0,11** | **0,14** |
| | MATAA | 0,71 | 23,58 | 25,91 | 10,98 | 9,81 | 10,68 | 10,16 | 4,78 | 0,95 | 1,5 | 0,24 | 0,02 | 0,52 | 0,05 | 0,11 |
| | | | VALOR MERCADO: | | MES = 299.413 | | | TRIM = 890.320 | | | MAT = 3.367.446 | | | MATAA = 3.076.011 | | |
| **DISTRITO** DIST = 22,6% | EVOLUCION MAT | 236 | 106 | 95 | 93 | 99 | 103 | 91 | 71 | 111 | 132 | 228 | 600 | 105 | 900 | 138 |
| | MES | 1,56 | 30,16 | 18,67 | 6,58 | 12,22 | 13,84 | 10,33 | 2,36 | 1,02 | 2,16 | 0,4 | 0,12 | 0,23 | 0,16 | 0,18 |
| | TRIM | 1,43 | 30,25 | 20,31 | 6,65 | 11,48 | 12,9 | 10,4 | 2,32 | 1,04 | 2,2 | 0,4 | 0,09 | 0,23 | 0,15 | 0,13 |
| | **MAT** | **0,99** | **30,02** | **20,6** | **6,89** | **11,42** | **13,3** | **10,4** | **2,38** | **1,12** | **1,99** | **0,41** | **0,06** | **0,22** | **0,09** | **0,11** |
| | MATAA | 0,42 | 28,21 | 21,76 | 7,43 | 11,49 | 12,87 | 11,49 | 3,33 | 1,01 | 1,51 | 0,18 | 0,01 | 0,21 | 0,01 | 0,08 |
| | | | VALOR MERCADO: | | MES = 67.603 | | | TRIM = 201.333 | | | MAT = 759.893 | | | MATAA = 687.922 | | |
| **REP** ZONA = 4,2% | EVOLUCION MAT | 222 | 107 | 91 | 93 | 100 | 103 | 102 | 70 | 104 | 120 | 200 | 700 | 96 | 999 | 150 |
| | MES | 1,16 | 32,38 | 18,07 | 8,41 | 11,46 | 14,03 | 6,95 | 2,42 | 1,33 | 2,43 | 0,51 | 0,24 | 0,2 | 0,25 | 0,16 |
| | TRIM | 1,04 | 33,72 | 18,89 | 8,63 | 10,52 | 12,61 | 7,13 | 2,43 | 1,39 | 2,36 | 0,49 | 0,16 | 0,24 | 0,25 | 0,13 |
| | **MAT** | **0,8** | **33,02** | **19,86** | **8,79** | **10,15** | **13,22** | **6,83** | **2,69** | **1,48** | **2,14** | **0,46** | **0,07** | **0,25** | **0,15** | **0,09** |
| | MATAA | 0,36 | 30,94 | 21,83 | 9,49 | 10,15 | 12,87 | 6,72 | 3,85 | 1,42 | 1,79 | 0,23 | 0,01 | 0,26 | 0,01 | 0,06 |
| | | | VALOR MERCADO: | | MES = 2.906 | | | TRIM = 8.622 | | | MAT = 32.030 | | | MATAA = 28.878 | | |

**PUNTO DE MARKET SHARE = 27 UNIDADES estimadas de PALIAX (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | PALIAX GAD | | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #10 | | #1 | #2 | #5 | #4 | #3 | #6 | #7 | #9 | #8 | #11 | #14 | #12 | #13 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 258 | 107 | 90 | 91 | 95 | 113 | 91 | 64 | 107 | 122 | 224 | 350 | 87 | 999 | 110 |
| **7%** % de zona = 61,7% | TRIM | 1,18 | 33,72 | 18,51 | 5,45 | 10,45 | 14,17 | 6,84 | 3,0 | 2,04 | 3,27 | 0,42 | 0,1 | 0,33 | 0,4 | 0,12 |
| PMS = 17 | **MAT** | **0,85** | **33,22** | **19,34** | **5,51** | **10,56** | **14,66** | **6,5** | **3,0** | **2,16** | **2,98** | **0,47** | **0,07** | **0,34** | **0,23** | **0,11** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 218 | 104 | 95 | 90 | 118 | 85 | 209 | 86 | 84 | 108 | 256 | 999 | 150 | 999 | 999 |
| **50%** % de zona = 23,7% | TRIM | 1,07 | 32,08 | 23,09 | 13,67 | 9,14 | 11,77 | 5,02 | 1,49 | 0,56 | 1,05 | 0,58 | 0,17 | 0,07 | 0,02 | 0,22 |
| PMS = 6 | **MAT** | **0,83** | **31,2** | **24,42** | **14,9** | **8,5** | **12,72** | **3,91** | **1,63** | **0,42** | **0,86** | **0,41** | **0,05** | **0,06** | **0,01** | **0,09** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 116 | 111 | 83 | 107 | 92 | 93 | 96 | 88 | 106 | 138 | 280 | 999 | 192 | | |
| **25%** % de zona = 12,7% | TRIM | 0,53 | 38,5 | 13,24 | 11,76 | 11,52 | 7,84 | 12,63 | 1,91 | 0,19 | 0,7 | 0,57 | 0,43 | 0,17 | | |
| PMS = 3 | **MAT** | **0,64** | **37,18** | **13,67** | **10,84** | **10,28** | **7,51** | **14,45** | **3,59** | **0,37** | **0,69** | **0,42** | **0,12** | **0,23** | | |
| **2438 - FRONTERA** | EVOLUCION MAT | | 90 | 107 | 89 | 173 | 82 | 287 | 40 | | 50 | 27 | | | | |
| **100%** % de zona = 1,7% | TRIM | | 15,66 | 19,88 | 24,7 | 24,1 | 9,04 | 3,61 | 0,0 | | 1,81 | 1,2 | | | | |
| PMS = 1 | **MAT** | | **17,88** | **21,53** | **27,55** | **17,7** | **11,31** | **2,55** | **0,18** | | **0,55** | **0,73** | | | | |
| **5016 - CORDOBA** | EVOLUCION MAT | | 228 | 57 | 31 | 60 | 94 | 58 | 28 | | 40 | 999 | | | | |
| **13%** % de zona = 0,2% | TRIM | | 73,08 | 10,9 | 3,85 | 0,64 | 3,85 | 5,77 | 0,64 | | 0,64 | 0,64 | | | | |
| PMS = 1 | **MAT** | | **54,89** | **14,89** | **4,47** | **4,04** | **9,15** | **8,3** | **0,21** | | **1,49** | **2,55** | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | PALIAX GAD | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #10 | #1 | #2 | #5 | #4 | #3 | #6 | #7 | #9 | #8 | #11 | #14 | #12 | #13 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 0,06 | 27,38 | 23,86 | 4,28 | 9,62 | 19,01 | 7,22 | 4,17 | 1,19 | 2,42 | 0,13 | 0,02 | 0,27 | 0,24 | 0,13 |
| **MAT** | **0,49** | **30,2** | **22,8** | **4,62** | **9,84** | **16,69** | **6,39** | **2,66** | **1,37** | **3,89** | **0,44** | **0,1** | **0,24** | **0,18** | **0,09** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | PALIAX GAD | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,4% | | | 1,82 | | 48,73 | 4,36 | | 45,09 | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,4% | | | 2,72 | 43,97 | 7,78 | 0,39 | 45,14 | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,4% | | | 73,68 | 12,28 | | 10,53 | 3,51 | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,3% | | | 56,7 | 32,99 | | 1,03 | 9,28 | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,2% | | | 15,15 | 3,03 | | 45,45 | 36,36 | | | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,2% | | | 38,76 | 44,19 | 6,98 | | 3,1 | 6,98 | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,2% | | | 76,07 | | | | 6,84 | | 17,09 | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,2% | | | 67,92 | 14,15 | | | 16,04 | 0,94 | 0,94 | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,2% | | | | 84,62 | | 15,38 | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,2% | | | 74,76 | | 5,83 | | 19,42 | | | | | | | | | |
| | **ACUM =** | **2,7%** | | | | | | | | | | | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,1% | | | 74,68 | | 5,06 | 20,25 | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,1% | | | 27,4 | 4,11 | 2,74 | | 65,75 | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,1% | | | 75,0 | 25,0 | | | | | | | | | | | | |
| FASSI RUBEN OMAR | CLM 2400 | 0,1% | | | 1,92 | 98,08 | | | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,0% | | | 9,68 | | 6,45 | 58,06 | 22,58 | | | | | 3,23 | | | | |
| | **ACUM =** | **3,1%** | | | | | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,0% | | | 84,62 | | 7,69 | | 7,69 | | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,0% | | | 61,54 | 3,85 | 34,62 | | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,0% | | | 73,91 | 8,7 | 8,7 | 8,7 | | | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,0% | | | 72,73 | | 18,18 | 4,55 | | | | | | | | 4,55 | | |
| ZABALA JORGE ALBERTO | CLM 2400 | 0,0% | | | 9,09 | 90,91 | | | | | | | | | | | | |
| | **ACUM =** | **3,1%** | | | | | | | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,0% | | | | 43,75 | 6,25 | | 50,0 | | | | | | | | | |
| DE ARTEAGA JAVIER | NEF 5016 | 0,0% | | | 56,25 | | 43,75 | | | | | | | | | | | |
| CAMPAZZO MARIO OSVALDO | CLM 5016 | 0,0% | | | | 60,0 | 13,33 | 26,67 | | | | | | | | | | |
| PANERO DANIEL ENRIQUE | CLM 2400 | 0,0% | | | | 13,33 | | | 86,67 | | | | | | | | | |
| DOUTHAT WALTER GUILLERMO | NEF 5016 | 0,0% | | | 42,86 | 35,71 | 7,14 | | 14,29 | | | | | | | | | |
| | **ACUM =** | **3,1%** | | | | | | | | | | | | | | | | |
| TABARES ALDO HUGO | CLM 5016 | 0,0% | | | | 100 | | | | | | | | | | | | |
| ELLENA GUSTAVO | CLM 5016 | 0,0% | | | | 87,5 | | 12,5 | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,0% | | | | | | | 100 | | | | | | | | | |
| CASTELLANO MAURO | NEF 2400 | 0,0% | 33,33 | | 66,67 | | | | | | | | | | | | | |
| ESTRADA CARLOS DARDO | CRD 5016 | 0,0% | 16,67 | | 33,33 | 33,33 | | | | 16,67 | | | | | | | | |
| | **ACUM =** | **3,1%** | | | | | | | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM 5000 | 0,0% | | | | 16,67 | 16,67 | | | 66,67 | | | | | | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM 5016 | 0,0% | | | | 50,0 | 16,67 | 33,33 | | | | | | | | | | |
| JORGE ADRIANA BEATRIZ | NEF 5000 | 0,0% | | | 80,0 | | | | | 20,0 | | | | | | | | |
| OTTONELLO MARCELO | GIN 2400 | 0,0% | | | | | | | 80,0 | 20,0 | | | | | | | | |
| SOUL MARIA LILIANA | CLM 5016 | 0,0% | | | | | | 40,0 | 60,0 | | | | | | | | | |
| | **ACUM =** | **3,1%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HAUQUI FEDERICO AGUSTIN | CRD 2400 | 0,7% | 0,46 | | | 68,26 | 1,6 | 0,91 | 2,05 | 22,6 | 4,11 | | | | | | | |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,7% | | | 37,59 | 4,87 | 4,64 | 1,86 | 29,23 | 0,46 | 3,25 | 17,63 | 0,46 | | | | | |
| DIAZ DE TAGNIANI MONICA ESTER | CLM 5000 | 0,7% | | | 70,53 | 18,12 | 1,69 | 3,38 | 2,42 | 1,69 | | | 0,48 | | | | 1,69 | |
| CERDA RAUL HECTOR | CLM 5000 | 0,5% | | | 19,34 | 58,61 | 0,91 | 1,51 | 12,08 | 1,21 | 6,34 | | | | | | | |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,5% | | | 28,44 | 15,9 | 4,28 | 29,66 | 16,82 | 2,75 | 0,61 | | 0,61 | | | 0,92 | | |
| | **ACUM =** | **6,2%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | PALIAX (GAD) | Mercado: Paliax | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

REP
ZONA = 4,2%

| | PALIAX GAD | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #10 | #1 | #2 | #5 | #4 | #3 | #6 | #7 | #9 | #8 | #11 | #14 | #12 | #13 | |
| EVOLUCION MAT | 222 | 107 | 91 | 93 | 100 | 103 | 102 | 70 | 104 | 120 | 200 | 700 | 96 | 999 | 150 |
| MES | 1,16 | 32,38 | 18,07 | 8,41 | 11,46 | 14,03 | 6,95 | 2,42 | 1,33 | 2,43 | 0,51 | 0,24 | 0,2 | 0,25 | 0,16 |
| TRIM | 1,04 | 33,72 | 18,89 | 8,63 | 10,52 | 12,61 | 7,13 | 2,43 | 1,39 | 2,36 | 0,49 | 0,16 | 0,24 | 0,25 | 0,13 |
| **MAT** | **0,8** | **33,02** | **19,86** | **8,79** | **10,15** | **13,22** | **6,83** | **2,69** | **1,48** | **2,14** | **0,46** | **0,07** | **0,25** | **0,15** | **0,09** |
| MATAA | 0,36 | 30,94 | 21,83 | 9,49 | 10,15 | 12,87 | 6,72 | 3,85 | 1,42 | 1,79 | 0,23 | 0,01 | 0,26 | 0,01 | 0,06 |

VALOR MERCADO: MES = 2.906 TRIM = 8.622 MAT = 32.030 MATAA = 28.878

**PUNTO DE MARKET SHARE = 27 UNIDADES estimadas de PALIAX (GAD) por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 2,2% | 49,11 | 32,14 | 4,46 | 13,84 | 0,45 | | | | | | | | | | |
| BERGERO MELISA | 2,2% | 49,11 | 32,14 | 4,46 | 13,84 | 0,45 | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,7% | 45,71 | 47,14 | | 5,71 | 1,43 | | | | | | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,4% | 75,0 | 4,55 | 11,36 | 4,55 | 0 | | 4,55 | | 0 | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 56,41 | | 28,21 | | 5,13 | | 10,26 | | | | | | | | |
| **ACUM = 5,9%** | | | | | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,2% | 57,14 | 9,52 | 4,76 | 14,29 | 9,52 | | | 4,76 | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,2% | 5,0 | 45,0 | | 50,0 | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 11,11 | 16,67 | | 22,22 | 33,33 | 11,11 | 5,56 | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 60,0 | 20,0 | | 6,67 | | | 13,33 | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 14,29 | 28,57 | 14,29 | 42,86 | | | | | | | | | | | |
| **ACUM = 6,7%** | | | | | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 71,43 | | | | | | 28,57 | | | | | | | | |
| MONLLOR IVANA KARINA | 0,1% | 100 | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 100 | | 0 | | | | | | 0 | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,0% | 100 | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | 100 | | | | | | | | | | | | | | |
| **ACUM = 7,0%** | | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,0% | | | | | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | | | | | | | | | | | | | | | |
| **ACUM = 7,0%** | | | | | | | | | | | | | | | | |
| | | PALIAX GAD | SARVAL B+L | ALPERTAN RF2 | DIAPRES-AN MTP | DILCORAN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSALEP LEP | VALSARF-EC FEC | NICORVAS T.L | SEMANAR MIC | OTROS |
| | | #10 | #1 | #2 | #5 | #4 | #3 | #6 | #7 | #9 | #8 | #11 | #14 | #12 | #13 | |

### No Asignadas

| | | | SARVAL B+L | ALPERT-AN RF2 | DIAPRES-AN MTP | DILCOR-AN CSO | DIOVAN SIE | RACORV-AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL-EP LEP | VALSAR-FEC FEC | NICORV-AS T.L | SEMANAR MIC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000IIO - BVRD CHACABUCO 102-200 | 6,0% | 83,36 | 6,95 | | 9,21 | | 0,48 | | | | | | | | | |
| X5000EPH - AV COLON 701-799 | 3,6% | 60,32 | 12,7 | 2,38 | 16,4 | 2,91 | 0,26 | 3,44 | 0 | 0,79 | 0,26 | | 0,53 | | | |
| X5000LOH - RODRIGUEZ PEÏ¿½A 302-400 | 2,3% | 94,17 | 5,83 | | 0 | | | | | | | | | | | |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,7% | 54,8 | 11,86 | 2,26 | 20,34 | 5,08 | | 5,65 | | | | | | | | |
| X5000AAJ - DEAN FUNES 402-500 | 1,4% | 80,82 | 3,42 | 15,75 | | | | 0 | | | | | | | | |
| **ACUM = 22,0%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | PAXON TOTAL | | PAXON | PAXON - XR | LOSACOR RMM | LOPLAC CSO | PRISONIL LEP | FENSAR-TAN ELEA ELE | PRESIM-AX BAG | NITEN TEV | TACARDIA RC5 | VASEXT-EN BEB | LOSART-AN RICH-ET RH. | LOSART-AN VANN-IER VNN | ANTIPRE-SOL FEC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #2 | #3 | #12 | #1 | #4 | #6 | #5 | #7 | #11 | #10 | #8 | #13 | #9 | #14 | |
| **PAIS** | EVOLUCION MAT | 96 | 96 | 98 | 103 | 105 | 81 | 94 | 109 | 87 | 77 | 92 | 165 | 165 | 124 | 97 |
| BASE = 100% | MES | 13,8 | 12,84 | 0,96 | 50,04 | 11,53 | 4,35 | 4,77 | 3,12 | 2,03 | 1,54 | 1,73 | 2,21 | 0,79 | 1,05 | 3,04 |
| | TRIM | 14,14 | 13,13 | 1,01 | 50,03 | 11,17 | 4,72 | 4,75 | 3,15 | 1,95 | 1,66 | 1,82 | 1,94 | 0,91 | 1,07 | 2,7 |
| | **MAT** | **14,34** | **13,32** | **1,02** | **50,03** | **10,86** | **5,75** | **4,77** | **3,01** | **2,03** | **1,81** | **1,72** | **1,27** | **1,02** | **0,87** | **2,5** |
| | MATAA | 14,92 | 13,88 | 1,04 | 48,54 | 10,39 | 7,1 | 5,06 | 2,76 | 2,34 | 2,36 | 1,86 | 0,77 | 0,62 | 0,7 | 2,58 |
| | | | VALOR MERCADO: | | MES = 933.270 | | | TRIM = 2.608.542 | | | MAT = 10.059.345 | | | MATAA = 10.151.987 | | |
| **GERENCIA** | EVOLUCION MAT | 100 | 100 | 98 | 101 | 106 | 82 | 94 | 113 | 79 | 85 | 93 | 177 | 170 | 121 | 92 |
| GCIA = 49,0% | MES | 15,65 | 14,47 | 1,17 | 50,72 | 12,28 | 3,18 | 5,29 | 3,56 | 1,69 | 0,68 | 1,84 | 1,39 | 0,71 | 0,47 | 2,55 |
| | TRIM | 15,99 | 14,77 | 1,22 | 51,0 | 11,66 | 3,5 | 5,1 | 3,67 | 1,61 | 0,76 | 1,94 | 1,28 | 0,73 | 0,45 | 2,31 |
| | **MAT** | **16,12** | **14,89** | **1,23** | **50,79** | **11,35** | **4,3** | **5,18** | **3,56** | **1,72** | **0,88** | **1,84** | **0,92** | **0,56** | **0,4** | **2,39** |
| | MATAA | 16,18 | 14,93 | 1,25 | 50,24 | 10,68 | 5,25 | 5,51 | 3,16 | 2,19 | 1,03 | 1,97 | 0,52 | 0,33 | 0,33 | 2,59 |
| | | | VALOR MERCADO: | | MES = 452.768 | | | TRIM = 1.265.792 | | | MAT = 4.930.969 | | | MATAA = 4.902.021 | | |
| **DISTRITO** | EVOLUCION MAT | 104 | 104 | 102 | 101 | 102 | 82 | 93 | 109 | 82 | 90 | 91 | 119 | 117 | 133 | 97 |
| DIST = 21,5% | MES | 14,73 | 13,75 | 0,98 | 53,4 | 11,91 | 2,49 | 4,38 | 2,75 | 1,34 | 1,63 | 2,21 | 0,54 | 1,45 | 0,04 | 3,13 |
| | TRIM | 15,04 | 14,03 | 1,01 | 52,71 | 11,78 | 2,76 | 4,56 | 3,04 | 1,32 | 1,55 | 2,41 | 0,55 | 1,57 | 0,05 | 2,64 |
| | **MAT** | **14,99** | **13,99** | **1,01** | **52,03** | **11,98** | **3,41** | **4,69** | **3,13** | **1,45** | **1,59** | **2,4** | **0,43** | **1,31** | **0,04** | **2,53** |
| | MATAA | 14,44 | 13,45 | 0,99 | 51,48 | 11,72 | 4,15 | 5,03 | 2,87 | 1,77 | 1,77 | 2,64 | 0,36 | 1,12 | 0,03 | 2,62 |
| | | | VALOR MERCADO: | | MES = 98.598 | | | TRIM = 275.238 | | | MAT = 1.057.887 | | | MATAA = 1.056.563 | | |
| **REP** | EVOLUCION MAT | 105 | 106 | 98 | 102 | 100 | 80 | 90 | 104 | 88 | 90 | 91 | 141 | 119 | 100 | 94 |
| ZONA = 4,3% | MES | 13,72 | 12,74 | 0,98 | 51,86 | 12,21 | 2,58 | 5,69 | 2,29 | 1,29 | 1,55 | 2,21 | 0,86 | 1,9 | 0,04 | 3,81 |
| | TRIM | 13,77 ≈ | 12,79 | 0,97 | 50,71 | 11,89 | 2,93 | 5,92 | 2,47 | 1,32 | 1,56 | 2,57 | 0,92 | 2,18 | 0,09 | 3,67 |
| | **MAT** | **13,51** | **12,55** | **0,96** | **50,62** | **11,9** | **3,57** | **6,22** | **2,79** | **1,53** | **1,66** | **2,58** | **0,62** | **1,8** | **0,04** | **3,16** |
| | MATAA | 12,84 | 11,86 | 0,98 | 49,48 | 11,85 | 4,48 | 6,88 | 2,68 | 1,74 | 1,85 | 2,85 | 0,44 | 1,51 | 0,04 | 3,37 |
| | | | VALOR MERCADO: | | MES = 4.316 | | | TRIM = 12.125 | | | MAT = 45.970 | | | MATAA = 44.987 | | |

**PUNTO DE MARKET SHARE = 38 UNIDADES estimadas de PAXON TOTAL por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | PAXON TOTAL | | PAXON | PAXON - XR | LOSACOR RMM | LOPLAC CSO | PRISONIL LEP | FENSAR-TAN ELEA ELE | PRESIM-AX BAG | NITEN TEV | TACARDIA RC5 | VASEXT-EN BEB | LOSART-AN RICH-ET RH. | LOSART-AN VANN-IER VNN | ANTIPRE-SOL FEC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #2 | | #3 | #12 | #1 | #4 | #6 | #5 | #7 | #11 | #10 | #8 | #13 | #9 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 111 | 111 | 105 | 103 | 96 | 80 | 90 | 111 | 85 | 90 | 93 | 150 | 113 | 100 | 94 |
| **7%** % de zona = 66,4% | TRIM | 14,02 ≈ | 13,18 | 0,84 | 50,86 | 11,89 | 3,15 | 5,72 | 1,22 | 0,72 | 2,26 | 2,85 | 0,53 | 3,08 | 0,04 | 3,65 |
| PMS = 25 | **MAT** | **13,78** | **12,94** | **0,84** | **49,86** | **12,85** | **3,92** | **5,97** | **1,36** | **0,97** | **2,4** | **2,8** | **0,36** | **2,54** | **0,03** | **3,15** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 100 | 104 | 65 | 100 | 115 | 79 | 99 | 103 | 94 | 90 | 60 | 166 | | | 106 |
| **50%** % de zona = 17,7% | TRIM | 9,83 ≈ | 9,31 | 0,52 | 56,55 | 10,44 | 3,12 | 6,99 | 1,35 | 3,92 | 0,07 | 1,16 | 2,06 | | | 4,51 |
| PMS = 7 | **MAT** | **9,79** | **9,21** | **0,59** | **59,14** | **8,32** | **3,56** | **7,49** | **1,37** | **4,14** | **0,09** | **0,95** | **1,16** | | | **4,0** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 92 | 91 | 106 | 105 | 113 | 78 | 85 | 101 | 92 | 82 | 95 | 133 | 577 | 93 | 78 |
| **25%** % de zona = 14,5% | TRIM | 17,85 ▲ | 15,67 | 2,18 | 41,51 | 13,08 | 2,0 | 5,85 | 9,49 | 1,02 | 0,36 | 3,26 | 1,23 | 0,92 | 0,39 | 3,05 |
| PMS = 6 | **MAT** | **17,4** | **15,33** | **2,07** | **41,48** | **11,77** | **2,3** | **6,29** | **11,4** | **0,98** | **0,36** | **3,81** | **0,96** | **0,75** | **0,14** | **2,36** |
| **2438 - FRONTERA** | EVOLUCION MAT | 81 | 81 | | 107 | 116 | 0 | 44 | 35 | 55 | | | 78 | | | 74 |
| **100%** % de zona = 1,4% | TRIM | 4,97 ▼ | 4,97 | | 71,43 | 16,15 | 0,0 | 2,48 | 0,62 | 0,62 | | | 2,48 | | | 1,24 |
| PMS = 1 | **MAT** | **6,51** | **6,51** | | **74,13** | **12,7** | **0,0** | **0,95** | **0,16** | **1,43** | | | **2,54** | | | **1,59** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | PAXON TOTAL | PAXON | PAXON - XR | LOSACOR RMM | LOPLAC CSO | PRISONIL LEP | FENSAR-TAN ELEA ELE | PRESIM-AX BAG | NITEN TEV | TACARDIA RC5 | VASEXT-EN BEB | LOSART-AN RICH-ET RH. | LOSART-AN VANN-IER VNN | ANTIPRE-SOL FEC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #3 | #12 | #1 | #4 | #6 | #5 | #7 | #11 | #10 | #8 | #13 | #9 | #14 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 14,43 | 13,28 | 1,16 | 51,04 | 11,83 | 5,07 | 7,47 | 1,3 | 1,05 | 2,64 | 2,55 | 0,28 | 0,0 | 0,13 | 2,22 |
| **MAT** | **13,87** | **12,95** | **0,92** | **52,05** | **11,95** | **4,2** | **7,73** | **1,49** | **1,03** | **2,43** | **2,41** | **0,27** | **0,01** | **0,06** | **2,51** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | PAXON - TOTAL | PAXON | PAXON - XR | LOSACOR RMM | LOPLAC CSO | PRISONIL LEP | FENSAR-TAN ELEA ELE | PRESIM-AX BAG | NITEN TEV | TACARDIA RC5 | VASEXT-EN BEB | LOSART-AN RICH-ET RH. | LOSART-AN VANN-IER VNN | ANTIPRE-SOL FEC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #2 | #3 | #12 | #1 | #4 | #6 | #5 | #7 | #11 | #10 | #8 | #13 | #9 | #14 | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,2% | | | | | 96,58 | | | 3,42 | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,2% | | | | | 97,89 | 2,11 | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,2% | 8,65 | | 8,65 | | 67,57 | 23,78 | | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,2% | 20,51 | | 20,51 | | 64,1 | | | | | | | | | | | 15,38 |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,1% | 21,88 | | 21,88 | | 46,88 | | | | | | | 31,25 | | | | |
| | **ACUM =** | **0,9%** | | | | | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,1% | 44,44 | | 44,44 | | 33,33 | 12,12 | | | | | | | | | | 10,1 |
| PARENTE SABRINA ALEJANDRA | CLM 2400 | 0,1% | | | | | | | | | 45,83 | | | | | | | 54,17 |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,1% | | | | | 94,79 | 4,17 | | 1,04 | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,1% | 3,3 | | 3,3 | | 94,51 | 2,2 | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,1% | 36,11 | | 36,11 | | 29,17 | 9,72 | | 16,67 | | 8,33 | | | | | | |
| | **ACUM =** | **1,4%** | | | | | | | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| FASSI RUBEN OMAR | CLM 2400 | 0,1% | | | | | 70,0 | 13,33 | 16,67 | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | 13,56 | | 13,56 | | 59,32 | 3,39 | | 5,08 | | 18,64 | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,0% | 65,85 | | 65,85 | | 24,39 | 2,44 | | 7,32 | | | | | | | | |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,0% | 9,76 | | 9,76 | | 31,71 | | 58,54 | | | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,0% | 35,9 | | 35,9 | | 41,03 | | | 12,82 | | 10,26 | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,0% | 70,27 | | 70,27 | | 16,22 | | | | | | | | | | | 13,51 |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,0% | 38,89 | | 38,89 | | 27,78 | | | 33,33 | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,0% | 81,25 | | 81,25 | | 6,25 | 12,5 | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,0% | 12,5 | | 12,5 | | 66,67 | 4,17 | | 16,67 | | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |
| PANERO DANIEL ENRIQUE | CLM 2400 | 0,0% | | | | | | 5,26 | 21,05 | 73,68 | | | | | | | | |
| POZO SCHWINDT VICTOR GASTON | CLM 5186 | 0,0% | 10,53 | | 10,53 | | 52,63 | 5,26 | 5,26 | 10,53 | | | 15,79 | | | | | |
| SOUL MARIA LILIANA | CLM 5016 | 0,0% | 88,89 | | 88,89 | | 5,56 | | 5,56 | | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| FERNANDEZ PEHUEN | NEF 5016 | 0,0% | 60,0 | | 60,0 | | | | | 40,0 | | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM 5016 | 0,0% | 13,33 | | 13,33 | | 73,33 | | | | 6,67 | | | 6,67 | | | | |
| ESTRADA CARLOS DARDO | CRD 5016 | 0,0% | 21,43 | | 21,43 | | 28,57 | 7,14 | 42,86 | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM 5016 | 0,0% | 41,67 | | 41,67 | | 16,67 | 16,67 | | | 8,33 | | | | | | | 16,67 |
| PISPIEIRO MARIANO | CIR 2400 | 0,0% | 41,67 | | 41,67 | | 41,67 | | | 16,67 | | | | | | | | |
| CORNAVACA MARIA TERESITA | CLM 5016 | 0,0% | 9,09 | | 9,09 | | 90,91 | | | | | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |
| GONZALEZ JOSE LUIS | NEU 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| SAURIT VERONICA | GIN 5016 | 0,0% | | | | | 90,0 | | | | 10,0 | | | | | | | |
| CALDELARI GUSTAVO ANDRES | URO 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| ECHEVARRIA MARIA FABIANA | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | 75,0 | | 75,0 | | | | 25,0 | | | | | | | | | |
| | **ACUM =** | **1,7%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DIAZ DE TAGNIANI MONICA ESTER | CLM 5000 | 1,1% | 15,28 | | 15,28 | | 27,81 | 35,59 | 0,09 | 2,29 | 0,18 | | 3,11 | 0,09 | | | | 15,55 |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,7% | 2,82 | | 0,59 | 2,23 | 35,66 | 57,36 | 0,3 | 2,67 | | | 1,19 | | | | | |
| MORENO PAOLA ANDREA | CLM 5000 | 0,7% | 17,24 | | 17,24 | | 32,76 | 8,46 | 2,04 | 29,47 | 5,02 | | | 3,76 | | | | 1,25 |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,6% | 17,44 | | 17,1 | 0,35 | 40,76 | 2,76 | 1,55 | 12,61 | 2,42 | | 14,16 | 3,45 | 0,17 | | | 4,66 |
| RAMIREZ MARIA NOELIA | CLM 5000 | 0,5% | 4,21 | | 4,02 | 0,19 | 72,41 | 18,01 | | 5,36 | | | | | | | | |
| | **ACUM =** | **5,3%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | PAXON TOTAL | Mercado: Paxon | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | PAXON TOTAL | PAXON | PAXON - XR | LOSACOR RMM | LOPLAC CSO | PRISONIL LEP | FENSAR-TAN ELEA ELE | PRESIM-AX BAG | NITEN TEV | TACARDIA RC5 | VASEXT-EN BEB | LOSART-AN RICH-ET RH. | LOSART-AN VANN-IER VNN | ANTIPRE-SOL FEC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #3 | #12 | #1 | #4 | #6 | #5 | #7 | #11 | #10 | #8 | #13 | #9 | #14 | |
| **REP** ZONA = 4,3% | EVOLUCION MAT 105 | 106 | 98 | 102 | 100 | 80 | 90 | 104 | 88 | 90 | 91 | 141 | 119 | 100 | 94 |
| | MES 13,72 | 12,74 | 0,98 | 51,86 | 12,21 | 2,58 | 5,69 | 2,29 | 1,29 | 1,55 | 2,21 | 0,86 | 1,9 | 0,04 | 3,81 |
| | TRIM 13,77 | 12,79 | 0,97 | 50,71 | 11,89 | 2,93 | 5,92 | 2,47 | 1,32 | 1,56 | 2,57 | 0,92 | 2,18 | 0,09 | 3,67 |
| | **MAT 13,51** | **12,55** | **0,96** | **50,62** | **11,9** | **3,57** | **6,22** | **2,79** | **1,53** | **1,66** | **2,58** | **0,62** | **1,8** | **0,04** | **3,16** |
| | MATAA 12,84 | 11,86 | 0,98 | 49,48 | 11,85 | 4,48 | 6,88 | 2,68 | 1,74 | 1,85 | 2,85 | 0,44 | 1,51 | 0,04 | 3,37 |

VALOR MERCADO: MES = 4.316 TRIM = 12.125 MAT = 45.970 MATAA = 44.987

**PUNTO DE MARKET SHARE = 38 UNIDADES estimadas de PAXON TOTAL por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | PAXON T-OTAL | PAXON | PAXON XR | LOSACOR RMM | LOPLAC CSO | PRISONIL LEP | FENSART-AN ELEA ELE | PRESIMAX BAG | NITEN TEV | TACARDIA RC5 | VASEXTEN BEB | LOSART-AN RICH-RH. | LOSART-AN VANN-VNN | ANTIPRE-SOL FEC | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | #2 | #3 | #12 | #1 | #4 | #6 | #5 | #7 | #11 | #10 | #8 | #13 | #9 | #14 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 1,5% | 75,71 | | 17,14 | 7,14 | | | | | | | | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,8% | 53,25 | | 35,06 | 11,69 | | | | | | | | | | | | |
| FARMACIA FAMASALUD II | 0,4% | 100 | | 0 | | | | | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 97,14 | | 2,86 | | | | | | | | | | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,4% | 42,86 | | 37,14 | 20,0 | | | | | | | | | | | | |
| **ACUM = 3,5%** | | | | | | | | | | | | | | | | | |
| BERGERO MELISA | 0,4% | 42,86 | | 37,14 | 20,0 | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 90,0 | | 10,0 | 0 | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,2% | 76,47 | | 17,65 | 5,88 | | | | | | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 36,36 | | 63,64 | | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 100 | | | | | | | | | | | | | | | |
| **ACUM = 4,5%** | | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,0% | 100 | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,0% | 100 | | | | | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,0% | 0 | | 100 | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,0% | 0 | | 100 | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,0% | 100 | | | | | | | | | | | | | | | |
| **ACUM = 4,5%** | | | | | | | | | | | | | | | | | |

### No Asignadas

| | | | | |
|---|---|---|---|---|
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 4,2% | 60,51 | 32,15 | 7,34 |
| X5000AAJ - DEAN FUNES 402-500 | 2,9% | 97,8 | 2,2 | |
| X5000IIS - BVRD CHACABUCO 502-600 | 2,5% | 36,29 | 45,15 | 18,57 |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 1,9% | 22,1 | 64,09 | 13,81 |
| X5000KVB - GRAL JOSE G ARTIGAS 2-100 | 1,9% | 8,47 | | 91,53 |
| **ACUM = 17,9%** | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | RELIVERAN DOXI (GAD) | Mercado: Reliveran Doxi | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #5 | #4 | #3 | #6 |
| **PAIS** BASE = 100% | EVOLUCION MAT 158 | 75 | 114 | 106 | 119 | 175 |
| | MES 26,76 | 1,17 | 29,15 | 26,41 | 16,39 | 0,13 |
| | TRIM 29,23 | 12,24 | 23,96 | 21,53 | 12,9 | 0,14 |
| | **MAT 21,15** | **37,68** | **17,21** | **14,91** | **8,71** | **0,35** |
| | MATAA 13,36 | 50,01 | 15,09 | 14,04 | 7,3 | 0,2 |
| | | VALOR MERCADO: | MES = 11.156 | | TRIM = 33.729 | MAT = 163.895 | MATAA = 206.581 |
| **GERENCIA** GCIA = 49,6% | EVOLUCION MAT 154 | 75 | 115 | 108 | 109 | 188 |
| | MES 29,52 | 1,85 | 22,36 | 27,04 | 19,0 | 0,22 |
| | TRIM 33,36 | 13,29 | 18,3 | 20,69 | 14,14 | 0,23 |
| | **MAT 24,49** | **37,89** | **14,12** | **14,15** | **9,06** | **0,3** |
| | MATAA 15,93 | 50,32 | 12,23 | 13,07 | 8,3 | 0,16 |
| | | VALOR MERCADO: | MES = 5.447 | | TRIM = 16.136 | MAT = 81.299 | MATAA = 97.814 |
| **DISTRITO** DIST = 20,2% | EVOLUCION MAT 166 | 70 | 93 | 102 | 130 | 400 |
| | MES 23,6 | 1,28 | 17,04 | 31,68 | 26,08 | 0,32 |
| | TRIM 29,93 | 8,53 | 17,32 | 22,15 | 21,8 | 0,26 |
| | **MAT 23,35** | **28,7** | **13,32** | **19,17** | **15,29** | **0,16** |
| | MATAA 14,05 | 41,23 | 14,25 | 18,71 | 11,72 | 0,04 |
| | | VALOR MERCADO: | MES = 1.250 | | TRIM = 3.458 | MAT = 16.460 | MATAA = 19.423 |
| **REP** ZONA = 4,6% | EVOLUCION MAT 160 | 69 | 81 | 116 | 131 | 433 |
| | MES 17,47 | 0,13 | 12,97 | 37,51 | 31,92 | 0,0 |
| | TRIM 25,39 ▲ | 6,07 | 14,73 | 28,65 | 24,92 | 0,24 |
| | **MAT 21,82** | **29,22** | **9,89** | **19,46** | **19,47** | **0,13** |
| | MATAA 13,68 | 42,53 | 12,14 | 16,71 | 14,9 | 0,03 |
| | | VALOR MERCADO: | MES = 55 | | TRIM = 165 | MAT = 751 | MATAA = 853 |

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de RELIVERAN DOXI (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|
| | #2 | #1 | #5 | #4 | #3 | #6 |
| **5000 - CORDOBA** | EVOLUCION MAT 187 | 72 | 81 | 94 | 144 | 375 |
| **7%** % de zona = 64,6% | TRIM 18,06 ▲ | 7,31 | 12,9 | 25,23 | 36,34 | 0,14 |
| PMS = 1 | **MAT 15,08** | **30,3** | **10,11** | **17,31** | **27,05** | **0,15** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 106 | 68 | 62 | 183 | 71 | |
| **50%** % de zona = 23,4% | TRIM 38,68 ▲ | 3,77 | 13,21 | 38,68 | 5,66 | |
| PMS = 1 | **MAT 32,76** | **19,94** | **8,26** | **33,05** | **5,98** | |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 154 | 66 | 240 | 105 | 394 | 999 |
| **25%** % de zona = 7,5% | TRIM 29,79 ▲ | 6,38 | 38,3 | 6,38 | 17,02 | 2,13 |
| PMS = 1 | **MAT 21,68** | **46,9** | **17,26** | **5,75** | **7,96** | **0,44** |
| **2438 - FRONTERA** | EVOLUCION MAT 210 | 79 | 25 | 50 | 0 | |
| **100%** % de zona = 4,5% | TRIM 0,0 ▼ | 0,0 | 0,0 | 100 | 0,0 | |
| PMS = 1 | **MAT 61,76** | **32,35** | **2,94** | **2,94** | **0,0** | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **RELIVERAN DOXI (GAD)** | **Mercado: Reliveran Doxi** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #5 | #4 | #3 | #6 |
| **REP** | | | | | | |
| TRIM | 5,87 | 32,64 | 21,67 | 20,32 | 19,49 | |
| **MAT** | **14,72** | **23,78** | **16,26** | **21,03** | **24,21** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| GIRAUDO PABLO NESTOR | **GIN** | 2400 | 2,4% | 80,43 | | | 19,57 | |
| SIMES LUCIANA | **CLM** | 5016 | 1,9% | 34,29 | 8,57 | 5,71 | | 51,43 |
| TRAVELLA CLAUDIA NELLY | **GIN** | 5016 | 1,9% | 100 | | | | |
| BUTELER RODOLFO FELIX | **CLM** | 5016 | 1,5% | 25,0 | | | 35,71 | 39,29 |
| PRATS CARDONA FLORENCIA | **GIN** | 5016 | 1,0% | 50,0 | 11,11 | | 5,56 | 33,33 |
| | **ACUM =** | | **8,7%** | | | | | |
| LEYENDECKER HENRY WALTER | **GIN** | 2400 | 0,4% | | | 28,57 | 71,43 | |
| OCCHIPINTI MARIANA | **OTR** | 5016 | 0,3% | | | | 33,33 | 66,67 |
| TABORDA GABRIELA CECILIA | **CLM** | 5016 | 0,3% | 40,0 | | | | 60,0 |
| CORNAVACA MARIA TERESITA | **CLM** | 5016 | 0,2% | | 100 | | | |
| MARCHISIO SILVINA DEL VALLE | **GIN** | 2400 | 0,2% | 66,67 | | 33,33 | | |
| | **ACUM = 10,1%** | | | | | | | |
| ABREGO MAXIMILIANO | **OTR** | 5016 | 0,1% | | | | | 100 |
| DE GIUSTO SILVIA ROXANA | **GIN** | 5016 | 0,1% | | 100 | | | |
| JUNCOS ANA CAROLINA | **CLM** | 5016 | 0,1% | | | | | 100 |
| | **ACUM = 10,4%** | | | | | | | |

## No Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| BERTOLDI ARIEL ENRIQUE | **OTR** | 5000 | 4,9% | 2,17 | 5,43 | 82,61 | 4,35 | 5,43 |
| CLARIA RABELLINI ROBERTO LUIS | **OBS** | 5000 | 4,0% | 9,33 | 76,0 | 2,67 | | 12,0 |
| BIANCHI CAROLINA ELIANA | **GIN** | 5000 | 3,0% | 1,75 | 12,28 | 59,65 | 12,28 | 14,04 |
| DELACOSTE SASHA AILEN | **CLM** | 5000 | 2,6% | 12,24 | 85,71 | | | 2,04 |
| CAMARGO BUENO CECILIA MONICA | **GIN** | 5000 | 2,1% | | 2,56 | | | 97,44 |
| | **ACUM = 27,0%** | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **RELIVERAN DOXI (GAD)** | **Mercado: Reliveran Doxi** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,6%

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #5 | #4 | #3 | #6 |
| EVOLUCION MAT | 160 | 69 | 81 | 116 | 131 | 433 |
| MES | 17,47 | 0,13 | 12,97 | 37,51 | 31,92 | 0,0 |
| TRIM | 25,39 | 6,07 | 14,73 | 28,65 | 24,92 | 0,24 |
| **MAT** | **21,82** | **29,22** | **9,89** | **19,46** | **19,47** | **0,13** |
| MATAA | 13,68 | 42,53 | 12,14 | 16,71 | 14,9 | 0,03 |

VALOR MERCADO: MES = 55 TRIM = 165 MAT = 751 MATAA = 853

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de RELIVERAN DOXI (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,5% | 53,85 | 23,08 | 7,69 | | 15,38 | |
| BERGERO MELISA | 1,5% | 53,85 | 23,08 | 7,69 | | 15,38 | |
| FARMACIA CARRA SALUD SA | 1,0% | 0 | | | 0 | 100 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,9% | 0 | | 12,5 | 87,5 | | |
| FARMACIA FAMASALUD II | 0,4% | 14,29 | | | 28,57 | 57,14 | |
| **ACUM = 5,3%** | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,2% | 0 | 66,67 | | | 33,33 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,2% | 0 | | | 100 | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,2% | 0 | 100 | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | | | | | 100 |
| MARENGO SILVIA DEL CARMEN | 0,1% | 0 | 100 | | | | |
| **ACUM = 6,1%** | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,0% | 0 | | | | | |
| **ACUM = 6,1%** | | | | | | | |

| RELIVER-AN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|
| #2 | #1 | #5 | #4 | #3 | #6 |

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 7,7% | 26,81 | 15,22 | 18,84 | 29,71 | 5,8 | 3,62 | 0 |
| X5016FHH | 5,7% | 18,81 | 30,69 | 8,91 | 0,99 | 34,65 | 5,94 | |
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 5,3% | 26,32 | 32,63 | 16,84 | 6,32 | 2,11 | 15,79 | |
| X5000IIO - BVRD CHACABUCO 102-200 | 5,0% | 31,11 | 33,33 | 16,67 | 12,22 | 5,56 | 1,11 | |
| X5000IIH - BVRD CHACABUCO 701-799 | 5,0% | 39,33 | 35,96 | 16,85 | 4,49 | 1,12 | 2,25 | |
| **ACUM = 34,8%** | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RISPERIN GAD | RIATUL B+L | RISPER-DAL JAN | DOZIC RF2 | DROPICI-NE BET | RESTEL-EA ELE | RISPER-DAL CO-NSTA JAN | RISPEX VNN | RISPERI-DONA F-ABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #8 | #9 | |
| **PAIS** BASE = 100% | | | | | | | | | | |
| EVOLUCION MAT | 104 | 93 | 89 | 99 | 89 | 91 | 96 | 100 | 40 | 0 |
| MES | 65,43 | 11,1 | 9,41 | 7,09 | 3,48 | 1,69 | 1,39 | 0,38 | 0,02 | 0,0 |
| TRIM | 65,17 | 11,06 | 9,55 | 7,26 | 3,44 | 1,74 | 1,42 | 0,35 | 0,01 | 0,0 |
| **MAT** | **65,8** | **10,98** | **9,3** | **7,07** | **3,44** | **1,68** | **1,39** | **0,32** | **0,02** | **0,0** |
| MATAA | 63,1 | 11,8 | 10,41 | 7,15 | 3,88 | 1,85 | 1,45 | 0,32 | 0,05 | 0,0 |
| VALOR MERCADO: | | MES = 118.485 | | | TRIM = 349.717 | | | MAT = 1.368.435 | | MATAA = 1.286.049 |
| **GERENCIA** GCIA = 45,9% | | | | | | | | | | |
| EVOLUCION MAT | 107 | 91 | 87 | 96 | 91 | 93 | 93 | 100 | 33 | 0 |
| MES | 61,17 | 12,66 | 11,84 | 7,99 | 2,61 | 1,71 | 1,82 | 0,16 | 0,02 | 0,0 |
| TRIM | 61,14 | 12,31 | 11,87 | 8,24 | 2,72 | 1,78 | 1,79 | 0,13 | 0,02 | 0,0 |
| **MAT** | **61,61** | **12,32** | **11,59** | **8,33** | **2,6** | **1,64** | **1,79** | **0,11** | **0,02** | **0,0** |
| MATAA | 57,83 | 13,48 | 13,28 | 8,71 | 2,85 | 1,76 | 1,92 | 0,11 | 0,06 | 0,0 |
| VALOR MERCADO: | | MES = 54.016 | | | TRIM = 160.893 | | | MAT = 628.481 | | MATAA = 575.768 |
| **DISTRITO** DIST = 20,8% | | | | | | | | | | |
| EVOLUCION MAT | 106 | 90 | 88 | 98 | 90 | 99 | 92 | 82 | 0 | 0 |
| MES | 63,42 | 13,55 | 11,19 | 4,88 | 2,81 | 2,19 | 1,9 | 0,07 | 0,0 | 0,0 |
| TRIM | 63,74 | 13,11 | 11,2 | 5,2 | 2,75 | 2,16 | 1,78 | 0,07 | 0,0 | 0,0 |
| **MAT** | **64,31** | **12,9** | **11,09** | **5,06** | **2,75** | **1,97** | **1,81** | **0,09** | **0,0** | **0,0** |
| MATAA | 60,63 | 14,36 | 12,64 | 5,18 | 3,05 | 1,98 | 1,97 | 0,11 | 0,08 | 0,0 |
| VALOR MERCADO: | | MES = 11.533 | | | TRIM = 33.915 | | | MAT = 130.515 | | MATAA = 119.802 |
| **REP** ZONA = 5,0% | | | | | | | | | | |
| EVOLUCION MAT | 107 | 86 | 83 | 102 | 112 | 74 | 85 | 75 | 0 | |
| MES | 68,79 | 12,31 | 8,13 | 4,82 | 2,12 | 2,07 | 1,67 | 0,09 | 0,0 | |
| TRIM | 68,27 ≈ | 12,52 | 7,91 | 5,18 | 2,17 | 2,21 | 1,65 | 0,1 | 0,0 | |
| **MAT** | **68,58** | **12,13** | **8,05** | **4,97** | **2,09** | **2,36** | **1,71** | **0,12** | **0,0** | |
| MATAA | 64,01 | 14,12 | 9,71 | 4,87 | 1,86 | 3,19 | 2,01 | 0,16 | 0,07 | |
| VALOR MERCADO: | | MES = 576 | | | TRIM = 1.719 | | | MAT = 6.543 | | MATAA = 5.793 |

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de RISPERIN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | RISPERIN GAD | RIATUL B+L | RISPER-DAL JAN | DOZIC RF2 | DROPICI-NE BET | RESTEL-EA ELE | RISPER-DAL CO-NSTA JAN | RISPEX VNN | RISPERI-DONA F-ABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #8 | #9 | |
| **5000 - CORDOBA** 7% % de zona = 57,5% PMS = 3 | | | | | | | | | | |
| EVOLUCION MAT | 107 | 85 | 81 | 98 | 96 | 83 | 86 | 69 | 0 | |
| TRIM | 71,14 ≈ | 9,42 | 8,05 | 4,19 | 2,7 | 2,06 | 2,27 | 0,17 | 0,0 | |
| **MAT** | **71,91** | **8,5** | **8,07** | **4,28** | **2,51** | **2,24** | **2,29** | **0,2** | **0,0** | |
| **2400 - SAN FRANCISCO** 50% % de zona = 26,6% PMS = 1 | | | | | | | | | | |
| EVOLUCION MAT | 108 | 81 | 93 | 126 | 125 | 65 | 83 | | 0 | |
| TRIM | 66,81 ▲ | 13,3 | 9,41 | 6,38 | 0,76 | 2,59 | 0,76 | | 0,0 | |
| **MAT** | **65,1** | **14,98** | **9,89** | **5,46** | **0,86** | **2,96** | **0,75** | | **0,0** | |
| **5186 - ALTA GRACIA** 25% % de zona = 14,3% PMS = 1 | | | | | | | | | | |
| EVOLUCION MAT | 107 | 93 | 74 | 80 | 192 | 84 | 68 | | 0 | |
| TRIM | 61,13 ≈ | 23,15 | 3,76 | 5,74 | 2,87 | 2,27 | 1,09 | | 0,0 | |
| **MAT** | **62,26** | **22,12** | **3,74** | **5,98** | **2,88** | **1,68** | **1,33** | | **0,0** | |
| **2438 - FRONTERA** 100% % de zona = 1,5% PMS = 1 | | | | | | | | | | |
| EVOLUCION MAT | 103 | 618 | 64 | 149 | | 62 | | | 0 | |
| TRIM | 54,17 ▼ | 12,5 | 16,67 | 16,67 | | 0,0 | | | 0,0 | |
| **MAT** | **62,63** | **6,06** | **15,15** | **13,13** | | **3,03** | | | **0,0** | |
| **5016 - CORDOBA** 13% % de zona = 0,0% PMS = 1 | | | | | | | | | | |
| EVOLUCION MAT | 98 | 0 | 321 | | | | | | | |
| TRIM | 50,0 ▼ | 0,0 | 50,0 | | | | | | | |
| **MAT** | **76,19** | **0,0** | **23,81** | | | | | | | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | RISPERIN GAD | RIATUL B+L | RISPER-DAL JAN | DOZIC RF2 | DROPICI-NE BET | RESTEL-EA ELE | RISPER-DAL CO-NSTA JAN | RISPEX VNN | RISPERI-DONA F-ABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #8 | #9 | |
| TRIM | 68,38 | 10,62 | 10,27 | 5,7 | 1,07 | 1,59 | 2,35 | | 0,02 | |
| **MAT** | 68,94 | **9,0** | **10,73** | **7,16** | **1,18** | **2,12** | **0,85** | | **0,02** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | RIATUL B+L | RISPER-DAL JAN | DOZIC RF2 | DROPICI-NE BET | RESTEL-EA ELE | RISPER-DAL CO-NSTA JAN | RISPEX VNN | RISPERI-DONA F-ABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| KAZEPIS LILIAN RUTH | CLM 2400 | 1,1% | 93,24 | | 2,7 | | 2,7 | | 1,35 | | | | |
| LANZETTI PABLO ARIEL | PSQ 2400 | 0,2% | 80,0 | | | 4,0 | | | 16,0 | | | | |
| GONZALEZ JOSE LUIS | NEU 2400 | 0,2% | 100 | | | | | | | | | | |
| PICCO CARLOS IGNACIO | CLM 2400 | 0,2% | 95,0 | | 5,0 | | | | | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ 2400 | 0,1% | 36,36 | | 63,64 | | | | | | | | |
| | **ACUM =** | **1,8%** | | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | 100 | | | | | | | | | | |
| POZO SCHWINDT VICTOR GASTON | CLM 5186 | 0,1% | 88,89 | | | 11,11 | | | | | | | |
| PIROLA JUAN PABLO | REU 2400 | 0,1% | 100 | | | | | | | | | | |
| ALONSO JAVIER ALBERTO | PSQ 2400 | 0,0% | 66,67 | | 33,33 | | | | | | | | |
| CAFARO MARIO ALBERTO | CLM 2400 | 0,0% | 33,33 | | 50,0 | | 16,67 | | | | | | |
| | **ACUM =** | **2,1%** | | | | | | | | | | | |
| LURGO ANGELICA MARIA | CLM 2400 | 0,0% | 100 | | | | | | | | | | |
| MOTTINO MARIA LUJAN | CLM 5016 | 0,0% | 100 | | | | | | | | | | |
| PAGANINI MIGUEL ANGEL | CLM 5016 | 0,0% | 66,67 | | 33,33 | | | | | | | | |
| BOISSEAU CECILIA SOLEDAD | CLM 5016 | 0,0% | 100 | | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM 5016 | 0,0% | 100 | | | | | | | | | | |
| | **ACUM =** | **2,1%** | | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,0% | 100 | | | | | | | | | | |
| DE ARTEAGA JAVIER | NEF 5016 | 0,0% | | | | 100 | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,0% | 50,0 | | 50,0 | | | | | | | | |
| FALCONI CARLOS DANIEL | PSQ 2400 | 0,0% | | | | | | 100 | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | | 100 | | | | | | | | |
| | **ACUM =** | **2,1%** | | | | | | | | | | | |
| | | | RISPERIN GAD | | RIATUL B+L | RISPER-DAL JAN | DOZIC RF2 | DROPICI-NE BET | RESTEL-EA ELE | RISPER-DAL CO-NSTA JAN | RISPEX VNN | RISPERI-DONA F-ABRA FBR | ALTEXINA S0T |
| | | | #1 | | #2 | #3 | #4 | #6 | #5 | #7 | #8 | #9 | |
| PAVIOLO SANTIAGO OSCAR | CRD 5000 | 0,0% | 100 | | | | | | | | | | |
| | **ACUM =** | **2,1%** | | | | | | | | | | | |

## No Cruzados

| | | | | RIATUL B+L | RISPER-DAL JAN | DOZIC RF2 | DROPICI-NE BET | RESTEL-EA ELE | RISPER-DAL CO-NSTA JAN | RISPEX VNN | RISPERI-DONA F-ABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CAJIGAL PATRICIA SILVIA | PSQ 5000 | 1,2% | 81,41 | 2,56 | 1,28 | 1,28 | 3,21 | | 10,26 | | | |
| ARAYA MARIA TERESA | CLM 5000 | 1,1% | 96,53 | | | 3,47 | | | | | | |
| CORDOBA RAUL HECTOR | NEU 5000 | 1,1% | 76,22 | 15,38 | 7,69 | 0,7 | | | | | | |
| TIRRI LORENA NATALIA IRIS | CLM 5000 | 0,8% | 81,19 | 7,92 | 7,92 | | 0,99 | 1,98 | | | | |
| MUSCELLINI RAIMUNDO JUAN | PSQ 5000 | 0,6% | 85,19 | 1,23 | 11,11 | 1,23 | | 1,23 | | | | |
| | **ACUM =** | **6,9%** | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **RISPERIN (GAD)** | **Mercado: Risperin** | ≈ |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 5,0%

| | RISPERIN GAD | RIATUL B+L | RISPERDAL JAN | DOZIC RF2 | DROPICINE BET | RESTELEA ELE | RISPERDAL CONSTA JAN | RISPEX VNN | RISPERIDONA FABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #8 | #9 | |
| EVOLUCION MAT | 107 | 86 | 83 | 102 | 112 | 74 | 85 | 75 | 0 | |
| MES | 68,79 | 12,31 | 8,13 | 4,82 | 2,12 | 2,07 | 1,67 | 0,09 | 0,0 | |
| TRIM | 68,27 | 12,52 | 7,91 | 5,18 | 2,17 | 2,21 | 1,65 | 0,1 | 0,0 | |
| **MAT** | 68,58 | **12,13** | **8,05** | **4,97** | **2,09** | **2,36** | **1,71** | **0,12** | **0,0** | |
| MATAA | 64,01 | 14,12 | 9,71 | 4,87 | 1,86 | 3,19 | 2,01 | 0,16 | 0,07 | |

VALOR MERCADO: MES = 576 TRIM = 1.719 MAT = 6.543 MATAA = 5.793

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de RISPERIN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | RIATUL B+L | RISPERDAL JAN | DOZIC RF2 | DROPICINE BET |
|---|---|---|---|---|---|---|
| FARMACIA B SALUD - B SALUD S.A. | 2,5% | 40,26 | 20,78 | 2,6 | 31,17 | 5,19 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,2% | 36,84 | 26,32 | 2,63 | 26,32 | 7,89 |
| BERGERO MELISA | 1,2% | 36,84 | 26,32 | 2,63 | 26,32 | 7,89 |
| TRAVERSO RUBEN EDUARDO | 1,1% | 61,76 | 32,35 | 2,94 | 2,94 | 0 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,8% | 24,0 | 36,0 | 0 | 40,0 | 0 |
| **ACUM = 6,8%** | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,7% | 10,0 | 10,0 | 80,0 | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,6% | 35,29 | 29,41 | 0 | 29,41 | 5,88 |
| FARMACIA FAMASALUD II | 0,3% | 20,0 | 0 | | 80,0 | |
| TRUCCO MARCOS ALEJANDRO | 0,3% | 0 | 33,33 | 0 | 66,67 | 0 |
| FARMACIA CARRA SALUD SA | 0,3% | 87,5 | 12,5 | 0 | 0 | |
| **ACUM = 9,0%** | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,2% | 20,0 | 20,0 | 60,0 | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,2% | 0 | 100 | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | 33,33 | | | 66,67 |
| MONLLOR IVANA KARINA | 0,0% | 0 | | | | |
| FARACI ESTELA ROSA | 0,0% | 0 | | | | |
| **ACUM = 9,5%** | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,0% | 0 | | | | |
| FCIA. MAXIFARMA | 0,0% | | | | | |
| **ACUM = 9,5%** | | | | | | |

| | RISPERIN GAD | RIATUL B+L | RISPERDAL JAN | DOZIC RF2 | DROPICINE BET | RESTELEA ELE | RISPERDAL CONSTA JAN | RISPEX VNN | RISPERIDONA FABRA FBR | ALTEXINA S0T |
|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #8 | #9 | |

## No Asignadas

| | | | RIATUL B+L | RISPERDAL JAN | DOZIC RF2 | DROPICINE BET |
|---|---|---|---|---|---|---|
| X5000BFB - OBISPO DE ORO 2-100 | 6,3% | 0 | 3,11 | 13,47 | 80,31 | 3,11 |
| X5000IIS - BVRD CHACABUCO 502-600 | 3,7% | 21,24 | 37,17 | 5,31 | 11,5 | 24,78 |
| X5000EPH - AV COLON 701-799 | 3,5% | 20,37 | 26,85 | 11,11 | 19,44 | 22,22 |
| X5016BVC - BVRD ELIAS YOFRE 901-999 | 2,9% | 17,98 | 30,34 | 15,73 | 11,24 | 24,72 |
| X5000BQC - JOSE MANUEL ESTRADA 101-199 | 2,8% | 27,59 | 24,14 | 6,9 | 28,74 | 12,64 |
| **ACUM = 28,7%** | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **RUBI (GAD)** | **Mercado: Rubi** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RUBI GAD | QLAIRA BAY | AZUCENA BEB |
|---|---|---|---|
| | RANKING TERRITORIO #1 | #2 | #3 |
| **PAIS** BASE = 100% | EVOLUCION MAT 99 | 99 | 109 |
| | MES 44,29 | 40,64 | 15,08 |
| | TRIM 41,77 | 43,14 | 15,09 |
| | **MAT 41,67** | **43,62** | **14,71** |
| | MATAA 42,28 | 44,25 | 13,47 |
| | | VALOR MERCADO: MES = 46.392 | TRIM = 141.675 MAT = 585.102 MATAA = 640.856 |
| **GERENCIA** GCIA = 57,6% | EVOLUCION MAT 94 | 106 | 103 |
| | MES 44,45 | 40,85 | 14,7 |
| | TRIM 40,71 | 44,72 | 14,57 |
| | **MAT 42,45** | **42,87** | **14,68** |
| | MATAA 45,19 | 40,5 | 14,31 |
| | | VALOR MERCADO: MES = 27.565 | TRIM = 84.310 MAT = 337.178 MATAA = 346.246 |
| **DISTRITO** DIST = 15,4% | EVOLUCION MAT 106 | 93 | 102 |
| | MES 46,17 | 29,76 | 24,06 |
| | TRIM 41,83 | 32,42 | 25,74 |
| | **MAT 41,81** | **34,42** | **23,77** |
| | MATAA 39,56 | 37,09 | 23,35 |
| | | VALOR MERCADO: MES = 4.089 | TRIM = 12.284 MAT = 51.783 MATAA = 52.721 |
| **REP** ZONA = 3,5% | EVOLUCION MAT 123 | 86 | 93 |
| | MES 47,06 | 41,94 | 11,0 |
| | TRIM 44,43 ▲ | 42,16 | 13,41 |
| | **MAT 43,32** | **41,43** | **15,25** |
| | MATAA 35,36 | 48,23 | 16,41 |
| | | VALOR MERCADO: MES = 139 | TRIM = 405 MAT = 1.830 MATAA = 1.897 |

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de RUBI (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | RUBI GAD | QLAIRA BAY | AZUCENA BEB |
|---|---|---|---|
| | #1 | #2 | #3 |
| **5000 - CORDOBA** 7% % de zona = 67,9% PMS = 1 | EVOLUCION MAT 128 | 85 | 101 |
| | TRIM 36,52 ≈ | 49,3 | 14,19 |
| | **MAT 36,18** | **47,86** | **15,97** |
| **2400 - SAN FRANCISCO** 50% % de zona = 26,5% PMS = 1 | EVOLUCION MAT 113 | 80 | 92 |
| | TRIM 65,31 ▲ | 23,47 | 11,22 |
| | **MAT 62,27** | **24,54** | **13,2** |
| **5186 - ALTA GRACIA** 25% % de zona = 4,6% PMS = 1 | EVOLUCION MAT 98 | 138 | 60 |
| | TRIM 44,0 ▲ | 40,0 | 16,0 |
| | **MAT 33,63** | **47,62** | **18,75** |
| **2438 - FRONTERA** 100% % de zona = 0,9% PMS = 1 | EVOLUCION MAT 97 | 84 | 999 |
| | TRIM 100 ▲ | 0,0 | 0,0 |
| | **MAT 76,47** | **17,65** | **5,88** |
| **5016 - CORDOBA** 13% % de zona = 0,1% PMS = 1 | EVOLUCION MAT 100 | 100 | |
| | TRIM 0,0 ▼ | 100 | |
| | **MAT 13,33** | 86,67 | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | RUBI (GAD) | Mercado: Rubi | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | RUBI GAD | QLAIRA BAY | AZUCENA BEB |
|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 |

**REP**

| | | | |
|---|---|---|---|
| TRIM | 24,47 | 66,49 | 9,04 |
| **MAT** | **28,74** | 63,83 | **7,43** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| LEYENDECKER HENRY WALTER | GIN | 2400 | 1,3% | 91,3 | | 8,7 |
| BARRIONUEVO WALTER EMANUEL | CLM | 5016 | 1,0% | 83,33 | 16,67 | |
| BAROVERO GUADALUPE LILIANA | GIN | 2400 | 0,9% | 39,39 | 21,21 | 39,39 |
| CONTOS MARIA CECILIA | CLM | 5016 | 0,7% | 53,85 | 46,15 | |
| ABREGO MAXIMILIANO | OTR | 5016 | 0,7% | 25,0 | 75,0 | |
| | | **ACUM =** | **4,6%** | | | |
| CASALE PAULINA | GIN | 2400 | 0,6% | 100 | | |
| FARIAS RODRIGUEZ FEDERICO | CLM | 5016 | 0,5% | 30,0 | 25,0 | 45,0 |
| TORRES SOFIA BELEN | OTR | 5016 | 0,4% | 35,71 | 64,29 | |
| OLIVIER PERALTA MARTHA NOELIA | OTR | 2400 | 0,2% | 100 | | |
| GACITUA BUSTOS DANIEL ENRIQUE | OTR | 5016 | 0,2% | 57,14 | 42,86 | |
| | | **ACUM =** | **6,5%** | | | |
| PRATS CARDONA FLORENCIA | GIN | 5016 | 0,2% | 66,67 | 33,33 | |
| BUTELER RODOLFO FELIX | CLM | 5016 | 0,1% | | 100 | |
| IRIBAS ANA KARINA | CLM | 5016 | 0,1% | | 100 | |
| STILMAN GUSTAVO DARIO | GIN | 2400 | 0,1% | 100 | | |
| BONIN MONICA CRISTINA | GIN | 5016 | 0,1% | 100 | | |
| | | **ACUM =** | **7,1%** | | | |
| CALDELARI GUSTAVO ANDRES | URO | 2400 | 0,1% | | 100 | |
| DE GIUSTO SILVIA ROXANA | GIN | 5016 | 0,1% | | 100 | |
| OCCHIPINTI MARIANA | OTR | 5016 | 0,1% | 100 | | |
| TABORDA GABRIELA CECILIA | CLM | 5016 | 0,1% | | 100 | |
| CALDELARI ROBERTO HUGO | CLM | 2400 | 0,1% | 100 | | |
| | | **ACUM =** | **7,6%** | | | |

| | | | | RUBI GAD | QLAIRA BAY | AZUCENA BEB |
|---|---|---|---|---|---|---|
| | | | | #1 | #2 | #3 |
| CHINELLATO ROMAN ARIEL | CIR | 2400 | 0,1% | | 100 | |
| GIOINO RUBEN DARIO | | 2400 | 0,1% | 100 | | |
| SACCHI ILEANA MOIRA | CLM | 5016 | 0,1% | | | 100 |
| SOUL MARIA LILIANA | CLM | 5016 | 0,1% | | 100 | |
| CAMPAZZO MARIO OSVALDO | CLM | 5016 | 0,0% | | 100 | |
| | | **ACUM =** | **8,0%** | | | |
| CAVALLI LAURA ALICIA | GIN | 5016 | 0,0% | 100 | | |
| MARCHISIO SILVINA DEL VALLE | GIN | 2400 | 0,0% | | 100 | |
| OTTONELLO MARCELO | GIN | 2400 | 0,0% | 100 | | |
| SALGUERO SOFIA GABRIELA | CLM | 5016 | 0,0% | 100 | | |
| TRAVELLA CLAUDIA NELLY | GIN | 5016 | 0,0% | | 100 | |
| | | **ACUM =** | **8,0%** | | | |

## No Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| BELLOTTO BRIONES CYNTHIA | GIN | 5000 | 2,4% | 28,09 | 71,91 | |
| GRECO MARIELA ALEJANDRA | CLM | 5000 | 1,6% | 23,73 | 76,27 | |
| OLIVERO MATIAS OSCAR | GIN | 5000 | 1,4% | 9,8 | 80,39 | 9,8 |
| PERALTA JOSE MARIA | CLM | 5000 | 1,4% | 7,84 | 92,16 | |
| GUERRERO CLAUDIA ELIZABETH | GIN | 5000 | 1,3% | 12,24 | 87,76 | |
| | | **ACUM =** | **16,1%** | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **RUBI (GAD)** | **Mercado: Rubi** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RUBI GAD | QLAIRA BAY | AZUCENA BEB | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | | | | | | | | | | | |

**REP**

ZONA = 3,5%

| EVOLUCION MAT | 123 | 86 | 93 |
|---|---|---|---|
| MES | 47,06 | 41,94 | 11,0 |
| TRIM | 44,43 | 42,16 | 13,41 |
| **MAT** | **43,32** | **41,43** | **15,25** |
| MATAA | 35,36 | 48,23 | 16,41 |

VALOR MERCADO: MES = 139 TRIM = 405 MAT = 1.830 MATAA = 1.897

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de RUBI (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | |
|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,5% | 100 |
| TRAVERSO RUBEN EDUARDO | 0,0% | |

**ACUM = 1,5%**

## No Asignadas

| | | | |
|---|---|---|---|
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 6,2% | 100 | |
| X5000BFB - OBISPO DE ORO 2-100 | 6,0% | 64,29 | 35,71 |
| X5000IYN - OBISPO TREJO Y SANABRIA 602-7- | 3,0% | 100 | |
| X5186GQN - AV LUCAS A CORDOBA 202-300 | 3,0% | 100 | |
| X5000IUO - INDEPENDENCIA 701-799 | 2,8% | 76,92 | 23,08 |

**ACUM = 22,5%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | SINLIP (GAD) | Mercado: Sinlip | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP GAD | | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIP-OL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE-NAL RMM | NORMOL-IPOL LEP | LIPEX ELE | CRESTOR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #4 | #1 | #2 | #5 | #3 | #6 | #7 | #8 | #11 | #9 | #14 | #13 | #10 | #12 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 100 | 114 | 105 | 103 | 102 | 113 | 96 | 97 | 88 | 92 | 90 | 86 | 100 | 95 | 97 |
| | MES | 11,49 | 11,97 | 11,01 | 7,79 | 5,15 | 4,48 | 3,89 | 3,16 | 3,22 | 3,15 | 2,72 | 2,31 | 2,49 | 1,96 | 25,22 |
| | TRIM | 11,48 | 11,77 | 10,32 | 7,82 | 5,15 | 4,39 | 3,9 | 3,27 | 3,38 | 3,19 | 2,77 | 2,3 | 2,54 | 2,2 | 25,53 |
| | **MAT** | **11,55** | **11,43** | **10,19** | **7,7** | **5,05** | **4,4** | **3,86** | **3,4** | **3,31** | **3,27** | **2,94** | **2,59** | **2,56** | **2,25** | **25,51** |
| | MATAA | 11,53 | 10,04 | 9,67 | 7,51 | 4,97 | 3,88 | 4,0 | 3,51 | 3,75 | 3,55 | 3,26 | 3,0 | 2,55 | 2,37 | 26,41 |
| | VALOR MERCADO: | MES = 1.459.553 | TRIM = 4.170.713 | MAT = 16.010.538 | MATAA = 16.018.048 | | | | | | | | | | | |
| **GERENCIA** GCIA = 45,1% | EVOLUCION MAT | 106 | 111 | 105 | 103 | 101 | 114 | 94 | 86 | 91 | 87 | 89 | 91 | 97 | 90 | 97 |
| | MES | 12,25 | 12,09 | 9,87 | 10,23 | 5,38 | 5,57 | 3,49 | 2,9 | 3,16 | 3,09 | 2,55 | 1,58 | 3,1 | 1,97 | 22,76 |
| | TRIM | 12,07 | 11,93 | 9,32 | 10,36 | 5,44 | 5,18 | 3,56 | 2,97 | 3,37 | 3,11 | 2,58 | 1,68 | 3,07 | 2,08 | 23,3 |
| | **MAT** | **11,9** | **11,47** | **9,21** | **10,03** | **5,46** | **5,01** | **3,6** | **3,19** | **3,35** | **3,26** | **2,73** | **1,89** | **3,08** | **2,1** | **23,72** |
| | MATAA | 11,21 | 10,35 | 8,76 | 9,73 | 5,38 | 4,4 | 3,81 | 3,71 | 3,67 | 3,75 | 3,08 | 2,07 | 3,16 | 2,34 | 24,58 |
| | VALOR MERCADO: | MES = 648.810 | TRIM = 1.861.652 | MAT = 7.219.960 | MATAA = 7.088.651 | | | | | | | | | | | |
| **DISTRITO** DIST = 20,4% | EVOLUCION MAT | 114 | 112 | 101 | 101 | 108 | 108 | 93 | 93 | 99 | 93 | 90 | 93 | 107 | 89 | 92 |
| | MES | 10,33 | 11,73 | 10,79 | 10,58 | 7,08 | 5,92 | 4,61 | 4,36 | 2,74 | 2,71 | 1,57 | 1,23 | 2,98 | 2,73 | 20,65 |
| | TRIM | 10,08 | 11,63 | 10,43 | 10,95 | 7,32 | 5,5 | 4,63 | 4,42 | 2,99 | 2,75 | 1,62 | 1,26 | 2,87 | 2,9 | 20,64 |
| | **MAT** | **9,72** | **11,03** | **10,68** | **11,07** | **7,12** | **5,3** | **4,73** | **4,7** | **2,78** | **2,93** | **1,74** | **1,36** | **2,72** | **2,9** | **21,24** |
| | MATAA | 8,56 | 9,89 | 10,54 | 10,99 | 6,6 | 4,89 | 5,08 | 5,06 | 2,81 | 3,14 | 1,94 | 1,47 | 2,55 | 3,27 | 23,21 |
| | VALOR MERCADO: | MES = 130.795 | TRIM = 378.740 | MAT = 1.475.094 | MATAA = 1.455.397 | | | | | | | | | | | |
| **REP** ZONA = 4,8% | EVOLUCION MAT | 117 | 111 | 100 | 99 | 105 | 111 | 97 | 96 | 95 | 84 | 91 | 87 | 100 | 90 | 93 |
| | MES | 9,5 | 13,1 | 11,75 | 8,27 | 8,93 | 6,61 | 4,52 | 4,03 | 3,09 | 3,26 | 1,29 | 1,49 | 3,44 | 2,33 | 18,39 |
| | TRIM | 8,79 | 13,28 | 11,56 | 7,92 | 9,03 | 6,26 | 4,59 | 4,19 | 3,31 | 3,4 | 1,4 | 1,51 | 3,32 | 2,27 | 19,16 |
| | **MAT** | **8,26** | **12,67** | **11,43** | **8,07** | **8,76** | **5,82** | **4,6** | **4,51** | **3,17** | **3,64** | **1,51** | **1,55** | **3,19** | **2,34** | **20,49** |
| | MATAA | 7,05 | 11,44 | 11,46 | 8,15 | 8,38 | 5,22 | 4,76 | 4,69 | 3,35 | 4,31 | 1,66 | 1,79 | 3,18 | 2,6 | 21,98 |
| | VALOR MERCADO: | MES = 6.390 | TRIM = 18.583 | MAT = 71.492 | MATAA = 68.770 | | | | | | | | | | | |

**PUNTO DE MARKET SHARE = 60 UNIDADES estimadas de SINLIP (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | SINLIP GAD | | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIP-OL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE-NAL RMM | NORMOL-IPOL LEP | LIPEX ELE | CRESTOR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #4 | | #1 | #2 | #5 | #3 | #6 | #7 | #8 | #11 | #9 | #14 | #13 | #10 | #12 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 123 | 119 | 97 | 99 | 105 | 102 | 93 | 95 | 100 | 87 | 95 | 89 | 106 | 88 | 93 |
| **7%** % de zona = 56,4% | TRIM | 10,26 | 10,96 | 11,67 | 7,46 | 7,6 | 6,11 | 4,02 | 5,36 | 2,48 | 3,43 | 1,29 | 1,54 | 3,64 | 3,03 | 21,15 |
| PMS = 34 | **MAT** | **9,57** | **9,9** | **12,42** | **7,64** | **7,35** | **6,17** | **4,15** | **5,84** | **2,29** | **3,69** | **1,39** | **1,56** | **3,29** | **2,99** | **21,75** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 100 | 105 | 105 | 101 | 103 | 163 | 91 | 104 | 90 | 80 | 91 | 80 | 97 | 97 | 92 |
| **50%** % de zona = 29,1% | TRIM | 5,47 | 18,74 | 12,7 | 6,81 | 11,19 | 6,48 | 4,08 | 2,65 | 4,82 | 3,77 | 1,74 | 1,73 | 3,32 | 1,5 | 15,01 |
| PMS = 17 | **MAT** | **5,54** | **19,17** | **10,92** | **7,14** | **10,94** | **5,26** | **4,26** | **2,91** | **4,99** | **4,1** | **1,91** | **1,83** | **3,27** | **1,64** | **16,11** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 117 | 100 | 104 | 95 | 105 | 93 | 111 | 96 | 91 | 92 | 75 | 98 | 86 | 88 | 99 |
| **25%** % de zona = 12,7% | TRIM | 10,96 | 9,68 | 8,82 | 13,26 | 9,96 | 5,57 | 8,19 | 3,06 | 2,83 | 2,29 | 0,86 | 1,06 | 2,14 | 1,03 | 20,3 |
| PMS = 8 | **MAT** | **9,35** | **9,01** | **8,64** | **13,11** | **9,83** | **5,44** | **7,34** | **2,67** | **2,53** | **2,12** | **0,97** | **1,04** | **2,52** | **1,34** | **24,08** |
| **2438 - FRONTERA** | EVOLUCION MAT | 135 | 120 | 125 | 75 | 101 | 99 | 149 | 94 | 101 | 81 | 81 | 0 | 76 | 999 | 87 |
| **100%** % de zona = 1,7% | TRIM | 2,69 | 21,26 | 8,38 | 1,2 | 10,18 | 12,28 | 3,89 | 2,4 | 7,78 | 4,79 | 2,99 | 0,0 | 2,4 | 0,9 | 18,86 |
| PMS = 1 | **MAT** | **2,69** | **20,82** | **7,67** | **1,06** | **9,96** | **6,86** | **4,33** | **1,47** | **6,2** | **5,22** | **2,61** | **0,0** | **3,67** | **0,41** | **27,02** |
| **5016 - CORDOBA** | EVOLUCION MAT | 238 | 91 | 190 | 37 | 147 | 71 | 419 | 24 | 17 | 48 | 72 | 165 | 13 | 0 | 71 |
| **13%** % de zona = 0,1% | TRIM | 9,02 | 5,26 | 34,59 | 1,5 | 12,78 | 5,26 | 7,52 | 0,0 | 0,0 | 2,26 | 2,26 | 2,26 | 0,0 | 0,0 | 17,29 |
| PMS = 1 | **MAT** | **9,65** | **9,24** | **26,9** | **3,9** | **12,53** | **4,31** | **6,78** | **1,64** | **0,21** | **3,29** | **2,05** | **2,67** | **0,21** | **0,0** | **16,63** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | SINLIP (GAD) | Mercado: Sinlip | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | SINLIP GAD | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIP-OL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE-NAL RMM | NORMOL-IPOL LEP | LIPEX ELE | CRESTOR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #1 | #2 | #5 | #3 | #6 | #7 | #8 | #11 | #9 | #14 | #13 | #10 | #12 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 8,92 | 9,26 | 11,51 | 7,8 | 6,22 | 5,05 | 4,39 | 4,87 | 3,1 | 4,39 | 1,56 | 2,76 | 3,55 | 3,1 | 23,53 |
| **MAT** | **8,69** | **10,62** | **11,26** | **7,36** | **6,15** | **5,6** | **4,14** | **5,06** | **3,01** | **4,67** | **1,35** | **2,45** | **4,02** | **2,74** | **22,89** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIP-OL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE-NAL RMM | NORMOL-IPOL LEP | LIPEX ELE | CRESTOR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,4% | 4,03 | | 3,22 | 4,67 | 4,03 | 14,81 | | 3,54 | | | 38,81 | | | 7,25 | 3,86 | 15,78 |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,4% | 1,33 | | 16,81 | 8,82 | 7,49 | 9,32 | | 1,33 | 1,0 | 11,31 | 8,32 | | | | | 34,28 |
| GIOINO RUBEN DARIO | 2400 | 0,3% | | | 11,86 | 17,58 | 18,86 | 5,93 | 0,21 | | 0,42 | 6,14 | 1,91 | 1,48 | 4,03 | 1,69 | 7,2 | 22,67 |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,2% | 5,73 | | 14,33 | 14,61 | 6,3 | | 8,02 | 7,74 | | 20,06 | | 3,15 | | | 1,72 | 18,34 |
| AIMINO PAULA ANDREA | CLM 2400 | 0,2% | | | 22,67 | | | 5,67 | 28,67 | 14,67 | | 0,33 | | | | | | 28,0 |
| | ACUM = | 1,5% | | | | | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,2% | 10,51 | | 7,46 | 10,85 | 3,39 | 12,2 | | 21,02 | | 8,14 | 1,02 | 5,42 | | | | 20,0 |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,2% | 6,64 | | 1,11 | 0,74 | | 16,24 | 27,31 | 4,43 | | 20,66 | | | | | | 22,88 |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,2% | | | 57,59 | 0,78 | | 2,72 | | 1,17 | | 3,11 | | 9,34 | 1,56 | | 3,11 | 20,62 |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,2% | 8,66 | | 19,69 | 5,51 | 1,18 | 1,57 | 15,75 | 1,57 | 7,09 | 7,87 | 3,54 | | | 27,56 | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,2% | | | 11,9 | | 0,4 | 7,94 | | | | 1,19 | 55,56 | 16,67 | 1,59 | 1,98 | 1,98 | 0,79 |
| | ACUM = | 2,5% | | | | | | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,1% | 0,95 | | 24,64 | 24,17 | 0,95 | 1,42 | 15,17 | | | 4,27 | | 7,58 | | 4,74 | | 16,11 |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,1% | 5,64 | | 1,03 | 7,18 | | | | 8,21 | 12,82 | 15,9 | 1,54 | | 12,82 | 0,51 | | 34,36 |
| FASSI RUBEN OMAR | CLM 2400 | 0,1% | 4,05 | | | 8,09 | 2,31 | | 47,4 | | 1,16 | 2,31 | 13,87 | | | | 13,87 | 6,94 |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,1% | | | 1,21 | 1,82 | 14,55 | | | | 0,61 | 21,82 | 46,06 | | 2,42 | | 4,24 | 7,27 |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,1% | 19,75 | | 3,82 | 12,74 | 5,73 | | | 7,64 | 1,27 | 1,27 | | 17,83 | | | 2,55 | 27,39 |
| | ACUM = | 3,0% | | | | | | | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,1% | | | | 34,59 | 18,05 | 11,28 | 1,5 | | | 0,75 | | | 1,5 | | | 32,33 |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,1% | 1,52 | | | 10,61 | 0,76 | | | 20,45 | | | 18,18 | | | 37,12 | | 11,36 |
| CORREA HECTOR DANIEL | CLM 2400 | 0,1% | 43,75 | | 12,5 | | | 3,91 | 3,12 | | | 3,91 | | | | 10,94 | 11,72 | 10,16 |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,1% | 22,22 | | 4,44 | 17,78 | 2,22 | 8,89 | | 8,89 | | 35,56 | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,0% | | | 32,73 | | | 16,36 | | | | 50,91 | | | | | | |
| | ACUM = | 3,4% | | | | | | | | | | | | | | | | |

| | | | SINLIP GAD #4 | ROVART-AL RMM #1 | AMPLIAR CSO #2 | ROSUVA-ST BAG #5 | REOVEX B+L #3 | HIPOLIP-OL CSO #6 | TORIVAS B+L #7 | LIPITOR PFZ #8 | LIPIFEN RF2 #11 | ZARATOR ELE #9 | VASOTE-NAL RMM #14 | NORMOL-IPOL LEP #13 | LIPEX ELE #10 | CRESTOR AZN #12 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GONZALEZ JOSE LUIS | NEU 2400 | 0,0% | | | | 44,0 | | | | | | | | | | 20,0 | 36,0 |
| PISPIEIRO MARIANO | CIR 2400 | 0,0% | 2,22 | 37,78 | | 6,67 | 26,67 | | 6,67 | | | 4,44 | | | 8,89 | | 6,67 |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,0% | | | | | | | | 100 | | | | | | | |
| ZABALA JORGE ALBERTO | CLM 2400 | 0,0% | 5,71 | | | | | | | | | | | | 57,14 | | 37,14 |
| CASTELLANO MAURO | NEF 2400 | 0,0% | | 60,61 | | 9,09 | 6,06 | | | | | | 6,06 | | 6,06 | | 12,12 |
| | ACUM = | 3,4% | | | | | | | | | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | 45,16 | 16,13 | 3,23 | 9,68 | | | | | 6,45 | | 9,68 | | | | 9,68 |
| SOUL MARIA LILIANA | CLM 5016 | 0,0% | | | | 6,9 | | | | | | 3,45 | | 3,45 | | 17,24 | 68,97 |
| PARENTE SABRINA ALEJANDRA | CLM 2400 | 0,0% | | 8,0 | | | 32,0 | 16,0 | | | 12,0 | | | | | | 32,0 |
| CASALE VIOLETA | CLM 2400 | 0,0% | 29,17 | 12,5 | | | 25,0 | | 8,33 | | | | | 8,33 | 16,67 | | |
| KAPLAN RUTH LIA | CLM 5016 | 0,0% | | 4,35 | 4,35 | 8,7 | | | 4,35 | 34,78 | | 8,7 | | 8,7 | | 4,35 | 21,74 |
| | ACUM = | 3,4% | | | | | | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM 5000 | 0,0% | | 78,26 | | | 4,35 | | 4,35 | | | | | | | | 13,04 |
| BALLARINO MARIA INES | CLM 2400 | 0,0% | | | | | 9,52 | | 61,9 | | 9,52 | | | 4,76 | | | 14,29 |
| PANERO DANIEL ENRIQUE | CLM 2400 | 0,0% | | 9,52 | | | 9,52 | 28,57 | | | | | 47,62 | | | | 4,76 |
| VAZQUEZ GUSTAVO ALBERTO | CLM 5186 | 0,0% | 5,0 | | 5,0 | 35,0 | 25,0 | | 5,0 | 5,0 | | | | 15,0 | | 5,0 | |
| KAZEPIS LILIAN RUTH | CLM 2400 | 0,0% | | 26,32 | | | 47,37 | | 10,53 | | | | | | | | 15,79 |
| | ACUM = | 3,4% | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MORENO PAOLA ANDREA | CLM 5000 | 0,8% | 4,86 | | 9,04 | 16,2 | 7,42 | 4,26 | 4,6 | 0,26 | 1,79 | 1,96 | 8,44 | 0,85 | 2,13 | 24,72 | 1,36 | 12,11 |
| GARNIER JOSUE ARIEL | CLM 5000 | 0,6% | 4,28 | | 4,6 | 24,84 | 0,86 | 3,32 | 8,14 | 1,61 | | 2,03 | 0,21 | | 0,21 | | | 49,89 |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,6% | 2,21 | | 3,61 | 14,22 | 1,75 | 1,4 | 46,85 | 2,21 | 7,93 | 2,8 | 8,74 | | 0,82 | 0,47 | | 6,99 |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,6% | 5,41 | | 6,13 | 7,33 | 5,89 | 3,61 | 2,88 | 3,49 | 3,85 | 3,49 | 4,45 | 1,68 | 3,12 | 0,72 | 1,08 | 46,88 |
| DIAZ DE TAGNIANI MONICA ESTER | CLM 5000 | 0,6% | 3,67 | | 5,5 | 10,76 | 0,73 | 19,8 | 12,96 | 8,8 | 1,34 | 1,47 | 1,1 | 1,83 | 0,49 | 4,65 | 0,61 | 26,28 |
| | ACUM = | 6,6% | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, R: Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | SINLIP (GAD) | Mercado: Sinlip | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP GAD | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIP-OL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE-NAL RMM | NORMOL-IPOL LEP | LIPEX ELE | CRESTOR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #1 | #2 | #5 | #3 | #6 | #7 | #8 | #11 | #9 | #14 | #13 | #10 | #12 | |
| **REP** ZONA = 4,8% — EVOLUCION MAT | 117 | 111 | 100 | 99 | 105 | 111 | 97 | 96 | 95 | 84 | 91 | 87 | 100 | 90 | 93 |
| MES | 9,5 | 13,1 | 11,75 | 8,27 | 8,93 | 6,61 | 4,52 | 4,03 | 3,09 | 3,26 | 1,29 | 1,49 | 3,44 | 2,33 | 18,39 |
| TRIM | 8,79 | 13,28 | 11,56 | 7,92 | 9,03 | 6,26 | 4,59 | 4,19 | 3,31 | 3,4 | 1,4 | 1,51 | 3,32 | 2,27 | 19,16 |
| **MAT** | **8,26** | **12,67** | **11,43** | **8,07** | **8,76** | **5,82** | **4,6** | **4,51** | **3,17** | **3,64** | **1,51** | **1,55** | **3,19** | **2,34** | **20,49** |
| MATAA | 7,05 | 11,44 | 11,46 | 8,15 | 8,38 | 5,22 | 4,76 | 4,69 | 3,35 | 4,31 | 1,66 | 1,79 | 3,18 | 2,6 | 21,98 |

VALOR MERCADO: MES = 6.390 TRIM = 18.583 MAT = 71.492 MATAA = 68.770

**PUNTO DE MARKET SHARE = 60 UNIDADES estimadas de SINLIP (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIPOL CSO | TORIVAS B+L |
|---|---|---|---|---|---|---|---|---|
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 8,46 | 86,08 | | 2,0 | 1,56 | 0,89 | 1,0 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,9% | 9,55 | 89,21 | | 0,45 | 0,67 | 0 | 0,11 |
| BERGERO MELISA | 0,9% | 9,55 | 89,21 | | 0,45 | 0,67 | 0 | 0,11 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 8,94 | 86,42 | | 1,99 | 0,5 | 1,66 | 0,5 |
| FARMACIA FAMASALUD II | 0,6% | 5,11 | 93,47 | | | 1,06 | 0,35 | |
| **ACUM = 3,9%** | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,5% | 1,84 | 98,16 | | | | 0 | |
| TRAVERSO RUBEN EDUARDO | 0,5% | 3,34 | 96,66 | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 0 | 96,97 | 0 | | 3,03 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,4% | 18,05 | 81,7 | | | 0,25 | | |
| FARMACIA CARRA SALUD SA | 0,4% | 8,16 | 82,91 | | | 8,93 | | |
| **ACUM = 6,1%** | | | | | | | | |
| FARACI ESTELA ROSA | 0,4% | 15,2 | 77,87 | | 0,27 | 1,6 | 3,47 | 1,6 |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 1,1 | 98,9 | | | 0 | | |
| FCIA. MAXIFARMA | 0,3% | 0 | 100 | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,2% | 2,11 | 94,51 | | | 3,38 | | 0 |
| MONLLOR IVANA KARINA | 0,2% | 13,78 | 84,89 | | 0,44 | | 0,89 | |
| **ACUM = 7,6%** | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 47,5 | 20,0 | 0,83 | | 31,67 | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 100 | | | 0 | | |
| FARMASAN I(CBA) | 0,0% | 100 | 0 | | | 0 | 0 | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 33,33 | 66,67 | | | | | |
| **ACUM = 7,7%** | | | | | | | | |

| | SINLIP GAD | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIPOL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE-NAL RMM | NORMOLI-POL LEP | LIPEX ELE | CRESTOR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #4 | #1 | #2 | #5 | #3 | #6 | #7 | #8 | #11 | #9 | #14 | #13 | #10 | #12 | |

## No Asignadas

| | | | ROVART-AL RMM | AMPLIAR CSO | ROSUVA-ST BAG | REOVEX B+L | HIPOLIPOL CSO | TORIVAS B+L | LIPIFEN RF2 |
|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 2,7% | 7,41 | 84,96 | | 2,69 | 2,66 | 1,53 | 0,75 | 0 |
| X5000ETE - SANTA ROSA 1501-1599 | 2,0% | 7,21 | 88,24 | | 2,71 | 0,61 | 1,23 | | |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 2,0% | 8,49 | 87,4 | | 0,05 | 1,82 | 2,19 | 0,05 | |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,9% | 6,05 | 91,88 | 0,11 | 0,96 | 0,8 | 0,21 | | |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,7% | 8,4 | 87,79 | | 1,1 | 2,15 | 0,49 | 0,06 | |
| **ACUM = 18,0%** | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP EZ GAD | COLMIBE RF2 | VASOTE-NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL-US ELE | ALIPAS - DUO BEB | ROSUFE-N DUO NLT | AMPLIAR DUO CSO | REDUST-EROL D-UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA-MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO #8 | #1 | #2 | #5 | #3 | #4 | #9 | #7 | #11 | #12 | #10 | #6 | #13 | #14 | |
| **PAIS** | EVOLUCION MAT 245 | 89 | 86 | 89 | 76 | 173 | 88 | 122 | 92 | 90 | 83 | 634 | 86 | 84 | 121 |
| BASE = 100% | MES 4,05 | 21,55 | 13,32 | 7,03 | 5,59 | 8,03 | 3,71 | 4,68 | 2,8 | 1,57 | 2,22 | 3,76 | 1,92 | 1,94 | 17,85 |
| | TRIM 4,4 | 22,22 | 13,51 | 6,56 | 5,99 | 6,67 | 3,87 | 4,96 | 2,69 | 2,21 | 2,27 | 3,71 | 1,94 | 1,9 | 17,11 |
| | **MAT 3,6** | **22,92** | **14,73** | **6,94** | **6,85** | **6,61** | **4,23** | **4,13** | **2,92** | **2,52** | **2,5** | **2,41** | **2,1** | **2,05** | **15,48** |
| | MATAA 1,47 | 25,71 | 17,05 | 7,78 | 8,97 | 3,82 | 4,78 | 3,38 | 3,16 | 2,79 | 3,0 | 0,38 | 2,43 | 2,44 | 12,83 |
| | | VALOR MERCADO: | | MES = 162.458 | | | TRIM = 467.672 | | | MAT = 1.730.953 | | | MATAA = 1.598.687 | | |
| **GERENCIA** | EVOLUCION MAT 246 | 88 | 84 | 88 | 74 | 192 | 85 | 118 | 91 | 91 | 80 | 683 | 82 | 76 | 126 |
| GCIA = 48,0% | MES 5,14 | 20,03 | 14,59 | 6,28 | 5,62 | 8,47 | 3,16 | 4,89 | 2,69 | 1,82 | 1,56 | 3,8 | 1,67 | 1,88 | 18,4 |
| | TRIM 5,24 | 21,25 | 14,72 | 5,99 | 5,97 | 7,1 | 3,27 | 5,09 | 2,42 | 2,25 | 1,56 | 3,84 | 1,65 | 1,78 | 17,85 |
| | **MAT 4,19** | **22,17** | **15,9** | **6,39** | **7,02** | **7,09** | **3,61** | **4,34** | **2,6** | **2,53** | **1,71** | **2,46** | **1,81** | **1,98** | **16,18** |
| | MATAA 1,7 | 25,21 | 18,95 | 7,25 | 9,47 | 3,69 | 4,27 | 3,67 | 2,86 | 2,77 | 2,15 | 0,36 | 2,21 | 2,62 | 12,83 |
| | | VALOR MERCADO: | | MES = 77.299 | | | TRIM = 222.941 | | | MAT = 830.700 | | | MATAA = 751.345 | | |
| **DISTRITO** | EVOLUCION MAT 263 | 92 | 84 | 86 | 70 | 232 | 84 | 105 | 81 | 85 | 82 | 866 | 78 | 84 | 130 |
| DIST = 21,9% | MES 4,57 | 19,77 | 13,23 | 5,81 | 8,8 | 7,9 | 3,44 | 5,34 | 2,61 | 1,13 | 1,92 | 6,33 | 1,31 | 1,05 | 16,79 |
| | TRIM 4,18 | 21,59 | 13,71 | 5,61 | 9,13 | 6,91 | 3,52 | 5,08 | 2,43 | 1,62 | 1,88 | 6,46 | 1,26 | 0,97 | 15,65 |
| | **MAT 3,42** | **22,23** | **15,11** | **6,18** | **10,34** | **6,62** | **3,84** | **4,42** | **2,64** | **1,83** | **2,15** | **4,33** | **1,52** | **1,03** | **14,34** |
| | MATAA 1,3 | 24,29 | 18,0 | 7,15 | 14,87 | 2,85 | 4,59 | 4,2 | 3,27 | 2,15 | 2,63 | 0,5 | 1,96 | 1,23 | 11,02 |
| | | VALOR MERCADO: | | MES = 17.098 | | | TRIM = 49.652 | | | MAT = 181.858 | | | MATAA = 164.715 | | |
| **REP** | EVOLUCION MAT 236 | 87 | 76 | 82 | 89 | 239 | 78 | 112 | 75 | 74 | 85 | 778 | 72 | 85 | 132 |
| ZONA = 4,0% | MES 4,74 | 19,99 | 12,25 | 5,84 | 5,41 | 8,89 | 2,63 | 5,19 | 3,02 | 1,52 | 3,2 | 7,34 | 1,51 | 1,78 | 16,7 |
| | TRIM 4,35 | 20,45 | 12,93 | 5,17 | 9,0 | 6,63 | 2,95 | 4,98 | 2,69 | 1,88 | 2,47 | 7,44 | 1,54 | 1,41 | 16,11 |
| | **MAT 3,57** | **20,74** | **13,98** | **5,85** | **10,96** | **6,54** | **3,26** | **4,84** | **2,95** | **2,25** | **3,01** | **4,98** | **1,7** | **1,33** | **14,03** |
| | MATAA 1,51 | 23,77 | 18,41 | 7,12 | 12,27 | 2,74 | 4,17 | 4,31 | 3,93 | 3,06 | 3,53 | 0,64 | 2,37 | 1,56 | 10,6 |
| | | VALOR MERCADO: | | MES = 657 | | | TRIM = 1.943 | | | MAT = 7.186 | | | MATAA = 6.146 | | |

**PUNTO DE MARKET SHARE = 6 UNIDADES estimadas de SINLIP EZ (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | SINLIP EZ GAD | COLMIBE RF2 | VASOTE-NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL-US ELE | ALIPAS - DUO BEB | ROSUFE-N DUO NLT | AMPLIAR DUO CSO | REDUST-EROL D-UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA-MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #8 | #1 | #2 | #5 | #3 | #4 | #9 | #7 | #11 | #12 | #10 | #6 | #13 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT 233 | 90 | 76 | 79 | 74 | 216 | 71 | 103 | 70 | 84 | 86 | 894 | 68 | 82 | 138 |
| **7%** % de zona = 53,6% | TRIM 4,13 | 20,26 | 13,15 | 5,26 | 5,81 | 8,07 | 3,09 | 6,15 | 2,55 | 1,12 | 2,13 | 7,89 | 1,41 | 1,07 | 17,9 |
| PMS = 3 | **MAT 3,38** | **20,21** | **14,61** | **6,1** | **6,92** | **8,07** | **3,48** | **5,41** | **3,18** | **1,49** | **2,47** | **5,54** | **1,77** | **1,31** | **16,04** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 352 | 85 | 78 | 90 | 112 | 322 | 87 | 118 | 78 | 69 | 78 | 519 | 89 | 125 | 110 |
| **50%** % de zona = 32,6% | TRIM 3,99 | 20,29 | 13,92 | 5,35 | 17,15 | 4,67 | 3,4 | 3,4 | 2,97 | 3,4 | 1,1 | 5,6 | 1,27 | 1,19 | 12,31 |
| PMS = 2 | **MAT 3,2** | **21,65** | **14,24** | **5,55** | **19,62** | **4,8** | **3,59** | **3,95** | **3,01** | **3,52** | **1,62** | **3,27** | **1,15** | **0,85** | **9,97** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 176 | 80 | 76 | 107 | 52 | 191 | 94 | 150 | 95 | 89 | 89 | 813 | 66 | 82 | 156 |
| **25%** % de zona = 12,9% | TRIM 6,37 | 20,56 | 9,17 | 4,73 | 4,25 | 4,83 | 1,45 | 3,67 | 2,8 | 1,74 | 7,14 | 10,23 | 2,8 | 3,38 | 16,89 |
| PMS = 1 | **MAT 5,59** | **19,98** | **10,15** | **5,59** | **6,59** | **4,19** | **1,65** | **4,86** | **1,92** | **2,32** | **9,02** | **6,99** | **2,92** | **2,75** | **15,47** |
| **2438 - FRONTERA** | EVOLUCION MAT 0 | 139 | 75 | 30 | | 999 | | 160 | | 0 | | 999 | | 0 | 173 |
| **100%** % de zona = 0,9% | TRIM 0,0 | 35,29 | 23,53 | 0,0 | | 11,76 | | 5,88 | | 0,0 | | 0,0 | | 0,0 | 23,53 |
| PMS = 1 | **MAT 0,0** | **30,77** | **23,08** | **6,15** | | **12,31** | | **3,08** | | **0,0** | | **4,62** | | **0,0** | **20,0** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | SINLIP EZ GAD | COLMIBE RF2 | VASOTE-NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL-US ELE | ALIPAS - DUO BEB | ROSUFE-N DUO NLT | AMPLIAR DUO CSO | REDUST-EROL D-UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA-MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #8 | #1 | #2 | #5 | #3 | #4 | #9 | #7 | #11 | #12 | #10 | #6 | #13 | #14 | |
| TRIM | 3,44 | | | | 43,85 | 15,48 | | 20,08 | | | | 0,8 | | | 16,35 |
| **MAT** | **8,17** | | | | **22,31** | **22,33** | | **16,01** | | | | **9,98** | | | **21,2** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | SINLIP EZ GAD | COLMIBE RF2 | VASOTE-NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL-US ELE | ALIPAS - DUO BEB | ROSUFE-N DUO NLT | AMPLIAR DUO CSO | REDUST-EROL D-UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA-MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,7% | | | | | | | | | 100 | | | | | | | |
| FASSI RUBEN OMAR | CLM 2400 | 0,6% | | | | | | 100 | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,6% | | | | | | 74,07 | | | | | | | | | | 25,93 |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,5% | | | | | | 83,33 | 16,67 | | | | | | | | | |
| CASALE VIOLETA | CLM 2400 | 0,3% | | | | | | 100 | | | | | | | | | | |
| **ACUM =** | | **2,7%** | | | | | | | | | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,3% | 25,0 | | | | | | 75,0 | | | | | | | | | |
| STOPPANI GUSTAVO ANDRES | GET 2400 | 0,3% | | | | | | 100 | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,3% | | | | | | 100 | | | | | | | | | | |
| ZABALA JORGE ALBERTO | CLM 2400 | 0,2% | | | | | | 80,0 | 20,0 | | | | | | | | | |
| CAEIRO AGUSTIN ERNESTO | CLM 5016 | 0,1% | | | | | | | | | | | | | | | | 100 |
| **ACUM =** | | **3,9%** | | | | | | | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,1% | | | | | | | | | 100 | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,1% | 100 | | | | | | | | | | | | | | | |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,1% | | | | | | 100 | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,1% | 100 | | | | | | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,1% | | | | | | 100 | | | | | | | | | | |
| **ACUM =** | | **4,4%** | | | | | | | | | | | | | | | | |
| PLOCHER ROXANA BEATRIZ | CLM 5000 | 0,1% | | | | | | | | | | | | | | | | 100 |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,0% | | | | | | | | | | | | | | | | 100 |
| JORGE ADRIANA BEATRIZ | NEF 5000 | 0,0% | 100 | | | | | | | | | | | | | | | |
| PASTRANA LUCIANO NICOLAS | CLM 5000 | 0,0% | | | | | | | 100 | | | | | | | | | |
| SOUL MARIA LILIANA | CLM 5016 | 0,0% | | | | | | | 100 | | | | | | | | | |
| **ACUM =** | | **4,5%** | | | | | | | | | | | | | | | | |
| GOLDRAIJ GABRIEL | CLM 5016 | 0,0% | | | | | | | | | 100 | | | | | | | |
| **ACUM =** | | **4,5%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MORENO PAOLA ANDREA | CLM 5000 | 1,3% | | | | | | | 46,03 | | 7,94 | | | 15,87 | | 30,16 |
| LORENZ EVELIN SOFIA | CLM 5000 | 0,6% | | | | | | 62,07 | 24,14 | | 6,9 | | | 3,45 | | 3,45 |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,6% | | | | | | | 51,72 | | 24,14 | | | | | 24,14 |
| MARTINEZ COSTA MARIA DOLORES | CLM 5000 | 0,6% | | | | | | 21,43 | 53,57 | | 7,14 | | | 7,14 | | 10,71 |
| FRAGUEIRO PABLO DANIEL | CLM 5000 | 0,6% | | | | | | | 96,15 | | | | | 3,85 | | |
| **ACUM =** | | **8,2%** | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | SINLIP EZ (GAD) | Mercado: Sinlip EZ | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP EZ GAD | COLMIBE RF2 | VASOTE-NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL-US ELE | ALIPAS - DUO BEB | ROSUFE-N DUO NLT | AMPLIAR DUO CSO | REDUST-EROL D-UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA-MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #8 | #1 | #2 | #5 | #3 | #4 | #9 | #7 | #11 | #12 | #10 | #6 | #13 | #14 | |
| **REP** | EVOLUCION MAT 236 | 87 | 76 | 82 | 89 | 239 | 78 | 112 | 75 | 74 | 85 | 778 | 72 | 85 | 132 |
| ZONA = 4,0% | MES 4,74 | 19,99 | 12,25 | 5,84 | 5,41 | 8,89 | 2,63 | 5,19 | 3,02 | 1,52 | 3,2 | 7,34 | 1,51 | 1,78 | 16,7 |
| | TRIM 4,35 | 20,45 | 12,93 | 5,17 | 9,0 | 6,63 | 2,95 | 4,98 | 2,69 | 1,88 | 2,47 | 7,44 | 1,54 | 1,41 | 16,11 |
| | **MAT 3,57** | **20,74** | **13,98** | **5,85** | **10,96** | **6,54** | **3,26** | **4,84** | **2,95** | **2,25** | **3,01** | **4,98** | **1,7** | **1,33** | **14,03** |
| | MATAA 1,51 | 23,77 | 18,41 | 7,12 | 12,27 | 2,74 | 4,17 | 4,31 | 3,93 | 3,06 | 3,53 | 0,64 | 2,37 | 1,56 | 10,6 |

VALOR MERCADO: MES = 657 TRIM = 1.943 MAT = 7.186 MATAA = 6.146

**PUNTO DE MARKET SHARE = 6 UNIDADES estimadas de SINLIP EZ (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 1,0% | 2,46 | 53,31 | 12,48 | 10,4 | 6,24 | 13,23 | 0,95 | | 0,19 | | | 0,76 | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 2,64 | 29,01 | 23,08 | 14,07 | 11,65 | 8,35 | 9,45 | | | 1,76 | | | | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,7% | 4,21 | 24,44 | 3,09 | 26,12 | 23,88 | 13,76 | 3,37 | | | | 0,56 | 0,56 | | |
| BERGERO MELISA | 0,7% | 4,21 | 24,44 | 3,09 | 26,12 | 23,88 | 13,76 | 3,37 | | | | 0,56 | 0,56 | | |
| FARMACIA CARRA SALUD SA | 0,5% | 7,44 | 16,12 | 7,02 | 28,93 | 18,6 | 14,46 | 7,44 | | | | | | | |
| **ACUM = 3,8%** | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,4% | 7,26 | 19,66 | 10,26 | 9,83 | 32,91 | 18,8 | 0,85 | | | | | 0,43 | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 10,95 | 13,93 | 3,48 | 7,46 | 20,9 | 42,79 | 0,5 | | | | | 0 | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 6,32 | 15,52 | 15,52 | 13,79 | 32,76 | 14,94 | 1,15 | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 1,18 | 17,16 | 3,55 | 35,5 | 26,04 | 15,98 | | 0,59 | | | | | | |
| FARMACIA FAMASALUD II | 0,3% | 10,39 | 20,78 | 9,74 | 13,64 | 26,62 | 11,69 | 5,19 | | | | | 1,95 | | |
| **ACUM = 5,5%** | | | | | | | | | | | | | | | |
| MONLLOR IVANA KARINA | 0,3% | 0 | 32,59 | 43,7 | 17,78 | 4,44 | 1,48 | 0 | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 2,48 | 1,65 | 10,74 | 17,36 | 23,97 | 29,75 | 0,83 | | 10,74 | 1,65 | | 0,83 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 0,83 | 5,79 | 36,36 | 13,22 | 11,57 | 28,1 | 3,31 | 0 | | | | 0,83 | | |
| FARACI ESTELA ROSA | 0,2% | 0 | 43,3 | 14,43 | 10,31 | 11,34 | 20,62 | 0 | | | | 0 | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 2,67 | 28,0 | 14,67 | 6,67 | 1,33 | 16,0 | 0 | 29,33 | | | | 1,33 | | |
| **ACUM = 6,5%** | | | | | | | | | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 4,55 | 68,18 | 21,21 | 3,03 | 3,03 | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | 22,22 | | 55,56 | 22,22 | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | 75,0 | | 0 | 25,0 | 0 | | | | | | | | |
| **ACUM = 6,6%** | | | | | | | | | | | | | | | |
| | | SINLIP EZ GAD | COLMIBE RF2 | VASOTE-NAL EZ RMM | AMPLIAR - PLUS CSO | VYTORIN ORG | LIPEX PL-US ELE | ALIPAS D-UO BEB | ROSUFEN DUO NLT | AMPLIAR DUO CSO | REDUST-EROL DUO RF2 | TORIMIBE B+L | REOVEX - EZ B+L | LIPOCAM-BI PLUS BEB | ZARATOR PLUS ELE | OTROS |
| | | #8 | #1 | #2 | #5 | #3 | #4 | #9 | #7 | #11 | #12 | #10 | #6 | #13 | #14 | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 3,7% | 0,41 | 61,4 | 13,45 | 12,78 | 2,52 | 6,47 | 2,16 | | 0,15 | 0,21 | 0,41 | 0,05 | | |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 2,6% | 0,21 | 52,11 | 18,54 | 14,89 | 2,93 | 8,88 | 1,07 | 0,07 | 0,29 | 0,43 | 0,5 | 0,07 | | |
| X5000ETE - SANTA ROSA 1501-1599 | 2,4% | 0 | 49,81 | 14,85 | 12,84 | 12,99 | 7,89 | 0,7 | | 0,46 | 0,31 | 0 | 0,15 | | |
| X5016DFS | 1,9% | 1,4 | 63,43 | 13,13 | 8,52 | 2,51 | 7,41 | 2,61 | | 0 | 0,7 | 0,3 | 0 | | |
| X5000FAF - HUMBERTO PRIMO 202-300 | 1,9% | 0,51 | 54,25 | 16,4 | 12,35 | 7,89 | 7,49 | 0,51 | | 0 | 0,61 | 0 | 0 | | |
| **ACUM = 19,1%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP PREVENT GAD | POLILEP LEP |
|---|---|---|
| RANKING TERRITORIO | #1 | #2 |
| **PAIS** BASE = 100% | EVOLUCION MAT 83 | 507 |
| MES | 75,32 | 24,68 |
| TRIM | 76,25 | 23,75 |
| **MAT** | **79,65** | **20,35** |
| MATAA | 95,99 | 4,01 |
| | VALOR MERCADO: MES = 1.791 | TRIM = 5.461 MAT = 19.933 MATAA = 13.513 |
| **GERENCIA** GCIA = 65,2% | EVOLUCION MAT 86 | 578 |
| MES | 82,38 | 17,62 |
| TRIM | 81,31 | 18,69 |
| **MAT** | **83,36** | **16,64** |
| MATAA | 97,12 | 2,88 |
| | VALOR MERCADO: MES = 1.169 | TRIM = 3.521 MAT = 13.002 MATAA = 8.936 |
| **DISTRITO** DIST = 15,3% | EVOLUCION MAT 92 | 386 |
| MES | 91,09 | 8,91 |
| TRIM | 89,29 | 10,71 |
| **MAT** | **88,99** | **11,01** |
| MATAA | 97,15 | 2,85 |
| | VALOR MERCADO: MES = 202 | TRIM = 551 MAT = 1.989 MATAA = 1.473 |
| **REP** ZONA = 4,5% | EVOLUCION MAT 94 | 355 |
| MES | 93,23 | 6,77 |
| TRIM | 91,61 ≈ | 8,39 |
| **MAT** | **91,3** | **8,7** |
| MATAA | 97,55 | 2,45 |
| | VALOR MERCADO: MES = 11 | TRIM = 25 MAT = 89 MATAA = 69 |

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de SINLIP PREVENT (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | SINLIP PREVENT GAD | POLILEP LEP |
|---|---|---|
| | #1 | #2 |
| **5000 - CORDOBA** | EVOLUCION MAT 88 | 460 |
| **7%** % de zona = 54,8% | TRIM 87,32 ≈ | 12,68 |
| PMS = 1 | **MAT 85,65** | **14,35** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT 100 | 92 |
| **25%** % de zona = 41,3% | TRIM 97,67 ≈ | 2,33 |
| PMS = 1 | **MAT 97,96** | **2,04** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT 100 | |
| **50%** % de zona = 3,9% | TRIM 0,0 ▼ | |
| PMS = 1 | **MAT 100** | |
| **2438 - FRONTERA** | EVOLUCION MAT 0 | |
| **100%** % de zona = 0,0% | TRIM 0,0 ≈ | |
| PMS = 1 | **MAT 0,0** | |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | SINLIP PREVENT GAD | POLILEP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO #1 | LEP #2 | | | | | | | | | | | | |
| **REP** | TRIM 100<br>**MAT 100** | | | | | | | | | | | | | |

# 2. MARKET SHARE PRESCRIPTORES

**ACUM = 0%**

**No Cruzados**

| | | | | |
|---|---|---|---|---|
| NATES DANIEL EDUARDO | **CIR** | 5000 | 11,6% | 100 |
| CIRRINCIONE ARIEL TOMAS | **CRD** | 5000 | 8,7% | 100 |
| BUCHELO ERICA JUDITH | **PSQ** | 5000 | 5,8% | 100 |
| MAHIA MIGUEL | **GET** | 5000 | 5,8% | 100 |
| COHEN EDUARDO NAHUM | **END** | 5000 | 1,4% | 100 |

**ACUM = 33,3%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP PREVENT GAD | POLILEP LEP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | | | | | | | | | | | | |

**REP**

ZONA = 4,5%

| EVOLUCION MAT | 94 | | 355 |
|---|---|---|---|
| MES | 93,23 | | 6,77 |
| TRIM | 91,61 | ≈ | 8,39 |
| **MAT** | **91,3** | | **8,7** |
| MATAA | 97,55 | | 2,45 |

VALOR MERCADO: MES = 11 TRIM = 25 MAT = 89 MATAA = 69

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de SINLIP PREVENT (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| FARMACIA MAS VIDA I - ARMANDO M.J. | 3,2% | 12,08 | 40,1 | 15,94 | 4,88 | 14,4 | 5,14 | 7,46 |
| BERGERO MELISA | 3,2% | 12,08 | 40,1 | 15,94 | 4,88 | 14,4 | 5,14 | 7,46 |
| FARMACIA FAMASALUD II | 1,2% | 10,88 | 44,22 | 19,73 | 0,68 | 8,84 | 15,65 | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,9% | 12,82 | 33,33 | 34,19 | 0 | 11,11 | 8,55 | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,8% | 5,15 | 1,03 | 50,52 | | | | 43,3 |
| **ACUM = 9,3%** | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,6% | 10,53 | 26,32 | 56,58 | | | 6,58 | |
| DIPIAZZA LORENA ANDREA | 0,4% | 1,96 | 25,49 | 29,41 | 5,88 | 37,25 | | 0 |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 44,9 | 4,08 | 30,61 | 16,33 | | 4,08 | |
| FARMACIA CARRA SALUD SA | 0,3% | 2,63 | 0 | 39,47 | | 36,84 | 21,05 | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 5,88 | 70,59 | 0 | 17,65 | 5,88 | | |
| **ACUM = 11,1%** | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,1% | 0 | 20,0 | 6,67 | | 20,0 | 53,33 | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,1% | 0 | | 53,85 | 46,15 | | | 0 |
| MONLLOR IVANA KARINA | 0,1% | 100 | | | | | | 0 |
| MARENGO SILVIA DEL CARMEN | 0,1% | 0 | 10,0 | 40,0 | | 50,0 | | |
| FCIA. MAXIFARMA | 0,1% | 0 | | 100 | | | | |
| **ACUM = 11,6%** | | | | | | | | |
| FARACI ESTELA ROSA | 0,1% | 0 | 42,86 | 57,14 | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | 0 | | 100 | | |
| **ACUM = 11,7%** | | | | | | | | |

| | SINLIP P-REVENT GAD | POLILEP LEP | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 6,8% | 21,92 | 32,69 | 9,94 | 19,88 | 5,51 | 5,03 | 5,03 |
| X5000IIO - BVRD CHACABUCO 102-200 | 2,9% | 13,45 | 47,9 | 0,28 | 20,73 | 3,92 | 3,08 | 10,64 |
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 2,2% | 23,1 | 19,86 | 8,66 | 17,33 | 10,83 | 7,58 | 12,64 |
| X5000KAN - JUJUY 502-600 | 1,8% | 0 | 45,29 | 7,17 | 26,91 | 14,8 | | 5,83 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,7% | 10,43 | 42,65 | 19,91 | 12,32 | 4,27 | 5,69 | 4,74 |
| **ACUM = 27,1%** | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | TOTAL SOMIT | Mercado: Somit | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | TOTAL SOMIT | | SOMIT GAD | SOMIT CR GAD | NOCTE BAG | INDUCTAL RMM | REM CH-OBET SUE | DORMIL-AN B+L | MIAPAX CSO | INSOMNI-UM NF GAD | 8-HORAS ELE | NOVO IN-SOMNIUM GAD | ROHYPN-OL B7I | ZOLODO-RM RC5 | DORCAN MTP | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #1 | #2 | #5 | #6 | #3 | #8 | #11 | #4 | #9 | #7 | #12 | #10 | #14 | #13 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 99 | 98 | 102 | 108 | 106 | 94 | 93 | 105 | 94 | 96 | 99 | 276 | 79 | 172 | 82 |
| | MES | 66,77 | 59,67 | 7,1 | 6,9 | 5,53 | 3,85 | 2,97 | 3,06 | 2,28 | 1,61 | 1,66 | 1,77 | 1,17 | 0,82 | 1,59 |
| | TRIM | 66,82 | 59,7 | 7,11 | 6,63 | 5,44 | 4,08 | 2,94 | 2,91 | 2,27 | 1,87 | 1,7 | 1,79 | 1,12 | 0,9 | 1,53 |
| | **MAT** | **68,27** | **61,28** | **7,0** | **6,23** | **5,18** | **3,96** | **2,98** | **2,7** | **2,3** | **1,92** | **1,76** | **1,52** | **1,17** | **0,69** | **1,32** |
| | MATAA | 69,08 | 62,22 | 6,85 | 5,79 | 4,87 | 4,2 | 3,2 | 2,58 | 2,45 | 2,01 | 1,78 | 0,55 | 1,48 | 0,4 | 1,6 |
| | VALOR MERCADO: | | MES = 201.336 | | | | | TRIM = 601.297 | | | | MAT = 2.358.500 | | | MATAA = 2.188.055 | |
| **GERENCIA** GCIA = 47,7% | EVOLUCION MAT | 98 | 98 | 100 | 104 | 103 | 99 | 87 | 107 | 91 | 98 | 102 | 362 | 93 | 160 | 77 |
| | MES | 66,24 | 59,54 | 6,7 | 7,53 | 6,24 | 4,55 | 3,01 | 2,2 | 2,04 | 1,85 | 1,72 | 2,27 | 0,35 | 1,05 | 0,93 |
| | TRIM | 66,26 | 59,54 | 6,72 | 6,97 | 5,96 | 5,07 | 2,95 | 2,06 | 2,02 | 2,07 | 1,67 | 2,21 | 0,59 | 1,14 | 1,03 |
| | **MAT** | **67,52** | **60,81** | **6,71** | **6,65** | **5,7** | **4,98** | **2,95** | **1,96** | **2,1** | **2,12** | **1,74** | **1,92** | **0,62** | **0,85** | **0,9** |
| | MATAA | 68,72 | 62,04 | 6,69 | 6,41 | 5,51 | 5,04 | 3,39 | 1,84 | 2,3 | 2,17 | 1,71 | 0,53 | 0,67 | 0,53 | 1,17 |
| | VALOR MERCADO: | | MES = 96.555 | | | | | TRIM = 291.881 | | | | MAT = 1.124.493 | | | MATAA = 990.000 | |
| **DISTRITO** DIST = 24,3% | EVOLUCION MAT | 97 | 97 | 102 | 93 | 103 | 105 | 86 | 104 | 95 | 94 | 101 | 625 | 94 | 109 | 72 |
| | MES | 64,25 | 58,32 | 5,94 | 6,5 | 5,79 | 5,21 | 2,91 | 2,48 | 3,24 | 2,21 | 1,44 | 3,95 | 0,53 | 0,74 | 0,76 |
| | TRIM | 62,88 | 56,94 | 5,94 | 6,7 | 5,49 | 5,64 | 2,83 | 2,52 | 3,26 | 2,65 | 1,42 | 4,02 | 0,83 | 0,81 | 0,94 |
| | **MAT** | **63,98** | **58,08** | **5,9** | **6,58** | **5,19** | **5,57** | **2,94** | **2,43** | **3,41** | **2,78** | **1,49** | **3,5** | **0,75** | **0,75** | **0,63** |
| | MATAA | 65,89 | 60,11 | 5,78 | 7,08 | 5,03 | 5,3 | 3,41 | 2,33 | 3,6 | 2,97 | 1,47 | 0,56 | 0,8 | 0,69 | 0,88 |
| | VALOR MERCADO: | | MES = 24.809 | | | | | TRIM = 71.914 | | | | MAT = 273.545 | | | MATAA = 228.719 | |
| **REP** ZONA = 5,4% | EVOLUCION MAT | 98 | 97 | 103 | 102 | 116 | 80 | 88 | 99 | 100 | 93 | 101 | 574 | 95 | 159 | 45 |
| | MES | 65,53 | 60,03 | 5,5 | 4,25 | 6,43 | 3,07 | 2,15 | 5,22 | 3,15 | 3,02 | 1,86 | 3,01 | 0,42 | 1,06 | 0,83 |
| | TRIM | 63,16 ≈ | 57,62 | 5,54 | 4,55 | 6,27 | 3,32 | 2,32 | 5,29 | 3,38 | 3,58 | 1,97 | 3,48 | 0,81 | 1,29 | 0,56 |
| | **MAT** | **63,26** | **57,82** | **5,45** | **4,66** | **5,89** | **3,38** | **2,44** | **5,76** | **3,36** | **3,73** | **2,07** | **2,87** | **0,75** | **1,27** | **0,56** |
| | MATAA | 64,81 | 59,51 | 5,31 | 4,59 | 5,08 | 4,2 | 2,76 | 5,82 | 3,36 | 4,0 | 2,04 | 0,5 | 0,79 | 0,8 | 1,25 |
| | VALOR MERCADO: | | MES = 1.422 | | | | | TRIM = 3.954 | | | | MAT = 14.766 | | | MATAA = 11.813 | |

**PUNTO DE MARKET SHARE = 12 UNIDADES estimadas de TOTAL SOMIT por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | TOTAL SOMIT | | SOMIT GAD | SOMIT CR GAD | NOCTE BAG | INDUCTAL RMM | REM CH-OBET SUE | DORMIL-AN B+L | MIAPAX CSO | INSOMNI-UM NF GAD | 8-HORAS ELE | NOVO IN-SOMNIUM GAD | ROHYPN-OL B7I | ZOLODO-RM RC5 | DORCAN MTP | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #1 | #2 | #5 | #6 | #3 | #8 | #11 | #4 | #9 | #7 | #12 | #10 | #14 | #13 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 101 | 100 | 109 | 91 | 99 | 73 | 82 | 118 | 94 | 90 | 96 | 777 | 97 | 92 | 58 |
| **7%** % de zona = 54,4% | TRIM | 63,01 ≈ | 56,7 | 6,31 | 5,28 | 6,0 | 4,53 | 2,72 | 2,25 | 4,8 | 3,02 | 1,5 | 4,08 | 1,31 | 0,9 | 0,59 |
| PMS = 7 | **MAT** | **63,08** | **57,02** | **6,06** | **5,64** | **5,67** | **4,28** | **2,85** | **2,32** | **4,85** | **3,33** | **1,64** | **3,65** | **1,17** | **0,93** | **0,58** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 94 | 94 | 91 | 131 | 159 | 96 | 101 | 95 | 115 | 94 | 110 | 390 | 78 | 155 | 64 |
| **50%** % de zona = 34,1% | TRIM | 61,77 ≈ | 56,47 | 5,3 | 3,98 | 6,32 | 1,65 | 2,11 | 10,64 | 1,8 | 3,83 | 3,08 | 3,46 | 0,3 | 0,6 | 0,45 |
| PMS = 4 | **MAT** | **63,05** | **57,62** | **5,43** | **3,68** | **5,65** | **1,78** | **2,12** | **12,2** | **1,61** | **3,38** | **2,95** | **2,26** | **0,31** | **0,48** | **0,54** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 97 | 97 | 105 | 111 | 125 | 102 | 85 | 118 | 143 | 105 | 102 | 242 | 100 | 256 | 14 |
| **25%** % de zona = 10,4% | TRIM | 68,71 ▲ | 66,11 | 2,59 | 3,09 | 7,17 | 2,81 | 0,99 | 3,48 | 1,55 | 5,79 | 1,05 | 0,99 | 0,0 | 3,53 | 0,83 |
| PMS = 1 | **MAT** | **66,5** | **64,07** | **2,43** | **3,26** | **7,58** | **4,12** | **1,38** | **2,82** | **1,6** | **7,26** | **1,3** | **1,04** | **0,08** | **2,51** | **0,55** |
| **2438 - FRONTERA** | EVOLUCION MAT | 63 | 59 | 237 | | 68 | 79 | 235 | 999 | | 79 | 66 | | | 656 | 0 |
| **100%** % de zona = 1,0% | TRIM | 51,52 ▲ | 45,45 | 6,06 | | 9,09 | 0,0 | 3,03 | 12,12 | | 0,0 | 0,0 | | | 24,24 | 0,0 |
| PMS = 1 | **MAT** | **46,67** | **42,67** | **4,0** | | **8,67** | **0,67** | **2,0** | **4,67** | | **0,67** | **3,33** | | | **33,33** | **0,0** |
| **5016 - CORDOBA** | EVOLUCION MAT | 90 | 87 | 999 | 999 | 32 | 999 | 64 | | 0 | | | 999 | 0 | | 999 |
| **13%** % de zona = 0,0% | TRIM | 82,35 ▲ | 82,35 | 0,0 | 0,0 | 5,88 | 0,0 | 5,88 | | 0,0 | | | 5,88 | 0,0 | | 0,0 |
| PMS = 1 | **MAT** | **62,0** | **60,0** | **2,0** | **6,0** | **2,0** | **2,0** | **8,0** | | **0,0** | | | **18,0** | **0,0** | | **2,0** |
| **ACUM=100%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | TOTAL SOMIT | Mercado: Somit | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | TOTAL SOMIT | SOMIT GAD | SOMIT CR GAD | NOCTE BAG | INDUCTAL RMM | REM CH-OBET SUE | DORMIL-AN B+L | MIAPAX CSO | INSOMNI-UM NF GAD | 8-HORAS ELE | NOVO IN-SOMNIUM GAD | ROHYPN-OL B7I | ZOLODO-RM RC5 | DORCAN MTP | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #5 | #6 | #3 | #8 | #11 | #4 | #9 | #7 | #12 | #10 | #14 | #13 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 66,86 | 61,15 | 5,71 | 6,17 | 6,13 | 4,16 | 2,84 | 2,36 | 4,7 | 3,19 | 1,43 | 0,24 | 1,0 | 0,46 | 0,46 |
| **MAT** | 63,94 | **57,87** | **6,07** | **6,41** | **6,76** | **4,04** | **2,36** | **2,85** | **4,82** | **3,89** | **1,65** | **1,35** | **0,82** | **0,7** | **0,41** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | SOMIT GAD | SOMIT CR GAD | NOCTE BAG | INDUCTAL RMM | REM CH-OBET SUE | DORMIL-AN B+L | MIAPAX CSO | INSOMNI-UM NF GAD | 8-HORAS ELE | NOVO IN-SOMNIUM GAD | ROHYPN-OL B7I | ZOLODO-RM RC5 | DORCAN MTP | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PICCO CARLOS IGNACIO | CLM 2400 | 0,4% | 54,81 | | 49,04 | 5,77 | 29,81 | 6,73 | | 1,92 | 2,88 | 3,85 | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,3% | 100 | | 100 | | | | | | | | | | | | | |
| KAZEPIS LILIAN RUTH | CLM 2400 | 0,2% | 71,88 | | 71,88 | | 3,12 | | 6,25 | | | | 1,56 | | 17,19 | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,2% | 100 | | 74,19 | 25,81 | | | | | | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,2% | 95,08 | | 54,1 | 40,98 | | | | | | | | 4,92 | | | | |
| | **ACUM =** | **1,3%** | | | | | | | | | | | | | | | | |
| ECHEVARRIA MARIA FABIANA | CLM 2400 | 0,2% | 77,78 | | 77,78 | | | | | | 22,22 | | | | | | | |
| FASSI RUBEN OMAR | CLM 2400 | 0,2% | 100 | | 98,11 | 1,89 | | | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,2% | 91,49 | | 91,49 | | 8,51 | | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,1% | 88,1 | | 45,24 | 42,86 | | | | | | | | 11,9 | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **2,1%** | | | | | | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,1% | 36,84 | | 36,84 | | | 63,16 | | | | | | | | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,1% | 35,14 | | 35,14 | | | | | 64,86 | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **2,6%** | | | | | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,1% | 19,05 | | 19,05 | | | | | | 71,43 | | | 9,52 | | | | |
| LURGO ANGELICA MARIA | CLM 2400 | 0,1% | 10,53 | | | 10,53 | 5,26 | 5,26 | | | 78,95 | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,1% | 88,89 | | 77,78 | 11,11 | | 11,11 | | | | | | | | | | |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **3,1%** | | | | | | | | | | | | | | | | |

| | | | | TOTAL S-OMIT #1 | SOMIT GAD #2 | SOMIT CR GAD #5 | NOCTE BAG #6 | INDUCTAL RMM #3 | REM CH-OBET SUE #8 | DORMIL-AN B+L #11 | MIAPAX CSO #4 | INSOMNI-UM NF GAD #9 | 8-HORAS ELE #7 | NOVO IN-SOMNIUM GAD #12 | ROHYPN-OL B7I #10 | ZOLODO-RM RC5 #14 | DORCAN MTP #13 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| BALLARINO MARIA INES | CLM 2400 | 0,0% | 80,0 | | 50,0 | 30,0 | | | | | | | | 20,0 | | | | |
| BERGUÃ□AN FLAVIA BELEN | PSQ 2400 | 0,0% | 100 | | 100 | | | | | | | | | | | | | |
| CALDELARI GUSTAVO ANDRES | URO 2400 | 0,0% | 80,0 | | 80,0 | | | 20,0 | | | | | | | | | | |
| LANZETTI PABLO ARIEL | PSQ 2400 | 0,0% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **3,2%** | | | | | | | | | | | | | | | | |
| CASALE VIOLETA | CLM 2400 | 0,0% | 33,33 | | 33,33 | | | | | | | | | | | 66,67 | | |
| GONZALEZ JOSE LUIS | NEU 2400 | 0,0% | 100 | | 100 | | | | | | | | | | | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,0% | 77,78 | | 77,78 | | 22,22 | | | | | | | | | | | |
| MARCHISIO SILVINA DEL VALLE | GIN 2400 | 0,0% | 75,0 | | 75,0 | | | 12,5 | | | | 12,5 | | | | | | |
| PIROLA JUAN PABLO | REU 2400 | 0,0% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **3,2%** | | | | | | | | | | | | | | | | |
| SALGADO ANABELLA VERONICA | REU 2400 | 0,0% | 100 | | 100 | | | | | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,0% | | | | | | | | | 100 | | | | | | | |
| MARTINI GASTON EZEQUIEL | CLM 5016 | 0,0% | 85,71 | | 85,71 | | | | | 14,29 | | | | | | | | |
| FERNANDEZ PEHUEN | NEF 5016 | 0,0% | 100 | | 100 | | | | | | | | | | | | | |
| VAGLIENTI FIAMMA ELISABETH | CLM 5016 | 0,0% | 33,33 | | 16,67 | 16,67 | | 33,33 | | | | | | | | | | 33,33 |
| | **ACUM =** | **3,2%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GIJON CARLOS ALBERTO | PSQ 5000 | 0,5% | 41,96 | | 41,96 | | | 49,65 | 2,8 | | 4,9 | | 0,7 | | | | |
| DIAZ SERGIO ALEJANDRO | CRD 5000 | 0,4% | 65,04 | | 57,72 | 7,32 | | 34,15 | | 0,81 | | | | | | | |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,4% | 60,75 | | 49,53 | 11,21 | 16,82 | 0,93 | 12,15 | | 1,87 | | 4,67 | 2,8 | | | |
| ZENGARO ADRIANA DEL VALLE | PSQ 5000 | 0,4% | 74,53 | | 56,6 | 17,92 | 2,83 | 1,89 | 2,83 | | | 16,04 | | 1,89 | | | |
| CAJIGAL PATRICIA SILVIA | PSQ 5000 | 0,4% | 66,34 | | 54,46 | 11,88 | 2,97 | 7,92 | | | 16,83 | 3,96 | | 0,99 | | | 0,99 |
| | **ACUM =** | **5,3%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | TOTAL SOMIT | Mercado: Somit | | ≈ |
|---|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| TOTAL SOMIT | | SOMIT GAD | SOMIT CR GAD | NOCTE BAG | INDUCTAL RMM | REM CH-OBET SUE | DORMIL-AN B+L | MIAPAX CSO | INSOMNI-UM NF GAD | 8-HORAS ELE | NOVO IN-SOMNIUM GAD | ROHYPN-OL B7I | ZOLODO-RM RC5 | DORCAN MTP | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #5 | #6 | #3 | #8 | #11 | #4 | #9 | #7 | #12 | #10 | #14 | #13 | |
| **REP** EVOLUCION MAT | 98 | 97 | 103 | 102 | 116 | 80 | 88 | 99 | 100 | 93 | 101 | 574 | 95 | 159 | 45 |
| ZONA = 5,4% MES | 65,53 | 60,03 | 5,5 | 4,25 | 6,43 | 3,07 | 2,15 | 5,22 | 3,15 | 3,02 | 1,86 | 3,01 | 0,42 | 1,06 | 0,83 |
| TRIM | 63,16 | 57,62 | 5,54 | 4,55 | 6,27 | 3,32 | 2,32 | 5,29 | 3,38 | 3,58 | 1,97 | 3,48 | 0,81 | 1,29 | 0,56 |
| **MAT** | 63,26 | **57,82** | **5,45** | **4,66** | **5,89** | **3,38** | **2,44** | **5,76** | **3,36** | **3,73** | **2,07** | **2,87** | **0,75** | **1,27** | **0,56** |
| MATAA | 64,81 | 59,51 | 5,31 | 4,59 | 5,08 | 4,2 | 2,76 | 5,82 | 3,36 | 4,0 | 2,04 | 0,5 | 0,79 | 0,8 | 1,25 |

VALOR MERCADO: MES = 1.422 TRIM = 3.954 MAT = 14.766 MATAA = 11.813

**PUNTO DE MARKET SHARE = 12 UNIDADES estimadas de TOTAL SOMIT por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | SOMIT GAD | SOMIT CR GAD | NOCTE BAG | INDUCTAL RMM | REM CH-OBET SUE | DORMILAN B+L | MIAPAX CSO | INSOMNI-UM NF GAD | 8-HORAS ELE | NOVO IN-SOMNIUM GAD | ROHYPN-OL B7I | ZOLODO-RM RC5 | DORCAN MTP | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 8,11 | 26,97 | 12,89 | 7,4 | 19,57 | 6,44 | 1,67 | 5,49 | 2,39 | 2,15 | 0,24 | | 4,53 | 1,91 | 0,24 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,7% | 0,31 | 10,06 | 34,28 | 22,01 | 20,44 | | 11,95 | | | | | | | | 0,94 |
| BERGERO MELISA | 0,7% | 0,31 | 10,06 | 34,28 | 22,01 | 20,44 | | 11,95 | | | | | | | | 0,94 |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 7,04 | 0,37 | 34,44 | 14,81 | 14,07 | 4,81 | 14,44 | | | 0 | 5,56 | 2,59 | 0,37 | | 1,48 |
| FARMACIA FAMASALUD II | 0,4% | 5,74 | 6,7 | 27,27 | 18,66 | 14,83 | 0,48 | 26,32 | | | | | | | | |
| **ACUM = 3,3%** | | | | | | | | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,4% | 0 | 15,18 | 49,21 | 20,42 | 1,57 | 5,76 | 7,85 | | | | | | | | 0 |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 0 | 9,29 | 33,33 | 34,43 | 3,83 | | 18,58 | | | 0 | | | 0,55 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,4% | 7,51 | 21,97 | 6,94 | 13,29 | 18,5 | 6,36 | | 19,08 | 6,36 | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,3% | 0 | 0,67 | 32,89 | 26,17 | 4,03 | | 31,54 | | | | | | 4,03 | | 0,67 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,3% | 2,82 | 11,27 | 29,58 | 19,01 | 21,13 | 1,41 | 8,45 | | | | | | | | 6,34 |
| **ACUM = 5,1%** | | | | | | | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,3% | 2,31 | 1,54 | 42,31 | 43,08 | 5,38 | | 5,38 | | | | | | | | 0 |
| FCIA. MAXIFARMA | 0,3% | 0 | 23,81 | 32,54 | | 23,81 | | | 13,49 | | 6,35 | | | | | |
| MONLLOR IVANA KARINA | 0,3% | 4,8 | 41,6 | 30,4 | 2,4 | 13,6 | 4,8 | 2,4 | | | | | | 0 | | 0 |
| DIPIAZZA LORENA ANDREA | 0,2% | 0 | 1,09 | 44,57 | 6,52 | 17,39 | | | | | 14,13 | | | | 3,26 | 13,04 |
| MARENGO SILVIA DEL CARMEN | 0,2% | 0 | 7,14 | 26,19 | 36,9 | 25,0 | | 4,76 | | | | | | | | |
| **ACUM = 6,4%** | | | | | | | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,1% | 0 | 56,25 | 4,69 | 0 | 12,5 | 1,56 | | 17,19 | | | | | 4,69 | | 3,12 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 0 | | 25,0 | 75,0 | | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | 0 | | | | | | | | 75,0 | | | | | 25,0 |
| **ACUM = 6,5%** | | | | | | | | | | | | | | | | |
| | | TOTAL S-OMIT #1 | SOMIT GAD #2 | SOMIT CR GAD #5 | NOCTE BAG #6 | INDUCTAL RMM #3 | REM CH-OBET SUE #8 | DORMILAN B+L #11 | MIAPAX CSO #4 | INSOMNI-UM NF GAD #9 | 8-HORAS ELE #7 | NOVO IN-SOMNIUM GAD #12 | ROHYPN-OL B7I #10 | ZOLODO-RM RC5 #14 | DORCAN MTP #13 | OTROS |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000AAJ - DEAN FUNES 402-500 | 3,5% | 2,98 | 0,43 | 8,22 | 33,6 | 40,9 | 13,39 | 0,12 | 0 | 0 | | 0,06 | | 0,18 | 0,06 | 0,06 |
| X5000EPH - AV COLON 701-799 | 2,5% | 8,49 | 23,98 | 16,07 | 7,74 | 18,07 | 4,5 | 7,49 | 1,83 | 2,25 | | 3,16 | 0,08 | 1,92 | 1,75 | 2,66 |
| X5016GDM - AV DR VELEZ SARSFIELD 4101-4- | 1,8% | 5,11 | 23,54 | 16,88 | 8,2 | 20,45 | 6,78 | 3,92 | 8,8 | 1,55 | 0,48 | 1,07 | 0 | 1,55 | 0,95 | 0,71 |
| X5016GDS - AV DR VELEZ SARSFIELD 3402-3- | 1,6% | 2,62 | 28,61 | 16,01 | 9,58 | 20,47 | 4,86 | 3,28 | 8,92 | 1,44 | 0,26 | 0,79 | 0,26 | 1,18 | 0,66 | 1,05 |
| X5000AMB - DUARTE QUIROS 1302-1400 | 1,5% | 5,61 | 25,18 | 16,26 | 6,76 | 10,79 | 4,75 | 6,62 | 6,33 | 1,44 | 0,72 | 8,49 | | 2,01 | 2,45 | 2,59 |
| **ACUM = 17,4%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | TONIBRAL TOTAL | Mercado: Tonibral XR | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | TONIBRAL TOTAL | | TONIBRAL GAD | TONIBRAL XR GAD | CARRIER CSO | NEUROPLUS B+L | MERITAL RMM | CONEXINE BET | NEUROPLUS XR B+L | CARRIER XR CSO | PRILBEN RC5 | MEMANTINA RICHET RH. | EBIXA LUN | LUCIDEX BAG | MEMANTINA TEVA TEV | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #4 | #7 | #12 | #1 | #2 | #3 | #6 | #8 | #10 | #9 | #13 | #5 | #11 | #14 | |
| **PAIS** | EVOLUCION MAT | 99 | 104 | 92 | 101 | 94 | 110 | 100 | 103 | 145 | 82 | 139 | 81 | 118 | 70 | 75 |
| BASE = 100% | MES | 3,36 | 2,33 | 1,03 | 38,47 | 27,37 | 6,51 | 4,51 | 4,06 | 3,96 | 2,98 | 4,26 | 2,07 | 1,84 | 0,53 | 0,08 |
| | TRIM | 3,7 | 2,58 | 1,12 | 37,24 | 28,16 | 6,79 | 4,54 | 4,12 | 3,92 | 3,15 | 3,75 | 2,12 | 1,95 | 0,47 | 0,07 |
| | **MAT** | **4,07** | **2,67** | **1,4** | **37,41** | **28,72** | **6,74** | **4,3** | **4,01** | **3,53** | **3,37** | **3,09** | **2,31** | **1,86** | **0,51** | **0,09** |
| | MATAA | 4,1 | 2,57 | 1,53 | 37,03 | 30,48 | 6,14 | 4,31 | 3,9 | 2,44 | 4,09 | 2,22 | 2,85 | 1,58 | 0,73 | 0,12 |
| | VALOR MERCADO: | | MES = 140.070 | | | | TRIM = 396.780 | | | | MAT = 1.575.605 | | | MATAA = 1.609.551 | | |
| **GERENCIA** | EVOLUCION MAT | 99 | 103 | 91 | 100 | 96 | 106 | 92 | 104 | 144 | 88 | 132 | 81 | 122 | 72 | 73 |
| GCIA = 51,2% | MES | 3,97 | 2,86 | 1,11 | 37,51 | 28,53 | 7,85 | 4,64 | 4,86 | 4,52 | 1,56 | 1,91 | 2,08 | 2,26 | 0,19 | 0,11 |
| | TRIM | 4,47 | 3,22 | 1,25 | 36,08 | 28,93 | 8,08 | 4,75 | 4,8 | 4,48 | 1,95 | 1,73 | 2,14 | 2,35 | 0,16 | 0,09 |
| | **MAT** | **4,83** | **3,3** | **1,53** | **35,98** | **29,8** | **7,9** | **4,58** | **4,61** | **3,98** | **2,03** | **1,51** | **2,31** | **2,16** | **0,21** | **0,11** |
| | MATAA | 4,89 | 3,21 | 1,68 | 35,87 | 31,16 | 7,42 | 4,98 | 4,42 | 2,77 | 2,3 | 1,14 | 2,85 | 1,77 | 0,29 | 0,15 |
| | VALOR MERCADO: | | MES = 69.679 | | | | TRIM = 199.601 | | | | MAT = 806.343 | | | MATAA = 809.759 | | |
| **DISTRITO** | EVOLUCION MAT | 106 | 110 | 99 | 101 | 94 | 104 | 93 | 108 | 136 | 108 | 107 | 94 | 139 | 76 | 65 |
| DIST = 19,4% | MES | 3,96 | 3,04 | 0,93 | 34,01 | 31,91 | 6,75 | 4,05 | 4,92 | 4,53 | 2,76 | 1,09 | 3,41 | 2,35 | 0,12 | 0,13 |
| | TRIM | 4,55 | 3,39 | 1,16 | 34,26 | 31,83 | 7,07 | 4,17 | 4,22 | 4,35 | 2,37 | 0,96 | 3,54 | 2,41 | 0,12 | 0,15 |
| | **MAT** | **4,76** | **3,33** | **1,43** | **34,4** | **32,72** | **7,35** | **3,75** | **3,83** | **3,93** | **2,22** | **0,89** | **3,64** | **2,18** | **0,16** | **0,17** |
| | MATAA | 4,47 | 3,02 | 1,45 | 34,19 | 34,99 | 7,09 | 4,03 | 3,54 | 2,89 | 2,06 | 0,83 | 3,86 | 1,57 | 0,21 | 0,26 |
| | VALOR MERCADO: | | MES = 13.146 | | | | TRIM = 38.283 | | | | MAT = 156.065 | | | MATAA = 160.929 | | |
| **REP** | EVOLUCION MAT | 112 | 132 | 84 | 100 | 95 | 103 | 103 | 106 | 160 | 115 | 66 | 90 | 150 | 62 | 62 |
| ZONA = 3,9% | MES | 4,96 | 3,65 | 1,31 | 34,52 | 29,62 | 8,72 | 5,11 | 3,98 | 2,53 | 2,46 | 0,92 | 5,07 | 1,73 | 0,09 | 0,28 |
| | TRIM | 5,38 | 4,1 | 1,28 | 34,18 | 29,82 | 8,2 | 4,84 | 3,91 | 2,63 | 2,72 | 0,83 | 5,2 | 1,82 | 0,03 | 0,43 |
| | **MAT** | **5,53** | **3,84** | **1,69** | **34,05** | **30,32** | **8,3** | **4,05** | **3,51** | **2,67** | **2,94** | **0,97** | **5,46** | **1,7** | **0,1** | **0,38** |
| | MATAA | 4,92 | 2,91 | 2,01 | 34,12 | 31,96 | 8,08 | 3,94 | 3,31 | 1,67 | 2,56 | 1,47 | 6,07 | 1,13 | 0,16 | 0,61 |
| | VALOR MERCADO: | | MES = 479 | | | | TRIM = 1.446 | | | | MAT = 6.084 | | | MATAA = 6.179 | | |

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de TONIBRAL TOTAL por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | TONIBRAL TOTAL | | TONIBRAL GAD | TONIBRAL XR GAD | CARRIER CSO | NEUROPLUS B+L | MERITAL RMM | CONEXINE BET | NEUROPLUS XR B+L | CARRIER XR CSO | PRILBEN RC5 | MEMANTINA RICHET RH. | EBIXA LUN | LUCIDEX BAG | MEMANTINA TEVA TEV | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #4 | | #7 | #12 | #1 | #2 | #3 | #6 | #8 | #10 | #9 | #13 | #5 | #11 | #14 | |
| **5000 - CORDOBA** | EVOLUCION MAT | 105 | 121 | 79 | 99 | 94 | 113 | 97 | 99 | 165 | 113 | 90 | 96 | 160 | 61 | 60 |
| **7%** % de zona = 69,2% | TRIM | 4,63 | 3,48 | 1,15 | 32,11 | 32,29 | 8,18 | 4,65 | 2,76 | 2,76 | 4,0 | 0,82 | 6,22 | 1,28 | 0,05 | 0,23 |
| PMS = 3 | **MAT** | **4,95** | **3,58** | **1,38** | **32,48** | **32,71** | **8,01** | **3,97** | **2,62** | **2,92** | **3,9** | **0,8** | **5,92** | **1,28** | **0,14** | **0,3** |
| **2400 - SAN FRANCISCO** | EVOLUCION MAT | 113 | 118 | 108 | 105 | 91 | 92 | 106 | 113 | 183 | 18 | 51 | 66 | 145 | | 83 |
| **50%** % de zona = 16,5% | TRIM | 5,05 | 3,03 | 2,02 | 46,46 | 13,13 | 10,91 | 4,44 | 8,89 | 3,43 | 0,0 | 0,81 | 2,83 | 3,43 | | 0,61 |
| PMS = 1 | **MAT** | **6,03** | **2,94** | **3,09** | **42,82** | **16,4** | **10,62** | **5,73** | **7,48** | **2,94** | **0,05** | **1,4** | **3,84** | **2,54** | | **0,15** |
| **5186 - ALTA GRACIA** | EVOLUCION MAT | 169 | 183 | 131 | 104 | 94 | 81 | 225 | 105 | 103 | 184 | 42 | 82 | 146 | 999 | 57 |
| **25%** % de zona = 12,6% | TRIM | 9,58 | 8,5 | 1,08 | 28,62 | 38,32 | 5,51 | 6,47 | 2,16 | 1,2 | 0,0 | 0,96 | 3,47 | 2,51 | 0,0 | 1,2 |
| PMS = 1 | **MAT** | **8,76** | **6,97** | **1,79** | **26,61** | **37,78** | **7,07** | **2,83** | **2,08** | **1,3** | **1,82** | **1,5** | **5,8** | **3,16** | **0,07** | **1,21** |
| **2438 - FRONTERA** | EVOLUCION MAT | 0 | | 0 | 108 | 96 | 78 | | 244 | 0 | | | | 0 | | |
| **100%** % de zona = 1,6% | TRIM | 0,0 | | 0,0 | 50,0 | 20,0 | 0,0 | | 30,0 | 0,0 | | | | 0,0 | | |
| PMS = 1 | **MAT** | **0,0** | | **0,0** | **70,0** | **11,0** | **7,0** | | **12,0** | **0,0** | | | | **0,0** | | |
| **5016 - CORDOBA** | EVOLUCION MAT | | | | 999 | 79 | | 999 | | | 999 | | | | | 0 |
| **13%** % de zona = 0,0% | TRIM | | | | 30,0 | 60,0 | | 0,0 | | | 10,0 | | | | | 0,0 |
| PMS = 1 | **MAT** | | | | **20,0** | **70,0** | | **5,0** | | | **5,0** | | | | | **0,0** |
| **ACUM=100%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| EVAR ALEJANDRO SUAREZ | TONIBRAL TOTAL | Mercado: Tonibral XR | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | TONIBRAL TOTAL | TONIBRAL GAD | TONIBRAL XR GAD | CARRIER CSO | NEUROPLUS B+L | MERITAL RMM | CONEXINE BET | NEUROPLUS XR B+L | CARRIER XR CSO | PRILBEN RC5 | MEMANTINA RICHET RH. | EBIXA LUN | LUCIDEX BAG | MEMANTINA TEVA TEV | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #7 | #12 | #1 | #2 | #3 | #6 | #8 | #10 | #9 | #13 | #5 | #11 | #14 | |
| TRIM | 5,34 | 3,39 | 1,95 | 31,26 | 33,77 | 8,15 | 3,95 | 3,21 | 1,59 | 3,26 | 0,75 | 7,02 | 0,83 | 0,14 | 0,74 |
| **MAT** | **5,42** | **4,15** | **1,27** | **30,19** | **31,99** | **8,72** | **4,39** | **2,96** | **3,26** | **3,66** | **0,74** | **6,67** | **1,61** | **0,09** | **0,29** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | TONIBRAL TOTAL | TONIBRAL GAD | TONIBRAL XR GAD | CARRIER CSO | NEUROPLUS B+L | MERITAL RMM | CONEXINE BET | NEUROPLUS XR B+L | CARRIER XR CSO | PRILBEN RC5 | MEMANTINA RICHET RH. | EBIXA LUN | LUCIDEX BAG | MEMANTINA TEVA TEV | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CASALE VIOLETA | CLM 2400 | 0,2% | | 75,0 | | 75,0 | 25,0 | | | | | | | | | | | |
| MAZA GONZALO | CIR 2400 | 0,2% | | | | | 100 | | | | | | | | | | | |
| MARLATTO LEANDRO DIEGO | CIR 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| ORTIZ RIERA CARLOS MARTIN | CLM 2400 | 0,1% | | | | | 88,89 | 11,11 | | | | | | | | | | |
| BALLARINO MARIA INES | CLM 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| | **ACUM =** | **0,7%** | | | | | | | | | | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,1% | | | | | 100 | | | | | | | | | | | |
| VIRANO HORACIO EDUARDO | URO 2400 | 0,1% | | | | | | 100 | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,0% | | | | | | | 33,33 | | | | | | 66,67 | | | |
| FERNANDEZ PATRICIA SOLEDAD | CLM 2400 | 0,0% | | 100 | | 100 | | | | | | | | | | | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | 33,33 | | 33,33 | | 66,67 | | | | | | | | | | |
| | **ACUM =** | **0,9%** | | | | | | | | | | | | | | | | |
| GIOINO RUBEN DARIO | 2400 | 0,0% | | | | | | 80,0 | | | | | | | | 20,0 | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,0% | | 50,0 | 50,0 | | | 50,0 | | | | | | | | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| VAZQUEZ GUSTAVO ALBERTO | CLM 5186 | 0,0% | | | | | 50,0 | 50,0 | | | | | | | | | | |
| | **ACUM =** | **0,9%** | | | | | | | | | | | | | | | | |
| ALONSO JAVIER ALBERTO | PSQ 2400 | 0,0% | | | | | | 100 | | | | | | | | | | |
| ECHEVARRIA MARIA FABIANA | CLM 2400 | 0,0% | | 100 | 100 | | | | | | | | | | | | | |
| ZABALA MARCOS ALEJANDRO | CLM 2400 | 0,0% | | | | | 100 | | | | | | | | | | | |
| FEININGER GERARDO DANIEL | 5186 | 0,0% | | 100 | | 100 | | | | | | | | | | | | |
| GONZALEZ PRISCILA IANINA | CLM 5016 | 0,0% | | | | | | | 100 | | | | | | | | | |
| | **ACUM =** | **0,9%** | | | | | | | | | | | | | | | | |
| OTTONELLO MARCELO | GIN 2400 | 0,0% | | | | | | 100 | | | | | | | | | | |
| | **ACUM =** | **0,9%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARTINELLI GRACIELA EDITH | CLM 5000 | 2,0% | 0,4 | 0,4 | | | 68,25 | | | 2,78 | 0,79 | 26,98 | 0,79 | | | | | |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 1,2% | 11,33 | 4,0 | 7,33 | 5,33 | | 43,33 | | | 2,0 | | 35,33 | | 2,0 | 0,67 | | |
| BLENCIO SERGIO FILIBERTO | N-T 5000 | 1,1% | | | | 72,99 | 2,19 | | 3,65 | | 3,65 | 14,6 | | | 0,73 | | | 2,19 |
| ZELECHOWSKI SERGIO JAVIER | CLM 5000 | 0,8% | 5,1 | 5,1 | | 40,82 | 36,73 | | 1,02 | | 8,16 | 2,04 | | | 6,12 | | | |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,5% | 4,48 | 4,48 | | 52,24 | 7,46 | | 7,46 | | | 14,93 | | | 13,43 | | | |
| | **ACUM =** | **6,5%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | TONIBRAL TOTAL | Mercado: Tonibral XR | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 3,9%

| | TONIBRAL TOTAL | TONIBRAL GAD | TONIBRAL XR GAD | CARRIER CSO | NEUROPLUS B+L | MERITAL RMM | CONEXINE BET | NEUROPLUS XR B+L | CARRIER XR CSO | PRILBEN RC5 | MEMANTINA RICHET RH. | EBIXA LUN | LUCIDEX BAG | MEMANTINA TEVA TEV | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #7 | #12 | #1 | #2 | #3 | #6 | #8 | #10 | #9 | #13 | #5 | #11 | #14 | |
| EVOLUCION MAT | 112 | 132 | 84 | 100 | 95 | 103 | 103 | 106 | 160 | 115 | 66 | 90 | 150 | 62 | 62 |
| MES | 4,96 | 3,65 | 1,31 | 34,52 | 29,62 | 8,72 | 5,11 | 3,98 | 2,53 | 2,46 | 0,92 | 5,07 | 1,73 | 0,09 | 0,28 |
| TRIM | 5,38 | 4,1 | 1,28 | 34,18 | 29,82 | 8,2 | 4,84 | 3,91 | 2,63 | 2,72 | 0,83 | 5,2 | 1,82 | 0,03 | 0,43 |
| **MAT** | **5,53** | **3,84** | **1,69** | **34,05** | **30,32** | **8,3** | **4,05** | **3,51** | **2,67** | **2,94** | **0,97** | **5,46** | **1,7** | **0,1** | **0,38** |
| MATAA | 4,92 | 2,91 | 2,01 | 34,12 | 31,96 | 8,08 | 3,94 | 3,31 | 1,67 | 2,56 | 1,47 | 6,07 | 1,13 | 0,16 | 0,61 |

VALOR MERCADO: MES = 479 TRIM = 1.446 MAT = 6.084 MATAA = 6.179

**PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de TONIBRAL TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | TONIBRAL TOTAL | TONIBRAL GAD | TONIBRAL XR GAD | CARRIER CSO | NEUROPLUS B+L | MERITAL RMM | CONEXINE BET | NEUROPLUS XR B+L | CARRIER XR CSO | PRILBEN RC5 | MEMANTINA RICH-RH. | EBIXA LUN | LUCIDEX - BAG | MEMANTINA TEVA TEV | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #4 | #7 | #12 | #1 | #2 | #3 | #6 | #8 | #10 | #9 | #13 | #5 | #11 | #14 | |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 1,5% | 44,01 | 33,66 | 4,85 | | 11,65 | 5,83 | | | | | | | | | |
| BERGERO MELISA | 1,5% | 44,01 | 33,66 | 4,85 | | 11,65 | 5,83 | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 1,0% | 45,19 | 40,87 | 0,96 | | 0,48 | 11,06 | | 1,44 | | | | | | | |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,9% | 53,76 | 40,32 | 0 | | 4,84 | 1,08 | | | | | | | | | |
| TRUCCO MARCOS ALEJANDRO | 0,7% | 55,48 | 16,77 | | 4,52 | 5,81 | | | 17,42 | | | | | | | |
| **ACUM = 5,6%** | | | | | | | | | | | | | | | | |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,7% | 36,17 | 43,97 | 9,22 | 5,67 | 4,96 | | | | | | | | | | |
| FARMACIA CARRA SALUD SA | 0,6% | 10,95 | 35,77 | | | 53,28 | | | | | | | | | | |
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,6% | 16,1 | 34,75 | | 11,86 | 37,29 | | | 0 | | | | | | | |
| FARMACIA FAMASALUD II | 0,5% | 37,39 | 57,39 | 0 | | 5,22 | 0 | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,4% | 25,26 | 48,42 | 11,58 | 9,47 | 5,26 | | | | | | | | | | |
| **ACUM = 8,4%** | | | | | | | | | | | | | | | | |
| FARMACIA B SALUD - B SALUD S.A. | 0,4% | 39,24 | 43,04 | 2,53 | | 15,19 | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,3% | 48,53 | 27,94 | 16,18 | | 7,35 | | | | | | | | | | |
| FARACI ESTELA ROSA | 0,1% | 24,14 | 41,38 | | 20,69 | | | 13,79 | 0 | | | | | | | |
| FCIA. MAXIFARMA | 0,1% | 56,52 | | 43,48 | | | | | | | | | | | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,1% | 50,0 | 0 | | 50,0 | | | | | | | | | | | |
| **ACUM = 9,4%** | | | | | | | | | | | | | | | | |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 100 | | | | | | | | | | | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 100 | | | | | | | 0 | | | | | | | |
| MONLLOR IVANA KARINA | 0,0% | | | | | | | | | | | | | | | |
| **ACUM = 9,4%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EPH - AV COLON 701-799 | 5,7% | 38,1 | 38,35 | 10,25 | 4,13 | 4,3 | 3,97 | | 0,91 | | | | | | |
| X5000BGA - FRANCISCO DE LAPRIDA 1-99 | 2,9% | 30,66 | 36,23 | 10,16 | 11,15 | 8,36 | 3,44 | | | | | | | | |
| X5000IIH - BVRD CHACABUCO 701-799 | 2,3% | 37,08 | 38,75 | 2,29 | 10,0 | 6,04 | 5,83 | | | | | | | | |
| X5000IIO - BVRD CHACABUCO 102-200 | 2,1% | 37,84 | 39,41 | 9,68 | 0,23 | 9,91 | 2,93 | | | | | | | | |
| X5000AMB - DUARTE QUIROS 1302-1400 | 2,1% | 24,26 | 54,88 | 7,26 | 5,44 | 4,99 | 2,49 | | 0,68 | | | | | | |
| **ACUM = 24,5%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | VANSERIN GAD | PIVALPEN BAG |
|---|---|---|
| RANKING TERRITORIO | #2 | #1 |

**PAIS**
BASE = 100%

| EVOLUCION MAT | 85 | 106 |
|---|---|---|
| MES | 26,22 | 73,78 |
| TRIM | 26,6 | 73,4 |
| **MAT** | **25,48** | **74,52** |
| MATAA | 29,87 | 70,13 |

VALOR MERCADO: MES = 1.537 TRIM = 4.447 MAT = 15.634 MATAA = 12.582

**GERENCIA**
GCIA = 46,4%

| EVOLUCION MAT | 74 | 121 |
|---|---|---|
| MES | 31,18 | 68,82 |
| TRIM | 32,14 | 67,86 |
| **MAT** | **33,74** | **66,26** |
| MATAA | 45,31 | 54,69 |

VALOR MERCADO: MES = 712 TRIM = 2.091 MAT = 7.249 MATAA = 5.350

**DISTRITO**
DIST = 13,1%

| EVOLUCION MAT | 65 | 130 |
|---|---|---|
| MES | 20,43 | 79,57 |
| TRIM | 22,4 | 77,6 |
| **MAT** | **29,5** | **70,5** |
| MATAA | 45,61 | 54,39 |

VALOR MERCADO: MES = 93 TRIM = 250 MAT = 949 MATAA = 752

**REP**
ZONA = 6,8%

| EVOLUCION MAT | 64 | 135 |
|---|---|---|
| MES | 17,95 | 82,05 |
| TRIM | 22,73 | 77,27 |
| **MAT** | **31,39** | **68,61** |
| MATAA | 49,35 | 50,65 |

VALOR MERCADO: MES = 5 TRIM = 14 MAT = 64 MATAA = 49

**PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de VANSERIN (GAD) por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | VANSERIN GAD | PIVALPEN BAG |
|---|---|---|
| | #2 | #1 |

**5000 - CORDOBA**
**7%** % de zona = 51,3%
PMS = 1

| EVOLUCION MAT | 74 | 122 |
|---|---|---|
| TRIM | 21,05 | 78,95 |
| **MAT** | **33,84** | **66,16** |

**2400 - SAN FRANCISCO**
**50%** % de zona = 43,6%
PMS = 1

| EVOLUCION MAT | 70 | 115 |
|---|---|---|
| TRIM | 25,0 | 75,0 |
| **MAT** | **23,21** | **76,79** |

**5186 - ALTA GRACIA**
**25%** % de zona = 5,1%
PMS = 1

| EVOLUCION MAT | 85 | 246 |
|---|---|---|
| TRIM | 0,0 | 0,0 |
| **MAT** | **76,92** | **23,08** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **EVAR ALEJANDRO SUAREZ** | **VANSERIN (GAD)** | **Mercado: Vanserin** | |
| **DIEGO ENRIQUE BONAPARTE** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | VANSERIN GAD | PIVALPEN BAG |
|---|---|---|
| RANKING TERRITORIO | #2 | #1 |
| **REP** TRIM | 37,5 | 62,5 |
| **MAT** | **47,87** | **52,13** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | |
|---|---|---|---|---|
| GONZALEZ JOSE LUIS | **NEU** | 2400 | 10,6% | 100 |
| CALDELARI ROBERTO HUGO | **CLM** | 2400 | 2,1% | 100 |

**ACUM = 12,7%**

## No Cruzados

| | | | | |
|---|---|---|---|---|
| KRISLAO DARIO | **CLM** | 5000 | 3,2% | 100 |
| SEGURA FACUNDO MANUEL | **TRA** | 5000 | 3,2% | 33,33 / 66,67 |
| CARBALLO NESTOR OSVALDO | **CLM** | 5000 | 2,1% | 100 |
| SAUL MARA MILAGROS | **CLM** | 5000 | 2,1% | 100 |
| FOSSA RIGLOS MARIA CECILIA | **CLM** | 5000 | 1,1% | 100 |

**ACUM = 24,4%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

| EVAR ALEJANDRO SUAREZ | TOTAL XELEVIA | Mercado: Xelevia | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | TOTAL XELEVIA | | XELEVIA MET GAD | XELEVIA GAD | XELEVIA XR GAD | TOTAL Z-OMARIST | JANUVIA MSD | TOTAL G-ALVUS | TOTAL J-ANUMET | TOTAL G-LUCEMIX | TOTAL T-RAYENTA | TOTAL VI-LZER | ONGLYZA AZN | GLUCAL RMM | KOMBIG-LYZE XR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RANKING TERRITORIO | #4 | #7 | #6 | #13 | #1 | #3 | #2 | #5 | #8 | #9 | #10 | #11 | #14 | #12 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 107 | 101 | 109 | 141 | 97 | 98 | 94 | 97 | 103 | 86 | 122 | 69 | 83 | 71 | 169 |
| | MES | 13,7 | 6,04 | 6,79 | 0,87 | 22,19 | 11,82 | 11,78 | 8,39 | 8,33 | 6,47 | 6,25 | 1,36 | 1,21 | 0,47 | 8,03 |
| | TRIM | 14,01 | 6,38 | 6,65 | 0,98 | 22,62 | 12,62 | 11,55 | 8,45 | 7,94 | 6,36 | 6,15 | 1,37 | 1,2 | 0,5 | 7,24 |
| | **MAT** | **13,73** | **6,41** | **6,5** | **0,82** | **22,69** | **13,39** | **12,04** | **9,12** | **7,82** | **6,73** | **5,5** | **1,52** | **1,28** | **0,56** | **5,62** |
| | MATAA | 12,85 | 6,33 | 5,94 | 0,58 | 23,44 | 13,67 | 12,82 | 9,4 | 7,62 | 7,82 | 4,52 | 2,2 | 1,54 | 0,79 | 3,32 |
| | | | VALOR MERCADO: | | MES = 334.250 | | | TRIM = 996.901 | | | MAT = 3.800.459 | | | MATAA = 3.349.043 | | |
| **GERENCIA** GCIA = 56,4% | EVOLUCION MAT | 108 | 102 | 112 | 139 | 98 | 95 | 93 | 95 | 102 | 86 | 121 | 69 | 89 | 71 | 160 |
| | MES | 13,26 | 6,26 | 6,12 | 0,89 | 27,3 | 9,82 | 10,83 | 9,33 | 8,38 | 5,55 | 6,07 | 1,01 | 1,07 | 0,48 | 6,89 |
| | TRIM | 13,49 | 6,6 | 5,88 | 1,01 | 28,01 | 9,87 | 10,77 | 9,08 | 7,97 | 5,61 | 5,95 | 1,04 | 1,08 | 0,46 | 6,66 |
| | **MAT** | **13,36** | **6,72** | **5,78** | **0,86** | **27,67** | **10,43** | **11,28** | **9,64** | **7,82** | **6,05** | **5,25** | **1,18** | **1,13** | **0,53** | **5,66** |
| | MATAA | 12,38 | 6,59 | 5,18 | 0,62 | 28,15 | 10,95 | 12,08 | 10,12 | 7,64 | 7,05 | 4,34 | 1,72 | 1,27 | 0,75 | 3,54 |
| | | | VALOR MERCADO: | | MES = 187.345 | | | TRIM = 557.833 | | | MAT = 2.142.217 | | | MATAA = 1.912.204 | | |
| **DISTRITO** DIST = 20,8% | EVOLUCION MAT | 109 | 104 | 110 | 141 | 95 | 101 | 90 | 99 | 99 | 90 | 105 | 73 | 90 | 71 | 204 |
| | MES | 16,47 | 7,32 | 8,07 | 1,08 | 19,14 | 14,38 | 13,06 | 9,23 | 8,65 | 4,94 | 5,35 | 1,7 | 0,57 | 0,44 | 6,06 |
| | TRIM | 16,4 | 7,48 | 7,64 | 1,28 | 19,95 | 14,12 | 12,77 | 9,09 | 8,56 | 5,28 | 5,06 | 1,74 | 0,59 | 0,42 | 6,01 |
| | **MAT** | **16,28** | **7,52** | **7,72** | **1,04** | **20,55** | **14,3** | **13,21** | **9,17** | **8,55** | **5,65** | **4,49** | **1,88** | **0,61** | **0,47** | **4,84** |
| | MATAA | 14,94 | 7,2 | 6,99 | 0,74 | 21,55 | 14,16 | 14,63 | 9,22 | 8,65 | 6,29 | 4,29 | 2,56 | 0,68 | 0,66 | 2,37 |
| | | | VALOR MERCADO: | | MES = 39.442 | | | TRIM = 115.704 | | | MAT = 444.583 | | | MATAA = 403.096 | | |
| **REP** ZONA = 4,6% | EVOLUCION MAT | 108 | 101 | 111 | 144 | 97 | 103 | 93 | 105 | 88 | 88 | 118 | 72 | 90 | 74 | 165 |
| | MES | 16,37 | 7,37 | 7,8 | 1,21 | 18,06 | 14,57 | 16,56 | 9,75 | 5,73 | 3,71 | 4,52 | 2,43 | 0,97 | 1,31 | 6,01 |
| | TRIM | 15,83 | 7,09 | 7,34 | 1,39 | 18,84 | 15,58 | 16,1 | 9,95 | 5,23 | 3,93 | 4,35 | 2,43 | 0,83 | 1,2 | 5,71 |
| | **MAT** | **15,26** | **7,0** | **7,27** | **0,98** | **18,71** | **16,05** | **16,6** | **10,12** | **5,36** | **4,29** | **3,86** | **2,56** | **0,8** | **1,22** | **5,16** |
| | MATAA | 14,17 | 6,96 | 6,53 | 0,68 | 19,29 | 15,57 | 17,87 | 9,62 | 6,11 | 4,89 | 3,27 | 3,56 | 0,89 | 1,65 | 3,12 |
| | | | VALOR MERCADO: | | MES = 1.782 | | | TRIM = 5.336 | | | MAT = 20.235 | | | MATAA = 17.802 | | |

**PUNTO DE MARKET SHARE = 17 UNIDADES estimadas de TOTAL XELEVIA por mes.**

# 4. PRINCIPALES CODIGOS POSTALES

| | TOTAL XELEVIA | | XELEVIA MET GAD | XELEVIA GAD | XELEVIA XR GAD | TOTAL Z-OMARIST | JANUVIA MSD | TOTAL G-ALVUS | TOTAL J-ANUMET | TOTAL G-LUCEMIX | TOTAL T-RAYENTA | TOTAL VI-LZER | ONGLYZA AZN | GLUCAL RMM | KOMBIG-LYZE XR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #4 | #7 | #6 | #13 | #1 | #3 | #2 | #5 | #8 | #9 | #10 | #11 | #14 | #12 | |
| **5000 - CORDOBA** 7% % de zona = 51,4% PMS = 9 | EVOLUCION MAT | 113 | 105 | 115 | 144 | 92 | 101 | 95 | 96 | 92 | 89 | 108 | 70 | 98 | 59 | 177 |
| | TRIM | 17,58 | 6,55 | 9,41 | 1,62 | 16,02 | 15,6 | 18,64 | 7,25 | 3,64 | 5,62 | 4,45 | 2,68 | 0,51 | 0,41 | 7,59 |
| | **MAT** | **17,07** | **6,66** | **9,24** | **1,17** | **15,89** | **16,32** | **18,76** | **8,01** | **3,55** | **5,93** | **3,75** | **2,81** | **0,57** | **0,51** | **6,85** |
| **2400 - SAN FRANCISCO** 50% % de zona = 33,6% PMS = 6 | EVOLUCION MAT | 98 | 92 | 104 | 148 | 101 | 108 | 85 | 116 | 90 | 79 | 130 | 76 | 89 | 81 | 137 |
| | TRIM | 10,2 | 5,87 | 3,7 | 0,63 | 20,68 | 18,54 | 15,04 | 15,24 | 4,41 | 1,68 | 5,04 | 2,85 | 1,08 | 2,08 | 3,16 |
| | **MAT** | **9,52** | **5,59** | **3,49** | **0,43** | **21,49** | **18,61** | **15,56** | **14,29** | **4,61** | **1,91** | **4,81** | **2,88** | **1,07** | **2,12** | **3,14** |
| **5186 - ALTA GRACIA** 25% % de zona = 12,7% PMS = 2 | EVOLUCION MAT | 107 | 105 | 106 | 126 | 105 | 100 | 96 | 96 | 85 | 94 | 126 | 63 | 84 | 78 | 152 |
| | TRIM | 23,84 | 12,81 | 8,96 | 2,07 | 23,48 | 11,26 | 7,57 | 8,13 | 12,91 | 3,85 | 2,11 | 1,05 | 0,46 | 0,2 | 5,14 |
| | **MAT** | **24,44** | **13,09** | **9,72** | **1,63** | **21,4** | **10,64** | **8,05** | **8,38** | **14,91** | **4,77** | **1,59** | **1,2** | **0,32** | **0,14** | **4,17** |
| **2438 - FRONTERA** 100% % de zona = 2,3% PMS = 1 | EVOLUCION MAT | 139 | 105 | 120 | 999 | 91 | 47 | 119 | 109 | 106 | | 118 | | 73 | 74 | 999 |
| | TRIM | 9,09 | 1,52 | 4,55 | 3,03 | 25,0 | 0,76 | 27,27 | 5,3 | 4,55 | | 6,06 | | 6,06 | 11,36 | 4,55 |
| | **MAT** | **7,94** | **1,5** | **5,15** | **1,29** | **26,39** | **3,0** | **30,47** | **6,22** | **4,29** | | **4,51** | | **4,51** | **10,09** | **2,58** |
| **5016 - CORDOBA** 13% % de zona = 0,1% PMS = 1 | EVOLUCION MAT | 136 | 999 | 109 | | 105 | 41 | 235 | 999 | | 999 | 491 | 0 | 82 | | 33 |
| | TRIM | 10,0 | 10,0 | 0,0 | | 15,0 | 15,0 | 35,0 | 5,0 | | 0,0 | 10,0 | 0,0 | 0,0 | | 10,0 |
| | **MAT** | **11,36** | **2,27** | **9,09** | | **20,45** | **9,09** | **26,14** | **6,82** | | **1,14** | **13,64** | **0,0** | **2,27** | | **9,09** |

**ACUM=100%**

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | TOTAL XELEVIA | XELEVIA MET GAD | XELEVIA GAD | XELEVIA XR GAD | TOTAL Z-OMARIST | JANUVIA MSD | TOTAL G-ALVUS | TOTAL J-ANUMET | TOTAL G-LUCEMIX | TOTAL T-RAYENTA | TOTAL VI-LZER | ONGLYZA AZN | GLUCAL RMM | KOMBIG-LYZE XR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #7 | #6 | #13 | #1 | #3 | #2 | #5 | #8 | #9 | #10 | #11 | #14 | #12 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 15,0 | 6,12 | 8,11 | 0,77 | 15,26 | 18,22 | 21,12 | 8,44 | 4,77 | 7,02 | 3,32 | 4,08 | 0,57 | 1,26 | 0,95 |
| **MAT** | **15,23** | **6,32** | **7,9** | **1,01** | **15,21** | **18,16** | **20,91** | **8,34** | **4,68** | **5,7** | **4,49** | **3,04** | **0,68** | **0,74** | **2,81** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GIOINO RUBEN DARIO | 2400 | 0,8% | 0,37 | | 0,37 | | 9,29 | | 65,06 | | 14,87 | 6,32 | | 1,12 | 2,97 | | |
| MAZA GONZALO | CIR 2400 | 0,4% | | | | | 12,5 | 55,56 | 5,56 | | 26,39 | | | | | | |
| SECRESTAT ROBERTO ANDRES | CLM 2400 | 0,4% | | | | | 89,36 | | 4,26 | 3,55 | | | | | | 2,84 | |
| FASSI RUBEN OMAR | CLM 2400 | 0,3% | | | | | 55,93 | | 6,78 | | | | | 37,29 | | | |
| PIGNATA HORACIO ANTONIO | CLM 2400 | 0,3% | | | | | 51,38 | 36,7 | | | 4,59 | | | | | | 7,34 |
| | **ACUM =** | **2,2%** | | | | | | | | | | | | | | | |
| CALVIMONTE ROLANDO JOSE | CIR 2400 | 0,3% | 23,16 | 23,16 | | | 16,84 | 50,53 | | 9,47 | | | | | | | |
| CASTELLANO CARLOS ALBERTO | NEF 2400 | 0,2% | | | | | 72,46 | | 5,8 | | 2,9 | | 5,8 | 13,04 | | | |
| CALDELARI ROBERTO HUGO | CLM 2400 | 0,2% | 12,12 | 12,12 | | | | | 33,33 | | 54,55 | | | | | | |
| AIMINO PAULA ANDREA | CLM 2400 | 0,2% | 1,59 | 1,59 | | | 69,84 | 1,59 | | 26,98 | | | | | | | |
| LIGNINI EVANGELINA | CIR 2400 | 0,1% | | | | | 4,17 | 37,5 | 4,17 | | | | 50,0 | | | | 4,17 |
| | **ACUM =** | **3,2%** | | | | | | | | | | | | | | | |
| BERARDO ORLANDO CESAR | CLM 2400 | 0,1% | 21,74 | 21,74 | | | | | | 4,35 | 47,83 | | 8,7 | 8,7 | | | 8,7 |
| CAMBURSANO DANTE LIVIO | CIR 2400 | 0,1% | | | | | 100 | | | | | | | | | | |
| FUGIGLANDO MAURO ENZO | CLM 2400 | 0,1% | | | | | 6,25 | | 12,5 | | | | 50,0 | | | | 31,25 |
| PISPIEIRO MARIANO | CIR 2400 | 0,1% | | | | | 59,26 | | | | | | | | 40,74 | | |
| CASALE VIOLETA | CLM 2400 | 0,1% | | | | | | | | 95,65 | | 4,35 | | | | | |
| | **ACUM =** | **3,7%** | | | | | | | | | | | | | | | |
| DE LA FUENTE JORGE LUIS | CLM 5016 | 0,1% | | | | | 9,09 | 27,27 | | | | 54,55 | | | | | 9,09 |
| GONZALEZ ANDRES ALBERTO | CIR 2400 | 0,1% | | | | | 40,0 | 60,0 | | | | | | | | | |
| CORREA HECTOR DANIEL | CLM 2400 | 0,0% | | | | | | | | | | | | 62,5 | 37,5 | | |
| MARLATTO MARIANA GUADALUPE | CLM 2400 | 0,0% | | | | | | | 85,71 | | | | | 14,29 | | | |
| MARTELLI DANIEL FERNANDO | N-T 2400 | 0,0% | | | | | | | 33,33 | | 66,67 | | | | | | |
| | **ACUM =** | **3,9%** | | | | | | | | | | | | | | | |

| | | | TOTAL X-ELEVIA #4 | XELEVIA MET GAD #7 | XELEVIA GAD #6 | XELEVIA XR GAD #13 | TOTAL Z-OMARIST #1 | JANUVIA MSD #3 | TOTAL G-ALVUS #2 | TOTAL J-ANUMET #5 | TOTAL G-LUCEMIX #8 | TOTAL T-RAYENTA #9 | TOTAL VI-LZER #10 | ONGLYZA AZN #11 | GLUCAL RMM #14 | KOMBIG-LYZE XR AZN #12 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FERNANDEZ PEHUEN | NEF 5016 | 0,0% | | | | | | | | | | 100 | | | | | |
| ROFFE CARLOS OSCAR | CLM 2400 | 0,0% | | | | | | | 100 | | | | | | | | |
| STOPPANI GUSTAVO ANDRES | GET 2400 | 0,0% | | | | | | | | 100 | | | | | | | |
| GILETTA GABRIELA SUSANA | CLM 2400 | 0,0% | | | | | | 100 | | | | | | | | | |
| PANERO DANIEL ENRIQUE | CLM 2400 | 0,0% | | | | | | | 100 | | | | | | | | |
| | **ACUM =** | **3,9%** | | | | | | | | | | | | | | | |
| FIORENTINO MARIA SOLEDAD | CLM 5016 | 0,0% | | | | | 100 | | | | | | | | | | |
| KAPLAN RUTH LIA | CLM 5016 | 0,0% | | | | | | 66,67 | 33,33 | | | | | | | | |
| OTTONELLO MARCELO | GIN 2400 | 0,0% | | | | | 66,67 | | | 33,33 | | | | | | | |
| SAEZ MUÃ□OZ CLAUDIA ANGELICA | CLM 5016 | 0,0% | | | | | | 100 | | | | | | | | | |
| BALLARINO MARIA INES | CLM 2400 | 0,0% | | | | | | | 50,0 | | | 50,0 | | | | | |
| | **ACUM =** | **3,9%** | | | | | | | | | | | | | | | |
| FEININGER GERARDO DANIEL | 5186 | 0,0% | | | | | 50,0 | 50,0 | | | | | | | | | |
| GONZALEZ JACQUELINE GRISELDA | CLM 5186 | 0,0% | | | | | | | | | | 100 | | | | | |
| GONZALEZ PRISCILA IANINA | CLM 5016 | 0,0% | | | | | | | | | | | 50,0 | | | | 50,0 |
| HIGA MARIANO ANTONIO | GET 5016 | 0,0% | | | | | | 100 | | | | | | | | | |
| KAZEPIS LILIAN RUTH | CLM 2400 | 0,0% | | | | | 50,0 | | | | | | | | | | 50,0 |
| | **ACUM =** | **3,9%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GARNIER JOSUE ARIEL | CLM 5000 | 0,9% | 5,26 | 5,26 | | | 16,12 | | 8,22 | | 49,01 | 20,07 | | | | 1,32 |
| GOMEZ JORGE MANUEL | CRD 5000 | 0,6% | 8,41 | 4,42 | 3,98 | | 14,6 | 22,12 | 23,01 | 4,42 | 3,1 | 14,6 | | 9,29 | | 0,44 |
| MORENO PAOLA ANDREA | CLM 5000 | 0,6% | 13,9 | 5,38 | 8,52 | | 6,73 | 32,29 | 17,49 | 10,76 | | 10,31 | 7,17 | 1,35 | | |
| PALAZON ENRIQUE FRANCISCO | CLM 5000 | 0,6% | 20,19 | | 10,58 | 9,62 | 1,44 | 37,5 | 20,67 | 6,73 | 1,44 | 11,54 | | | | 0,48 |
| DIAZ SERGIO ALEJANDRO | CRD 5000 | 0,5% | | | | | 1,24 | 63,98 | 19,88 | 1,24 | 9,32 | | 4,35 | | | |
| | **ACUM =** | **7,1%** | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO ✔: Visitado, **R:** Visitado por Otro Rep

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| EVAR ALEJANDRO SUAREZ | TOTAL XELEVIA | Mercado: Xelevia | |
|---|---|---|---|
| DIEGO ENRIQUE BONAPARTE | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | TOTAL XELEVIA | XELEVIA MET GAD | XELEVIA GAD | XELEVIA XR GAD | TOTAL Z-OMARIST | JANUVIA MSD | TOTAL G-ALVUS | TOTAL J-ANUMET | TOTAL G-LUCEMIX | TOTAL T-RAYENTA | TOTAL VI-LZER | ONGLYZA AZN | GLUCAL RMM | KOMBIG-LYZE XR AZN | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #7 | #6 | #13 | #1 | #3 | #2 | #5 | #8 | #9 | #10 | #11 | #14 | #12 | |
| **REP** EVOLUCION MAT | 108 | 101 | 111 | 144 | 97 | 103 | 93 | 105 | 88 | 88 | 118 | 72 | 90 | 74 | 165 |
| ZONA = 4,6% MES | 16,37 | 7,37 | 7,8 | 1,21 | 18,06 | 14,57 | 16,56 | 9,75 | 5,73 | 3,71 | 4,52 | 2,43 | 0,97 | 1,31 | 6,01 |
| TRIM | 15,83 | 7,09 | 7,34 | 1,39 | 18,84 | 15,58 | 16,1 | 9,95 | 5,23 | 3,93 | 4,35 | 2,43 | 0,83 | 1,2 | 5,71 |
| **MAT** | **15,26** | **7,0** | **7,27** | **0,98** | **18,71** | **16,05** | **16,6** | **10,12** | **5,36** | **4,29** | **3,86** | **2,56** | **0,8** | **1,22** | **5,16** |
| MATAA | 14,17 | 6,96 | 6,53 | 0,68 | 19,29 | 15,57 | 17,87 | 9,62 | 6,11 | 4,89 | 3,27 | 3,56 | 0,89 | 1,65 | 3,12 |

VALOR MERCADO: MES = 1.782 TRIM = 5.336 MAT = 20.235 MATAA = 17.802

**PUNTO DE MARKET SHARE = 17 UNIDADES estimadas de TOTAL XELEVIA por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARM.AMUR-ASOC. RURAL SAN FRANCISO | 0,9% | 2,56 | 1,35 | 0,21 | 0 | 1,0 | 68,04 | 13,38 | 11,96 | 0,36 | 1,57 | | 0,36 | 1,57 | 0,21 |
| FARMACIA MAS VIDA I - ARMANDO M.J. | 0,7% | 5,11 | 3,49 | 0,94 | 0,51 | 0,17 | 64,09 | 14,72 | 9,79 | 0,34 | 4,94 | 0,09 | 0,68 | | 0,26 |
| BERGERO MELISA | 0,7% | 5,11 | 3,49 | 0,94 | 0,51 | 0,17 | 64,09 | 14,72 | 9,79 | 0,34 | 4,94 | 0,09 | 0,68 | | 0,26 |
| FARMACIA AMADEO - RODRIGUEZ MARIA D | 0,7% | 6,04 | 4,33 | 1,17 | 0,09 | 0,45 | 58,65 | 12,53 | 15,87 | 5,05 | 0,27 | 1,44 | 1,89 | | 3,25 |
| ASOCIACION MUTUAL CENTRO MEDICO DE | 0,5% | 7,03 | 6,9 | | | 0,13 | 57,55 | 16,02 | 13,54 | 2,21 | 2,08 | 0 | | 1,17 | 0,39 |
| **ACUM = 3,5%** | | | | | | | | | | | | | | | |
| TRAVERSO RUBEN EDUARDO | 0,4% | 2,5 | 0,16 | 2,03 | 0,16 | 0,16 | 69,58 | 19,97 | 6,86 | 0,62 | 0 | | 0 | 0,31 | 0,16 |
| FARMACIA CARRA SALUD SA | 0,4% | 4,15 | 3,51 | 0,48 | 0,16 | | 69,49 | 14,7 | 11,5 | | | 0,16 | | | 0 |
| FARMACIA B SALUD - B SALUD S.A. | 0,3% | 3,45 | 1,73 | 0,19 | 0,19 | 1,34 | 81,57 | 6,14 | 4,8 | 3,07 | | 0,19 | 0 | 0,58 | 0,19 |
| FARMACIA FAMASALUD II | 0,3% | 5,51 | 5,51 | | | | 58,46 | 14,76 | 13,19 | 1,97 | 4,72 | | 1,18 | 0 | 0,2 |
| FCIA. MAXIFARMA | 0,3% | 4,26 | 3,81 | 0,22 | 0,22 | | 69,73 | 2,24 | 5,61 | 1,35 | 1,35 | 10,09 | | | 5,38 |
| **ACUM = 5,2%** | | | | | | | | | | | | | | | |
| MARENGO SILVIA DEL CARMEN | 0,3% | 4,23 | 1,17 | | 0,7 | 2,35 | 78,64 | 6,1 | 11,03 | | | | | | 0 |
| FARACI ESTELA ROSA | 0,3% | 13,83 | 7,28 | 0 | 1,94 | 4,61 | 57,52 | 4,85 | 16,5 | 6,31 | | 0 | 0,73 | 0,24 | |
| MONLLOR IVANA KARINA | 0,2% | 9,43 | 5,12 | 4,04 | | 0,27 | 69,54 | 2,16 | 11,05 | 5,93 | 1,89 | 0 | 0 | | |
| TRUCCO MARCOS ALEJANDRO | 0,2% | 2,61 | 0,87 | 1,74 | | | 64,35 | 13,33 | 13,04 | 6,09 | | | 0,58 | | |
| FARMACIA ABRIL - FARKAS NELIDA MERC | 0,2% | 12,2 | 9,35 | 0 | 2,03 | 0,81 | 27,64 | 8,54 | 16,26 | 19,51 | 3,25 | 10,57 | 0,41 | 1,22 | 0,41 |
| **ACUM = 6,4%** | | | | | | | | | | | | | | | |
| DIPIAZZA LORENA ANDREA | 0,1% | 0 | | | | | 86,3 | 8,22 | 3,42 | | 0 | | | | 2,05 |
| FARMACIA VILLAFAÑE-VILAFAÑE HECTOR | 0,0% | 2,13 | 2,13 | | | | 97,87 | 0 | 0 | | 0 | | | | |
| FARMACIA F Y F- FORTES GLADYS ALICI | 0,0% | 0 | | | | | 45,45 | | 9,09 | 27,27 | 0 | | | | 18,18 |
| FARMASAN I(CBA) | 0,0% | 0 | | | | | 100 | | | | | | | | |
| **ACUM = 6,5%** | | | | | | | | | | | | | | | |
| | | TOTAL X-ELEVIA | XELEVIA - MET GAD | XELEVIA GAD | XELEVIA - XR GAD | TOTAL Z-OMARIST | JANUVIA MSD | TOTAL G-ALVUS | TOTAL J-ANUMET | TOTAL G-LUCEMIX | TOTAL T-RAYENTA | TOTAL VI-LZER | ONGLYZA AZN | GLUCAL RMM | KOMBIGL-YZE XR AZN | OTROS |
| | | #4 | #7 | #6 | #13 | #1 | #3 | #2 | #5 | #8 | #9 | #10 | #11 | #14 | #12 | |

### No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000IIS - BVRD CHACABUCO 502-600 | 4,0% | 1,27 | 0,61 | 0,5 | 0 | 0,17 | 91,63 | 3,59 | 2,05 | 0,64 | 0,45 | 0,02 | | | 0,36 |
| X5000EPH - AV COLON 701-799 | 2,2% | 9,91 | 5,58 | 2,22 | 0,62 | 1,49 | 58,42 | 11,69 | 15,07 | 4,59 | 1,07 | 0,93 | 0,93 | 0,31 | 2,08 |
| X5000AAJ - DEAN FUNES 402-500 | 1,7% | 10,75 | 8,52 | 2,24 | | 0 | 70,58 | 0,5 | 0,78 | 11,36 | 2,66 | 0,07 | 0 | 3,12 | 0,18 |
| X5000KTE - CANONIGO M DEL CORRO 201-299 | 1,7% | 3,59 | 2,83 | 0,25 | | 0,51 | 51,05 | 9,0 | 31,28 | 2,18 | 0,44 | 0,04 | 1,6 | 0,83 | |
| X5000JQB - GRAL MANUEL BELGRANO 2-100 | 1,6% | 7,49 | 4,94 | 1,53 | 0,56 | 0,45 | 53,89 | 14,6 | 20,73 | 2,58 | 0,26 | 0,07 | 0,22 | | 0,15 |
| **ACUM = 17,7%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 2400 - 2438 - 5000 - 5016 - 5186

LIDER SEGUNDO

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

Resumen

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| Medicos | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total a Conquistar** | 1 | 3 | 6 | 29 | 35 | 20 | 3 | 8 | 24 | 21 | 21 | 43 | 1 | 6 | 24 | 10 | 12 | | 18 | 27 | 27 | 11 | 28 | 12 | | 9 | 4 | 2 | 12 | 57 | 8 | 19 | 34 | 8 | 7 | 1 | 9 | 13 | 20 | | 1 | 16 | 2 | 11 |
| **Total a Crecer** | 18 | 57 | 7 | 1 | | 15 | 5 | 35 | 13 | 7 | 9 | 1 | 10 | 20 | | 9 | 14 | 5 | 7 | | 12 | 12 | 11 | 26 | | 1 | 8 | 4 | 3 | | 1 | 5 | 3 | 12 | 6 | 13 | 12 | 26 | | | 27 | 1 | | 10 |
| **Total a Defender** | 13 | 29 | 12 | 8 | | 7 | 11 | 13 | 14 | 3 | 14 | 6 | 16 | 10 | | 11 | 10 | 36 | 13 | 8 | 22 | 12 | 9 | 12 | 7 | 1 | 14 | 3 | 8 | 7 | 8 | 10 | 1 | 14 | 7 | 25 | 9 | 5 | 3 | 4 | 39 | 7 | 1 | 10 |
| **Total a Mantener** | 18 | 54 | 14 | 6 | | 14 | 16 | 21 | 14 | 3 | 14 | 4 | 11 | 18 | | 11 | 14 | 41 | 4 | 4 | 26 | 14 | 14 | 64 | 13 | 4 | 14 | 5 | 6 | 2 | 15 | 5 | 4 | 50 | 1 | 24 | 10 | 37 | 6 | 1 | 58 | 5 | 3 | 3 |
| **Total a Revisar** | 5 | 119 | 18 | 86 | 51 | 78 | 9 | 63 | 22 | 28 | 98 | 29 | 9 | 31 | 29 | 26 | 54 | 8 | 28 | 50 | 93 | 33 | 77 | 96 | 1 | 4 | 16 | 2 | 24 | 73 | 10 | 68 | 104 | 83 | 9 | 11 | 15 | 118 | 19 | | 25 | 40 | 1 | 56 |
| ✔ ABDEL MASIH RICARDO SA CLM | | R | | R | R | R | | R | R | | R | | | | | | R | | | | R | | | M | | | | | | | | | R | M | | | | M | | | M | | | |
| ✔ ABREGO MAXIMILIANO OTR | | | | | | | | C+ | C+ | M | | | | | | D | | | D | | R | | | R | | | | | | | D | | R | | R | | C+ | M | | | M | | | |
| ✔ AIMINO PAULA ANDREA CLM | | C+ | | C1 | R | C1 | | | | | C1 | | | | | | C1 | | | R | D | | C1 | R | | | | | R | R | R | | C1 | C1 | | | | C1 | | | D | M | | C+ |
| ✔ ALBERTINI RICARDO ARTU CLM | M | M | | | | | | R | | | R | | | | | | M | | | | R | R | M | | | | | | | | | | R | | | | | R | | | | | | R |
| ALDAVE ABIGAIL AYELEN CLM | | R | | | | | | | | | | | D | | R | | | | | | | | D | R | | | | | M | R | | | | | | | | R | | | | R | | |
| ✔ ALONSO JAVIER ALBERTO PSQ | | C+ | | | | | | | | C1 | | C1 | | C+ | R | | | D | | | C1 | | R | R | M | | | | | C1 | | | R | | | M | | | | | R | R | | |
| ✔ ALVAREZ MAGDALENA NEF | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | |
| ALZUGARAY MARIA EUGENIA PSQ | | C+ | | | | | | | | | R | | | C+ | | | M | D | | | R | | | R | | | | | | C1 | | | R | | | | | R | | | | | | |
| ✔ AMAISON AYELEN ALEXIA CLM | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | R | | | | R | | | R | | | |
| ✔ AME RICARDO MARTIN CLM | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | |
| ✔ AMUCHASTEGUI TOMAS CLM | | M | | | | R | | | | | | | | | | | | | | R | R | | | M | | | | | | | | | R | | | | | M | | | | | | |
| ARAMAYO MARIA CANDELA CLM | | R | | R | | R | D | M | C1 | | C+ | | | | | | M | M | R | | C+ | D | | R | | | | | | R | | R | R | R | | R | | M | | | | | | R |
| ARAYA MARIA TERESA CLM | | C+ | | | | R | | | | C1 | | C1 | D | C+ | | | | D | | | | | C1 | R | | | D | | | C1 | | R | R | R | | D | | | | | C+ | D | | R |
| ✔ ARBACH FLORENCIA GIN | | | | | | | | R | M | | | | | | | M | | | R | | R | | | | | | | | | | | | | | | | | | | | R | | | |
| ✔ ARIAS ALBAREZ HISBETH Y CLM | | | R | | | | | D | | | | | | | | R | | | R | | | | | | | | | | | | | | | | | | | | | | | | | |
| ARRIBILLAGA LEANDRO CR URO | | M | | R | R | | | M | | | R | | | C1 | | | R | | | R | R | M | R | M | | | | C+ | | | | C1 | R | M | | | | R | | | | R | | R |
| BACILE ELIZABETH ALEJAN NEU | | C+ | | R | R | | | R | | C1 | R | | R | D | C1 | | | | | | R | | R | M | M | C1 | | | C1 | C1 | | R | | M | | | | R | | | C+ | R | | |
| ✔ BAENAS DIEGO FEDERICO CLM | | R | | | | R | | | | | | | | | | | | | | | M | | R | M | | | | | | | | R | | R | | | | | | | | | | |
| BAEZ CABANILLAS MARIA E GIN | | M | R | | | | M | C+ | C+ | | | | | | | C+ | | | C+ | R | R | | | R | | | | | | | | | | M | | | R | R | | | | | | |
| BAEZ JUAN PABLO CLM | | C+ | | | | | | | | C+ | | | R | R | | | | D | | M | | | R | R | | C1 | R | | | C1 | | | R | | | | | M | | | C+ | | | |
| ✔ BALDERRAMO DOMINGO C GET | | R | | | | | | | | | R | | | | | | | | | | M | | R | M | | | | | | | | | | | | | | | | | | | | |
| ✔ BALLARINO MARIA INES CLM | | R | | | C1 | R | | | | | R | C1 | M | | C1 | | | | | | R | R | | | | | | | R | | | | R | | | | | R | | | M | R | | R |
| ✔ BANUS MARIA VICTORIA END | | M | | | | | | R | | | R | | | | | | | | | | M | R | | M | | | | | | R | | | | | | | | R | | | R | | | |
| ✔ BAROVERO GUADALUPE LIL GIN | | M | D | R | | R | | C+ | D | | | | M | | | D | R | | C1 | | D | M | | R | | | | | | | | | | R | | D | R | | | M | | | |
| ✔ BARRIONUEVO WALTER EM CLM | | R | M | | | | | C+ | D | | | | | | | R | | | D | | M | | | R | | | | | | | M | | | | | D | | | | | | | | |
| BECCACECE GUILLERMO M CLM | | R | | R | | | | | M | R | | | | | | | | | | | C1 | | | R | | | | | R | | D | R | R | | | | | M | | | M | | | |
| ✔ BEGLIARDO MARIA AGOSTI GET | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ BELADELLI MARINA ANDREA CLM | | R | | R | R | R | | | | | | | | | | | R | | | | R | | R | | M | | | | | | | R | R | | | | | | | | | | | |
| BELLOTTO BRIONES CYNTH GIN | | R | C1 | R | | | | D | D | | R | | | | | C1 | | | C1 | | M | | | | | | | | | | | | | | R | | C+ | | | | | | | |
| ✔ BENAVIDEZ ANALIA CLAUDIA CLM | | R | | M | | | | | | | R | | | | | | | | | | | | | C+ | | | | | | R | | | | | | | | | | | | | | |
| ✔ BERARDO ORLANDO CESAR CLM | D | C+ | | D | C1 | C1 | | M | | R | C1 | C1 | | R | C1 | | D | D | | D | D | C+ | C1 | C+ | | | | | | C1 | C1 | R | C1 | R | | | C+ | C1 | | D | R | | D |
| ✔ BERGUÃ□AN FLAVIA BELEN PSQ | | C+ | | | | | | R | | R | | D | | | | | R | M | | | R | | D | R | | | R | | | C1 | | | R | R | | C+ | | | | | M | | | |
| ✔ BERNABEI YAMILA ANABEL PSQ | | R | | | | | | | | C1 | | | | | | R | | | | | | | | | M | | | | | C1 | | | | | | | | | | | | | | |
| ✔ BERTAINA PABLO JAVIER CLM | | R | | | | | | | | | | | | | | | | | | | | | M | M | | | | | | | | | | | | | | R | | | | | | |
| BERTOLDI ARIEL ENRIQUE OTR | | R | M | R | | R | D | C+ | C+ | | R | | | R | | R | | | C1 | | C1 | | | R | | | | | | R | | | R | | C+ | | C1 | R | | | M | | | R |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| | Medicos | | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | BEVILACQUA OSCAR VICEN | URO | | M | | R | R | R | | | | | | | | | | | | | | | | | | R | | | | | | | | C+ | | M | | | | R | | | | | | |
| | BIANCHI CAROLINA ELIANA | GIN | | R | C1 | R | | | C+ | C1 | C1 | | | | | | | C1 | | | C1 | | R | | | M | | | | | | | | | R | | C+ | | C+ | | | | | | |
| | BLENCIO SERGIO FILIBERTO | N-T | | D | | | | | | | | R | R | C1 | | | C1 | | | R | | C1 | R | | C1 | M | | | | | C1 | C1 | | R | | R | | R | | M | | | C+ | C1 | |
| ✔ | BOGGIO GASTON | CLM | | M | | R | | | | | | | M | | | | | R | | | | | R | | | | | | | | | | | M | | | | | | | | | | | | |
| ✔ | BOISSEAU CECILIA SOLED | CLM | | R | | | | R | | | | | R | | M | M | | | | | | | M | | | | | | | | R | R | | | R | M | | M | | M | | | M | | |
| | BOLCATO YAGGI ERICA CA | CLM | | R | | C1 | R | M | | | | | | | | | | | | | | | | | R | R | | | | | R | | | | | R | | | | R | | | | | |
| ✔ | BOLOMO ANDREA | GET | | R | | | | | | | | | R | | | | | | | | | | | | | R | | | | | | | | | | | | | | R | | | | | |
| ✔ | BONIN MONICA CRISTINA | GIN | | R | | | | | M | | | | | | | | | D | | | C+ | | D | | R | | | | | | | | D | | | | | | M | | | | | | |
| ✔ | BORDON FLORENCIA JULIA | CLM | | | | | | | | | | | | | | R | | | | | | | M | | M | M | | | | | | | | | | | | | | | | | | | | |
| ✔ | BRUSA MARIANA | NEF | M | R | | | | | | | | | R | R | | | | | | | | | R | | | | | | | | | | | | R | | | | R | | | | | | |
| | BUCHELO ERICA JUDITH | PSQ | | C1 | | | | | | | | R | | | | D | | | | M | | | | | | | | | | | C1 | | | | | | C+ | | | | D | R | | | |
| ✔ | BUTELER RODOLFO FELIX | CLM | | R | | | | | | M | R | | R | | | | | R | | | D | | M | | | | | | | | | | M | | | D | | R | | | | M | | | |
| ✔ | CAEIRO AGUSTIN ERNESTO | CLM | | M | | R | C1 | | | | | | | | | M | | | | M | | R | | M | | R | | | | | | | | R | R | M | M | | R | R | M | | | M |
| ✔ | CAEIRO ENRIQUE | CLM | M | R | | | | M | | R | | | | | | | | | R | | R | | R | | R | R | | | | | | R | | M | R | M | | | R | | | | | | |
| ✔ | CAFARO MARIO ALBERTO | CLM | | R | | | | | | | M | | M | | | | | | R | | | | | | | | | | | | | | | | R | R | R | | R | | R | | | |
| | CAJIGAL PATRICIA SILVIA | PSQ | | C+ | | | R | R | | | | C+ | R | C1 | M | C+ | | | | D | | | | R | D | | D | D | | | C1 | | | | | | D | | R | | | C+ | C1 | | R |
| ✔ | CALDELARI GUSTAVO AND | URO | D | M | | | | | | | | | | | | | | | | | | R | | | | | | | | | R | | R | C+ | | R | | R | R | | | M | | | |
| ✔ | CALDELARI ROBERTO HUGO | CLM | C+ | C+ | | D | C1 | C+ | | R | R | | C1 | C1 | | M | | | C1 | | R | R | D | C1 | R | C+ | R | | | | R | | M | R | R | M | | M | D | C1 | | D | R | R | C+ |
| ✔ | CALVIMONTE ROLANDO JO | CIR | C+ | C+ | R | C1 | C1 | C1 | | R | | | C1 | C1 | | R | | R | C+ | | | C1 | C1 | D | C1 | C1 | | | | | R | C1 | R | C1 | C1 | M | | M | | C+ | R | | D | | | D |
| | CAMARGO BUENO CECILIA | GIN | | R | C+ | | | | | C+ | C+ | | | | | | | C1 | | | C1 | | | | | | | | | | | | | | | | C1 | | R | | | | | | | |
| ✔ | CAMBURSANO DANTE LIVIO | CIR | | C+ | | C1 | R | C1 | | | | | C1 | C1 | | | | | C+ | | | R | C1 | | C1 | C1 | | | M | | | R | | M | R | R | | | | C1 | | | M | | | C1 |
| ✔ | CAMPAZZO MARIO OSVALDO | CLM | | R | | R | | R | R | R | | | R | | R | | | M | R | M | R | | C1 | | R | M | | | | | | | | | R | M | | | R | R | | | | | | R |
| | CARBALLO NESTOR OSVAL | CLM | | R | | R | | R | | R | | | R | | M | | | | R | M | R | | R | | R | M | | | | | | R | | R | R | M | | R | | R | | | | | M | R |
| ✔ | CARLINO YANINA GABRIELA | GET | | R | | | | | | | | | | R | | | | | | | | R | | | | M | | | | | | | | | | | | | | | | | | | | |
| | CASALE ANDREA HELENA | NEU | | R | | | | | | M | | C+ | | C1 | | | C1 | | R | | | | R | | M | R | | | D | | | | | R | | | | | | R | | | | | | |
| ✔ | CASALE PAULINA | GIN | | | | C+ | | | | C+ | C+ | | R | | | | | D | | | R | | | | | R | | | | | | | | | | | | D | M | | | | | | |
| ✔ | CASALE VIOLETA | CLM | | R | | R | | | | C1 | | R | M | | C1 | | | | R | | | R | | M | R | R | | | | | | R | | | R | R | | | | M | C1 | | R | D | | R |
| | CASEY MARCELO GUILLER | HEM | D | C+ | | R | C1 | C1 | | | | | R | | R | | | R | M | M | | C1 | R | R | | R | | | | | | R | | | R | M | | | | C+ | | | C+ | R | | R |
| ✔ | CASTELLANO CARLOS ALB | NEF | D | C+ | M | C1 | | C1 | C1 | R | C1 | R | C1 | C1 | | D | C1 | | C+ | | | C1 | R | M | R | C+ | | | | | M | C1 | C1 | R | C1 | D | | | | C+ | R | | D | | | C1 |
| ✔ | CASTELLANO MAURO | NEF | C+ | M | | | | | | | | | | | | | | | R | | | | R | | | R | | | | | | | | | M | R | | | | R | | | R | | | |
| | CAUCA LAURA ADRIANA | END | | C+ | R | R | | R | C+ | D | | R | D | | | | | | R | | | | C+ | C+ | | M | | | | | R | R | | R | R | R | | R | R | | | | R | | |
| ✔ | CAVALLI LAURA ALICIA | GIN | | R | D | | | | | C+ | | | | | | | | R | | | D | | R | | | | | | | | | | | | | M | | M | R | | | | | | |
| | CEBALLOS ESTEBAN | NEO | | R | | | | | M | R | | | | C1 | | | C1 | | | | | | R | | | | | | M | | | | | | | | | | | | | | R | | | |
| | CENTENO FABIANA MARCE | GIN | | M | D | | | | | C+ | C1 | | | | | | | C+ | | | C+ | | R | | | R | | | | | | | | | | | D | | C1 | | | | | | | |
| | CERDA RAUL HECTOR | CLM | D | D | | C1 | C1 | C+ | D | | | | D | C1 | D | R | C1 | | C+ | R | | D | C+ | C+ | C1 | D | | | D | | | C1 | | C+ | C1 | C+ | | C+ | | C+ | R | | D | C1 | | C+ |
| | CHABAN CARLOS DAVID | CLM | | R | D | R | C1 | C1 | | R | R | | D | | | | C1 | R | C+ | R | M | C1 | D | | R | M | | | | | R | R | | R | C1 | R | | | R | | | | | | |
| ✔ | CHIARAVIGLIO MARIA LAURA | CLM | | | | R | | | | | | | | | | | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | | |
| ✔ | CHINELLATO ROMAN ARIEL | CIR | | | M | | | | | C+ | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | |
| ✔ | CHIURCHIU CARLOS RAUL | NEF | M | R | | | | | | | | | M | | | | | | | | | | R | R | | M | | | | | | | | | R | M | | | M | | | M | | | |
| | CIACCI EDUARDO JAVIER | CLM | | C+ | | | | | | R | | R | | D | D | C+ | | | | D | | | | R | C1 | M | | C+ | D | | | C1 | | | | M | | D | | | | C+ | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

Resumen

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| | Medicos | | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | CIRRINCIONE ARIEL TOMAS | CRD | | R | | | | R | | R | | | | | | | | | R | | | | R | | | R | | | | | | | | M | | | | | | R | | D | | | | |
| | CLARIA RABELLINI ROBERT | OBS | | M | R | R | | | | C+ | C1 | | R | | | | | C1 | | | D | | | | | R | | | | | | | | | R | | C+ | | | R | | | | | | |
| | CLAVIJO MARIA MANUELA | CLM | M | M | | R | C1 | R | | R | | | R | | | R | R | | | | | R | R | R | | R | | | | M | R | | | R | R | | | | | R | | | | | | R |
| | COHEN EDUARDO NAHUM | END | | M | | R | R | M | D | R | | | M | | | | | | R | | R | R | C+ | R | R | R | | | | | | | M | | R | R | | | C1 | M | | M | | | | R |
| ✔ | COLAZO MARCELA ALEJAN | CIR | | M | | R | | | M | | M | | | | | | | | | | | | D | | M | R | | | | | | | | | | R | | | | | | | | | | |
| | CONCI MAGRIS DIEGO MAR | PSQ | | C+ | | | | R | | R | | C+ | | C1 | | R | | | | | R | | R | | R | | | C1 | R | | | C1 | | | | R | | C+ | | | | | D | | | |
| ✔ | CONTOS MARIA CECILIA | CLM | | M | | | | R | | C+ | D | | | | | | | C1 | | | C1 | | | | | | | | | | | R | | | | | | | D | | | | | | | |
| | CORDOBA RAUL HECTOR | NEU | | C+ | | | | | | R | | | | C1 | | | C1 | | R | M | | | | | | M | | R | M | | | C1 | | | | | | D | | R | | | M | | | |
| ✔ | CORNAVACA MARIA TERESI | CLM | | R | | | | R | | | R | | R | | | | C1 | | | | | | | R | M | R | | | C1 | | R | R | | | R | R | C1 | | | M | | | M | | | |
| ✔ | CORREA BAROVERO MARIA | CLM | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | CORREA HECTOR DANIEL | CLM | C+ | C+ | | C1 | R | R | M | R | | | C1 | | D | | | | R | D | | | R | R | C1 | R | | | | | C1 | | R | | R | R | | | | D | | | D | | | R |
| | CRESPE MARTIN DANIEL | CLM | M | R | D | R | R | R | R | C+ | C+ | R | R | R | | | | C+ | M | | C+ | R | C1 | R | M | R | | | | R | R | | | R | M | R | R | | C+ | M | R | | | R | | R |
| ✔ | CUESTAS ANABELLA ALEJA | GET | | R | | | | | | | | | | | | | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | | |
| ✔ | DAHBAR MARIA FLORENCIA | CRD | | M | | | R | R | | | | | M | | | | | | R | | | | | | | | | | | | | | | R | | R | | | | R | | | | | | |
| | DANILOVICH MARIO ROBER | CLM | | C+ | | | | | | | | | | | | | | | | D | | | | | | | | | | | | R | | | | R | | D | | | | | M | | | |
| ✔ | DE ARTEAGA JAVIER | NEF | | R | | R | | R | M | | | | R | C1 | | | | | | | | R | R | | R | M | | | | | | | | R | M | | R | | M | | | R | | | | |
| ✔ | DE GIUSTO SILVIA ROXANA | GIN | | M | | | | | | D | R | | | | | | | R | | | | | R | | | R | | | | | | | | | | R | | R | | | | | | | | |
| ✔ | DE LA FUENTE JORGE LUIS | CLM | D | C+ | | R | R | C+ | D | R | | | R | R | | M | | | C+ | | | M | M | | C1 | D | | | | | | R | | C1 | R | C+ | | | C+ | | | M | | | R |
| | DEGATTI JAVIER NICOLAS | PSQ | | D | | | | | | | | | | C1 | C+ | C+ | | | | | | | | | C1 | R | | | | | | C1 | C1 | | | R | | D | | M | | | M | R | | |
| | DELACOSTE SASHA AILEN | CLM | | R | C+ | R | | | | C+ | C1 | | | | | | | D | | | D | | | | | R | | | | | | | | | | | C+ | | | | | | | | | |
| | DI PLACIDO VIVIANA CARINA | CIR | | R | | R | | | | C1 | | | R | | | | | C1 | | M | C1 | | C1 | | | | | | | | | R | C1 | | | R | | | | | | | | | | |
| | DIAZ DE TAGNIANI MONICA | CLM | D | D | C1 | D | | D | D | R | C1 | | C+ | R | M | R | | | D | D | | D | C+ | D | C+ | C+ | | | C1 | | C+ | C1 | | C1 | C1 | D | R | D | | C+ | M | | D | C1 | | D |
| | DIAZ SERGIO ALEJANDRO | CRD | C+ | D | | C1 | C1 | C+ | C1 | D | | R | D | C1 | | R | C1 | R | C+ | D | R | D | C1 | C+ | C1 | C+ | | | D | M | D | C1 | M | D | C+ | C+ | | M | | C+ | C1 | | C+ | C1 | | C1 |
| | DOMINGUEZ ANA LAURA | CLM | | | D | R | | R | | C+ | C+ | | R | | | | | C+ | | | C1 | | R | | | R | | | | | | R | | R | | | | | C+ | R | | | | | | |
| ✔ | DOUTHAT WALTER GUILLE | NEF | R | R | | | | R | R | | | | | | | | | | M | | R | | M | R | C1 | M | | | | | | | | R | R | R | | | | R | | | | | | |
| | DUARTE VANESA MARIEL | CIR | M | R | M | R | R | R | M | R | D | | R | | C+ | | | | | | | | R | | C+ | R | | | | R | | C1 | | R | R | R | | | | M | | | | | | |
| ✔ | ECHEVARRIA MARIA FABIA | CLM | | C+ | | | | | | | | | | | | R | | | | D | | | | | | | | | | | | C1 | C1 | | | R | | | | | | | D | M | | |
| | ELICABE ESTEBAN DANIEL | PSQ | | C+ | | | | R | M | R | | | | R | | C+ | | | | | | | R | | R | M | M | R | C+ | | | C1 | R | | R | M | | D | | R | R | | C+ | R | | |
| ✔ | ELLENA GUSTAVO | CLM | | M | | | | R | | R | M | | R | | | | | | | | | R | M | M | | R | | | | | | | | | R | M | | | | M | | | M | | | |
| ✔ | ELLENA LEON MARIA FABIA | CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | |
| ✔ | ESTRADA CARLOS DARDO | CRD | | M | | | R | M | | | | | | | | | | | R | M | | R | R | M | | M | | | | | | | | | | M | M | | | M | | | | | | |
| ✔ | FALCONI CARLOS DANIEL | PSQ | | R | | | | R | | | | M | R | R | | D | | | | D | | | | | | R | | | | | | R | | | | | | R | | R | | | R | | | |
| ✔ | FARIAS RODRIGUEZ FEDER | CLM | | M | M | | | | | C+ | C+ | | | | | R | | | | | D | | | | | | | | | | | | | | | | | | C+ | | | | | | |
| ✔ | FASSI RUBEN OMAR | CLM | | D | | C1 | | C1 | | M | | | C1 | | | | | | C1 | M | | C1 | C1 | D | R | C+ | | | | | | M | C1 | C1 | C1 | C1 | | | | C+ | C1 | | D | | | C1 |
| ✔ | FEININGER GERARDO DANIEL | | | M | | R | | R | | R | | | R | | | | R | | R | | | R | R | R | M | R | | | | M | | R | | R | R | R | | | | M | | | M | M | | R |
| ✔ | FERNANDEZ PATRICIA SOL | CLM | | R | | | | | | | | | | | | | | | R | M | | | R | | R | | | | | D | | | | | | | | | | R | | | M | M | | |
| ✔ | FERNANDEZ PEHUEN | NEF | D | R | | | | | | | | | | | | | | | R | | | | R | | | M | | | | | | | | M | | M | | | | R | | | M | | | R |
| | FERPOZZI MARIA JOSE | GIN | | R | D | R | | | | D | C1 | | | | | | | D | | M | D | | | | | | | | | | | R | | | | | C+ | | M | | | | | | | |
| | FERRES CRISTIAN FABIAN | GIN | | | C+ | | | | | C+ | C1 | | | | | | | C+ | | | C1 | | R | | | | | | | | | | | | | R | | C1 | | | | | | | | |
| ✔ | FERREYRA GUILLERMO LUIS | CLM | | R | | R | | | | | | | | | | | | | M | M | | | | | | | | | | | | | | R | | | | | | M | | | | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| | Medicos | | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FERREYRA YANINA MYRIAM | GIN | | M | M | R | | | | C+ | C1 | | M | | | | | C+ | | | C1 | | R | | | R | | | | | | | | | R | R | R | | C1 | | R | | | | | | |
| ✔ | FIORENTINO MARIA SOLED | CLM | | M | | | | | | R | | | R | | | | | | | | | | R | | R | R | | | | | | R | R | | | | | | | | | | | | | R |
| ✔ | FLORES DAVID RAMON | CRD | | M | | | | | | M | D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | FOSSA RIGLOS MARIA CECI | CLM | | M | | | | | | | | | | | | M | | | | | | | | | | | | C1 | | | | R | | | | | | | | R | | | M | R | M | |
| | FRAGUEIRO PABLO DANIEL | CLM | | R | R | M | | R | | | | | C1 | | | R | | M | | M | | R | C1 | | | R | | | | | | R | R | | R | | | | | R | C1 | | M | | | R |
| | FRIAS MARIA JESUS | NEU | | R | | | | | | | | | | M | | | C1 | | | M | | R | | | M | M | | | R | | | R | | | | R | | R | | R | | | M | R | | |
| ✔ | FUGIGLANDO MAURO ENZO | CLM | | C+ | | | R | C1 | | | | | R | | | | | | D | | | | D | C1 | R | D | | | | C1 | D | R | R | M | | | | | D | C1 | | | | | R |
| ✔ | FUNES LOPEZ ZENON CRUZ | CLM | M | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | |
| ✔ | GACITUA BUSTOS DANIEL | OTR | | | R | | | | | R | M | | | | | | | | | | D | | | | | | | | | | | | | | | | | D | | | | | | | | |
| | GAGLIARDO LUCIANO EMA | PSQ | | C+ | | | | | | | | | | R | | C1 | | | | D | | | | | R | | D | M | R | | | C1 | | | R | | | R | | | | | D | | | |
| ✔ | GALLARDO MARIA SOLEDAD | DER | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | |
| | GARCIA GALVAN LUIS TOM | CLM | | C+ | | | | R | | | | C+ | R | C1 | M | C+ | | | | D | R | | | | R | | | | D | | | C1 | R | | M | | M | | R | | | C+ | R | | |
| | GARNIER JOSUE ARIEL | CLM | D | D | | R | R | D | | | | | C+ | | | R | C1 | | D | D | | D | C1 | D | R | D | | | M | | C1 | C1 | C1 | C1 | D | | C1 | | C+ | | | D | C1 | | C+ |
| | GIJON CARLOS ALBERTO | PSQ | | C+ | | | | | | | | | | C1 | | D | | | | M | | | | | | | | | C+ | | | R | | | M | | D | | | | | | C+ | | | |
| | GIL SILVINA ALEJANDRA | CRD | | C+ | | R | C1 | C+ | | | | | R | C1 | | | | | R | | | C1 | M | C1 | | R | | | | | | R | R | C1 | R | | | | C1 | | | M | | | |
| ✔ | GILETTA GABRIELA SUSANA | CLM | | C+ | | C1 | | C1 | R | | R | | C1 | | | | | | C1 | D | | | C1 | | R | C+ | | | | | | | | C1 | D | | | | C+ | M | | D | R | | R |
| ✔ | GIOINO RUBEN DARIO | | C+ | D | | D | C1 | C1 | R | R | | C1 | C+ | C1 | D | D | R | | C+ | C+ | | C1 | C1 | D | C+ | C+ | | | | | R | C1 | D | C1 | C1 | D | | M | C1 | R | | D | R | | C+ |
| ✔ | GIRAUDO PABLO NESTOR | GIN | | R | C1 | | | | | C+ | C+ | | | | | | | D | | | R | | | | | R | | | | | | | | | | | D | | | R | | | | | | |
| ✔ | GOLDRAIJ GABRIEL | CLM | | | | | | | | | | | | | | | R | | | | | R | | | R | M | | | | | | R | | | R | | | | | | R | | | | | |
| ✔ | GOMEZ BALANGIONE FABI | GIN | | R | R | R | | | | C+ | C1 | | | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | | R | | | |
| | GOMEZ JORGE MANUEL | CRD | C+ | D | D | C1 | C1 | C+ | | M | | R | C+ | C1 | D | M | C1 | | C+ | M | | C1 | C1 | C+ | C+ | C+ | M | | C1 | | C+ | C1 | M | D | C1 | C+ | | C+ | | C+ | R | | D | D | | C+ |
| | GOMEZ JORGE OSCAR | CLM | | D | | R | C1 | C1 | | | | D | C1 | | | | C1 | | C1 | | | R | C1 | C1 | C1 | C+ | | C1 | | | | C1 | | R | C1 | C1 | | D | | C1 | | | C+ | C1 | | C1 |
| ✔ | GONZALEZ ANDRES ALBER | CIR | R | C+ | | C1 | R | | | M | | | M | | | | | | M | | | R | R | C1 | R | C1 | | | | | | | | | C1 | M | | | C+ | R | | D | | | R |
| ✔ | GONZALEZ JACQUELINE GR | CLM | | | | | R | R | | | | | | | | | | | | | | | R | | | M | | | R | | | | | | | R | | | | R | | | | | | R |
| ✔ | GONZALEZ JIMENA SOLED | CLM | | M | | R | R | | | M | | | | | | R | | M | | | | | R | | R | R | | | | | | | | | R | | | | | R | | | | | | R |
| ✔ | GONZALEZ JOSE LUIS | NEU | | R | | R | | | | | | | R | R | | C1 | R | | | | | | | | M | | | | | | C1 | D | | | R | | D | | R | | | M | | C1 | |
| ✔ | GONZALEZ PRISCILA IANINA | CLM | | M | | R | | M | | R | D | R | | | | M | | | | | R | | R | | | M | | | | | | M | | | R | M | | | | M | | | M | R | | R |
| | GRECO MARIELA ALEJAND | CLM | | R | R | | | | | C1 | C1 | | R | | | | | C1 | | | R | | C1 | | R | R | | | | | | R | M | | | R | | | C+ | R | | | R | | | |
| | GUERRERO AURORA INES | CLM | C+ | D | | C1 | C1 | D | M | R | | R | D | R | D | D | | | D | D | | C1 | C1 | C+ | C+ | D | | | M | | C1 | C1 | M | D | C1 | D | | M | | C+ | M | | D | C1 | | D |
| | GUERRERO CLAUDIA ELIZA | GIN | | R | | R | | | | D | D | | | | | | | C1 | | | C+ | | R | | | | | | | | | R | | | R | | | C+ | R | | | | | | |
| | GUERRERO SUSANA BEATR | PED | | C1 | | | | | | | | | R | C1 | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | GUIGNARD GABRIELA SUS | CLM | | R | | | | | | | | | | | | | | | | | | | | | D | | | | | | | R | | | | | | | | R | | | M | | | |
| ✔ | GUZZANTI MARIA FERNANDA | CLM | | R | | | | | | | | | | | | | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | | |
| | HADDAD VIVIANA VERONICA | PSQ | | C+ | | | | | | R | | C1 | R | R | D | C1 | R | | | D | | | | | R | R | | | C+ | | | C1 | | | | R | | C+ | | | | | D | | | |
| | HAMES DE MARTIN MAGDA | CLM | C+ | D | R | C1 | C1 | C+ | C1 | R | | R | D | | C+ | R | | | D | D | R | C1 | D | R | C1 | C+ | | R | | | C1 | C1 | | D | C1 | C+ | | D | | D | C1 | | C+ | C1 | | C1 |
| ✔ | HASNE LESLIE | CLM | | R | | C1 | | R | | | | | | | | | | | | | | | | | | C+ | | | | | | R | | | | | | | | R | | | | | | |
| | HAUQUI FEDERICO AGUSTIN | CRD | D | C+ | | R | C1 | D | | M | | | R | | | M | | | C+ | | | C1 | C1 | C1 | R | C1 | | | | | | C1 | | M | C+ | C+ | | | | C+ | R | | D | R | | |
| ✔ | HIGA MARIANO ANTONIO | GET | | | | | | | | | | | | | | | | | | | | | | R | R | M | | | | | | | | | | | | | | | | | | | | R |
| ✔ | INZE YISELA CORALINA | CLM | | R | R | | | | | R | R | | R | R | | R | | | | | | | | | | R | | | | | | R | | | R | M | | | | R | | | | | | |
| ✔ | IRIBAS ANA KARINA | CLM | | R | R | R | | R | M | C1 | M | | R | | | R | | M | | | R | | R | | | M | | | | | R | R | | | R | R | | R | R | | | | | | |

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| | Medicos | | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | JALON MARTIN ALEJANDRO | CLM | | M | | | | R | | | | | | | | | | | | | | R | R | | | | | | | | C+ | | | C1 | R | R | | | | R | | | R | | | |
| ✔ | JORGE ADRIANA BEATRIZ | NEF | | M | | R | | M | | | | | R | R | | | | | R | | | | R | | R | R | | | | | | | | R | R | R | | | | R | M | | | | | |
| ✔ | JUNCOS ANA CAROLINA | CLM | | M | | R | | | | M | M | | | | | | | R | | | R | | M | | | R | | | | | | | | | | | R | | | | | | | | | |
| | JURADO RAUL ARTEMIO | CLM | C+ | C+ | | M | R | C+ | M | C+ | C1 | R | D | C1 | D | C+ | C1 | M | R | D | C1 | C1 | C+ | D | C+ | C+ | | | | D | M | R | M | D | C1 | D | | R | | C+ | D | | M | R | | D |
| ✔ | KAPLAN RUTH LIA | CLM | | R | | | C1 | R | | | | | R | | | | R | | R | | | R | | R | D | M | | | M | | | R | | R | R | R | | | | R | | | M | | | R |
| ✔ | KAZEPIS LILIAN RUTH | CLM | | D | | R | | R | | R | | C1 | R | D | | C+ | R | | | M | | | R | C1 | D | R | | | R | | | C1 | | | | | | D | | R | | | D | | | R |
| | KOMORNICKI MILENA | ANE | | M | | | | R | D | R | | | M | | | | | | | | | | C+ | R | | R | | | | | | | | | R | M | | | | R | R | | M | | | R |
| | KRISLAO DARIO | CLM | | | | | R | R | | R | M | | R | | D | | | | | M | R | R | R | | R | R | | | | | | | | | R | | | M | | R | | | | R | C1 | R |
| | KULINSKI MARIA CIELO | CLM | C+ | D | R | R | C1 | C1 | | R | | | C1 | | | | | | C1 | | | | D | M | R | C+ | M | | | | | | | R | R | C1 | | M | | C1 | R | | | | | D |
| | LAMI ALFREDO OSCAR | CLM | | C+ | | C1 | C1 | C1 | | | R | | C1 | M | | R | | | C1 | | | R | D | D | C+ | C1 | | | | | R | C1 | | R | C1 | R | | M | | C1 | C1 | | D | C1 | | C+ |
| ✔ | LANZETTI PABLO ARIEL | PSQ | | C+ | | | | | | R | | | | R | D | R | R | | | M | | | | R | D | R | | | | | | C1 | | | R | R | | D | | R | | | M | | | |
| | LEITHOLD MARIA BELEN | URO | | R | | | | | | | | | R | | | R | | | | | | | | | R | | | | | C+ | | | R | | R | | | | | R | | | | | | |
| ✔ | LEMOS PABLO ALEJANDRO | CLM | | R | | | | | | | | | R | | | | | | | M | | | | | R | M | | | | | | | | | M | | | | | | | | | | | |
| ✔ | LEYENDECKER HENRY WAL | GIN | | R | C+ | | | R | M | C+ | C1 | | | | | | | D | | | C+ | | D | | | R | | | | | | R | | | | | C1 | | D | | | | | | | |
| ✔ | LIGNINI EVANGELINA | CIR | | C+ | | D | | C1 | | | C1 | | C1 | | | | | | C1 | | | C1 | C1 | C1 | R | M | | | D | | R | C1 | | | C1 | D | | | | C+ | C1 | | D | R | | C1 |
| | LORENZ EVELIN SOFIA | CLM | | D | | C1 | C1 | C1 | R | R | | D | C1 | C1 | C+ | C+ | R | | D | D | | C1 | D | D | C1 | D | | | | | M | C1 | | D | C1 | D | | | | C+ | C1 | | D | C1 | | D |
| | LUCIANI LAMAS KARINA MA | PSQ | | C+ | | | | R | | | | C1 | R | R | | C+ | | | R | C+ | | R | | | | | | | C+ | | | C1 | | | R | R | | C+ | | R | | | D | R | | |
| | LUQUEZ HUGO ARMANDO | CRD | C+ | C+ | | R | C1 | M | | | | | R | | M | M | | | R | | | C1 | R | M | | R | | | | | | R | | C1 | C1 | M | | | C+ | C1 | | R | R | | R |
| ✔ | LURGO ANGELICA MARIA | CLM | | R | | | | | | R | | | | C1 | | R | | | | D | | | | | R | R | | | | | | R | | | | | | M | | | | | C+ | | | |
| | MAHIA MIGUEL | GET | | R | | | | M | | | | | | | | | | | | | | | | | R | R | | | | | | | | | | | | | | | | D | | | | |
| ✔ | MARCHISIO SILVINA DEL VA | GIN | | R | C+ | R | | R | | D | D | | R | | | | | M | | R | M | | R | R | | R | | | | | R | R | | R | | R | M | | R | R | | M | | | |
| ✔ | MARLATTO LEANDRO DIEGO | CIR | | D | | D | R | | | R | | | C1 | R | | | R | | R | | | R | C1 | | C1 | C+ | | | | | R | | | | C1 | D | | | R | | | R | R | R | |
| ✔ | MARLATTO MARIANA GUAD | CLM | | D | | R | C1 | R | | C1 | | | R | C1 | | R | | | C1 | | | R | C+ | R | R | C1 | | | D | | | R | R | R | C1 | C+ | | R | | C+ | M | C+ | M | R |
| ✔ | MARTELLI DANIEL FERNAN | N-T | | C+ | | R | | | | | | | | | | C+ | | | R | | | C1 | R | R | C1 | | | | | | | C1 | | R | R | C1 | | R | | R | | C+ | | | R |
| | MARTINELLI GRACIELA EDI | CLM | | C+ | | | | R | | | | | R | R | | | C1 | | R | | | | R | R | | R | | | R | | C+ | R | | R | R | M | | | | R | | C1 | C+ | | |
| | MARTINEZ COSTA MARIA D | CLM | C+ | D | | C1 | C1 | C+ | R | | M | C1 | D | | M | C+ | | | D | D | | C1 | C+ | C+ | C1 | D | | | M | | C1 | D | C1 | D | C1 | D | | M | | D | C1 | | D | D | | C+ |
| ✔ | MARTINI GASTON EZEQUIEL | CLM | | R | | | | R | | R | R | R | R | | | R | | | R | M | | R | M | | R | M | M | | | | M | R | | R | R | M | | | | M | | | M | | | |
| | MAS ESTELA MARIA | CLM | | C+ | | R | C1 | C+ | | R | | C1 | C+ | C1 | R | D | C1 | | R | D | | R | M | R | C+ | C+ | | R | D | | | C1 | | D | D | D | | C+ | R | M | | D | C1 | | R |
| ✔ | MAYORAZ MATIAS FRANCI | CRD | | R | | | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | |
| ✔ | MAZA GONZALO | CIR | M | D | | C1 | R | C1 | | M | R | C1 | C1 | C1 | | | | | | | | C1 | D | R | C1 | C+ | | | M | | C1 | R | | R | C1 | C1 | | | | C+ | | C+ | C1 | | C1 |
| | MERAS NIDIA NOEMI | CIR | R | R | | R | R | R | C+ | | | | R | | D | | | | R | M | | R | C1 | | C+ | M | | | | | C1 | | | R | R | M | | | | R | R | | M | | | R |
| ✔ | MEYER GUILLERMO | GIN | | R | | | | | | M | M | | | | | | | M | | | | | | | | R | | | | D | | | | | R | | | | | | | | | | | |
| ✔ | MICHALEK HAYDEE ROMINA | | | R | | R | R | | | | | | R | | | | R | | | | | | R | | | R | | | | | | | | | | M | | | | M | | | | | | |
| ✔ | MIGLIORI ELIANA DEL CAR | CLM | | R | | | | R | | | | | | | | | | | | | | | R | | | | | | | | | | | | | R | | | | | | | | | | |
| ✔ | MILOCH ROMINA | OBS | | M | | R | | | | D | C+ | | | M | | | | | | D | C1 | | M | | | | | | | | | | | | | | | | | | | | M | | | |
| ✔ | MIRETTI EVANGELINA MARIA | REU | M | R | | R | | | | R | | | | | R | | | | | | | | C1 | | C1 | | | | | | | | | | R | R | | | | R | | | | | | |
| ✔ | MITRE MARIA BELEN | GET | | M | R | R | R | | | | | R | R | R | | | | | | | | | | | R | C+ | | | | | | R | | R | | | | | | R | | | | | | |
| | MONJE LUCERO CARLOS A | PSQ | | R | | | | | | R | | D | R | | | C+ | C+ | | | M | | | | | D | M | | M | C+ | | | D | | | R | | | | | | M | | C+ | | | |
| | MONTALDO FERNANDO FR | CLM | R | D | M | R | R | R | | | | | C1 | | | | | | R | M | | R | R | | | | | | | C1 | | C1 | | R | R | R | | | | C1 | R | C+ | | | R |
| | MORATA NATALIA ALEJAND | PED | | C1 | | | | | | | | | | | | | C1 | | | | | | R | | | | | | | | | | | | | | | M | | | | | | | | |

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

Resumen

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| | Medicos | | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | MORENO PAOLA ANDREA | CLM | C+ | D | | C1 | C1 | D | C+ | R | R | R | C+ | C1 | M | C+ | R | | C+ | D | | D | D | C+ | C1 | C+ | | | R | | D | C1 | D | D | C+ | D | | M | | C+ | C1 | | C+ | C1 | | D |
| ✔ | MOTTINO MARIA LUJAN | CLM | | R | | R | | | M | C1 | R | | R | C1 | | | | | R | | | R | R | R | | M | | | | | | | | R | R | M | | M | | R | | | M | | | |
| | MUSCELLINI RAIMUNDO JU | PSQ | M | C+ | R | R | | | | | | C1 | | D | | C+ | | | | D | | R | | | R | | D | | C+ | | | R | | | | | | D | | | | | R | R | | R |
| ✔ | MUSSO DANILO | CLM | | R | | R | R | | | | | | | | | | | | | | | | R | | R | | | | | | | | | | R | | | | | | | | | | | R |
| ✔ | MUÃ□OZ MARIA EUGENIA | GET | | R | | M | | | | | | | R | | | | | | | | | | | | | M | | | | | | | | | | | | | | R | | | | | | |
| | NATES DANIEL EDUARDO | CIR | | R | | | | R | | C1 | M | | R | | | | | | R | | | | | C1 | | | | | | | | R | | | R | R | | | R | R | D | M | | | R |
| | NAVARRO JUAN MANUEL | CRD | | | | C1 | | R | | | | | | | | | | | | | | | | | M | M | | | | | | | | | R | M | | | | R | | | | | | |
| ✔ | NOVATTI ELISA BEATRIZ | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | NUÃ□EZ RENZO WALTER | CRD | | R | | | | M | | | | | | | | | | | | | | | | | | M | | | | | | | | | | R | | | | R | | | | | | |
| ✔ | OCCHIPINTI MARIANA | OTR | | | R | R | | R | | D | C1 | | | | | | | R | | | R | | R | | | R | | | | | | | | | | | C1 | | M | R | | | M | | | |
| | OLIVERO MATIAS OSCAR | GIN | | | D | | | | | C+ | C+ | | | | | | | C+ | | | C1 | | R | | | R | | | | | | | | | | | | | C+ | | | | | | |
| ✔ | OLIVIER PERALTA MARTHA | OTR | | M | C+ | | | | | C+ | C1 | | | | | | | R | | | | | | | | R | | | | | | | | | | | | | D | | | | | | | |
| | OLMEDO ANDRES MAXIMILI | CIR | | M | | | | R | | | | | R | | | | | | | | | | R | | | R | | | | C+ | | | | C+ | | R | | | | R | | | M | | | |
| ✔ | ONOCKO CAROLINA | CLM | | | | | | | | | | | | | | | | | | | | | | | | M | | | | | | | | R | | | | | | | | | | | | |
| | ORDOÃ□EZ JOSE LUIS | GIN | | R | M | | | | | R | D | | R | | | | | M | | | D | | D | | | | | | | | D | | D | | | | C1 | | C1 | R | | | | | | |
| ✔ | ORTIZ RIERA CARLOS MART | CLM | | D | | D | R | C1 | M | R | | R | D | C1 | | | | R | R | | | | C1 | D | C1 | C1 | | | M | | R | R | R | | R | M | | | | C1 | | | D | R | | |
| ✔ | OTTONELLO MARCELO | GIN | | R | | R | R | R | | C+ | C1 | | R | | | | R | C1 | R | R | R | R | R | | | R | | | | | | R | | R | R | | | M | R | | | R | R | | R |
| ✔ | PAGANINI MIGUEL ANGEL | CLM | | R | | | | | | R | | | R | | | | | | R | M | | | R | | | M | | | | | | | | R | | M | | M | | M | | | | | | |
| ✔ | PALADINI GUILLERMO GUS | CIR | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | PALAZON ENRIQUE FRANCI | CLM | C+ | D | | C1 | C1 | C+ | C+ | D | R | R | D | C1 | C+ | C+ | R | | D | D | | C1 | C+ | C+ | C+ | D | | | R | | C1 | C1 | C+ | C+ | C1 | D | | C+ | | C+ | C1 | | C+ | D | | D |
| ✔ | PANERO DANIEL ENRIQUE | CLM | M | R | | M | | | | | M | | M | | | | | | | | | | | R | | D | | | | | | | | | R | R | | | | R | | | M | | | R |
| ✔ | PARENTE SABRINA ALEJAN | CLM | | R | | R | R | | | | | | R | | | | | | | | | | | | | C1 | | | | | | | R | | R | C1 | | | | R | | | | | | |
| | PARIS GUILLERMO ANDRES | CLM | | D | | | | R | | | | C1 | R | C1 | | | | | | M | | | | | C1 | R | D | | | | | C1 | | | R | M | | | | R | | | D | | | |
| | PASTORE HORACIO MARTIN | CLM | | C+ | | | | R | | | | R | | | | C+ | | | | D | | | | | R | M | | | R | | R | C1 | | | | | | D | | R | | | D | R | | |
| ✔ | PASTRANA LUCIANO NICOL | CLM | | | | R | | R | | | | | | | | | | | | | | | R | | | R | | | | | | | | R | | | | | | | R | | | | | R |
| | PAUTASSO ANA CAROLINA | URO | | M | | | | | | | | | | | | | | | | | | | | | | R | | | | C1 | | | | R | | R | | | | | | | | | | |
| ✔ | PAVIOLO SANTIAGO OSCAR | CRD | | R | | R | R | | | | | R | | | | | | | | | | | | | M | | | M | M | | | | | | | | | M | | | | M | | | |
| ✔ | PEDRON DANIELA | CLM | | R | | | | | | | | | | | | | | | | | | | | | | M | | | | | | | | | | | | | | R | | | | | | |
| | PERALTA JOSE MARIA | CLM | | R | C1 | R | | | | C+ | C1 | | | | | | | | | | C1 | | | | | | | | | | | | | | | | C1 | | C+ | | | | | | |
| | PERALTA RODRIGUEZ GUS | GIN | | R | | | | | | C+ | C1 | | M | R | | | | C1 | | R | C1 | | R | R | | | | | | | | R | | R | | R | R | | D | R | | | | R | | M |
| | PERANO MARIA ZULMA | CLM | M | C+ | D | C1 | R | C+ | | D | D | | D | R | | R | R | D | C+ | | D | C1 | D | M | R | D | | | | | | R | M | C1 | C1 | C+ | | M | C+ | M | M | | M | | R |
| ✔ | PEÃ□ARANDA GABRIELA E | CLM | | | | | R | R | | | | | | | | | | | | | | | | | R | M | | | | | | | | R | | M | | | | R | | | | | | |
| ✔ | PICCO CARLOS IGNACIO | CLM | | D | | | | R | | | | C1 | R | R | D | D | | | | M | | | R | M | | R | M | | M | | | D | | | R | | | D | | R | | | C+ | | | |
| ✔ | PIGNATA HORACIO ANTONIO | CLM | R | C+ | | C1 | C1 | C+ | | | | | C1 | | | C1 | | | C1 | M | | M | D | C+ | R | C1 | | | | | | | | C1 | C1 | R | | | C1 | D | | M | | | C1 |
| ✔ | PINTOS JORGE ALBERTO | CRD | | M | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | PIROLA JUAN PABLO | REU | | M | | | | | | | | R | | | | | | | | | | R | D | | M | R | | | | | | R | D | R | R | R | | M | | R | | | M | | | |
| ✔ | PISPIEIRO MARIANO | CIR | M | C+ | | C1 | R | M | | R | | R | C1 | R | | | | R | R | R | | C1 | D | D | R | C+ | M | | | | | C1 | | C1 | R | M | | D | | R | | | D | | | R |
| ✔ | PLOCHER ROXANA BEATRIZ | CLM | | | | | R | R | | | | | | | | | | | M | | | R | | | | R | | | | | | | | | R | R | | | | R | R | | | | | | |
| | PON RICARDO HORACIO | PSQ | | R | | | | | | | | R | | C1 | | R | | | | | | | | | | R | D | | D | | | | | R | | | | D | | | | | R | | | |
| ✔ | POZO SCHWINDT VICTOR G | CLM | | R | | R | R | M | | | | | M | | | | | | M | | | R | R | | R | M | | | | M | | | | | R | R | | M | | M | | | M | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔ | PRATS CARDONA FLORENC | GIN | | M | | R | R | | | C+ | M | | | | | R | | D | | M | D | | M | | | M | | | | | | R | | R | | | D | | D | R | | | | | | |
| | PURICELLI DANIEL RAMON | N-T | | D | | | | C1 | | | | C1 | R | | | | | | C1 | | | C1 | R | | | C1 | | | | | D | R | R | R | R | M | | | | C1 | D | | R | | | R |
| | QUIROGA PAULA VERONICA | CRD | M | M | | | R | R | | | | C1 | R | | | | | | R | | | R | | C1 | R | R | | | | | | R | D | R | R | M | | | | R | | | M | | | |
| | RAMIREZ FEDERICO MANU | CLM | | C+ | | | | R | | M | | C1 | M | D | C+ | C+ | | | R | C+ | R | | R | | R | R | D | D | C+ | | | C1 | | | R | R | | D | | M | | | C+ | R | | |
| | RAMIREZ MARIA NOELIA | CLM | C1 | D | | C1 | C1 | C+ | D | | | | D | C1 | M | | R | | C1 | D | | C1 | C1 | C+ | C1 | D | | | | | D | C1 | | C1 | C1 | C+ | | D | | C1 | C1 | | D | R | | C1 |
| ✔ | REVIGLIONO JOSE IGNACIO | CLM | | | | | | | | | | | | R | | M | | | | | | | M | | | M | | | | | | | | | | | | | | M | | | M | | | |
| | RIOS MARIA GABRIELA | CLM | | R | | | | | | | | | | C1 | | M | C1 | | | | | | | | | R | | | | | | R | | | | | | C+ | | | | R | | | |
| | RIVAROLA JOSE LUIS | GET | | C+ | | R | | R | | | | | R | | | | | | R | | R | | R | R | R | C+ | | | | | | C1 | | R | R | M | | M | | R | | | | | | |
| ✔ | ROCA CARLOS ALBERTO | GIN | | R | D | R | | | | C+ | R | | R | | | | | R | | | | | R | | | M | | | | | | | | | | | | | | | | | | | | |
| | ROCES DIEGO GUILLERMO | CLM | | C+ | | | | | | | | | | C1 | D | M | | | | D | | | | | R | | | C1 | R | | | C1 | | | | | | D | | | | C+ | | | | |
| ✔ | ROFFE CARLOS OSCAR | CLM | | R | | | | R | | R | R | | R | | | | | | | M | | R | | | | R | | | | | | R | | R | | R | | | | R | | | R | | | R |
| | ROSALES CARLOS ALEJAN | CLM | | M | | | | | D | | | | R | | C+ | | | | R | | | | R | | | R | | | | | | | | | | | | | | M | | | M | R | | |
| | ROUSSY OTERO GUILLERM | CIR | | M | | C+ | R | | | | | | | | | | | | | | | | M | | R | M | | | | | R | | | | | | | | | R | | | | | | R |
| ✔ | SAAD EMANUEL JOSE | CLM | | | | | R | | | | | | R | | | | | | | | | | | | R | M | | | | | | | | R | | R | | | | R | | | | | | |
| ✔ | SAAD JESUS EXEQUIEL | CRD | | | | | | | | | | | | | | | | | R | | | | | R | | | | | | | | | | | | R | | | | R | | | | | | R |
| | SAAVEDRA VERONICA EST | CLM | D | C+ | | C1 | C1 | D | M | | | | D | R | D | R | R | | D | | | C1 | C+ | C+ | C1 | C+ | | | R | | D | C1 | | C1 | C1 | C+ | | C+ | | C+ | C1 | | D | C1 | | C+ |
| ✔ | SACCHI ILEANA MOIRA | CLM | | R | M | R | | R | | R | C1 | | R | | | | | M | R | | | | M | | | M | | | | | | | M | | R | M | | | R | R | | | R | | | |
| ✔ | SAEZ MUÃ□OZ CLAUDIA A | CLM | | R | | | R | R | | R | | | R | | | | | | M | | R | R | M | | R | M | | | | M | | | | | R | R | | | R | | | R | | | R |
| ✔ | SALGADO ANABELLA VERO | REU | C+ | R | | | R | R | | | | | | | | | | | | | | | M | | C+ | R | | | | | | R | | | | | | | | R | | | M | | | |
| ✔ | SALGUERO SOFIA GABRIELA | CLM | | | | | | | | M | R | | | | | | | | | | R | | | | | | | | | | | | | | | | | | M | | | | | | | |
| ✔ | SANCHEZ PABLO ESTEBAN | CLM | | M | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | SANZONE VAYRA PAOLA A | PSQ | M | C+ | | | | | | | | C1 | | C1 | | M | | | R | C+ | | | | | R | | | C1 | C1 | | R | C1 | | | R | | | M | | R | | | D | R | | |
| | SAUL MARA MILAGROS | CLM | | M | | | R | | | | | | R | | | | R | | R | | | C1 | R | | | R | | | D | | | | | | | R | | M | | M | | | M | R | M | |
| ✔ | SAURIT VERONICA | GIN | D | R | | | | R | | | | | R | | | | | | | M | | | D | | R | R | | | | | | | | | R | R | | | | R | | | | | | |
| ✔ | SECRESTAT ROBERTO AN | CLM | C+ | C+ | | C1 | C1 | C+ | | R | R | C1 | C1 | C1 | C+ | R | C1 | | R | M | | C1 | R | D | C1 | C1 | | | M | | | R | | C1 | C1 | C1 | | | | C1 | | | D | | | C1 |
| ✔ | SECULINI PATIÃ□O CARINA | CLM | | R | | | | | | | R | | | | | | | | | | | | R | | R | M | | | | | | | | R | R | R | | | | | | | | | | |
| | SEGURA FACUNDO MANUEL | TRA | | R | | | C1 | | | | | | R | | | | | | R | | | | R | | R | R | | | | | | | | | | M | | | | | | | | | D | |
| ✔ | SIMES LUCIANA | CLM | | R | | | | | D | M | | | | | | | R | R | | | | | | | | | | | | | | | M | | | R | D | | | | | | | | | |
| ✔ | SOUL MARIA LILIANA | CLM | | M | | R | | M | | M | D | | R | M | | | R | R | | M | R | | R | M | R | D | | | | | | R | | R | R | M | | | R | R | R | M | | | R |
| ✔ | STILMAN GUSTAVO DARIO | GIN | | R | D | | | | | C+ | C+ | | | | | M | | R | | R | M | R | R | | | | | | | | | | | | | | | | M | R | | | | | | |
| ✔ | STOLMAN FABIANA | | | M | | | | | | | | | R | | | | | | | | | R | R | | | M | | | | | | | | | R | | | | | | | | | | | |
| ✔ | STOPPANI GUSTAVO ANDR | GET | | R | | R | | R | | | | | | | | | | | | | | | | R | | C+ | | | | | | | | | | R | | | | R | C1 | | | | | R |
| | STORERO LUIS PABLO | CLM | | R | R | | | | | C+ | R | | | | | | | R | | | C1 | | | | | R | | | | | | | | | | | C1 | | | | | | | | | |
| ✔ | SUAREZ JORGE ALBERTO | URO | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | C1 | R | | | | | | | | | | | | |
| ✔ | SUASNABAR DAVID FRANCI | CLM | | M | | | R | | | | | | R | | | | | | | | | | | | | M | | | | | | R | | | | R | | | | R | | | M | | | |
| ✔ | SULIGOY DEBORA | CLM | | R | | | R | | | R | | | R | | | R | | | | | | M | R | | M | M | | | R | | | R | | | R | R | | | | R | | | M | | | |
| ✔ | TABARES ALDO HUGO | CLM | | R | | R | C1 | | | | | | R | | | | | | M | | | | | | | R | | | | | | | R | | R | | | | | R | | | | | | |
| ✔ | TABORDA GABRIELA CECILIA | CLM | | R | | R | | | | D | D | | | | | | | R | | | | | R | | | | | | | | | | | | | R | D | | R | | | | | | | |
| | TIRRI LORENA NATALIA IRIS | CLM | | C+ | | R | | | | | | R | R | C+ | | D | R | | | C+ | | | R | | R | R | | M | R | | R | C1 | M | | | | | D | | | | | D | R | | |
| ✔ | TORELLO LALANNE MARIA | CLM | | | | | | | | | | | | | | | | | | | | | R | | R | M | | | | | | | | | | | | | | | | | | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

Resumen

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| | Medicos | | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Vanserin | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔ | TORRES SOFIA BELEN | OTR | | R | M | | | | | C+ | C1 | | | | | | | C+ | | M | D | | M | | | R | | | | | | R | | R | | | | | C+ | | | | | | | |
| | TORTOLO GABRIELA ALEJANDRA | | M | R | R | R | | | | M | | R | C+ | | | | | | | M | | | C+ | M | | M | | | | | | R | C1 | R | R | | | | C1 | M | | C+ | | | |
| ✔ | TRAVELLA CLAUDIA NELLY | GIN | | | | | | | | R | D | | | | | | R | R | | | M | R | R | | | | | | | | | R | | | | | D | | R | R | | | | | |
| | TRUCCO LUIS | CLM | | D | | R | C1 | D | D | | | | C+ | R | R | | C1 | | C+ | D | | D | D | R | D | C+ | | | M | | D | C1 | M | C1 | C1 | C+ | | C+ | | C+ | | D | C1 | | D |
| ✔ | VAGLIENTI FIAMMA ELISAB | CLM | | R | | R | | R | | R | R | | R | R | R | M | R | M | | M | | | | | R | R | M | | | | | R | | | R | R | | | | M | | | R | | R |
| | VARGAS MONICA ANDREA | GIN | | R | M | | | | | C+ | | | R | | | | | R | | | C1 | | | | | | | | | | | | | | | | R | | | | | | | | R |
| ✔ | VAZQUEZ GUSTAVO ALBER | CLM | C+ | R | | R | | R | | | | | M | | | R | | | R | | | R | | | R | R | | | M | | M | R | | R | R | R | | | | R | | | | R | M |
| | VERA MARIA CAROLINA | GIN | | | M | | | | | C+ | C+ | | | | | | | D | | | C1 | | R | R | R | | | | | | | | | | | | | | C1 | R | | | | | |
| ✔ | VERBERCK ANDRES WILFR | CIR | | R | | D | | | | | | | | | | | | | | M | | | | | R | R | | | | | | | | | | | | | | | | | | | |
| | VERGARA GLENDA ARACELI | PED | | R | | | | | | | | | | R | | | C1 | | | | | | R | | | | | | | | | | | | | | | M | | | | | | | |
| ✔ | VEZZI VALERIA SILVINA | CLM | | M | | M | | M | | | | | R | | | | | | R | | | R | R | | R | R | M | | | | R | R | | R | R | M | | | M | | | M | | | |
| ✔ | VILLAFAÃ□E MARCELO AMI | CLM | | R | | | | R | | M | C1 | | | | | M | | | | | | | | | | R | | | | | | | | | M | | | | | | | M | | | |
| ✔ | VILLARREAL OSCAR ALFRE | CRD | | M | | | R | R | | | | M | | | | | | | M | | | | | | | | | | | | | | | | R | R | | | | R | | | | | |
| ✔ | VIRANO HORACIO EDUARDO | URO | | M | | | | | | | | | R | | | | | | M | | | | M | | | | | | | | | | | D | R | R | | | | M | | | R | | |
| | WAYAR MARCELO ENRIQUE | PSQ | | C+ | M | R | R | R | R | R | R | C1 | R | C1 | | M | | | | D | R | R | | | R | | | C1 | D | | | D | | | R | M | | C+ | M | R | | C+ | R | | |
| | WILLINGTON JOSE ALEJAN | GIN | | C+ | | | | | | | | C+ | R | D | | M | | | | M | | | | | | | | | C+ | | | C1 | | | | | | | | | | | C+ | | | |
| ✔ | ZABALA JORGE ALBERTO | CLM | M | C+ | | R | | R | | M | | | R | | | | | | | | | R | R | | R | C1 | | | R | | | R | | | R | R | | | | R | C1 | | | | | |
| ✔ | ZABALA MARCOS ALEJAND | CLM | | M | | R | | R | | R | | | R | | | | | | | | | R | M | | R | R | | | | | | | | C1 | R | M | | | | R | | | M | R | | R |
| | ZAMAR MARIA EUGENIA | GIN | | R | C1 | | | | M | C+ | C1 | | | R | | | | C+ | | M | C+ | | C1 | | | M | | | | | R | | | | R | R | C+ | | C1 | | | | | | |
| | ZELECHOWSKI SERGIO JAV | CLM | D | D | | C1 | C1 | C1 | R | R | | C1 | D | R | R | | R | | C+ | D | | D | C1 | C1 | C1 | C+ | M | | | | D | C1 | | C+ | C1 | C+ | | D | | C+ | C1 | | D | D | | C+ |
| | ZENGARO ADRIANA DEL VA | PSQ | | C+ | | | | R | | | | C+ | | C1 | C+ | C1 | R | R | | D | | | | | R | M | D | C1 | D | | | D | | | | R | | D | | | | | D | D | | |
| ✔ | ZURUETA JIMENA MARIA | CLM | | R | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | R | R | | | | | | | | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

Resumen

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| Farmacias | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | ENTRY MARK | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total a Conquistar** | 28 | 12 | 27 | 17 | 20 | 1 | 19 | 13 | 22 | 32 | 27 | 17 | 17 | 25 | 38 | 29 | 26 | 15 | 14 | 20 | 27 | 14 | 19 | 30 | 22 | 17 | 12 | 3 | 12 | 16 | 25 | 22 | 24 | 19 | 14 | 13 | 17 | 2 | 14 | 28 | 28 | 24 | 29 | 24 |
| **Total a Defender** | 12 | 30 | 16 | 17 | 21 | 15 | 20 | 19 | 9 | 10 | 5 | 22 | 23 | 19 | 5 | 7 | 19 | 12 | 24 | 16 | 14 | 10 | 21 | 12 | 13 | 10 | 20 | 6 | 7 | 24 | 21 | 20 | 17 | 14 | 10 | 9 | 10 | 7 | 28 | 11 | 10 | 18 | 12 | 16 |
| **Total a Mantener** | 7 | 11 | 3 | 13 | 7 | 18 | 8 | 7 | 7 | 5 | 6 | 7 | 12 | 8 | 2 | 1 | 7 | 12 | 11 | 8 | 1 | 12 | 4 | 5 | 3 | 12 | 13 | 3 | 6 | 10 | 1 | 6 | 4 | 12 | 13 | 6 | 6 | 12 | 8 | 3 | 3 | 3 | 8 | 7 |
| **Total a Revisar** | 8 | 4 | 10 | 9 | 10 | 5 | 8 | 17 | 18 | 10 | 20 | 11 | 5 | 6 | 12 | 18 | 5 | 15 | 6 | 12 | 15 | 20 | 12 | 11 | 19 | 14 | 13 | 11 | 21 | 6 | 10 | 8 | 12 | 10 | 16 | 18 | 20 | 4 | 7 | 14 | 15 | 12 | 8 | 11 |
| ✔ ASOCIACION MUTUAL CENTRO | C | D | C | C | C | D | C | C | D | D | C | D | D | C | C | C | C | C | D | D | C | C | C | C | C | C | D | | D | M | D | C | D | M | D | R | D | | C | D | C | C | C | C |
| ✔ BERGERO MELISA | C | D | C | C | C | D | C | C | C | C | C | D | C | C | C | D | C | C | C | C | C | C | D | C | D | C | C | M | R | C | D | C | C | C | M | D | D | | D | D | C | C | D | C |
| ✔ DIPIAZZA LORENA ANDREA | C | M | R | M | R | R | D | R | R | C | M | R | M | M | R | R | R | M | M | M | R | M | M | M | M | R | M | | R | M | D | R | R | R | R | R | R | | M | R | C | R | D | R |
| ✔ FARACI ESTELA ROSA | R | R | D | M | C | R | R | R | M | R | R | R | M | R | C | R | M | R | R | C | C | R | R | R | R | | R | | | M | R | R | R | M | M | | R | | D | R | R | R | R | M |
| ✔ FARM.AMUR-ASOC. RURAL SAN | C | D | C | C | D | | C | D | C | C | C | C | C | C | C | C | C | C | D | D | C | C | C | C | C | D | C | D | D | D | D | C | C | D | D | C | D | M | D | C | C | D | C | C |
| ✔ FARMACIA ABRIL - FARKAS NELI | D | M | C | M | D | | R | R | R | R | R | M | M | M | C | C | D | R | M | D | R | R | M | C | R | | M | | C | R | C | D | M | M | M | | R | | D | R | R | D | M | M |
| ✔ FARMACIA AMADEO - RODRIGUE | C | D | D | D | C | M | D | C | R | C | R | C | C | C | C | M | D | D | C | C | C | R | D | C | D | R | M | | R | D | C | D | C | R | R | R | R | | D | C | R | D | D | C |
| ✔ FARMACIA B SALUD - B SALUD S. | D | D | D | R | C | | C | R | D | C | C | C | C | C | C | R | C | M | M | R | C | D | C | C | C | M | C | R | R | D | D | C | R | R | M | | D | | C | D | C | C | C | C |
| ✔ FARMACIA CARRA SALUD SA | D | D | D | C | C | M | C | C | M | D | R | C | C | C | C | R | D | D | D | C | C | R | C | C | D | R | R | | M | C | C | C | C | R | M | C | M | | D | D | R | R | C | C |
| ✔ FARMACIA F y F- FORTES GLADY | M | M | R | M | R | | R | R | M | R | R | R | | M | R | R | M | R | | | R | M | R | R | R | R | M | | | M | R | M | R | | | R | R | | M | R | | R | M | R |
| ✔ FARMACIA FAMASALUD II | R | D | D | M | C | M | C | D | D | C | C | C | C | C | C | D | C | D | R | R | C | D | C | C | D | D | D | | M | D | D | C | C | C | D | R | R | | C | D | C | D | C | C |
| ✔ FARMACIA MAS VIDA I - ARMAND | C | D | C | C | C | D | C | C | C | C | C | D | C | C | C | D | C | C | C | C | C | C | D | C | D | C | C | M | R | C | D | C | C | C | M | D | D | | D | D | C | C | D | C |
| ✔ FARMACIA VILLAFAÑE-VILAFAÑE | R | M | R | | M | | R | R | R | M | R | R | M | R | R | | R | R | M | R | R | R | R | R | R | | R | | | M | M | R | R | R | | | | | R | R | R | R | M | R |
| ✔ FARMASAN I(CBA) | | | | | R | | | | | | R | | R | M | | | | | | R | | | | M | | | R | | | | | | | | | | | | M | | | | R |
| ✔ FCIA. MAXIFARMA | M | R | R | M | C | | M | M | R | M | R | R | M | R | C | R | M | M | M | C | R | M | C | M | R | R | C | | | R | R | R | M | M | R | | R | | C | M | R | R | M | R |
| ✔ MARENGO SILVIA DEL CARMEN | C | C | R | R | M | M | C | R | R | M | M | M | M | D | C | C | D | M | R | M | D | R | D | R | R | M | R | | M | C | C | C | C | R | M | R | C | | R | C | R | R | C | R |
| ✔ MONLLOR IVANA KARINA | D | C | D | R | C | | R | M | R | M | R | M | C | C | C | R | D | R | R | C | R | R | M | C | R | R | R | | R | M | C | C | R | M | | | R | | M | R | M | R | R | M |
| ✔ TRAVERSO RUBEN EDUARDO | M | D | C | C | C | | C | R | M | C | R | C | C | C | C | R | D | M | M | C | C | M | R | C | R | R | C | | R | C | D | C | D | R | M | R | D | R | C | D | R | C | D | C |
| ✔ TRUCCO MARCOS ALEJANDRO | D | D | C | M | R | | C | C | R | D | R | R | C | C | C | C | C | M | M | R | R | R | C | C | R | M | C | | | D | C | C | C | C | M | | R | | C | R | D | C | D | R |
| X2400ADI - AV 25 DE MAYO 2601- | D | D | D | C | D | M | C | C | C | D | C | D | C | C | C | D | C | R | D | D | D | D | D | C | C | C | C | | M | D | C | C | C | D | C | R | D | | D | D | C | D | C | C |
| X2400AJU - AV 9 DE JULIO 2002-2 | D | C | C | C | C | D | C | D | R | C | R | D | C | D | C | C | D | C | C | M | C | R | C | C | C | M | R | D | R | C | D | C | D | C | R | C | M | | D | C | C | M | C | C |
| X2400BAQ - AV R SAENZ PEï¿½A | C | D | D | M | C | C | R | C | R | C | R | R | D | C | C | R | C | D | D | C | C | D | C | C | C | R | C | | R | D | D | C | C | C | R | M | R | | C | D | C | C | D | C |
| X5000AAF - DEAN FUNES 202-300 | C | C | C | D | C | D | C | R | R | D | C | C | M | D | D | R | C | R | D | R | D | M | R | D | R | R | D | | | C | C | D | C | C | R | C | R | D | D | R | R | C | R | R |
| X5000AAJ - DEAN FUNES 402-500 | D | D | C | D | D | M | D | D | D | D | D | D | D | D | C | D | C | D | D | C | C | M | C | C | C | D | D | | D | D | D | C | C | D | D | R | M | M | D | C | D | C | D | D |
| X5000ALG - DUARTE QUIROS 301 | C | D | D | D | D | M | D | M | C | C | C | D | D | D | C | C | C | R | D | D | C | C | D | D | C | D | D | | D | D | C | D | D | C | M | R | C | | D | C | R | C | M | D |
| X5000AMB - DUARTE QUIROS 130 | C | C | C | C | C | D | D | D | C | C | C | D | C | C | C | C | C | C | C | D | C | C | D | C | C | C | D | D | C | C | C | D | D | C | C | D | C | M | C | C | C | D | C | D |
| X5000BFB - OBISPO DE ORO 2-100 | C | C | D | C | R | M | D | R | C | R | C | D | C | C | C | C | C | C | R | M | C | M | C | C | D | C | C | | C | C | D | C | C | R | R | R | C | C | D | C | C | C | C | C |
| X5000BGA - FRANCISCO DE LAPR | C | C | C | C | D | M | D | D | D | C | C | D | D | D | R | C | D | D | C | D | D | C | D | D | C | D | D | D | M | C | D | M | D | C | C | C | R | D | D | C | D | D | C | D |
| X5000BQC - JOSE MANUEL ESTR | D | D | D | D | D | M | D | D | D | D | D | D | D | D | C | D | D | D | D | C | D | D | D | D | D | D | D | R | C | D | D | D | D | C | D | C | D | M | D | D | D | D | C | D |
| X5000BRN - AV PUEYRREDON 2- | C | M | C | C | M | R | C | C | C | C | C | D | M | D | C | C | C | M | D | R | C | C | C | R | C | C | D | | R | M | C | R | C | M | D | C | C | D | R | R | C | D | C | C |
| X5000ELC - 25 DE MAYO 101-199 | D | D | C | D | D | D | D | C | C | C | C | C | D | C | C | C | C | M | D | C | D | R | C | D | R | C | R | | R | D | D | D | C | D | C | D | R | M | C | C | C | C | C | C |
| X5000EMN - 9 DE JULIO 602-700 | M | D | C | M | D | M | C | R | C | C | R | C | D | C | C | C | D | R | C | C | C | R | C | C | R | R | R | | D | C | C | C | D | C | M | R | R | | D | C | C | C | D | C |
| X5000EPC - AV COLON 201-299 | C | C | D | C | C | | M | R | M | C | D | M | D | C | C | R | C | R | C | M | D | M | M | C | R | M | C | | R | D | D | D | C | D | R | R | C | M | C | C | M | C | M | C |
| X5000EPH - AV COLON 701-799 | C | D | C | D | D | D | D | D | C | C | C | D | D | D | C | C | C | C | C | D | C | C | D | C | C | C | D | C | C | D | C | D | D | C | C | C | C | D | D | C | D | D | C | D |
| X5000ETE - SANTA ROSA 1501-15 | C | D | C | D | C | | D | C | C | C | C | D | D | D | D | C | D | D | D | D | D | R | C | D | C | C | D | R | C | D | C | D | C | C | C | D | C | | D | C | C | C | C | D |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| EVAR ALEJANDRO SUAREZ | Resumen | Targeting |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

| Farmacias | Allopurinol | Alplax_Diocam | April | Aturen | Bexaban | Bisopil | Calcimax | Damsel | Damsella | Deslafax | Diabesil | Divalprex | Duxetin | ENTRY MARK | Elafax | Etabyx | Femiden | Filten | Foxetin | Fucsia | Gadocor | Gadoferol | Gadolip | Gavin | L. Gastromax | Lapenax | Luradon | Midax | Myrbetric | Neurobiletan 6 | Nexdia | Omecap 90 | Omnic Ocas | Paliax | Paxon | Reliveran Doxi | Risperin | Rubi | Sinlip | Sinlip EZ | Sinlip Prevent | Somit | Tonibral XR | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| X5000EYC - DOMINGO F SARMIE | R | M | R | M | M | M | M | R | R | R | M | C | M | M | R | C | M | R | M | D | R | R | R | R | R | M | M | | | R | C | R | M | C | R | C | R | | M | R | R | R | M | R |
| X5000FAF - HUMBERTO PRIMO 2 | C | C | C | D | D | | D | D | C | C | C | D | D | C | D | C | D | C | D | C | D | D | C | C | C | C | D | | C | D | C | D | D | D | C | C | C | M | C | C | C | D | C | D |
| X5000HCF | M | M | M | M | R | | M | M | R | R | M | M | M | M | R | R | M | M | C | M | R | R | R | M | C | M | M | C | | M | R | M | M | M | R | D | M | | M | R | C | M | R | M |
| X5000IIH - BVRD CHACABUCO 70 | C | C | C | D | D | D | C | D | D | C | D | D | D | D | C | C | C | C | D | D | C | D | D | D | D | D | D | C | R | C | D | C | D | D | D | D | C | M | D | C | C | C | C | D |
| X5000IIO - BVRD CHACABUCO 10 | D | C | C | R | C | | M | R | C | C | C | D | D | C | C | R | D | C | C | D | C | C | D | C | D | C | D | D | R | C | C | C | D | D | D | D | M | R | C | C | C | C | C | C |
| X5000IIQ - BVRD CHACABUCO 30 | | R | | R | R | | | | | R | R | R | R | R | R | | R | | | | R | | | R | R | | C | | | | R | | R | | | | | | | | R | C | R | R |
| X5000IIS - BVRD CHACABUCO 50 | C | D | C | D | D | D | D | D | C | C | C | C | C | C | C | C | C | D | D | C | C | C | C | C | C | C | D | R | C | C | C | C | C | C | C | C | D | R | C | C | C | D | C | C |
| X5000IUO - INDEPENDENCIA 701- | R | C | M | C | R | M | M | D | R | C | R | M | C | C | R | R | C | C | C | M | R | M | D | R | C | R | R | M | R | R | R | C | D | M | R | M | C | C | M | C | D | C | C | C |
| X5000IYN - OBISPO TREJO Y SAN | R | M | R | R | R | M | R | D | C | C | D | R | R | D | R | R | C | R | C | R | R | R | C | M | M | M | R | | C | M | C | D | R | M | M | R | R | D | R | R | C | D | C | M |
| X5000JGA - AV AMBROSIO OLMO | M | M | R | R | M | M | R | R | R | R | R | C | R | R | R | C | R | M | M | R | R | R | D | R | D | R | R | R | D | R | R | M | R | R | R | R | R | D | R | R | R | M | C | R |
| X5000JJO - AV DR VELEZ SARSFI | | M | R | M | R | R | M | M | R | R | R | R | C | R | M | C | M | R | R | R | R | R | R | R | R | M | M | D | | R | R | R | R | M | R | | | | R | R | D | R | R | C |
| X5000JLQ - AV GRAL JOSE MARIA | C | D | D | D | D | D | C | D | M | C | M | C | D | D | D | C | D | M | C | D | D | M | D | D | R | M | M | R | M | D | D | D | C | C | M | M | R | M | D | D | M | C | R | D |
| X5000JQB - GRAL MANUEL BELG | C | D | D | D | D | | D | D | C | C | C | D | D | D | D | C | D | D | D | D | D | D | D | D | C | C | D | | C | D | D | D | C | C | C | C | C | M | D | C | D | D | C | C |
| X5000KAN - JUJUY 502-600 | C | D | C | D | C | | C | C | C | C | C | C | D | C | M | R | D | M | D | M | C | M | C | C | C | C | M | R | R | C | C | M | D | R | C | R | R | | D | C | C | D | C | D |
| X5000KTE - CANONIGO M DEL C | D | D | C | C | D | D | D | R | M | D | M | C | R | C | C | C | C | R | D | C | C | M | R | D | C | M | M | | D | D | C | D | D | D | C | M | | | D | C | C | D | C | C |
| X5000KVB - GRAL JOSE G ARTIG | R | D | M | M | M | M | D | M | D | R | C | C | D | M | R | D | R | | M | R | M | R | R | R | R | R | R | R | R | D | R | R | R | M | C | | M | | M | M | R | R | M | D |
| X5000LOH - RODRIGUEZ PEï¿½A | M | R | R | R | M | R | | R | R | M | R | R | M | M | R | R | M | | M | R | R | R | R | D | R | R | M | | | M | R | M | R | D | R | | R | | R | M | R | R | R | M |
| X5016BVC - BVRD ELIAS YOFRE 9 | C | D | C | C | D | M | D | D | C | C | C | C | D | D | C | C | C | R | D | D | C | C | D | C | C | C | D | | R | D | C | D | D | D | D | R | C | M | D | C | C | D | C | C |
| X5016DFS | C | D | D | D | D | M | C | D | D | C | C | D | D | D | C | C | C | C | D | C | C | D | D | D | C | D | D | | C | D | C | D | C | D | C | D | C | M | D | C | D | C | D | D |
| X5016FHH | R | M | C | R | D | | M | M | R | C | R | M | M | D | C | R | D | C | D | C | C | R | R | C | M | M | M | | R | C | C | D | C | M | R | C | C | R | D | C | C | C | C | M |
| X5016GDM - AV DR VELEZ SARSF | C | D | C | D | D | D | D | D | C | D | C | D | D | D | C | C | D | D | D | D | D | D | D | C | D | D | D | R | C | D | D | D | C | D | D | M | C | | D | C | C | D | D | D |
| X5016GDS - AV DR VELEZ SARSF | C | D | C | D | C | D | D | C | C | C | C | D | D | C | C | C | D | C | D | C | D | C | D | C | D | D | D | R | R | D | C | D | C | C | C | M | C | | C | C | C | C | C | D |
| X5186GQN - AV LUCAS A CORDO | C | D | D | C | D | D | D | D | C | D | C | D | D | D | C | C | C | D | D | C | D | C | D | C | D | C | M | R | R | D | D | C | D | D | R | R | D | D | D | C | D | C | D | D |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## A PALAZON ENRIQUE FRANCISCO (CLM) - CP: 5000 -- 6911 prescripciones

### LANZAMIENTOS (15.8%)

| MDO: Paliax (5) | 431 |
|---|---|
| SARVAL (B+L) | 38% |
| DIOVAN (SIE) | 29% |
| HIPERVAL (RC5) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 253 |
|---|---|
| DEBLAX (RF2) | 32% |
| ORAVIL (TPQ) | 18% |
| OSTEODYN (MTP) | 12% |
| **GADOFEROL TOTAL** | **3%** |

| MDO: Aturen | 250 |
|---|---|
| DAFLON 500 (SVR) | 44% |
| DAFLON 1000 (SVR) | 28% |
| VEDIPAL (RF2) | 15% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 82 |
|---|---|
| XAROBAN (RF2) | 24% |
| RIXATYL (B+L) | 23% |
| REMIVOX (ELE) | 20% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 45 |
|---|---|
| LEXTOR (CSO) | 31% |
| TALPRAM (RC5) | 31% |
| LEXAPRO (LUN) | 24% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 29 |
|---|---|
| LIPEX PLUS (ELE) | 52% |
| ROSUFEN DUO (NLT) | 24% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Etabyx | 5 |
|---|---|
| LEVECOM (B+L) | 80% |
| KEPPRA (GSK) | 20% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (71.4%)

| MDO: Alplax_D- (1) | 1478 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 32% |
| CLONAGIN (B+L) | 25% |
| NEURYL (BAG) | 19% |

| MDO: Sinlip (2) | 832 |
|---|---|
| AMPLIAR (CSO) | 7% |
| ROVARTAL (RMM) | 6% |
| ROSUVAST (BAG) | 6% |
| **SINLIP (GAD)** | **5%** |

| MDO: Paxon (3) | 579 |
|---|---|
| LOSACOR (RMM) | 41% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |
| TACARDIA (RC5) | 14% |

| MDO: L. Gastromax (4) | 578 |
|---|---|
| PANTUS (B+L) | 48% |
| **GASTROMAX TOTAL** | **26%** |
| GASTROMAX (GAD) | 24% |
| PANTOP (RF2) | 15% |

| MDO: Diabesil | 398 |
|---|---|
| TOTAL DBI | 48% |
| TOTAL ISLOTIN | 17% |
| TOTAL GLUCOPHAGE | 14% |
| **TOTAL DIABESIL** | **12%** |

| MDO: Bisopil | 317 |
|---|---|
| CORBIS (RMM) | 91% |
| LOSTAPROLOL (T.L) | 4% |
| BISOPROLOL TEVA (TEV) | 2% |
| **BISOPIL (GAD)** | **2%** |

| MDO: Xelevia | 208 |
|---|---|
| JANUVIA (MSD) | 38% |
| TOTAL GALVUS | 21% |
| **TOTAL XELEVIA** | **20%** |
| TOTAL TRAYENTA | 12% |

| MDO: Tonibral XR | 150 |
|---|---|
| NEUROPLUS (B+L) | 43% |
| PRILBEN (RC5) | 35% |
| **TONIBRAL TOTAL** | **11%** |
| TONIBRAL XR (GAD) | 7% |

| MDO: Gavin | 110 |
|---|---|
| PREBICTAL (RF2) | 30% |
| PLENICA (RMM) | 21% |
| LINPREL (B+L) | 13% |
| **GAVIN (GAD)** | **1%** |

| MDO: Gadolip | 95 |
|---|---|
| PROCETOKEN( BEB) | 71% |
| MAGNOFEN( B+L) | 16% |
| **GADOLIP (GAD)** | **4%** |
| PROCETOKEN XR (BEB) | 3% |

| MDO: Gadocor | 91 |
|---|---|
| NABILA (RF2) | 30% |
| NIRPOL (CSO) | 18% |
| CORPRES (RMM) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex | 35 |
|---|---|
| VALCOTE (ABT) | 66% |
| IMPROVAL (RMM) | 34% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 31 |
|---|---|
| **DAMSEL GAD** | **42%** |
| KALA (BEB) | 23% |
| YASMIN (BAY) | 19% |
| JADE (CVI) | 10% |

| MDO: Omecap 90 | 17 |
|---|---|
| REGULIP (RF2) | 94% |
| **OMECAP 90 (GAD)** | **6%** |

| MDO: Midax | 5 |
|---|---|
| APSICO (MLB) | 40% |
| **MIDAX (GAD)** | **20%** |
| ONOTRAN (LEP) | 20% |
| SIMINA (ELE) | 20% |

| MDO: Damsella | 4 |
|---|---|
| ISIS MINI 24 (SIE) | 75% |
| DIVA TOTAL (ELE) | 25% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2º PROMOCION (10.6%)

| MDO: Filten | 268 |
|---|---|
| CARVEDIL (BAG) | 29% |
| **FILTEN (GAD)** | **27%** |
| BIDECAR (B+L) | 25% |
| DILATREND (SIE) | 10% |

| MDO: Omnic Ocas | 245 |
|---|---|
| TANSILOPROST (FIN) | 38% |
| REDUPROST (RF2) | 27% |
| URALOS CR (CSO) | 15% |
| **OMNIC OCAS (GAD)** | **3%** |

| MDO: Elafax | 69 |
|---|---|
| SESAREN (RMM) | 65% |
| **ELAFAX (GAD)** | **22%** |
| SUNVEX LP (CSO) | 6% |
| EFEXOR (PFZ) | 4% |

| MDO: Allopurinol | 46 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **52%** |
| ALLOPURINOL CRAVER (C- | 48% |

| MDO: Neurobiletan 600 | 35 |
|---|---|
| NEUROTIOCT (TPQ) | 54% |
| CIAGEN (CVI) | 29% |
| TIONEUROL 600 (RC5) | 17% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Foxetin | 28 |
|---|---|
| **FOXETIN (GAD)** | **96%** |
| NEUPAX (BAG) | 4% |

| MDO: Duxetin | 26 |
|---|---|
| DUERIX (ARI) | 85% |
| **DUXETIN (GAD)** | **15%** |

| MDO: Risperin | 18 |
|---|---|
| **RISPERIN (GAD)** | **56%** |
| RIATUL (B+L) | 22% |
| RESTELEA (ELE) | 17% |
| RISPERDAL (JAN) | 6% |

### RECORDATORIOS (2.2%)

| MDO: Somit | 107 |
|---|---|
| **TOTAL SOMIT** | **61%** |
| SOMIT (GAD) | 50% |
| NOCTE (BAG) | 17% |
| REM CHOBET (SUE) | 12% |

| MDO: Calcimax | 42 |
|---|---|
| **CALCIMAX TOTAL** | **74%** |
| CALCIMAX FORTE (GAD) | 71% |
| CALCIONAL CITRATO (ARI) | 26% |
| CALCIMAX (GAD) | 2% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## A GOMEZ JORGE MANUEL (CRD) - CP: 5000 -- 6540 prescripciones

### LANZAMIENTOS (11.0%)

| MDO: Paliax | 327 |
|---|---|
| DILCORAN (CSO) | 30% |
| SARVAL (B+L) | 28% |
| DIOVAN (SIE) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 138 |
|---|---|
| CRADA (CSO) | 56% |
| ORAVIL (TPQ) | 16% |
| DEBLAX (RF2) | 7% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 130 |
|---|---|
| DAFLON 1000 (SVR) | 32% |
| DAFLON 500 (SVR) | 20% |
| DIOSMIN (CVI) | 14% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 53 |
|---|---|
| KEPPRA (GSK) | 68% |
| LEVECOM (B+L) | 30% |
| CALLEXE (CSO) | 2% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 49 |
|---|---|
| MERIDIAN (RMM) | 37% |
| ARAMIX (ELE) | 22% |
| LEXAPRO (LUN) | 18% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 19 |
|---|---|
| REMIVOX (ELE) | 47% |
| REMEXAL (CSO) | 42% |
| XARELTO (BAY) | 11% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 5 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1º PROMOCION (77.2%)

| MDO: Alplax_D- (1) | 943 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| CLONAGIN (B+L) | 23% |
| NEURYL (BAG) | 13% |

| MDO: Sinlip (2) | 858 |
|---|---|
| HIPOLIPOL (CSO) | 47% |
| AMPLIAR (CSO) | 14% |
| ZARATOR (ELE) | 9% |
| **SINLIP (GAD)** | **2%** |

| MDO: Diabesil (3) | 788 |
|---|---|
| TOTAL DBI | 49% |
| TOTAL ISLOTIN | 23% |
| TOTAL METGLUCON | 10% |
| **TOTAL DIABESIL** | **6%** |

| MDO: Paxon (4) | 673 |
|---|---|
| LOPLAC (CSO) | 57% |
| LOSACOR (RMM) | 36% |
| **PAXON TOTAL** | **3%** |
| FENSARTAN ELEA (ELE) | 3% |

| MDO: L. Gastromax (5) | 617 |
|---|---|
| PANTOCAS( CSO) | 44% |
| PANTUS (B+L) | 34% |
| PANTOP (RF2) | 8% |
| **GASTROMAX TOTAL** | **5%** |

| MDO: Bisopil | 395 |
|---|---|
| CORBIS (RMM) | 96% |
| BICARDIL (B+L) | 3% |
| LOSTAPROLOL (T.L) | 1% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 226 |
|---|---|
| TOTAL GALVUS | 23% |
| JANUVIA (MSD) | 22% |
| TOTAL ZOMARIST | 15% |
| **TOTAL XELEVIA** | **8%** |

| MDO: Gavin | 160 |
|---|---|
| NEURISTAN MULTIDOS (C- | 49% |
| LYRICA (PFZ) | 16% |
| LINPREL (B+L) | 15% |
| **GAVIN (GAD)** | **2%** |

| MDO: Gadocor | 120 |
|---|---|
| NABILA (RF2) | 26% |
| CORPRES (RMM) | 22% |
| NIRPOL (CSO) | 20% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 110 |
|---|---|
| SEGREN (CSO) | 15% |
| MINUSLIP (TEV) | 14% |
| CONTROLIP (ABT) | 14% |
| **GADOLIP (GAD)** | **10%** |

| MDO: Tonibral XR | 67 |
|---|---|
| CARRIER (CSO) | 52% |
| CARRIER XR CSO | 15% |
| EBIXA (LUN) | 13% |
| **TONIBRAL TOTAL** | **4%** |

| MDO: Divalprex | 53 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: April | 12 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Midax | 12 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Omecap 90 | 3 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2º PROMOCION (10.9%)

| MDO: Filten | 337 |
|---|---|
| ISOBLOC (CSO) | 51% |
| BIDECAR (B+L) | 21% |
| CARVEDIL (BAG) | 15% |
| **FILTEN (GAD)** | **9%** |

| MDO: Omnic Ocas | 195 |
|---|---|
| URALOS CR (CSO) | 34% |
| TANSILOPROST (FIN) | 25% |
| **OMNIC OCAS (GAD)** | **13%** |
| REDUPROST (RF2) | 11% |

| MDO: Allopurinol | 67 |
|---|---|
| ALLOPURINOL CRAVER (C- | 96% |
| **ALLOPURINOL GADOR (G-** | **4%** |

| MDO: Risperin | 56 |
|---|---|
| **RISPERIN (GAD)** | **48%** |
| DOZIC (RF2) | 29% |
| RISPERDAL (JAN) | 20% |
| RESTELEA (ELE) | 4% |

| MDO: Neurobiletan 600 | 40 |
|---|---|
| TINACTOL (CSO) | 80% |
| CIAGEN (CVI) | 12% |
| TIONEUROL 600 (RC5) | 5% |
| **NEURO BILETAN (GAD)** | **2%** |

| MDO: Duxetin | 8 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Elafax | 6 |
|---|---|
| **ELAFAX (GAD)** | **67%** |
| EFEXOR (PFZ) | 33% |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (1.0%)

| MDO: Somit | 63 |
|---|---|
| **TOTAL SOMIT** | **95%** |
| SOMIT (GAD) | 95% |
| 8-HORAS (ELE) | 5% |

# FICHAS MEDICOS

## A MORENO PAOLA ANDREA (CLM) - CP: 5000 -- 6192 prescripciones

### LANZAMIENTOS (14.3%)

| MDO: Paliax | 285 |
|---|---|
| SARVAL (B+L) | 24% |
| DIOVAN (SIE) | 24% |
| ALPERTAN (RF2) | 19% |
| **PALIAX (GAD)** | **1%** |

| MDO: Gadoferol | 262 |
|---|---|
| ORAVIL (TPQ) | 47% |
| RAQUIFEROL D3 (RMM) | 7% |
| DEVISAL CB (B+L) | 7% |
| **GADOFEROL TOTAL** | **6%** |

| MDO: Aturen | 156 |
|---|---|
| DAFLON 500 (SVR) | 34% |
| DAFLON 1000 (SVR) | 29% |
| DIOSMIN (CVI) | 19% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 95 |
|---|---|
| ARAMIX (ELE) | 41% |
| LEXAPRO (LUN) | 28% |
| MERIDIAN (RMM) | 23% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 63 |
|---|---|
| LIPEX PLUS (ELE) | 46% |
| REOVEX EZ (B+L) | 16% |
| ROSUFEN DUO (NLT) | 8% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 16 |
|---|---|
| RIXATYL (B+L) | 56% |
| XAROBAN (RF2) | 19% |
| ANTITROM (LZA) | 12% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 9 |
|---|---|
| LEVECOM (B+L) | 78% |
| LEVRON (RON) | 22% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (76.1%)

| MDO: Sinlip (1) | 1173 |
|---|---|
| LIPEX (ELE) | 25% |
| AMPLIAR (CSO) | 16% |
| ROVARTAL (RMM) | 9% |
| **SINLIP (GAD)** | **5%** |

| MDO: Alplax_Diocam (2) | 929 |
|---|---|
| **ALPLAX + DIOCAM** | **32%** |
| ALPLAX (GAD) | 27% |
| CLONAGIN (B+L) | 26% |
| NEURYL (BAG) | 13% |

| MDO: Paxon (3) | 638 |
|---|---|
| LOSACOR (RMM) | 33% |
| FENSARTAN ELEA (ELE) | 29% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |

| MDO: L. Gastromax (4) | 434 |
|---|---|
| PANTUS (B+L) | 65% |
| **GASTROMAX TOTAL** | **18%** |
| GASTROMAX (GAD) | 18% |
| PANTOCAS( CSO) | 8% |

| MDO: Diabesil (5) | 424 |
|---|---|
| TOTAL DBI | 51% |
| TOTAL ISLOTIN | 21% |
| TOTAL GLUCOPHAGE | 17% |
| **TOTAL DIABESIL** | **1%** |

| MDO: Bisopil | 397 |
|---|---|
| CORBIS (RMM) | 79% |
| **BISOPIL (GAD)** | **21%** |
| LOSTAPROLOL (T.L) | 1% |

| MDO: Xelevia | 223 |
|---|---|
| JANUVIA (MSD) | 32% |
| TOTAL GALVUS | 17% |
| **TOTAL XELEVIA** | **14%** |
| TOTAL JANUMET | 11% |

| MDO: Gavin | 160 |
|---|---|
| LYRICA (PFZ) | 32% |
| PLENICA (RMM) | 29% |
| PGB (SIE) | 18% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 147 |
|---|---|
| NEBILET (SIE) | 24% |
| CORPRES (RMM) | 23% |
| SYNCROCOR (TEV) | 22% |
| **GADOCOR (GAD)** | **10%** |

| MDO: Gadolip | 111 |
|---|---|
| MINUSLIP (TEV) | 50% |
| LIPOMAX (BAG) | 19% |
| **GADOLIP (GAD)** | **14%** |
| DAUNLIP (MTP) | 9% |

| MDO: Tonibral XR | 51 |
|---|---|
| NEUROPLUS (B+L) | 37% |
| CARRIER (CSO) | 22% |
| CONEXINE (BET) | 16% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Divalprex | 15 |
|---|---|
| VALCOTE (ABT) | 80% |
| VALCAS (CSO) | 20% |
| **DIVALPREX (GAD)** | **0%** |

### 2º PROMOCION (8.6%)

| MDO: Omecap 90 | 5 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Damsella | 2 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Filten | 221 |
|---|---|
| CARVEDIL (BAG) | 57% |
| DILATREND (SIE) | 14% |
| **FILTEN (GAD)** | **13%** |
| BIDECAR (B+L) | 13% |

| MDO: Omnic Ocas | 157 |
|---|---|
| TANSILOPROST (FIN) | 32% |
| REDUPROST (RF2) | 14% |
| PROSTOKLAR (B+L) | 14% |
| **OMNIC OCAS (GAD)** | **10%** |

| MDO: Elafax | 63 |
|---|---|
| SESAREN (RMM) | 86% |
| **ELAFAX (GAD)** | **11%** |
| SUNVEX LP (CSO) | 3% |

| MDO: Neurobiletan 600 | 36 |
|---|---|
| TINACTOL (CSO) | 50% |
| **NEURO BILETAN (GAD)** | **33%** |
| NEUROTIOCT (TPQ) | 14% |
| CIAGEN (CVI) | 3% |

| MDO: Allopurinol | 25 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **56%** |
| ALLOPURINOL CRAVER (C- | 44% |

| MDO: Foxetin | 25 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 5 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (0.9%)

| MDO: Somit | 37 |
|---|---|
| **TOTAL SOMIT** | **43%** |
| SOMIT (GAD) | 43% |
| 8-HORAS (ELE) | 41% |
| INDUCTAL (RMM) | 11% |

| MDO: Calcimax | 21 |
|---|---|
| **CALCIMAX TOTAL** | **71%** |
| CALCIMAX FORTE (GAD) | 43% |
| CALCIMAX (GAD) | 29% |
| CALCIONAL CITRATO (ARI) | 29% |

# FICHAS MEDICOS

## A DIAZ DE TAGNIANI MONICA ESTER (CLM) - CP: 5000 -- 5840 prescripciones

### LANZAMIENTOS (11.3%)

| MDO: Paliax | 414 |
|---|---|
| SARVAL (B+L) | 71% |
| ALPERTAN (RF2) | 18% |
| DILCORAN (CSO) | 3% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 116 |
|---|---|
| ORAVIL (TPQ) | 38% |
| DEBLAX (RF2) | 24% |
| OSTEODYN (MTP) | 23% |
| **GADOFEROL TOTAL** | **3%** |

| MDO: Aturen | 91 |
|---|---|
| VEDIPAL (RF2) | 40% |
| DAFLON 500 (SVR) | 37% |
| DAFLON 1000 (SVR) | 18% |
| **ATUREN (GAD)** | **4%** |

| MDO: Nexdia | 33 |
|---|---|
| MERIDIAN (RMM) | 55% |
| LEXTOR (CSO) | 27% |
| AXIOMAT (BET) | 18% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| **SINLIP EZ (GAD)** | **25%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1º PROMOCION (71.3%)

| 1 MDO: Paxon | 1093 |
|---|---|
| LOPLAC (CSO) | 36% |
| LOSACOR (RMM) | 28% |
| **PAXON TOTAL** | **15%** |
| PAXON | 15% |

| 2 MDO: Sinlip | 818 |
|---|---|
| REOVEX (B+L) | 20% |
| HIPOLIPOL (CSO) | 13% |
| AMPLIAR (CSO) | 11% |
| **SINLIP (GAD)** | **4%** |

| 3 MDO: Alplax_Diocam | 649 |
|---|---|
| **ALPLAX + DIOCAM** | **39%** |
| ALPLAX (GAD) | 36% |
| CLONAGIN (B+L) | 34% |
| RIVOTRIL (B7I) | 7% |

| 4 MDO: Diabesil | 575 |
|---|---|
| TOTAL DBI | 87% |
| **TOTAL DIABESIL** | **6%** |
| DIABESIL AP 500 | 2% |
| TOTAL GLUCOPHAGE | 2% |

| MDO: Bisopil | 272 |
|---|---|
| CORBIS (RMM) | 57% |
| LOSTAPROLOL (T.L) | 23% |
| **BISOPIL (GAD)** | **8%** |
| BICARDIL (B+L) | 6% |

| MDO: L. Gastromax | 205 |
|---|---|
| PANTUS (B+L) | 49% |
| PANTOCAS( CSO) | 37% |
| **GASTROMAX TOTAL** | **7%** |
| GASTROMAX (GAD) | 7% |

| MDO: Xelevia | 160 |
|---|---|
| TOTAL ZOMARIST | 26% |
| TOTAL GALVUS | 21% |
| TOTAL JANUMET | 18% |
| **TOTAL XELEVIA** | **17%** |

| MDO: Gavin | 160 |
|---|---|
| PLENICA (RMM) | 36% |
| PREBICTAL (RF2) | 15% |
| NEURISTAN (CSO) | 14% |
| **GAVIN (GAD)** | **6%** |

| MDO: Gadocor | 73 |
|---|---|
| NABILA (RF2) | 66% |
| **GADOCOR (GAD)** | **23%** |
| NIRPOL (CSO) | 7% |
| NEBILET (SIE) | 1% |

| MDO: Tonibral XR | 64 |
|---|---|
| CARRIER (CSO) | 72% |
| NEUROPLUS (B+L) | 25% |
| MEMANTINA RICHET (RH.) | 3% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip | 47 |
|---|---|
| **GADOLIP (GAD)** | **89%** |
| MINUSLIP (TEV) | 6% |
| SEGREN (CSO) | 2% |
| SERUBEL (MTP) | 2% |

| MDO: April | 14 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Damsella | 10 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Midax | 10 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Divalprex | 7 |
|---|---|
| VALCAS (CSO) | 86% |
| IMPROVAL (RMM) | 14% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 5 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

### 2º PROMOCION (12.8%)

| 5 MDO: Filten | 498 |
|---|---|
| ISOBLOC (CSO) | 32% |
| **FILTEN (GAD)** | **25%** |
| DILATREND (SIE) | 16% |
| CARVEDIL (BAG) | 12% |

| MDO: Allopurinol | 78 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 78 |
|---|---|
| TANSILOPROST (FIN) | 58% |
| LOSTAM (T.L) | 19% |
| REDUPROST (RF2) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 35 |
|---|---|
| NEUROTIOCT (TPQ) | 86% |
| **NEURO BILETAN (GAD)** | **11%** |
| TINACTOL (CSO) | 3% |

| MDO: Risperin | 28 |
|---|---|
| **RISPERIN (GAD)** | **82%** |
| DOZIC (RF2) | 14% |
| RIATUL (B+L) | 4% |

| MDO: Foxetin | 25 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 4 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (4.7%)

| MDO: Calcimax | 186 |
|---|---|
| **CALCIMAX TOTAL** | **98%** |
| CALCIMAX FORTE (GAD) | 98% |
| CALCIO BASE VANNIE (VN- | 1% |
| CALCIMAX (GAD) | 1% |

| MDO: Somit | 86 |
|---|---|
| **TOTAL SOMIT** | **83%** |
| SOMIT (GAD) | 81% |
| ZOLODORM (RC5) | 13% |
| DORMILAN (B+L) | 5% |

# FICHAS MEDICOS

## A CERDA RAUL HECTOR (CLM) - CP: 5000 -- 5098 prescripciones

### LANZAMIENTOS (15.1%)

| MDO: Paliax | 331 |
|---|---|
| ALPERTAN (RF2) | 59% |
| SARVAL (B+L) | 19% |
| DIOVAN (SIE) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 211 |
|---|---|
| ORAVIL (TPQ) | 30% |
| DEBLAX (RF2) | 21% |
| OSTEODYN (MTP) | 14% |
| **GADOFEROL TOTAL** | **2%** |

| MDO: Aturen | 140 |
|---|---|
| DAFLON 500 (SVR) | 39% |
| DAFLON 1000 (SVR) | 34% |
| VEDIPAL (RF2) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 47 |
|---|---|
| LEXTOR (CSO) | 66% |
| ARAMIX (ELE) | 26% |
| AXIOMAT (BET) | 4% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 21 |
|---|---|
| LEVITAL (SIE) | 48% |
| LEVECOM (B+L) | 33% |
| KEPPRA (GSK) | 19% |
| **ETABYX (GAD)** | **0%** |

| MDO: Bexaban | 16 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (73.8%)

| MDO: Alplax_D- (1) | 924 |
|---|---|
| **ALPLAX + DIOCAM** | **37%** |
| CLONAGIN (B+L) | 30% |
| ALPLAX (GAD) | 29% |
| NEURYL (BAG) | 11% |

| MDO: Sinlip (2) | 681 |
|---|---|
| AMPLIAR (CSO) | 14% |
| TORIVAS (B+L) | 9% |
| LIPIFEN (RF2) | 9% |
| **SINLIP (GAD)** | **7%** |

| MDO: Paxon (3) | 502 |
|---|---|
| LOSACOR (RMM) | 82% |
| **PAXON TOTAL** | **6%** |
| PAXON | 6% |
| LOPLAC (CSO) | 3% |

| MDO: L. Gastromax (4) | 466 |
|---|---|
| PANTUS (B+L) | 56% |
| **GASTROMAX TOTAL** | **23%** |
| GASTROMAX (GAD) | 23% |
| PANTOP (RF2) | 13% |

| MDO: Diabesil (5) | 463 |
|---|---|
| TOTAL DBI | 62% |
| TOTAL GLUCOPHAGE | 15% |
| TOTAL ISLOTIN | 10% |
| **TOTAL DIABESIL** | **9%** |

| MDO: Bisopil | 239 |
|---|---|
| CORBIS (RMM) | 95% |
| **BISOPIL (GAD)** | **5%** |
| LOSTAPROLOL (T.L) | 0% |

| MDO: Gavin | 142 |
|---|---|
| PLENICA (RMM) | 36% |
| LYRICA (PFZ) | 35% |
| LINPREL (B+L) | 23% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 137 |
|---|---|
| JANUVIA (MSD) | 41% |
| TOTAL GALVUS | 20% |
| TOTAL JANUMET | 10% |
| **TOTAL XELEVIA** | **9%** |

| MDO: Gadocor | 67 |
|---|---|
| NABILA (RF2) | 63% |
| **GADOCOR (GAD)** | **22%** |
| NIDIB (B+L) | 6% |
| NIRPOL (CSO) | 4% |

| MDO: Gadolip | 54 |
|---|---|
| MINUSLIP (TEV) | 43% |
| LIPOMAX (BAG) | 19% |
| **GADOLIP (GAD)** | **9%** |
| SEGREN (CSO) | 9% |

| MDO: Tonibral XR | 46 |
|---|---|
| NEUROPLUS (B+L) | 37% |
| CARRIER (CSO) | 30% |
| EBIXA (LUN) | 17% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Midax | 27 |
|---|---|
| **MIDAX (GAD)** | **96%** |
| ONOTRAN (LEP) | 4% |

| MDO: Divalprex | 12 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (9.7%)

| MDO: Filten | 329 |
|---|---|
| CARVEDIL (BAG) | 53% |
| DILATREND (SIE) | 15% |
| BIDECAR (B+L) | 11% |
| **FILTEN (GAD)** | **11%** |

| MDO: Omnic Ocas | 119 |
|---|---|
| REDUPROST (RF2) | 32% |
| TANSILOPROST (FIN) | 24% |
| URALOS CR (CSO) | 18% |
| **OMNIC OCAS (GAD)** | **1%** |

| MDO: Allopurinol | 16 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **94%** |
| ALLOPURINOL CRAVER (C- | 6% |

| MDO: Risperin | 12 |
|---|---|
| **RISPERIN (GAD)** | **42%** |
| DROPICINE (BET) | 42% |
| RISPERDAL (JAN) | 17% |

| MDO: Duxetin | 8 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Elafax | 5 |
|---|---|
| SESAREN (RMM) | 60% |
| **ELAFAX (GAD)** | **40%** |

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **75%** |
| EQUILIBRANE (T.L) | 25% |

### RECORDATORIOS (1.5%)

| MDO: Somit | 59 |
|---|---|
| **TOTAL SOMIT** | **81%** |
| SOMIT (GAD) | 81% |
| REM CHOBET (SUE) | 12% |
| INSOMNIUM NF (GAD) | 3% |

| MDO: Calcimax | 16 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 75% |
| CALCIMAX FORTE (GAD) | 25% |

# FICHAS MEDICOS

## A MARTINEZ COSTA MARIA DOLORES PIA (CLM) - CP: 5000 -- 4267 prescripciones

### LANZAMIENTOS (14.7%)

| MDO: Paliax | 246 | MDO: Gadoferol | 124 | MDO: Aturen | 114 | MDO: Nexdia | 83 | MDO: Bexaban | 32 | MDO: Sinlip EZ | 28 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| DIOVAN (SIE) | 38% | ORAVIL (TPQ) | 38% | DAFLON 500 (SVR) | 63% | LEXTOR (CSO) | 27% | XAROBAN (RF2) | 47% | LIPEX PLUS (ELE) | 54% |
| SARVAL (B+L) | 13% | SUBICAL (BEB) | 21% | DIOSMIN (CVI) | 20% | ARAMIX (ELE) | 23% | XARELTO (BAY) | 41% | VYTORIN (ORG) | 21% |
| DIAPRESAN (MTP) | 10% | DEBLAX (RF2) | 6% | DAFLON 1000 (SVR) | 7% | LEXAPRO (LUN) | 19% | REMEXAL (CSO) | 9% | ROSUFEN DUO (NLT) | 7% |
| **PALIAX (GAD)** | **0%** | **GADOFEROL TOTAL** | **3%** | **ATUREN (GAD)** | **0%** | **NEXDIA (GAD)** | **7%** | **BEXABAN (GAD)** | **0%** | **SINLIP EZ (GAD)** | **0%** |

### 1º PROMOCION (74.1%)

| 1 MDO: Alplax_D- | 803 | 2 MDO: Sinlip | 629 | 3 MDO: Paxon | 455 | 4 MDO: Diabesil | 335 | 5 MDO: L. Gastromax | 289 | MDO: Bisopil | 245 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALPLAX + DIOCAM** | **39%** | **SINLIP (GAD)** | **18%** | LOSACOR (RMM) | 40% | TOTAL DBI | 63% | PANTUS (B+L) | 44% | CORBIS (RMM) | 95% |
| ALPLAX (GAD) | 32% | LIPITOR (PFZ) | 15% | **PAXON TOTAL** | **37%** | TOTAL METGLUCON | 11% | **GASTROMAX TOTAL** | **27%** | **BISOPIL (GAD)** | **2%** |
| CLONAGIN (B+L) | 21% | ROSUVAST (BAG) | 9% | PAXON | 36% | **TOTAL DIABESIL** | **10%** | GASTROMAX (GAD) | 27% | LOSTAPROLOL (T.L) | 2% |
| TRANQUINAL (BAG) | 11% | ROVARTAL (RMM) | 7% | FENSARTAN ELEA (ELE) | 9% | TOTAL GLUCOPHAGE | 6% | PANTOCAS( CSO) | 12% | BISOPROLOL TEVA (TEV) | 1% |

| MDO: Gadocor | 95 | MDO: Xelevia | 82 | MDO: Gavin | 72 | MDO: Tonibral XR | 67 | MDO: Gadolip | 63 | MDO: Deslafax | 16 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NABILA (RF2) | 44% | JANUVIA (MSD) | 45% | PLENICA (RMM) | 39% | CARRIER (CSO) | 33% | PROCETOKEN( BEB) | 35% | PRISTIQ (PFZ) | 69% |
| NEBILET (SIE) | 21% | TOTAL ZOMARIST | 16% | LYRICA (PFZ) | 36% | NEUROPLUS (B+L) | 30% | **GADOLIP (GAD)** | **22%** | IXIUM (RMM) | 31% |
| NIDIB (B+L) | 21% | TOTAL TRAYENTA | 13% | KABIAN MULTIDOSIS (T.L) | 12% | MERITAL (RMM) | 15% | MAGNOFEN( B+L) | 16% | **DESLAFAX (GAD)** | **0%** |
| **GADOCOR (GAD)** | **0%** | **TOTAL XELEVIA** | **2%** | **GAVIN (GAD)** | **0%** | **TONIBRAL TOTAL** | **6%** | PROCETOKEN XR (BEB) | 14% | | |

### 2º PROMOCION (9.0%)

| MDO: Omecap 90 | 7 | MDO: Midax | 4 | MDO: Damsella | 1 |
|---|---|---|---|---|---|
| REGULIP (RF2) | 100% | **MIDAX (GAD)** | **100%** | **DAMSELLA (GAD)** | **100%** |
| **OMECAP 90 (GAD)** | **0%** | | | | |

| MDO: Filten | 176 | MDO: Omnic Ocas | 141 | MDO: Allopurinol | 17 | MDO: Elafax | 17 | MDO: Foxetin | 15 | MDO: Neurobiletan 600 | 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CARVEDIL (BAG) | 44% | TANSILOPROST (FIN) | 29% | **ALLOPURINOL GADOR (G-** | **65%** | SESAREN (RMM) | 76% | **FOXETIN (GAD)** | **87%** | NEUROTIOCT (TPQ) | 91% |
| **FILTEN (GAD)** | **26%** | REDUPROST (RF2) | 28% | ALLOPURINOL CRAVER (C- | 35% | **ELAFAX (GAD)** | **12%** | NEUPAX (BAG) | 13% | TIOCTAN (MLB) | 9% |
| DILATREND (SIE) | 10% | URALOS CR (CSO) | 13% | | | VENLIFAX XR (B+L) | 12% | | | **NEURO BILETAN (GAD)** | **0%** |
| BIDECAR (B+L) | 7% | **OMNIC OCAS (GAD)** | **13%** | | | | | | | | |

| MDO: Risperin | 6 | MDO: Duxetin | 1 |
|---|---|---|---|
| **RISPERIN (GAD)** | **100%** | **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 90 | MDO: Calcimax | 3 |
|---|---|---|---|
| **TOTAL SOMIT** | **84%** | CALCIONAL CITRATO (ARI) | 67% |
| SOMIT (GAD) | 78% | CALCIONAL (ARI) | 33% |
| REM CHOBET (SUE) | 10% | **CALCIMAX TOTAL** | **0%** |
| SOMIT CR (GAD) | 7% | | |

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|---|---|---|
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# FICHAS MEDICOS

## B DIAZ SERGIO ALEJANDRO (CRD) - CP: 5000 -- 4075 prescripciones

### LANZAMIENTOS (14.5%)

| MDO: Gadoferol | 262 |
|---|---|
| ORAVIL (TPQ) | 35% |
| DEVISAL CB (B+L) | 15% |
| SUBICAL CB (BEB) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 137 |
|---|---|
| SARVAL (B+L) | 36% |
| ALPERTAN (RF2) | 28% |
| DIOVAN (SIE) | 16% |
| **PALIAX (GAD)** | **1%** |

| MDO: Aturen | 97 |
|---|---|
| DAFLON 500 (SVR) | 75% |
| DAFLON 1000 (SVR) | 7% |
| JATAMANSIN PLUS (SIE) | 7% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 47 |
|---|---|
| MERIDIAN (RMM) | 51% |
| LEXTOR (CSO) | 28% |
| LEXAPRO (LUN) | 13% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 20 |
|---|---|
| RIXATYL (B+L) | 55% |
| REMEXAL (CSO) | 20% |
| XAROBAN (RF2) | 15% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 12 |
|---|---|
| LEVRON (RON) | 92% |
| CALLEXE (CSO) | 8% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 11 |
|---|---|
| LIPEX PLUS (ELE) | 36% |
| ROSUFEN DUO (NLT) | 27% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Fucsia | 4 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (73.1%)

| MDO: Alplax_D- 1 | 664 |
|---|---|
| **ALPLAX + DIOCAM** | **30%** |
| ALPLAX (GAD) | 20% |
| CLONAGIN (B+L) | 17% |
| DIOCAM (GAD) | 10% |

| MDO: Sinlip 2 | 530 |
|---|---|
| ROVARTAL (RMM) | 12% |
| AMPLIAR (CSO) | 11% |
| HIPOLIPOL (CSO) | 10% |
| **SINLIP (GAD)** | **10%** |

| MDO: L. Gastromax 3 | 408 |
|---|---|
| PANTUS (B+L) | 59% |
| PANTOCAS( CSO) | 22% |
| **GASTROMAX TOTAL** | **8%** |
| GASTROMAX (GAD) | 8% |

| MDO: Bisopil 4 | 307 |
|---|---|
| CORBIS (RMM) | 97% |
| **BISOPIL (GAD)** | **3%** |

| MDO: Paxon 5 | 269 |
|---|---|
| LOSACOR (RMM) | 59% |
| **PAXON TOTAL** | **12%** |
| PAXON | 12% |
| VASEXTEN (BEB) | 6% |

| MDO: Diabesil | 257 |
|---|---|
| TOTAL DBI | 40% |
| TOTAL ISLOTIN | 25% |
| **TOTAL DIABESIL** | **15%** |
| DIABESIL AP 850 | 15% |

| MDO: Xelevia | 161 |
|---|---|
| JANUVIA (MSD) | 64% |
| TOTAL GALVUS | 20% |
| TOTAL GLUCEMIX | 9% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 110 |
|---|---|
| MAGNOFEN( B+L) | 45% |
| PROCETOKEN XR (BEB) | 17% |
| MINUSLIP (TEV) | 15% |
| **GADOLIP (GAD)** | **11%** |

| MDO: Gavin | 82 |
|---|---|
| PLENICA (RMM) | 45% |
| LYRICA (PFZ) | 35% |
| LINPREL (B+L) | 4% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 69 |
|---|---|
| **GADOCOR (GAD)** | **43%** |
| NEBILET (SIE) | 20% |
| NEBICOR (LZA) | 20% |
| NIRPOL (CSO) | 9% |

| MDO: Tonibral XR | 58 |
|---|---|
| CARRIER (CSO) | 48% |
| NEUROPLUS (B+L) | 28% |
| MERITAL (RMM) | 19% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Midax | 24 |
|---|---|
| **MIDAX (GAD)** | **92%** |
| ONOTRAN (LEP) | 8% |

### 2° PROMOCION (9.3%)

| MDO: Damsel | 18 |
|---|---|
| **DAMSEL GAD** | **61%** |
| DIVINA (ELE) | 28% |
| KALA (BEB) | 11% |

| MDO: Divalprex | 10 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 7 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Omecap 90 | 3 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Filten | 164 |
|---|---|
| CARVEDIL (BAG) | 47% |
| DILATREND (SIE) | 19% |
| ISOBLOC (CSO) | 17% |
| **FILTEN (GAD)** | **13%** |

| MDO: Omnic Ocas | 118 |
|---|---|
| REDUPROST (RF2) | 34% |
| TANSILOPROST (FIN) | 18% |
| URALOS CR (CSO) | 15% |
| **OMNIC OCAS (GAD)** | **6%** |

| MDO: Allopurinol | 41 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **61%** |
| ALLOPURINOL CRAVER (C- | 39% |

| MDO: Foxetin | 21 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 21 |
|---|---|
| NEUROTIOCT (TPQ) | 57% |
| **NEURO BILETAN (GAD)** | **43%** |

| MDO: Risperin | 9 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Myrbetric | 2 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Elafax | 2 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (3.1%)

| MDO: Somit | 123 |
|---|---|
| **TOTAL SOMIT** | **65%** |
| SOMIT (GAD) | 58% |
| INDUCTAL (RMM) | 34% |
| SOMIT CR (GAD) | 7% |

| MDO: Calcimax | 5 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

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# FICHAS MEDICOS

## B ZELECHOWSKI SERGIO JAVIER (CLM) - CP: 5000 -- 3403 prescripciones

### LANZAMIENTOS (13.2%)

| MDO: Paliax | 192 |
|---|---|
| SARVAL (B+L) | 32% |
| ALPERTAN (RF2) | 24% |
| DIOVAN (SIE) | 21% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 113 |
|---|---|
| DAFLON 500 (SVR) | 81% |
| DAFLON 1000 (SVR) | 14% |
| VEDIPAL (RF2) | 3% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 76 |
|---|---|
| OSTEODYN (MTP) | 16% |
| DEVISAL (B+L) | 16% |
| DEVISAL CB (B+L) | 16% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 39 |
|---|---|
| MERIDIAN (RMM) | 31% |
| ARAMIX (ELE) | 23% |
| EX3 (ARI) | 18% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 13 |
|---|---|
| REOVEX EZ (B+L) | 69% |
| VYTORIN (ORG) | 15% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 10 |
|---|---|
| PRADAXA (B.I) | 40% |
| RIXATYL (B+L) | 40% |
| XARELTO (BAY) | 20% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 6 |
|---|---|
| LEVRON (RON) | 67% |
| LEVECOM (B+L) | 33% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (74.8%)

| 1 MDO: Alplax_D- | 549 |
|---|---|
| **ALPLAX + DIOCAM** | **43%** |
| ALPLAX (GAD) | 36% |
| CLONAGIN (B+L) | 27% |
| TRANQUINAL (BAG) | 9% |

| 2 MDO: Sinlip | 399 |
|---|---|
| ZARATOR (ELE) | 14% |
| TORIVAS (B+L) | 11% |
| ROVARTAL (RMM) | 11% |
| **SINLIP (GAD)** | **4%** |

| 3 MDO: Paxon | 340 |
|---|---|
| LOSACOR (RMM) | 75% |
| FENSARTAN ELEA (ELE) | 9% |
| LOPLAC (CSO) | 8% |
| **PAXON TOTAL** | **1%** |

| 4 MDO: L. Gastromax | 269 |
|---|---|
| PANTUS (B+L) | 69% |
| **GASTROMAX TOTAL** | **13%** |
| GASTROMAX (GAD) | 9% |
| PANTOCAS( CSO) | 7% |

| 5 MDO: Diabesil | 264 |
|---|---|
| TOTAL DBI | 53% |
| **TOTAL DIABESIL** | **17%** |
| DIABESIL AP 850 | 15% |
| TOTAL ISLOTIN | 13% |

| MDO: Bisopil | 238 |
|---|---|
| CORBIS (RMM) | 98% |
| BICARDIL (B+L) | 2% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 145 |
|---|---|
| PLENICA (RMM) | 48% |
| LYRICA (PFZ) | 23% |
| KABIAN MULTIDOSIS (T.L) | 13% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 141 |
|---|---|
| TOTAL GALVUS | 30% |
| TOTAL ZOMARIST | 25% |
| TOTAL GLUCEMIX | 22% |
| **TOTAL XELEVIA** | **6%** |

| MDO: Tonibral XR | 98 |
|---|---|
| CARRIER (CSO) | 41% |
| NEUROPLUS (B+L) | 37% |
| NEUROPLUS XR (B+L) | 8% |
| **TONIBRAL TOTAL** | **5%** |

| MDO: Gadocor | 41 |
|---|---|
| NIDIB (B+L) | 39% |
| **GADOCOR (GAD)** | **17%** |
| NEBILET (SIE) | 17% |
| NABILA (RF2) | 15% |

| MDO: Gadolip | 31 |
|---|---|
| MINUSLIP (TEV) | 52% |
| DAUNLIP (MTP) | 35% |
| PROCETOKEN( BEB) | 10% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Deslafax | 22 |
|---|---|
| IXIUM (RMM) | 91% |
| VELDEX (CSO) | 9% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

### 2º PROMOCION (10.9%)

| MDO: Omnic O- | 158 |
|---|---|
| TANSILOPROST (FIN) | 45% |
| ACLOSAN (EUF) | 23% |
| REDUPROST (RF2) | 13% |
| **OMNIC OCAS (GAD)** | **3%** |

| MDO: Filten | 126 |
|---|---|
| CARVEDIL (BAG) | 56% |
| BIDECAR (B+L) | 24% |
| ISOBLOC (CSO) | 9% |
| **FILTEN (GAD)** | **6%** |

| MDO: Allopurinol | 48 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **79%** |
| ALLOPURINOL CRAVER (C- | 21% |

| MDO: Foxetin | 13 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 12 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 9 |
|---|---|
| **NEURO BILETAN (GAD)** | **89%** |
| NEUROTIOCT (TPQ) | 11% |

| MDO: Duxetin | 4 |
|---|---|
| **DUXETIN (GAD)** | **50%** |
| DOXALINE (BET) | 50% |

### RECORDATORIOS (1.1%)

| MDO: Somit | 35 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 80% |
| ROHYPNOL (B7I) | 14% |
| NOCTE (BAG) | 6% |

| MDO: Calcimax | 2 |
|---|---|
| CALCIO BASE VANNIE (VN- | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## B TRUCCO LUIS (CLM) - CP: 5000 -- 3217 prescripciones

### LANZAMIENTOS (9.5%)

| MDO: Paliax | 135 |
|---|---|
| SARVAL (B+L) | 55% |
| DIOVAN (SIE) | 17% |
| ALPERTAN (RF2) | 11% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 71 |
|---|---|
| ORAVIL (TPQ) | 32% |
| OSTEODYN (MTP) | 15% |
| RAQUIFEROL D3 (RMM) | 15% |
| **GADOFEROL TOTAL** | **10%** |

| MDO: Bexaban | 40 |
|---|---|
| XARELTO (BAY) | 58% |
| RIXATYL (B+L) | 20% |
| REMIVOX (ELE) | 20% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 24 |
|---|---|
| ARAMIX (ELE) | 58% |
| LEXAPRO (LUN) | 33% |
| NOVO HUMORAP (BAG) | 4% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 22 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 14 |
|---|---|
| DIOSMIN (CVI) | 64% |
| DAFLON 1000 (SVR) | 29% |
| DAFLON 500 (SVR) | 7% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (75.0%)

| MDO: Paxon | 1 | 502 |
|---|---|---|
| LOSACOR (RMM) | | 57% |
| LOPLAC (CSO) | | 11% |
| FENSARTAN ELEA (ELE) | | 10% |
| **PAXON TOTAL** | | **7%** |

| MDO: Sinlip | 2 | 490 |
|---|---|---|
| TORIVAS (B+L) | | 22% |
| AMPLIAR (CSO) | | 18% |
| ROVARTAL (RMM) | | 11% |
| **SINLIP (GAD)** | | **1%** |

| MDO: Alplax_Diocam | 3 | 322 |
|---|---|---|
| **ALPLAX + DIOCAM** | | **35%** |
| CLONAGIN (B+L) | | 29% |
| NEURYL (BAG) | | 18% |
| ALPLAX (GAD) | | 18% |

| MDO: Diabesil | 4 | 285 |
|---|---|---|
| TOTAL DBI | | 79% |
| TOTAL ISLOTIN | | 8% |
| **TOTAL DIABESIL** | | **7%** |
| TOTAL METGLUCON | | 5% |

| MDO: L. Gastromax | 5 | 242 |
|---|---|---|
| PANTUS (B+L) | | 64% |
| **GASTROMAX TOTAL** | | **18%** |
| GASTROMAX (GAD) | | 18% |
| PANTUSEC (B+L) | | 9% |

| MDO: Bisopil | 242 |
|---|---|
| CORBIS (RMM) | 78% |
| **BISOPIL (GAD)** | **21%** |
| BICARDIL (B+L) | 1% |

| MDO: Gavin | 121 |
|---|---|
| LYRICA (PFZ) | 40% |
| PLENICA (RMM) | 17% |
| LINPREL (B+L) | 17% |
| **GAVIN (GAD)** | **12%** |

| MDO: Xelevia | 99 |
|---|---|
| **TOTAL XELEVIA** | **41%** |
| XELEVIA (GAD) | 25% |
| XELEVIA MET (GAD) | 16% |
| JANUVIA (MSD) | 16% |

| MDO: Gadocor | 72 |
|---|---|
| MOBAN (MTP) | 21% |
| NEBILET (SIE) | 19% |
| **GADOCOR (GAD)** | **18%** |
| NABILA (RF2) | 18% |

| MDO: Tonibral XR | 30 |
|---|---|
| NEUROPLUS (B+L) | 43% |
| PRILBEN (RC5) | 17% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Omecap 90 | 3 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Gadolip | 1 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (13.2%)

| MDO: Filten | 234 |
|---|---|
| DILATREND (SIE) | 61% |
| BIDECAR (B+L) | 16% |
| CARVEDIL (BAG) | 10% |
| **FILTEN (GAD)** | **9%** |

| MDO: Omnic Ocas | 96 |
|---|---|
| TANSILOPROST (FIN) | 34% |
| PROSTOKLAR (B+L) | 20% |
| URALOS CR (CSO) | 18% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 39 |
|---|---|
| **RISPERIN (GAD)** | **62%** |
| RIATUL (B+L) | 38% |

| MDO: Neurobiletan 600 | 33 |
|---|---|
| NEUROTIOCT (TPQ) | 48% |
| **NEURO BILETAN (GAD)** | **30%** |
| CIAGEN (CVI) | 21% |

| MDO: Foxetin | 17 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 5 |
|---|---|
| OPTIBRAL (MTP) | 80% |
| **DUXETIN (GAD)** | **20%** |

### RECORDATORIOS (2.3%)

| MDO: Somit | 64 |
|---|---|
| **TOTAL SOMIT** | **89%** |
| SOMIT (GAD) | 89% |
| MIAPAX (CSO) | 11% |

| MDO: Calcimax | 10 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## B GARNIER JOSUE ARIEL (CLM) - CP: 5000 -- 3177 prescripciones

### LANZAMIENTOS (8.2%)

| MDO: Paliax | 108 |
|---|---|
| SARVAL (B+L) | 27% |
| ALPERTAN (RF2) | 26% |
| DILCORAN (CSO) | 24% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 76 |
|---|---|
| CRADA (CSO) | 63% |
| SUBICAL CB (BEB) | 29% |
| SUBICAL (BEB) | 4% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 45 |
|---|---|
| LEXTOR (CSO) | 91% |
| MERIDIAN (RMM) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 17 |
|---|---|
| VECETAM (RC5) | 94% |
| KEPPRA (GSK) | 6% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 7 |
|---|---|
| VEDIPAL (RF2) | 43% |
| DIOSMIN (CVI) | 29% |
| TERBENOL DUO (BEB) | 29% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 6 |
|---|---|
| ANTITROM (LZA) | 83% |
| XAROBAN (RF2) | 17% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (79.4%)

| MDO: Sinlip (1) | 934 |
|---|---|
| AMPLIAR (CSO) | 25% |
| HIPOLIPOL (CSO) | 8% |
| ROVARTAL (RMM) | 5% |
| **SINLIP (GAD)** | **4%** |

| MDO: Paxon (2) | 387 |
|---|---|
| LOPLAC (CSO) | 41% |
| **PAXON TOTAL** | **22%** |
| LOSACOR (RMM) | 19% |
| PAXON | 14% |

| MDO: Diabesil (3) | 318 |
|---|---|
| TOTAL METGLUCON | 59% |
| TOTAL DBI | 35% |
| MEDOBIS LZA | 3% |
| **TOTAL DIABESIL** | **1%** |

| MDO: Xelevia (4) | 304 |
|---|---|
| TOTAL GLUCEMIX | 49% |
| TOTAL TRAYENTA | 20% |
| TOTAL ZOMARIST | 16% |
| **TOTAL XELEVIA** | **5%** |

| MDO: Bisopil | 182 |
|---|---|
| CORBIS (RMM) | 74% |
| **BISOPIL (GAD)** | **26%** |

| MDO: Alplax_Diocam | 164 |
|---|---|
| **ALPLAX + DIOCAM** | **34%** |
| ALPLAX (GAD) | 34% |
| TRANQUINAL (BAG) | 21% |
| CLONAGIN (B+L) | 12% |

| MDO: Gadocor | 144 |
|---|---|
| **GADOCOR (GAD)** | **28%** |
| CORPRES (RMM) | 26% |
| NIDIB (B+L) | 24% |
| MOBAN (MTP) | 13% |

| MDO: L. Gastromax | 36 |
|---|---|
| PANTOCAS( CSO) | 36% |
| **GASTROMAX TOTAL** | **31%** |
| GASTROMAX (GAD) | 31% |
| PANTUS (B+L) | 22% |

| MDO: Tonibral XR | 26 |
|---|---|
| CARRIER (CSO) | 65% |
| NEUROPLUS (B+L) | 27% |
| CARRIER XR CSO | 8% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip | 16 |
|---|---|
| **GADOLIP (GAD)** | **81%** |
| PROCETOKEN( BEB) | 12% |
| SEGREN (CSO) | 6% |

| MDO: Gavin | 12 |
|---|---|
| PLENICA (RMM) | 75% |
| NEURISTAN MULTIDOS (C- | 25% |
| **GAVIN (GAD)** | **0%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (11.7%)

| MDO: Filten (5) | 218 |
|---|---|
| **FILTEN (GAD)** | **44%** |
| ISOBLOC (CSO) | 23% |
| BIDECAR (B+L) | 15% |
| DILATREND (SIE) | 14% |

| MDO: Omnic Ocas | 99 |
|---|---|
| URALOS CR (CSO) | 53% |
| REDUPROST (RF2) | 29% |
| PROSTOKLAR (B+L) | 16% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 15 |
|---|---|
| RIATUL (B+L) | 93% |
| DROPICINE (BET) | 7% |
| **RISPERIN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 12 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 10 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 10 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 9 |
|---|---|
| SESAREN (RMM) | 89% |
| SUNVEX LP (CSO) | 11% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (0.7%)

| MDO: Somit | 21 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT CR (GAD) | 76% |
| SOMIT (GAD) | 24% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
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# FICHAS MEDICOS

## B RAMIREZ MARIA NOELIA (CLM) - CP: 5000 -- 3013 prescripciones

### LANZAMIENTOS (9.7%)

| MDO: Paliax | 102 |
|---|---|
| DIOVAN (SIE) | 84% |
| RACORVAL (RMM) | 6% |
| ALPERTAN (RF2) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 83 |
|---|---|
| DAFLON 500 (SVR) | 58% |
| DIOSMIN (CVI) | 41% |
| DAFLON 1000 (SVR) | 1% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 51 |
|---|---|
| ORAVIL (TPQ) | 67% |
| OSTEODYN (MTP) | 18% |
| DEVISAL CB (B+L) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 20 |
|---|---|
| MERIDIAN (RMM) | 35% |
| ARAMIX (ELE) | 25% |
| TALPRAM (RC5) | 25% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 16 |
|---|---|
| REMIVOX (ELE) | 81% |
| REMEXAL (CSO) | 12% |
| RIXATYL (B+L) | 6% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 14 |
|---|---|
| LIPEX PLUS (ELE) | 57% |
| ROSUFEN DUO (NLT) | 29% |
| REOVEX EZ (B+L) | 14% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Etabyx | 5 |
|---|---|
| LEVRON (RON) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (76.7%)

| 1 MDO: Alplax_D- | 523 |
|---|---|
| **ALPLAX + DIOCAM** | **49%** |
| ALPLAX (GAD) | 38% |
| CLONAGIN (B+L) | 28% |
| TRANQUINAL (BAG) | 12% |

| 2 MDO: Paxon | 522 |
|---|---|
| LOSACOR (RMM) | 72% |
| LOPLAC (CSO) | 18% |
| FENSARTAN ELEA (ELE) | 5% |
| **PAXON TOTAL** | **4%** |

| 3 MDO: Diabesil | 320 |
|---|---|
| TOTAL DBI | 42% |
| **TOTAL DIABESIL** | **29%** |
| DIABESIL AP 850 | 21% |
| TOTAL METGLUCON | 15% |

| 4 MDO: Sinlip | 302 |
|---|---|
| AMPLIAR (CSO) | 15% |
| VASOTENAL (RMM) | 7% |
| LIPITOR (PFZ) | 5% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 194 |
|---|---|
| CORBIS (RMM) | 98% |
| **BISOPIL (GAD)** | **2%** |

| MDO: L. Gastromax | 173 |
|---|---|
| PANTUS (B+L) | 44% |
| PANTOCAS( CSO) | 23% |
| **GASTROMAX TOTAL** | **20%** |
| GASTROMAX (GAD) | 20% |

| MDO: Gavin | 126 |
|---|---|
| PREBICTAL (RF2) | 40% |
| LYRICA (PFZ) | 22% |
| PLENICA (RMM) | 20% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 51 |
|---|---|
| NEBILET (SIE) | 22% |
| SYNCROCOR (TEV) | 20% |
| NIRPOL (CSO) | 16% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 44 |
|---|---|
| TOTAL GLUCEMIX | 61% |
| TOTAL ZOMARIST | 27% |
| TOTAL VILZER | 7% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 36 |
|---|---|
| DAUNLIP (MTP) | 31% |
| CRAVERIL XR (CVI) | 31% |
| **GADOLIP (GAD)** | **17%** |
| MINUSLIP (TEV) | 8% |

| MDO: Divalprex | 14 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 7 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2º PROMOCION (11.5%)

| 5 MDO: Filten | 225 |
|---|---|
| DILATREND (SIE) | 91% |
| BIDECAR (B+L) | 4% |
| CARVEDIL (BAG) | 3% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 40 |
|---|---|
| TANSILOPROST (FIN) | 40% |
| PROSTOKLAR (B+L) | 35% |
| URALOS CR (CSO) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 26 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 25 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 22 |
|---|---|
| CIAGEN (CVI) | 55% |
| **NEURO BILETAN (GAD)** | **45%** |

| MDO: Allopurinol | 9 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.1%)

| MDO: Somit | 32 |
|---|---|
| **TOTAL SOMIT** | **97%** |
| SOMIT (GAD) | 97% |
| INDUCTAL (RMM) | 3% |

| MDO: Calcimax | 30 |
|---|---|
| **CALCIMAX TOTAL** | **97%** |
| CALCIMAX (GAD) | 97% |
| CALCIONAL CITRATO (ARI) | 3% |

# FICHAS MEDICOS

## ✔ B GIOINO RUBEN DARIO (None) - CP: 2400 -- 2693 prescripciones

### LANZAMIENTOS (15.0%)

| MDO: Paliax (4) | 257 |
|---|---|
| DIOVAN (SIE) | 45% |
| ALPERTAN (RF2) | 44% |
| DIAPRESAN (MTP) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 62 |
|---|---|
| LEXTOR (CSO) | 40% |
| LEXAPRO (LUN) | 19% |
| ARAMIX (ELE) | 19% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 38 |
|---|---|
| **ATUREN (GAD)** | **47%** |
| DIOSMIN (CVI) | 21% |
| VEDIPAL (RF2) | 13% |
| DAFLON 500 (SVR) | 11% |

| MDO: Gadoferol | 21 |
|---|---|
| DEBLAX (RF2) | 48% |
| OSTEODYN (MTP) | 29% |
| ORAVIL (TPQ) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 19 |
|---|---|
| XARELTO (BAY) | 37% |
| PRADAXA (B.I) | 32% |
| ELIQUIS (PFZ) | 32% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 3 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 3 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (72.5%)

| MDO: Sinlip (1) | 472 |
|---|---|
| ROSUVAST (BAG) | 19% |
| AMPLIAR (CSO) | 18% |
| ROVARTAL (RMM) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 448 |
|---|---|
| **ALPLAX + DIOCAM** | **31%** |
| CLONAGIN (B+L) | 26% |
| ALPLAX (GAD) | 24% |
| RIVOTRIL (B7I) | 16% |

| MDO: Xelevia (3) | 269 |
|---|---|
| TOTAL GALVUS | 65% |
| TOTAL GLUCEMIX | 15% |
| TOTAL ZOMARIST | 9% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax (5) | 220 |
|---|---|
| PANTUS (B+L) | 77% |
| TECTA (RF2) | 11% |
| PANTOCAS( CSO) | 10% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil | 157 |
|---|---|
| TOTAL DBI | 45% |
| TOTAL ISLOTIN | 39% |
| TOTAL GLUCOPHAGE | 11% |
| **TOTAL DIABESIL** | **5%** |

| MDO: Bisopil | 98 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 79 |
|---|---|
| **GADOLIP (GAD)** | **89%** |
| MINUSLIP (TEV) | 6% |
| PROCETOKEN( BEB) | 3% |
| LIPOMAX (BAG) | 1% |

| MDO: Paxon | 72 |
|---|---|
| **PAXON TOTAL** | **36%** |
| PAXON | 36% |
| LOSACOR (RMM) | 29% |
| FENSARTAN ELEA (ELE) | 17% |

| MDO: Gadocor | 52 |
|---|---|
| NEBIX (BAG) | 42% |
| NEBILET (SIE) | 21% |
| SYNCROCOR (TEV) | 19% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 42 |
|---|---|
| PLENICA (RMM) | 64% |
| LYRICA (PFZ) | 21% |
| NEURISTAN MULTIDOS (C- | 5% |
| **GAVIN (GAD)** | **2%** |

| MDO: Deslafax | 13 |
|---|---|
| PRISTIQ (PFZ) | 62% |
| DROSIX (B+L) | 38% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Divalprex | 11 |
|---|---|
| VALCAS (CSO) | 82% |
| VALCOTE (ABT) | 9% |
| IMPROVAL (RMM) | 9% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 11 |
|---|---|
| YASMIN (BAY) | 36% |
| DIVINA (ELE) | 27% |
| KALA (BEB) | 27% |
| **DAMSEL GAD** | **0%** |

| MDO: Tonibral XR | 5 |
|---|---|
| NEUROPLUS (B+L) | 80% |
| LUCIDEX BAG | 20% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Omecap 90 | 4 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

### 2° PROMOCION (10.8%)

| MDO: Filten | 184 |
|---|---|
| CARVEDIL (BAG) | 79% |
| **FILTEN (GAD)** | **10%** |
| BIDECAR (B+L) | 7% |
| ISOBLOC (CSO) | 4% |

| MDO: Omnic Ocas | 49 |
|---|---|
| SULOS (ELE) | 51% |
| REDUPROST (RF2) | 47% |
| UROPROST-Q (ARI) | 2% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Duxetin | 20 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 14 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **79%** |
| ALLOPURINOL CRAVER (C- | 21% |

| MDO: Elafax | 12 |
|---|---|
| **ELAFAX (GAD)** | **92%** |
| SESAREN (RMM) | 8% |

| MDO: Foxetin | 8 |
|---|---|
| NEUPAX (BAG) | 50% |
| PROZAC (RF2) | 38% |
| **FOXETIN (GAD)** | **12%** |

| MDO: Rubi | 2 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (1.7%)

| MDO: Somit | 42 |
|---|---|
| **TOTAL SOMIT** | **88%** |
| SOMIT (GAD) | 45% |
| SOMIT CR (GAD) | 43% |
| NOVO INSOMNIUM (GAD) | 12% |

| MDO: Calcimax | 4 |
|---|---|
| CALCIUM SANDO.FORT (N- | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## B GUERRERO AURORA INES (CLM) - CP: 5000 -- 2585 prescripciones

### LANZAMIENTOS (15.0%)

| MDO: Paliax | 170 |
|---|---|
| DIOVAN (SIE) | 40% |
| SARVAL (B+L) | 36% |
| ALPERTAN (RF2) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 79 |
|---|---|
| DAFLON 500 (SVR) | 58% |
| DAFLON 1000 (SVR) | 16% |
| TERBENOL DUO (BEB) | 10% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 75 |
|---|---|
| SUBICAL (BEB) | 61% |
| ORAVIL (TPQ) | 11% |
| OSTEODYN (MTP) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 35 |
|---|---|
| MERIDIAN (RMM) | 54% |
| ARAMIX (ELE) | 26% |
| LEXTOR (CSO) | 20% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 23 |
|---|---|
| XARELTO (BAY) | 52% |
| PRADAXA (B.I) | 30% |
| XAROBAN (RF2) | 17% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 6 |
|---|---|
| **SINLIP EZ (GAD)** | **83%** |

### 1º PROMOCION (73.0%)

| MDO: Sinlip (1) | 453 |
|---|---|
| AMPLIAR (CSO) | 13% |
| ROVARTAL (RMM) | 6% |
| LIPITOR (PFZ) | 5% |
| **SINLIP (GAD)** | **3%** |

| MDO: Alplax_Diocam (2) | 419 |
|---|---|
| **ALPLAX + DIOCAM** | **48%** |
| ALPLAX (GAD) | 44% |
| CLONAGIN (B+L) | 17% |
| TRANQUINAL (BAG) | 11% |

| MDO: Paxon (3) | 247 |
|---|---|
| LOSACOR (RMM) | 47% |
| **PAXON TOTAL** | **20%** |
| PAXON | 20% |
| TACARDIA (RC5) | 13% |

| MDO: Diabesil (4) | 185 |
|---|---|
| TOTAL DBI | 54% |
| **TOTAL DIABESIL** | **16%** |
| TOTAL GLUCOPHAGE | 16% |
| DIABESIL AP 850 | 10% |

| MDO: L. Gastromax (5) | 172 |
|---|---|
| PANTUS (B+L) | 56% |
| **GASTROMAX TOTAL** | **24%** |
| GASTROMAX (GAD) | 24% |
| PEPTAZOL (MTP) | 6% |

| MDO: Bisopil | 143 |
|---|---|
| CORBIS (RMM) | 80% |
| **BISOPIL (GAD)** | **15%** |
| BICARDIL (B+L) | 4% |

| MDO: Gadolip | 77 |
|---|---|
| MINUSLIP (TEV) | 25% |
| CRAVERIL XR (CVI) | 21% |
| **GADOLIP (GAD)** | **13%** |
| CRAVERIL (CVI) | 10% |

| MDO: Gadocor | 64 |
|---|---|
| NABILA (RF2) | 33% |
| NEBILET (SIE) | 33% |
| NIDIB (B+L) | 22% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 55 |
|---|---|
| JANUVIA (MSD) | 38% |
| TOTAL GALVUS | 24% |
| TOTAL ZOMARIST | 20% |
| **TOTAL XELEVIA** | **15%** |

| MDO: Gavin | 31 |
|---|---|
| PLENICA (RMM) | 32% |
| LYRICA (PFZ) | 29% |
| MYSTIKA (RC5) | 19% |
| **GAVIN (GAD)** | **3%** |

| MDO: Tonibral XR | 28 |
|---|---|
| NEUROPLUS (B+L) | 57% |
| PRILBEN (RC5) | 21% |
| CONEXINE (BET) | 18% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Midax | 5 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Divalprex | 3 |
|---|---|
| VALCOTE (ABT) | 67% |
| VALCAS (CSO) | 33% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2º PROMOCION (10.2%)

| MDO: Filten | 78 |
|---|---|
| CARVEDIL (BAG) | 31% |
| DILATREND (SIE) | 28% |
| **FILTEN (GAD)** | **24%** |
| ISOBLOC (CSO) | 13% |

| MDO: Omnic Ocas | 69 |
|---|---|
| TANSILOPROST (FIN) | 58% |
| URALOS CR (CSO) | 20% |
| SULOS (ELE) | 7% |
| **OMNIC OCAS (GAD)** | **6%** |

| MDO: Neurobiletan 600 | 43 |
|---|---|
| CIAGEN (CVI) | 60% |
| NEUROTIOCT (TPQ) | 40% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 20 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **50%** |
| ALLOPURINOL CRAVER (C- | 50% |

| MDO: Duxetin | 20 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Elafax | 14 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Foxetin | 12 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 8 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (1.8%)

| MDO: Somit | 42 |
|---|---|
| **TOTAL SOMIT** | **88%** |
| SOMIT (GAD) | 88% |
| NOVO INSOMNIUM (GAD) | 12% |

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## B SAAVEDRA VERONICA ESTHER (CLM) - CP: 5000 -- 2536 prescripciones

### LANZAMIENTOS (17.0%)

| MDO: Paliax (4) | 274 | MDO: Gadoferol | 56 | MDO: Aturen | 47 | MDO: Nexdia | 26 | MDO: Bexaban | 15 | MDO: Sinlip EZ | 8 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 33% | SUBICAL CB (BEB) | 36% | DAFLON 1000 (SVR) | 43% | ARAMIX (ELE) | 46% | XARELTO (BAY) | 53% | ROSUFEN DUO (NLT) | 62% |
| DILCORAN (CSO) | 17% | ORAVIL (TPQ) | 30% | DAFLON 500 (SVR) | 28% | LEXAPRO (LUN) | 19% | XAROBAN (RF2) | 47% | **SINLIP EZ (GAD)** | **0%** |
| ALPERTAN (RF2) | 15% | SUBICAL (BEB) | 16% | VEDIPAL (RF2) | 15% | MERIDIAN (RMM) | 15% | **BEXABAN (GAD)** | **0%** | | |
| **PALIAX (GAD)** | **0%** | **GADOFEROL TOTAL** | **2%** | **ATUREN (GAD)** | **0%** | **NEXDIA (GAD)** | **0%** | | | | |

| MDO: Etabyx | 5 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (71.5%)

| MDO: Paxon (1) | 368 | MDO: Alplax_Diocam (2) | 318 | MDO: Sinlip (3) | 289 | MDO: Diabesil (5) | 210 | MDO: Bisopil | 188 | MDO: L. Gastromax | 134 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LOSACOR (RMM) | 47% | CLONAGIN (B+L) | 36% | AMPLIAR (CSO) | 19% | TOTAL DBI | 56% | CORBIS (RMM) | 89% | PANTUS (B+L) | 66% |
| TACARDIA (RC5) | 18% | **ALPLAX + DIOCAM** | **18%** | ROVARTAL (RMM) | 12% | TOTAL GLUCOPHAGE | 12% | **BISOPIL (GAD)** | **7%** | PANTOP (RF2) | 16% |
| FENSARTAN ELEA (ELE) | 15% | ALPLAX (GAD) | 18% | ZARATOR (ELE) | 10% | **TOTAL DIABESIL** | **11%** | BICARDIL (B+L) | 4% | **GASTROMAX TOTAL** | **9%** |
| **PAXON TOTAL** | **11%** | VALIUM (SIE) | 8% | **SINLIP (GAD)** | **1%** | DIABESIL AP 850 | 10% | | | GASTROMAX (GAD) | 9% |

| MDO: Gavin | 72 | MDO: Gadocor | 69 | MDO: Xelevia | 59 | MDO: Tonibral XR | 55 | MDO: Gadolip | 42 | MDO: Divalprex | 5 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LYRICA (PFZ) | 46% | NABILA (RF2) | 46% | JANUVIA (MSD) | 36% | NEUROPLUS (B+L) | 69% | PROCETOKEN( BEB) | 26% | IMPROVAL (RMM) | 100% |
| PLENICA (RMM) | 21% | NEBILET (SIE) | 19% | TOTAL ZOMARIST | 24% | CARRIER (CSO) | 16% | MINUSLIP (TEV) | 17% | **DIVALPREX (GAD)** | **0%** |
| PGB (SIE) | 19% | CORPRES (RMM) | 16% | TOTAL GLUCEMIX | 14% | NEUROPLUS XR (B+L) | 7% | LIPOMAX (BAG) | 14% | | |
| **GAVIN (GAD)** | **0%** | **GADOCOR (GAD)** | **0%** | **TOTAL XELEVIA** | **12%** | **TONIBRAL TOTAL** | **0%** | **GADOLIP (GAD)** | **12%** | | |

| MDO: Midax | 4 |
|---|---|
| APSICO (MLB) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2º PROMOCION (10.1%)

| MDO: Filten | 112 | MDO: Omnic Ocas | 58 | MDO: Duxetin | 28 | MDO: Risperin | 25 | MDO: Neurobiletan 600 | 20 | MDO: Allopurinol | 11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CARVEDIL (BAG) | 50% | URALOS CR (CSO) | 36% | **DUXETIN (GAD)** | **68%** | **RISPERIN (GAD)** | **48%** | NEUROTIOCT (TPQ) | 45% | **ALLOPURINOL GADOR (G-** | **82%** |
| **FILTEN (GAD)** | **38%** | TANSILOPROST (FIN) | 34% | DULOXIN (EUF) | 32% | RIATUL (B+L) | 48% | **NEURO BILETAN (GAD)** | **35%** | ALLOPURINOL CRAVER (C- | 18% |
| DILATREND (SIE) | 7% | REDUPROST (RF2) | 19% | | | DOZIC (RF2) | 4% | TINACTOL (CSO) | 10% | | |
| CARVEDILOL RICHET (RH.) | 3% | **OMNIC OCAS (GAD)** | **0%** | | | | | PRIOTIC (MTP) | 10% | | |

| MDO: Elafax | 3 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (1.4%)

| MDO: Somit | 34 | MDO: Calcimax | 1 |
|---|---|---|---|
| **TOTAL SOMIT** | **82%** | **CALCIMAX TOTAL** | **100%** |
| SOMIT (GAD) | 79% | CALCIMAX (GAD) | 100% |
| INSOMNIUM NF (GAD) | 12% | | |
| MIAPAX (CSO) | 6% | | |

# FICHAS MEDICOS

## B LORENZ EVELIN SOFIA (CLM) - CP: 5000 -- 2430 prescripciones

### LANZAMIENTOS (12.0%)

| MDO: Paliax | 131 |
|---|---|
| ALPERTAN (RF2) | 45% |
| DIOVAN (SIE) | 34% |
| RACORVAL (RMM) | 13% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 68 |
|---|---|
| DEVISAL CB (B+L) | 50% |
| ORAVIL (TPQ) | 34% |
| SUBICAL CB (BEB) | 7% |
| **GADOFEROL TOTAL** | **4%** |

| MDO: Aturen | 30 |
|---|---|
| DAFLON 1000 (SVR) | 80% |
| DIOSMIN (CVI) | 13% |
| DAFLON 500 (SVR) | 7% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip EZ | 29 |
|---|---|
| VYTORIN (ORG) | 62% |
| LIPEX PLUS (ELE) | 24% |
| ROSUFEN DUO (NLT) | 7% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 18 |
|---|---|
| PRADAXA (B.I) | 50% |
| XAROBAN (RF2) | 28% |
| RIXATYL (B+L) | 22% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 15 |
|---|---|
| ARAMIX (ELE) | 53% |
| MERIDIAN (RMM) | 47% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (75.2%)

| MDO: Alplax_D- (1) | 449 |
|---|---|
| **ALPLAX + DIOCAM** | **37%** |
| ALPLAX (GAD) | 32% |
| LEXOTANIL (B7I) | 10% |
| TRANQUINAL (BAG) | 9% |

| MDO: Sinlip (2) | 323 |
|---|---|
| REOVEX (B+L) | 28% |
| ROVARTAL (RMM) | 8% |
| LIPITOR (PFZ) | 8% |
| **SINLIP (GAD)** | **4%** |

| MDO: Paxon (3) | 234 |
|---|---|
| LOSACOR (RMM) | 47% |
| **PAXON TOTAL** | **26%** |
| PAXON | 26% |
| LOPLAC (CSO) | 15% |

| MDO: L. Gastromax (4) | 189 |
|---|---|
| PANTUS (B+L) | 46% |
| **GASTROMAX TOTAL** | **26%** |
| GASTROMAX (GAD) | 26% |
| PANTOMETYL 20 (S+N) | 7% |

| MDO: Diabesil (5) | 187 |
|---|---|
| TOTAL DBI | 76% |
| TOTAL GLUCOPHAGE | 9% |
| MEDOBIS LZA | 9% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor | 114 |
|---|---|
| NABILA (RF2) | 48% |
| NIDIB (B+L) | 16% |
| NEBILET (SIE) | 11% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 114 |
|---|---|
| CORBIS (RMM) | 70% |
| LOSTAPROLOL (T.L) | 29% |
| BICARDIL (B+L) | 1% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 67 |
|---|---|
| TOTAL GALVUS | 61% |
| TOTAL ZOMARIST | 16% |
| **TOTAL XELEVIA** | **15%** |
| XELEVIA (GAD) | 15% |

| MDO: Gavin | 45 |
|---|---|
| PLENICA (RMM) | 98% |
| PGB (SIE) | 2% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 34 |
|---|---|
| NEUROPLUS (B+L) | 85% |
| CARRIER (CSO) | 9% |
| MERITAL (RMM) | 3% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip | 32 |
|---|---|
| SERUBEL (MTP) | 38% |
| **GADOLIP (GAD)** | **28%** |
| MINUSLIP (TEV) | 22% |
| SEGREN (CSO) | 12% |

| MDO: Divalprex | 22 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2º PROMOCION (12.1%)

| MDO: Deslafax | 16 |
|---|---|
| **DESLAFAX (GAD)** | **69%** |
| IXIUM (RMM) | 25% |
| ALFAXIN (BAG) | 6% |

| MDO: Damsel | 2 |
|---|---|
| MAXIMA (P0F) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Filten | 152 |
|---|---|
| CARVEDIL (BAG) | 33% |
| DILATREND (SIE) | 30% |
| **FILTEN (GAD)** | **28%** |
| BIDECAR (B+L) | 9% |

| MDO: Omnic Ocas | 87 |
|---|---|
| TANSILOPROST (FIN) | 75% |
| TANSILOPROST RET (FIN) | 13% |
| **OMNIC OCAS (GAD)** | **8%** |
| URALOS CR (CSO) | 3% |

| MDO: Duxetin | 25 |
|---|---|
| NITIDEX (TEV) | 52% |
| **DUXETIN (GAD)** | **48%** |

| MDO: Foxetin | 12 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 12 |
|---|---|
| SESAREN (RMM) | 67% |
| **ELAFAX (GAD)** | **33%** |

| MDO: Neurobiletan 600 | 5 |
|---|---|
| **NEURO BILETAN (GAD)** | **80%** |
| NEUROTIOCT (TPQ) | 20% |

### RECORDATORIOS (0.7%)

| MDO: Somit | 16 |
|---|---|
| **TOTAL SOMIT** | **81%** |
| SOMIT (GAD) | 81% |
| INDUCTAL (RMM) | 19% |

| MDO: Calcimax | 1 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ B BERARDO ORLANDO CESAR (CLM) - CP: 2400 -- 2352 prescripciones

### LANZAMIENTOS (12.2%)

| MDO: Paliax | 73 |
|---|---|
| DIOVAN (SIE) | 66% |
| SARVAL (B+L) | 27% |
| ALPERTAN (RF2) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 48 |
|---|---|
| TESTRI CB (ELE) | 29% |
| ORAVIL (TPQ) | 25% |
| DEBLAX (RF2) | 21% |
| **GADOFEROL TOTAL** | **8%** |

| MDO: Nexdia | 47 |
|---|---|
| LEXAPRO (LUN) | 60% |
| LEXTOR (CSO) | 23% |
| MERIDIAN (RMM) | 17% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 44 |
|---|---|
| LEVECOM (B+L) | 91% |
| LEVRON (RON) | 9% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 39 |
|---|---|
| VEDIPAL (RF2) | 44% |
| DAFLON 500 (SVR) | 31% |
| **ATUREN (GAD)** | **26%** |

| MDO: Bexaban | 24 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 12 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (79.3%)

| MDO: Sinlip (1) | 601 |
|---|---|
| ROVARTAL (RMM) | 17% |
| LIPIFEN (RF2) | 11% |
| REOVEX (B+L) | 9% |
| **SINLIP (GAD)** | **1%** |

| MDO: Alplax_Diocam (2) | 439 |
|---|---|
| **ALPLAX + DIOCAM** | **28%** |
| CLONAGIN (B+L) | 21% |
| DIOCAM (GAD) | 16% |
| ALPLAX (GAD) | 12% |

| MDO: L. Gastromax (3) | 289 |
|---|---|
| PANTUS (B+L) | 38% |
| PANTOCAS( CSO) | 29% |
| **GASTROMAX TOTAL** | **17%** |
| GASTROMAX (GAD) | 17% |

| MDO: Diabesil (4) | 169 |
|---|---|
| TOTAL DBI | 44% |
| TOTAL ISLOTIN | 37% |
| TOTAL GLUCOPHAGE | 19% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil (5) | 99 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 56 |
|---|---|
| **GADOCOR (GAD)** | **43%** |
| CORPRES (RMM) | 29% |
| SYNCROCOR (TEV) | 29% |

| MDO: Gadolip | 47 |
|---|---|
| MAGNOFEN( B+L) | 51% |
| **GADOLIP (GAD)** | **17%** |
| PROCETOKEN( BEB) | 17% |
| MINUSLIP (TEV) | 13% |

| MDO: Xelevia | 46 |
|---|---|
| TOTAL GLUCEMIX | 48% |
| **TOTAL XELEVIA** | **22%** |
| XELEVIA MET (GAD) | 22% |
| TOTAL VILZER | 9% |

| MDO: Gavin | 44 |
|---|---|
| PLENICA (RMM) | 45% |
| PREBICTAL (RF2) | 45% |
| LYRICA (PFZ) | 9% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 26 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Paxon | 24 |
|---|---|
| LOSACOR (RMM) | 67% |
| FENSARTAN ELEA (ELE) | 17% |
| **PAXON TOTAL** | **12%** |
| PAXON | 12% |

| MDO: Omecap 90 | 16 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (6.5%)

| MDO: Tonibral XR | 6 |
|---|---|
| EBIXA (LUN) | 67% |
| MERITAL (RMM) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Deslafax | 2 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Filten | 62 |
|---|---|
| **FILTEN (GAD)** | **79%** |
| CARVEDIL (BAG) | 15% |
| DILATREND (SIE) | 6% |

| MDO: Foxetin | 54 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 14 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 13 |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 9 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (2.0%)

| MDO: Somit | 47 |
|---|---|
| **TOTAL SOMIT** | **91%** |
| SOMIT (GAD) | 91% |
| NOCTE (BAG) | 9% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C CALVIMONTE ROLANDO JOSE (CIR) - CP: 2400 -- 2127 prescripciones

### LANZAMIENTOS (15.1%)

| MDO: Paliax (5) | 129 |
|---|---|
| ALPERTAN (RF2) | 44% |
| SARVAL (B+L) | 39% |
| DIAPRESAN (MTP) | 7% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 106 |
|---|---|
| TESTRI CB (ELE) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 36 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 28 |
|---|---|
| LEXTOR (CSO) | 79% |
| ARAMIX (ELE) | 18% |
| MERIDIAN (RMM) | 4% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 23 |
|---|---|
| DIOSMIN (CVI) | 57% |
| VEDIPAL (RF2) | 43% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (74.3%)

| MDO: Alplax_D- (1) | 482 |
|---|---|
| TENSIUM (B+L) | 35% |
| **ALPLAX + DIOCAM** | **22%** |
| NEURYL (BAG) | 19% |
| ALPLAX (GAD) | 18% |

| MDO: L. Gastromax (2) | 322 |
|---|---|
| PANTUS (B+L) | 59% |
| PANTOCAS( CSO) | 27% |
| PANTOP (RF2) | 12% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (3) | 254 |
|---|---|
| LIPEX (ELE) | 28% |
| ROVARTAL (RMM) | 20% |
| HIPOLIPOL (CSO) | 16% |
| **SINLIP (GAD)** | **9%** |

| MDO: Bisopil | 112 |
|---|---|
| CORBIS (RMM) | 94% |
| CONCOR (ELE) | 6% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 95 |
|---|---|
| JANUVIA (MSD) | 51% |
| **TOTAL XELEVIA** | **23%** |
| XELEVIA MET (GAD) | 23% |
| TOTAL ZOMARIST | 17% |

| MDO: Diabesil | 89 |
|---|---|
| TOTAL GLUCOPHAGE | 67% |
| TOTAL DBI | 27% |
| TOTAL ISLOTIN | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 87 |
|---|---|
| PLENICA (RMM) | 97% |
| LINPREL (B+L) | 2% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 41 |
|---|---|
| EXIBRAL (BAG) | 95% |
| VALCAS (CSO) | 5% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Paxon | 41 |
|---|---|
| **PAXON TOTAL** | **66%** |
| PAXON | 66% |
| LOSACOR (RMM) | 24% |
| FENSARTAN ELEA (ELE) | 7% |

| MDO: Gadocor | 22 |
|---|---|
| NABILA (RF2) | 91% |
| SYNCROCOR (TEV) | 9% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 18 |
|---|---|
| LIPTUIN (T.L) | 56% |
| **GADOLIP (GAD)** | **39%** |
| CRAVERIL (CVI) | 6% |

| MDO: Damsel | 12 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (8.7%)

| MDO: April | 3 |
|---|---|
| FEMEXIN (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Filten (4) | 135 |
|---|---|
| CARVEDIL (BAG) | 48% |
| BIDECAR (B+L) | 33% |
| ISOBLOC (CSO) | 13% |
| **FILTEN (GAD)** | **1%** |

| MDO: Allopurinol | 23 |
|---|---|
| ALLOPURINOL CRAVER (C- | 91% |
| **ALLOPURINOL GADOR (G-** | **9%** |

| MDO: Omnic Ocas | 22 |
|---|---|
| TANSILOPROST RET (FIN) | 91% |
| TANSILOPROST (FIN) | 9% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Risperin | 2 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (1.8%)

| MDO: Somit | 38 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## C HAMES DE MARTIN MAGDALENA (CLM) - CP: 5000 -- 2077 prescripciones

### LANZAMIENTOS (15.3%)

| MDO: Paliax (5) | 168 |
|---|---|
| SARVAL (B+L) | 48% |
| DIOVAN (SIE) | 33% |
| DIAPRESAN (MTP) | 7% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 68 |
|---|---|
| DAFLON 500 (SVR) | 44% |
| DIOSMIN (CVI) | 24% |
| DAFLON 1000 (SVR) | 18% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 25 |
|---|---|
| RIXATYL (B+L) | 40% |
| XAROBAN (RF2) | 36% |
| ANTITROM (LZA) | 16% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 23 |
|---|---|
| LEXTOR (CSO) | 91% |
| AXIOMAT (BET) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 21 |
|---|---|
| **GADOFEROL TOTAL** | **29%** |
| GADOFEROL (GAD) | 29% |
| ORAVIL (TPQ) | 24% |
| OSTEODYN (MTP) | 14% |

| MDO: Sinlip EZ | 12 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Fucsia | 1 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (69.0%)

| MDO: Sinlip (1) | 301 |
|---|---|
| **SINLIP (GAD)** | **15%** |
| LIPITOR (PFZ) | 11% |
| ZARATOR (ELE) | 8% |
| TORIVAS (B+L) | 7% |

| MDO: Alplax_Diocam (2) | 297 |
|---|---|
| **ALPLAX + DIOCAM** | **52%** |
| ALPLAX (GAD) | 49% |
| TRANQUINAL (BAG) | 16% |
| CLONAGIN (B+L) | 9% |

| MDO: Paxon (3) | 226 |
|---|---|
| LOSACOR (RMM) | 69% |
| LOPLAC (CSO) | 9% |
| VASEXTEN (BEB) | 7% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (4) | 179 |
|---|---|
| CORBIS (RMM) | 76% |
| LOSTAPROLOL (T.L) | 20% |
| **BISOPIL (GAD)** | **4%** |

| MDO: L. Gastromax | 137 |
|---|---|
| PANTUS (B+L) | 54% |
| PANTOP (RF2) | 26% |
| **GASTROMAX TOTAL** | **14%** |
| GASTROMAX (GAD) | 14% |

| MDO: Diabesil | 111 |
|---|---|
| TOTAL ISLOTIN | 38% |
| TOTAL DBI | 37% |
| **TOTAL DIABESIL** | **13%** |
| DIABESIL AP 850 | 12% |

| MDO: Xelevia | 76 |
|---|---|
| TOTAL GALVUS | 33% |
| TOTAL JANUMET | 32% |
| JANUVIA (MSD) | 14% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadocor | 32 |
|---|---|
| NEBILET (SIE) | 75% |
| NABILA (RF2) | 12% |
| CORPRES (RMM) | 12% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 25 |
|---|---|
| NEUROPLUS (B+L) | 60% |
| CARRIER XR CSO | 40% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 20 |
|---|---|
| PLENICA (RMM) | 75% |
| LYRICA (PFZ) | 25% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsel | 11 |
|---|---|
| KALA (BEB) | 64% |
| DIVINA (ELE) | 36% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 9 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Deslafax | 6 |
|---|---|
| VELDEX (CSO) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Luradon | 3 |
|---|---|
| LURAZIC (RF2) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

### 2° PROMOCION (14.4%)

| MDO: Omnic O- | 105 |
|---|---|
| TANSILOPROST (FIN) | 47% |
| URALOS CR (CSO) | 16% |
| PROSTOKLAR (B+L) | 14% |
| **OMNIC OCAS (GAD)** | **9%** |

| MDO: Filten | 95 |
|---|---|
| DILATREND (SIE) | 45% |
| **FILTEN (GAD)** | **29%** |
| CARVEDIL (BAG) | 13% |
| VERATEN (ELE) | 11% |

| MDO: Duxetin | 26 |
|---|---|
| **DUXETIN (GAD)** | **50%** |
| DULOXIN (EUF) | 50% |

| MDO: Risperin | 22 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 20 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 17 |
|---|---|
| ALLOPURINOL CRAVER (C- | 94% |
| **ALLOPURINOL GADOR (G-** | **6%** |

| MDO: Foxetin | 11 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 3 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (1.3%)

| MDO: Somit | 20 |
|---|---|
| INDUCTAL (RMM) | 55% |
| NOCTE (BAG) | 35% |
| **TOTAL SOMIT** | **10%** |
| SOMIT (GAD) | 10% |

| MDO: Calcimax | 6 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## C JURADO RAUL ARTEMIO (CLM) - CP: 5000 -- 1903 prescripciones

### LANZAMIENTOS (27.3%)

| MDO: Gadoferol (1) | 401 |
|---|---|
| DEBLAX (RF2) | 62% |
| DEVISAL CB (B+L) | 2% |
| SUBICAL CB (BEB) | 1% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 56 |
|---|---|
| SARVAL (B+L) | 39% |
| ALPERTAN (RF2) | 12% |
| DIOVAN (SIE) | 11% |
| **PALIAX (GAD)** | **0%** |

| MDO: Fucsia | 20 |
|---|---|
| SLINDA (ELE) | 85% |
| ISIS FREE S/ESTROG (SIE) | 15% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 11 |
|---|---|
| DAFLON 1000 (SVR) | 55% |
| DAFLON 500 (SVR) | 27% |
| **ATUREN (GAD)** | **9%** |
| JATAMANSIN PLUS (SIE) | 9% |

| MDO: Etabyx | 10 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 9 |
|---|---|
| LEXAPRO (LUN) | 44% |
| TALPRAM (RC5) | 22% |
| NOVO HUMORAP (BAG) | 11% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 7 |
|---|---|
| VYTORIN (ORG) | 57% |
| REOVEX EZ (B+L) | 29% |
| **SINLIP EZ (GAD)** | **14%** |

| MDO: Bexaban | 6 |
|---|---|
| REMEXAL (CSO) | 33% |
| XARELTO (BAY) | 17% |
| RIXATYL (B+L) | 17% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (63.2%)

| MDO: Alplax_D- (2) | 266 |
|---|---|
| CLONAGIN (B+L) | 30% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 18% |
| RIVOTRIL (B7I) | 13% |

| MDO: Sinlip (3) | 237 |
|---|---|
| ROVARTAL (RMM) | 17% |
| ROSUVAST (BAG) | 16% |
| REOVEX (B+L) | 9% |
| **SINLIP (GAD)** | **6%** |

| MDO: Gavin (4) | 180 |
|---|---|
| PREBICTAL (RF2) | 87% |
| PLENICA (RMM) | 6% |
| **GAVIN (GAD)** | **1%** |
| LINPREL (B+L) | 1% |

| MDO: Diabesil (5) | 163 |
|---|---|
| TOTAL DBI | 50% |
| TOTAL ISLOTIN | 27% |
| TOTAL GLUCOPHAGE | 13% |
| **TOTAL DIABESIL** | **8%** |

| MDO: Paxon | 94 |
|---|---|
| LOSACOR (RMM) | 51% |
| **PAXON TOTAL** | **14%** |
| PRISONIL (LEP) | 14% |
| PAXON | 12% |

| MDO: L. Gastromax | 77 |
|---|---|
| PANTOP (RF2) | 48% |
| PANTUS (B+L) | 35% |
| **GASTROMAX TOTAL** | **6%** |
| GASTROMAX (GAD) | 6% |

| MDO: Damsel | 46 |
|---|---|
| DIVINA (ELE) | 30% |
| KIRUM (RF2) | 26% |
| ISIS (SIE) | 13% |
| **DAMSEL GAD** | **2%** |

| MDO: Bisopil | 40 |
|---|---|
| CORBIS (RMM) | 80% |
| CONCOR (ELE) | 12% |
| **BISOPIL (GAD)** | **2%** |
| BICARDIL (B+L) | 2% |

| MDO: Xelevia | 34 |
|---|---|
| TOTAL ZOMARIST | 35% |
| **TOTAL XELEVIA** | **18%** |
| TOTAL GALVUS | 15% |
| XELEVIA (GAD) | 12% |

| MDO: Gadocor | 26 |
|---|---|
| NABILA (RF2) | 35% |
| CORPRES (RMM) | 19% |
| NEBILET (SIE) | 15% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsella | 12 |
|---|---|
| ISIS MINI 24 (SIE) | 50% |
| JADE MD24 (CVI) | 33% |
| DIVA TOTAL (ELE) | 17% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadolip | 11 |
|---|---|
| **GADOLIP (GAD)** | **36%** |
| CRAVERIL (CVI) | 27% |
| SEGREN (CSO) | 18% |
| MINUSLIP (TEV) | 9% |

### 2º PROMOCION (8.9%)

| MDO: Divalprex | 10 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Omnic O- | 46 |
|---|---|
| **OMNIC OCAS (GAD)** | **30%** |
| TANSILOPROST (FIN) | 17% |
| REDUPROST (RF2) | 13% |
| URALOS CR (CSO) | 11% |

| MDO: Filten | 30 |
|---|---|
| CARVEDIL (BAG) | 63% |
| DILATREND (SIE) | 27% |
| VERATEN (ELE) | 10% |
| **FILTEN (GAD)** | **0%** |

| MDO: Duxetin | 26 |
|---|---|
| **DUXETIN (GAD)** | **69%** |
| NITIDEX (TEV) | 27% |
| DOXALINE (BET) | 4% |

| MDO: Allopurinol | 21 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **76%** |
| ALLOPURINOL CRAVER (C- | 24% |

| MDO: Elafax | 20 |
|---|---|
| SESAREN (RMM) | 50% |
| **ELAFAX (GAD)** | **25%** |
| EFEXOR (PFZ) | 15% |
| MAXIBRAL XR (MTP) | 10% |

| MDO: Foxetin | 15 |
|---|---|
| **FOXETIN (GAD)** | **93%** |
| NEUPAX (BAG) | 7% |

| MDO: Myrbetric | 5 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 5 |
|---|---|
| PRIOTIC (MTP) | 60% |
| **NEURO BILETAN (GAD)** | **20%** |
| NEUROTIOCT (TPQ) | 20% |

| MDO: Risperin | 1 |
|---|---|
| RISPERDAL (JAN) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (0.6%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 80% |
| NOCTE (BAG) | 10% |
| NOVO INSOMNIUM (GAD) | 10% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ C GILETTA GABRIELA SUSANA (CLM) - CP: 2400 -- 1812 prescripciones

### LANZAMIENTOS (17.5%)

| MDO: Paliax (3) | 228 |
|---|---|
| SARVAL (B+L) | 74% |
| ALPERTAN (RF2) | 12% |
| DILCORAN (CSO) | 11% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 43 |
|---|---|
| DIOSMIN (CVI) | 49% |
| DAFLON 1000 (SVR) | 28% |
| VEDIPAL (RF2) | 19% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 42 |
|---|---|
| ORAVIL (TPQ) | 38% |
| OSTEODYN (MTP) | 19% |
| TRIP D3 (CVI) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

### 1º PROMOCION (75.9%)

| MDO: Sinlip (1) | 621 |
|---|---|
| ZARATOR (ELE) | 39% |
| REOVEX (B+L) | 15% |
| LIPEX (ELE) | 7% |
| **SINLIP (GAD)** | **4%** |

| MDO: Alplax_Diocam (2) | 265 |
|---|---|
| CLONAGIN (B+L) | 59% |
| RIVOTRIL (B7I) | 17% |
| **ALPLAX + DIOCAM** | **15%** |
| ALPLAX (GAD) | 11% |

| MDO: Paxon (4) | 156 |
|---|---|
| LOSACOR (RMM) | 64% |
| **PAXON TOTAL** | **21%** |
| PAXON | 21% |

| MDO: L. Gastromax (5) | 141 |
|---|---|
| PANTUS (B+L) | 85% |
| PANTOCAS( CSO) | 7% |
| PANTOP (RF2) | 5% |
| **GASTROMAX TOTAL** | **3%** |

| MDO: Diabesil | 106 |
|---|---|
| TOTAL DBI | 81% |
| MECTIN XR (TEV) | 9% |
| TOTAL GLUCOPHAGE | 9% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 74 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Tonibral XR | 4 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Xelevia | 4 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2º PROMOCION (5.4%)

| MDO: Filten | 88 |
|---|---|
| CARVEDIL (BAG) | 50% |
| VERATEN (ELE) | 45% |
| BIDECAR (B+L) | 5% |
| **FILTEN (GAD)** | **0%** |

| MDO: Foxetin | 10 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 18 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 4 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## C LAMI ALFREDO OSCAR (CLM) - CP: 2400 -- 1810 prescripciones

### LANZAMIENTOS (19.9%)

| MDO: Gadoferol | 103 |
|---|---|
| **GADOFEROL TOTAL** | **16%** |
| GADOFEROL CB (GAD) | 16% |
| DEBLAX (RF2) | 4% |
| SUBICAL (BEB) | 1% |

| MDO: Paliax | 101 |
|---|---|
| DIOVAN (SIE) | 40% |
| ALPERTAN (RF2) | 32% |
| RACORVAL (RMM) | 28% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 68 |
|---|---|
| REMEXAL (CSO) | 53% |
| RIXATYL (B+L) | 41% |
| XARELTO (BAY) | 6% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 40 |
|---|---|
| DAFLON 500 (SVR) | 40% |
| DIOSMIN (CVI) | 30% |
| VEDIPAL (RF2) | 30% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 25 |
|---|---|
| LEXTOR (CSO) | 72% |
| ESCITALOPRAN TEVA (TEV) | 16% |
| ARAMIX (ELE) | 12% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 24 |
|---|---|
| ROSUFEN DUO (NLT) | 67% |
| LIPEX PLUS (ELE) | 33% |
| **SINLIP EZ (GAD)** | **0%** |

### 1º PROMOCION (74.2%)

| MDO: Alplax_D- (1) | 305 |
|---|---|
| CLONAGIN (B+L) | 27% |
| **ALPLAX + DIOCAM** | **26%** |
| NEURYL (BAG) | 23% |
| RIVOTRIL (B7I) | 17% |

| MDO: Bisopil (2) | 229 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (3) | 168 |
|---|---|
| AMPLIAR (CSO) | 31% |
| HIPOLIPOL (CSO) | 29% |
| VASOTENAL (RMM) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax (4) | 163 |
|---|---|
| PANTUS (B+L) | 61% |
| PANTOCAS( CSO) | 36% |
| PANTOP (RF2) | 2% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip (5) | 125 |
|---|---|
| **GADOLIP (GAD)** | **69%** |
| PROCETOKEN( BEB) | 28% |
| SERUBEL (MTP) | 3% |

| MDO: Gavin | 119 |
|---|---|
| PLENICA (RMM) | 73% |
| LYRICA (PFZ) | 20% |
| **GAVIN (GAD)** | **3%** |
| NEURISTAN (CSO) | 3% |

| MDO: Xelevia | 101 |
|---|---|
| JANUVIA (MSD) | 40% |
| TOTAL JANUMET | 32% |
| **TOTAL XELEVIA** | **12%** |
| XELEVIA XR (GAD) | 12% |

| MDO: Diabesil | 51 |
|---|---|
| TOTAL DBI | 45% |
| TOTAL GLUCOPHAGE | 43% |
| TOTAL ISLOTIN | 12% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 43 |
|---|---|
| LOSACOR (RMM) | 91% |
| LOPLAC (CSO) | 9% |
| **PAXON TOTAL** | **0%** |

| MDO: Tonibral XR | 16 |
|---|---|
| MERITAL (RMM) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 14 |
|---|---|
| SYNCROCOR (TEV) | 86% |
| NABILA (RF2) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex | 6 |
|---|---|
| VALCOTE (ABT) | 67% |
| **DIVALPREX (GAD)** | **33%** |

| MDO: Damsella | 3 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

### 2º PROMOCION (4.3%)

| MDO: Filten | 64 |
|---|---|
| CARVEDIL (BAG) | 44% |
| DILATREND (SIE) | 38% |
| VERATEN (ELE) | 19% |
| **FILTEN (GAD)** | **0%** |

| MDO: Elafax | 4 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| ESPONTAL (PB.) | 75% |
| TANSILOPROST (FIN) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| PRIOTIC (MTP) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (1.6%)

| MDO: Somit | 29 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## C GOMEZ JORGE OSCAR (CLM) - CP: 2400 -- 1760 prescripciones

### LANZAMIENTOS (11.4%)

| MDO: Paliax | 57 |
|---|---|
| DIOVAN (SIE) | 51% |
| ALPERTAN (RF2) | 46% |
| DIAPRESAN (MTP) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 44 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 40 |
|---|---|
| ORAVIL (TPQ) | 60% |
| DEVISAL CB (B+L) | 30% |
| DEBLAX (RF2) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Etabyx | 34 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 23 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (81.1%)

| MDO: Sinlip (1) | 461 |
|---|---|
| ZARATOR (ELE) | 20% |
| VASOTENAL (RMM) | 15% |
| TORIVAS (B+L) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 262 |
|---|---|
| **ALPLAX + DIOCAM** | **43%** |
| CLONAGIN (B+L) | 42% |
| ALPLAX (GAD) | 34% |
| DIOCAM (GAD) | 9% |

| MDO: L. Gastromax (3) | 156 |
|---|---|
| PANTUS (B+L) | 69% |
| PANTOP (RF2) | 24% |
| **GASTROMAX TOTAL** | **5%** |
| GASTROMAX (GAD) | 5% |

| MDO: Paxon (4) | 148 |
|---|---|
| LOSACOR (RMM) | 42% |
| FENSARTAN ELEA (ELE) | 31% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil (5) | 95 |
|---|---|
| TOTAL DBI | 65% |
| MECTIN XR (TEV) | 19% |
| TOTAL GLUCOPHAGE | 16% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 82 |
|---|---|
| PREBICTAL (RF2) | 49% |
| NEURISTAN (CSO) | 27% |
| PLENICA (RMM) | 15% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 72 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 57 |
|---|---|
| TOTAL ZOMARIST | 51% |
| TOTAL VILZER | 49% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Tonibral XR | 28 |
|---|---|
| MERITAL (RMM) | 86% |
| CARRIER (CSO) | 14% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Luradon | 26 |
|---|---|
| LUSTONA (B+L) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Gadolip | 24 |
|---|---|
| MINUSLIP (TEV) | 88% |
| DAUNLIP (MTP) | 12% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Deslafax | 13 |
|---|---|
| **DESLAFAX (GAD)** | **62%** |
| PRISTIQ (PFZ) | 38% |

### 2º PROMOCION (5.1%)

| MDO: Gadocor | 3 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Filten | 63 |
|---|---|
| CARVEDIL (BAG) | 95% |
| BIDECAR (B+L) | 5% |
| **FILTEN (GAD)** | **0%** |

| MDO: Risperin | 16 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 10 |
|---|---|
| SULOS (ELE) | 60% |
| REDUPROST (RF2) | 40% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (2.5%)

| MDO: Somit | 44 |
|---|---|
| NOVO INSOMNIUM (GAD) | 55% |
| **TOTAL SOMIT** | **45%** |
| SOMIT (GAD) | 36% |
| SOMIT CR (GAD) | 9% |

# FICHAS MEDICOS

## C HAUQUI FEDERICO AGUSTIN (CRD) - CP: 2400 -- 1699 prescripciones

### LANZAMIENTOS (32.3%)

| MDO: Paliax (1) | 438 |
|---|---|
| ALPERTAN (RF2) | 68% |
| RACORVAL (RMM) | 23% |
| SIMULTAN (LZA) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 40 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 38 |
|---|---|
| LEXAPRO (LUN) | 61% |
| LEXTOR (CSO) | 16% |
| MERIDIAN (RMM) | 13% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 29 |
|---|---|
| OSTEODYN (MTP) | 48% |
| SUBICAL (BEB) | 31% |
| RAQUIFEROL D3 (RMM) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (55.8%)

| MDO: Bisopil (2) | 229 |
|---|---|
| CORBIS (RMM) | 92% |
| **BISOPIL (GAD)** | **8%** |

| MDO: Sinlip (3) | 183 |
|---|---|
| ROVARTAL (RMM) | 26% |
| AMPLIAR (CSO) | 20% |
| LIPIFEN (RF2) | 7% |
| **SINLIP (GAD)** | **1%** |

| MDO: Alplax_Diocam (4) | 183 |
|---|---|
| CLONAGIN (B+L) | 58% |
| **ALPLAX + DIOCAM** | **17%** |
| ALPLAX (GAD) | 15% |
| RIVOTRIL (B7I) | 4% |

| MDO: Paxon (5) | 141 |
|---|---|
| LOSACOR (RMM) | 60% |
| LOPLAC (CSO) | 16% |
| LOSARTAN RICHET (RH.) | 12% |
| **PAXON TOTAL** | **1%** |

| MDO: Gadocor | 72 |
|---|---|
| NABILA (RF2) | 42% |
| NEBILET (SIE) | 39% |
| NIRPOL (CSO) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 51 |
|---|---|
| PANTUS (B+L) | 55% |
| PANTOPRAZOL DENV F (D- | 24% |
| PEPTAZOL (MTP) | 18% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil | 36 |
|---|---|
| TOTAL DBI | 89% |
| TOTAL GLUCOPHAGE | 6% |
| TOTAL METGLUCON | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 30 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gavin | 13 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 7 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| YASMIN (BAY) | 67% |
| **DAMSEL GAD** | **33%** |

### 2° PROMOCION (10.9%)

| MDO: Filten | 137 |
|---|---|
| DILATREND (SIE) | 58% |
| ISOBLOC (CSO) | 18% |
| **FILTEN (GAD)** | **11%** |
| CARVEDILOL RICHET (RH.) | 8% |

| MDO: Allopurinol | 21 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 18 |
|---|---|
| REDUPROST (RF2) | 83% |
| **OMNIC OCAS (GAD)** | **11%** |
| TANSILOPROST (FIN) | 6% |

| MDO: Elafax | 10 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (0.8%)

| MDO: Somit | 14 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ C CASTELLANO CARLOS ALBERTO (NEF) - CP: 2400 -- 1673 prescripciones

### LANZAMIENTOS (13.2%)

| MDO: Paliax | 106 |
|---|---|
| SARVAL (B+L) | 68% |
| DIOVAN (SIE) | 16% |
| ALPERTAN (RF2) | 14% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 69 |
|---|---|
| LEXTOR (CSO) | 64% |
| NOVO HUMORAP (BAG) | 20% |
| ARAMIX (ELE) | 7% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 23 |
|---|---|
| DAFLON 500 (SVR) | 43% |
| DIOSMIN (CVI) | 26% |
| TERBENOL DUO (BEB) | 17% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 11 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 8 |
|---|---|
| OSTEODYN (MTP) | 50% |
| DEVISAL CB (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (74.8%)

| MDO: Sinlip | 1 | 349 |
|---|---|---|
| LIPIFEN (RF2) | | 20% |
| AMPLIAR (CSO) | | 15% |
| ROVARTAL (RMM) | | 14% |
| **SINLIP (GAD)** | | **6%** |

| MDO: Alplax_Diocam | 2 | 261 |
|---|---|---|
| RIVOTRIL (B7I) | | 26% |
| **ALPLAX + DIOCAM** | | **23%** |
| CLONAGIN (B+L) | | 20% |
| ALPLAX (GAD) | | 19% |

| MDO: Diabesil | 3 | 199 |
|---|---|---|
| TOTAL DBI | | 100% |
| **TOTAL DIABESIL** | | **0%** |

| MDO: Bisopil | 4 | 110 |
|---|---|---|
| CORBIS (RMM) | | 100% |
| **BISOPIL (GAD)** | | **0%** |

| MDO: L. Gastromax | 5 | 108 |
|---|---|---|
| PANTUS (B+L) | | 73% |
| **GASTROMAX TOTAL** | | **14%** |
| GASTROMAX (GAD) | | 14% |
| PANTOCAS( CSO) | | 9% |

| MDO: Xelevia | 69 |
|---|---|
| TOTAL ZOMARIST | 72% |
| ONGLYZA (AZN) | 13% |
| TOTAL GALVUS | 6% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 59 |
|---|---|
| LOSACOR (RMM) | 59% |
| NITEN (TEV) | 19% |
| **PAXON TOTAL** | **14%** |
| PAXON | 14% |

| MDO: Gadocor | 32 |
|---|---|
| SYNCROCOR (TEV) | 28% |
| CORPRES (RMM) | 25% |
| NABILA (RF2) | 22% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsella | 14 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gavin | 13 |
|---|---|
| PLENICA (RMM) | 92% |
| LINPREL (B+L) | 8% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 10 |
|---|---|
| VALCAS (CSO) | 80% |
| VALCOTE (ABT) | 20% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Omecap 90 | 8 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (7.9%)

| MDO: Gadolip | 8 |
|---|---|
| DAUNLIP (MTP) | 50% |
| **GADOLIP (GAD)** | **38%** |
| SERUBEL (MTP) | 12% |

| MDO: Damsel | 6 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| VELDEX (CSO) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Filten | 48 |
|---|---|
| CARVEDIL (BAG) | 44% |
| **FILTEN (GAD)** | **23%** |
| ISOBLOC (CSO) | 17% |
| BIDECAR (B+L) | 10% |

| MDO: Allopurinol | 46 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **98%** |
| ALLOPURINOL CRAVER (C- | 2% |

| MDO: Omnic Ocas | 20 |
|---|---|
| PROSTOKLAR (B+L) | 25% |
| REDUPROST (RF2) | 20% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 17 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| **NEURO BILETAN (GAD)** | **100%** |

### RECORDATORIOS (4.1%)

| MDO: Somit | 61 |
|---|---|
| **TOTAL SOMIT** | **95%** |
| SOMIT (GAD) | 54% |
| SOMIT CR (GAD) | 41% |
| NOVO INSOMNIUM (GAD) | 5% |

| MDO: Calcimax | 8 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ C MAZA GONZALO (CIR) - CP: 2400 -- 1631 prescripciones

### LANZAMIENTOS (20.6%)

| MDO: Aturen (5) | 140 |
|---|---|
| DIOSMIN (CVI) | 34% |
| TERBENOL DUO (BEB) | 34% |
| DAFLON 500 (SVR) | 23% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 132 |
|---|---|
| DILCORAN (CSO) | 45% |
| DIOVAN (SIE) | 36% |
| SARVAL (B+L) | 15% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 52 |
|---|---|
| DEBLAX (RF2) | 46% |
| TESTRI CB (ELE) | 15% |
| ORAVIL (TPQ) | 12% |
| **GADOFEROL TOTAL** | **8%** |

| MDO: Nexdia | 10 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (75.9%)

| MDO: Alplax_D- (1) | 255 |
|---|---|
| **ALPLAX + DIOCAM** | **46%** |
| ALPLAX (GAD) | 41% |
| LEXOTANIL (B7I) | 16% |
| CLONAGIN (B+L) | 13% |

| MDO: Sinlip (2) | 211 |
|---|---|
| ROVARTAL (RMM) | 25% |
| AMPLIAR (CSO) | 24% |
| HIPOLIPOL (CSO) | 15% |
| **SINLIP (GAD)** | **1%** |

| MDO: Paxon (3) | 190 |
|---|---|
| LOSACOR (RMM) | 98% |
| LOPLAC (CSO) | 2% |
| **PAXON TOTAL** | **0%** |

| MDO: Xelevia (4) | 144 |
|---|---|
| JANUVIA (MSD) | 56% |
| TOTAL GLUCEMIX | 26% |
| TOTAL ZOMARIST | 12% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax | 133 |
|---|---|
| PANTUS (B+L) | 62% |
| PANTOCAS( CSO) | 29% |
| PANGEST (BET) | 8% |
| **GASTROMAX TOTAL** | **2%** |

| MDO: Bisopil | 109 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 78 |
|---|---|
| TOTAL DBI | 82% |
| TOTAL ISLOTIN | 18% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 27 |
|---|---|
| PLENICA (RMM) | 48% |
| LINPREL (B+L) | 44% |
| NEURISTAN (CSO) | 7% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 24 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 22 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Deslafax | 22 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Divalprex | 10 |
|---|---|
| IMPROVAL (RMM) | 80% |
| VALCOTE (ABT) | 20% |
| **DIVALPREX (GAD)** | **0%** |

### 2º PROMOCION (1.2%)

| MDO: Gadolip | 8 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Damsel | 1 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Neurobile- | 13 |
|---|---|
| NEUROTIOCT (TPQ) | 92% |
| CIAGEN (CVI) | 8% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (2.3%)

| MDO: Somit | 38 |
|---|---|
| INDUCTAL (RMM) | 63% |
| **TOTAL SOMIT** | **37%** |
| SOMIT (GAD) | 37% |

# FICHAS MEDICOS

## C OLIVERO MATIAS OSCAR (GIN) - CP: 5000 -- 1557 prescripciones

### LANZAMIENTOS (10.8%)

| MDO: Fucsia (4) | 166 |
|---|---|
| SLINDA (ELE) | 61% |
| ISIS FREE S/ESTROG (SIE) | 39% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (85.9%)

| MDO: Damsel (1) | 787 |
|---|---|
| DIVINA (ELE) | 37% |
| JADE (CVI) | 13% |
| **DAMSEL GAD** | **12%** |
| KALA (BEB) | 9% |

| MDO: Femiden (2) | 248 |
|---|---|
| MIRANDA (ELE) | 48% |
| FEMALVI (RF2) | 18% |
| SIGNORINA (CVI) | 17% |
| **FEMIDEN (GAD)** | **16%** |

| MDO: Damsella (3) | 236 |
|---|---|
| DIVA TOTAL (ELE) | 47% |
| **DAMSELLA (GAD)** | **16%** |
| ISIS MINI 24 (SIE) | 15% |
| YAZ (BAY) | 11% |

| MDO: April (5) | 65 |
|---|---|
| **APRIL (GAD)** | **62%** |
| ELEKTRA (CVI) | 12% |
| NORGESTREL PLUS (BEK) | 11% |
| FEMEXIN-28 (ELE) | 5% |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (3.3%)

| MDO: Rubi | 51 |
|---|---|
| QLAIRA (BAY) | 80% |
| **RUBI (GAD)** | **10%** |
| AZUCENA (BEB) | 10% |

## ✔ C PIGNATA HORACIO ANTONIO (CLM) - CP: 2400 -- 1537 prescripciones

### LANZAMIENTOS (13.6%)

| MDO: Paliax | 104 |
|---|---|
| ALPERTAN (RF2) | 85% |
| DILCORAN (CSO) | 15% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 60 |
|---|---|
| TERBENOL DUO (BEB) | 73% |
| DIOSMIN (CVI) | 20% |
| VEDIPAL (RF2) | 7% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 21 |
|---|---|
| **GADOFEROL TOTAL** | **62%** |
| GADOFEROL CB (GAD) | 62% |
| OSTEODYN (MTP) | 19% |
| TESTRI CB (ELE) | 19% |

| MDO: Sinlip EZ | 16 |
|---|---|
| LIPEX PLUS (ELE) | 75% |
| **SINLIP EZ (GAD)** | **25%** |

| MDO: Bexaban | 8 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (74.9%)

| MDO: Sinlip (1) | 252 |
|---|---|
| ZARATOR (ELE) | 56% |
| VASOTENAL (RMM) | 17% |
| ROVARTAL (RMM) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 219 |
|---|---|
| CLONAGIN (B+L) | 42% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 22% |
| RIVOTRIL (B7I) | 20% |

| MDO: Bisopil (3) | 202 |
|---|---|
| CORBIS (RMM) | 96% |
| **BISOPIL (GAD)** | **4%** |

| MDO: L. Gastromax (4) | 125 |
|---|---|
| PANTUS (B+L) | 99% |
| PANTOCAS( CSO) | 1% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip (5) | 111 |
|---|---|
| SERUBEL (MTP) | 76% |
| LIPOMAX (BAG) | 18% |
| PROCETOKEN( BEB) | 4% |
| **GADOLIP (GAD)** | **3%** |

| MDO: Xelevia | 109 |
|---|---|
| TOTAL ZOMARIST | 51% |
| JANUVIA (MSD) | 37% |
| TOTAL GLUCEMIX | 5% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 106 |
|---|---|
| TOTAL DBI | 68% |
| TOTAL ISLOTIN | 30% |
| TOTAL GLUCOPHAGE | 2% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 16 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor | 10 |
|---|---|
| SYNCROCOR (TEV) | 60% |
| **GADOCOR (GAD)** | **40%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (10.9%)

| MDO: Omnic O- | 86 |
|---|---|
| REDUPROST (RF2) | 51% |
| URALOS CR (CSO) | 47% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 63 |
|---|---|
| CARVEDIL (BAG) | 78% |
| CORAFEN (BEB) | 16% |
| ISOBLOC (CSO) | 6% |
| **FILTEN (GAD)** | **0%** |

| MDO: Elafax | 12 |
|---|---|
| EFEXOR (PFZ) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 3 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

### RECORDATORIOS (0.6%)

| MDO: Somit | 9 |
|---|---|
| **TOTAL SOMIT** | **78%** |
| SOMIT (GAD) | 78% |
| NOCTE (BAG) | 22% |

# FICHAS MEDICOS

## ✔ C SECRESTAT ROBERTO ANDRES (CLM) - CP: 2400 -- 1516 prescripciones

### LANZAMIENTOS (24.3%)

| MDO: Paliax (1) | 275 |
|---|---|
| DIAPRESAN (MTP) | 49% |
| RACORVAL (RMM) | 45% |
| DILCORAN (CSO) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 36 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 36 |
|---|---|
| VEDIPAL (RF2) | 56% |
| DIOSMIN (CVI) | 28% |
| DAFLON 500 (SVR) | 11% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 10 |
|---|---|
| DEBLAX (RF2) | 40% |
| ORAVIL (TPQ) | 20% |
| DEVISAL (B+L) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 8 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (65.4%)

| MDO: Sinlip (2) | 257 |
|---|---|
| ROVARTAL (RMM) | 58% |
| VASOTENAL (RMM) | 9% |
| LIPIFEN (RF2) | 3% |
| **SINLIP (GAD)** | **0%** |

| MDO: Xelevia (3) | 141 |
|---|---|
| TOTAL ZOMARIST | 89% |
| TOTAL GALVUS | 4% |
| TOTAL JANUMET | 4% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Alplax_Diocam (4) | 121 |
|---|---|
| CLONAGIN (B+L) | 55% |
| **ALPLAX + DIOCAM** | **22%** |
| ALPLAX (GAD) | 21% |
| TRAPAX (PFZ) | 7% |

| MDO: Paxon (5) | 96 |
|---|---|
| LOSACOR (RMM) | 95% |
| LOPLAC (CSO) | 4% |
| FENSARTAN ELEA (ELE) | 1% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 88 |
|---|---|
| **GADOLIP (GAD)** | **55%** |
| SERUBEL (MTP) | 43% |
| MAGNOFEN( B+L) | 2% |

| MDO: Bisopil | 70 |
|---|---|
| CORBIS (RMM) | 97% |
| **BISOPIL (GAD)** | **3%** |

| MDO: Gavin | 58 |
|---|---|
| LINPREL (B+L) | 62% |
| PLENICA (RMM) | 36% |
| LYRICA (PFZ) | 2% |
| **GAVIN (GAD)** | **0%** |

| MDO: Diabesil | 52 |
|---|---|
| TOTAL DBI | 83% |
| TOTAL GLUCOPHAGE | 17% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 34 |
|---|---|
| PANTUS (B+L) | 88% |
| PANTOCAS( CSO) | 6% |
| PANTOPRAZOL TEVA (TEV) | 6% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Divalprex | 28 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadocor | 20 |
|---|---|
| NEBILET (SIE) | 70% |
| CORPRES (RMM) | 30% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Deslafax | 12 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (9.1%)

| MDO: Damsella | 7 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Midax | 5 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Damsel | 2 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Omnic O- | 70 |
|---|---|
| REDUPROST (RF2) | 49% |
| TANSILOPROST RET (FIN) | 17% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Duxetin | 26 |
|---|---|
| CYMBALTA (RF2) | 77% |
| **DUXETIN (GAD)** | **8%** |
| DUERIX (ARI) | 8% |
| NITIDEX (TEV) | 8% |

| MDO: Filten | 20 |
|---|---|
| CARVEDIL (BAG) | 60% |
| DILATREND (SIE) | 40% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 17 |
|---|---|
| ALLOPURINOL CRAVER (C- | 71% |
| **ALLOPURINOL GADOR (G-** | **29%** |

| MDO: Elafax | 4 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 18 |
|---|---|
| **TOTAL SOMIT** | **89%** |
| SOMIT (GAD) | 78% |
| SOMIT CR (GAD) | 11% |
| INDUCTAL (RMM) | 11% |

# FICHAS MEDICOS

## ✔ C LIGNINI EVANGELINA (CIR) - CP: 2400 -- 1456 prescripciones

### LANZAMIENTOS (17.1%)

| MDO: Paliax (5) | 103 |
|---|---|
| SARVAL (B+L) | 75% |
| DIOVAN (SIE) | 19% |
| DIAPRESAN (MTP) | 6% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 46 |
|---|---|
| MERIDIAN (RMM) | 78% |
| ARAMIX (ELE) | 22% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 43 |
|---|---|
| VEDIPAL (RF2) | 60% |
| DIOSMIN (CVI) | 16% |
| DAFLON 500 (SVR) | 9% |
| **ATUREN (GAD)** | **5%** |

| MDO: Gadoferol | 30 |
|---|---|
| DEBLAX (RF2) | 93% |
| DEVISAL CB (B+L) | 7% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 27 |
|---|---|
| VYTORIN (ORG) | 74% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (74.5%)

| MDO: Sinlip (1) | 295 |
|---|---|
| TORIVAS (B+L) | 21% |
| REOVEX (B+L) | 12% |
| AMPLIAR (CSO) | 11% |
| **SINLIP (GAD)** | **11%** |

| MDO: Alplax_Diocam (2) | 226 |
|---|---|
| CLONAGIN (B+L) | 55% |
| **ALPLAX + DIOCAM** | **25%** |
| ALPLAX (GAD) | 25% |
| RIVOTRIL (B7I) | 3% |

| MDO: Diabesil (3) | 135 |
|---|---|
| TOTAL DBI | 91% |
| TOTAL ISLOTIN | 9% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil (4) | 110 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 99 |
|---|---|
| **PAXON TOTAL** | **44%** |
| PAXON | 44% |
| LOSACOR (RMM) | 33% |
| LOPLAC (CSO) | 12% |

| MDO: Gadocor | 80 |
|---|---|
| SYNCROCOR (TEV) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 48 |
|---|---|
| TOTAL VILZER | 50% |
| JANUVIA (MSD) | 38% |
| TOTAL ZOMARIST | 4% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 33 |
|---|---|
| CRAVERIL (CVI) | 55% |
| MINUSLIP (TEV) | 30% |
| DAUNLIP (MTP) | 15% |
| **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 24 |
|---|---|
| PEPTAZOL (MTP) | 38% |
| **GASTROMAX TOTAL** | **29%** |
| GASTROMAX (GAD) | 25% |
| PANTUS (B+L) | 25% |

| MDO: Damsella | 13 |
|---|---|
| KALA MD 24 (BEB) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Tonibral XR | 8 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Midax | 8 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (4.1%)

| MDO: Gavin | 6 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Filten | 56 |
|---|---|
| CARVEDIL (BAG) | 43% |
| BIDECAR (B+L) | 36% |
| ISOBLOC (CSO) | 21% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 4 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (4.3%)

| MDO: Somit | 62 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 74% |
| SOMIT CR (GAD) | 26% |

# FICHAS MEDICOS

## C CAJIGAL PATRICIA SILVIA (PSQ) - CP: 5000 -- 1369 prescripciones

### LANZAMIENTOS (5.6%)

| MDO: Nexdia (5) | 76 |
|---|---|
| LEXTOR (CSO) | 67% |
| MERIDIAN (RMM) | 11% |
| EX3 (ARI) | 11% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (66.9%)

| MDO: Alplax_D- (1) | 637 |
|---|---|
| TRAPAX (PFZ) | 27% |
| CLONAGIN (B+L) | 24% |
| **ALPLAX + DIOCAM** | **22%** |
| ALPLAX (GAD) | 16% |

| MDO: Midax (3) | 117 |
|---|---|
| **MIDAX (GAD)** | **88%** |
| ROLANZAX (VNN) | 5% |
| ENOLEX (CSO) | 3% |
| ONOTRAN (LEP) | 3% |

| MDO: Gavin | 40 |
|---|---|
| NEURISTAN MULTIDOS (C- | 40% |
| LYRICA (PFZ) | 35% |
| **GAVIN (GAD)** | **12%** |
| PLENICA (RMM) | 12% |

| MDO: Divalprex | 35 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 31 |
|---|---|
| PRISTIQ (PFZ) | 45% |
| IXIUM (RMM) | 35% |
| **DESLAFAX (GAD)** | **13%** |
| DROSIX (B+L) | 6% |

| MDO: Tonibral XR | 24 |
|---|---|
| NEUROPLUS (B+L) | 58% |
| CONEXINE (BET) | 12% |
| CARRIER (CSO) | 8% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Lapenax | 24 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Xelevia | 4 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (19.9%)

| MDO: Risperin (2) | 156 |
|---|---|
| **RISPERIN (GAD)** | **81%** |
| RISPERDAL CONSTA (JAN) | 10% |
| DROPICINE (BET) | 3% |
| RIATUL (B+L) | 3% |

| MDO: Elafax | 61 |
|---|---|
| SESAREN (RMM) | 43% |
| EFEXOR (PFZ) | 25% |
| **ELAFAX (GAD)** | **18%** |
| SUNVEX LP (CSO) | 11% |

| MDO: Foxetin | 55 |
|---|---|
| **FOXETIN (GAD)** | **85%** |
| EQUILIBRANE (T.L) | 15% |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (7.4%)

| MDO: Somit (4) | 101 |
|---|---|
| **TOTAL SOMIT** | **66%** |
| SOMIT (GAD) | 54% |
| MIAPAX (CSO) | 17% |
| SOMIT CR (GAD) | 12% |

# FICHAS MEDICOS

## ✔ C FASSI RUBEN OMAR (CLM) - CP: 2400 -- 1357 prescripciones

### LANZAMIENTOS (15.9%)

| MDO: Gadoferol | 114 |
|---|---|
| DEBLAX (RF2) | 60% |
| OSTEODYN (MTP) | 40% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 52 |
|---|---|
| ALPERTAN (RF2) | 98% |
| SARVAL (B+L) | 2% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 28 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Aturen | 18 |
|---|---|
| TERBENOL DUO (BEB) | 89% |
| VEDIPAL (RF2) | 11% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| **NEXDIA (GAD)** | **100%** |

### 1º PROMOCION (73.8%)

| MDO: L. Gastr- (1) | 177 |
|---|---|
| PANTOCAS( CSO) | 71% |
| PANTUS (B+L) | 24% |
| **GASTROMAX TOTAL** | **2%** |
| GASTROMAX (GAD) | 2% |

| MDO: Sinlip (2) | 173 |
|---|---|
| HIPOLIPOL (CSO) | 47% |
| ZARATOR (ELE) | 14% |
| CRESTOR (AZN) | 14% |
| **SINLIP (GAD)** | **4%** |

| MDO: Alplax_Diocam (3) | 147 |
|---|---|
| **ALPLAX + DIOCAM** | **48%** |
| CLONAGIN (B+L) | 28% |
| DIOCAM (GAD) | 27% |
| ALPLAX (GAD) | 21% |

| MDO: Xelevia (4) | 118 |
|---|---|
| TOTAL ZOMARIST | 56% |
| ONGLYZA (AZN) | 37% |
| TOTAL GALVUS | 7% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip (5) | 118 |
|---|---|
| **GADOLIP (GAD)** | **72%** |
| MINUSLIP (TEV) | 24% |
| PROCETOKEN XR (BEB) | 3% |
| SERUBEL (MTP) | 1% |

| MDO: Diabesil | 99 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 70 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 60 |
|---|---|
| LOSACOR (RMM) | 70% |
| PRISONIL (LEP) | 17% |
| LOPLAC (CSO) | 13% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor | 25 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 8 |
|---|---|
| PLENICA (RMM) | 50% |
| LINPREL (B+L) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Omecap 90 | 6 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| **DAMSEL GAD** | **100%** |

### 2º PROMOCION (6.3%)

| MDO: Omnic O- | 48 |
|---|---|
| PROSTOKLAR (B+L) | 50% |
| URALOS CR (CSO) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 36 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (3.9%)

| MDO: Somit | 53 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 98% |
| SOMIT CR (GAD) | 2% |

# FICHAS MEDICOS

## ✔ C AIMINO PAULA ANDREA (CLM) - CP: 2400 -- 1320 prescripciones

### LANZAMIENTOS (20.2%)

| MDO: Gadoferol (3) | 134 |
|---|---|
| **GADOFEROL TOTAL** | **12%** |
| GADOFEROL (GAD) | 12% |
| DEVISAL (B+L) | 6% |
| TESTRI CB (ELE) | 6% |

| MDO: Paliax | 79 |
|---|---|
| SARVAL (B+L) | 75% |
| DILCORAN (CSO) | 20% |
| DIAPRESAN (MTP) | 5% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 48 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (67.8%)

| MDO: Sinlip (1) | 300 |
|---|---|
| HIPOLIPOL (CSO) | 29% |
| ROVARTAL (RMM) | 23% |
| TORIVAS (B+L) | 15% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (2) | 234 |
|---|---|
| LOSACOR (RMM) | 97% |
| FENSARTAN ELEA (ELE) | 3% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil (5) | 82 |
|---|---|
| TOTAL DBI | 83% |
| MECTIN XR (TEV) | 17% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 80 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 80 |
|---|---|
| CLONAGIN (B+L) | 80% |
| **ALPLAX + DIOCAM** | **10%** |
| ALPLAX (GAD) | 10% |
| NEURYL (BAG) | 9% |

| MDO: Xelevia | 63 |
|---|---|
| TOTAL ZOMARIST | 70% |
| TOTAL JANUMET | 27% |
| **TOTAL XELEVIA** | **2%** |
| XELEVIA MET (GAD) | 2% |

| MDO: L. Gastromax | 29 |
|---|---|
| PANTOCAS( CSO) | 83% |
| PANTUS (B+L) | 17% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 20 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 4 |
|---|---|
| **TONIBRAL TOTAL** | **50%** |
| TONIBRAL (GAD) | 50% |
| NEUROPLUS (B+L) | 50% |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (5.3%)

| MDO: Filten | 68 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (6.7%)

| MDO: Somit (4) | 88 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## C MAS ESTELA MARIA (CLM) - CP: 5000 -- 1300 prescripciones

### LANZAMIENTOS (13.2%)

| MDO: Etabyx | 51 |
|---|---|
| CALLEXE (CSO) | 45% |
| KEPPRA (GSK) | 29% |
| LEVECOM (B+L) | 25% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 46 |
|---|---|
| LEXTOR (CSO) | 67% |
| ARAMIX (ELE) | 15% |
| LEXAPRO (LUN) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 38 |
|---|---|
| DIOVAN (SIE) | 53% |
| SARVAL (B+L) | 29% |
| ALPERTAN (RF2) | 13% |
| **PALIAX (GAD)** | **3%** |

| MDO: Gadoferol | 15 |
|---|---|
| OSTEODYN (MTP) | 40% |
| **GADOFEROL TOTAL** | **13%** |
| GADOFEROL (GAD) | 13% |
| DEVISAL CB (B+L) | 13% |

| MDO: Bexaban | 12 |
|---|---|
| RIXATYL (B+L) | 67% |
| DRINAX R (BAG) | 17% |
| PRAXANT (ELE) | 17% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 10 |
|---|---|
| DAFLON 1000 (SVR) | 80% |
| DAFLON 500 (SVR) | 20% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (73.4%)

| MDO: Alplax_D- | 1 | 374 |
|---|---|---|
| **ALPLAX + DIOCAM** | | **29%** |
| CLONAGIN (B+L) | | 25% |
| ALPLAX (GAD) | | 23% |
| NEURYL (BAG) | | 13% |

| MDO: Diabesil | 2 | 82 |
|---|---|---|
| TOTAL DBI | | 73% |
| TOTAL ISLOTIN | | 18% |
| TOTAL GLUCOPHAGE | | 6% |
| **TOTAL DIABESIL** | | **2%** |

| MDO: L. Gastromax | 3 | 75 |
|---|---|---|
| PANTUS (B+L) | | 61% |
| PANTOCAS( CSO) | | 17% |
| **GASTROMAX TOTAL** | | **13%** |
| GASTROMAX (GAD) | | 11% |

| MDO: Paxon | 5 | 62 |
|---|---|---|
| LOSACOR (RMM) | | 44% |
| **PAXON TOTAL** | | **42%** |
| PAXON | | 42% |
| LOPLAC (CSO) | | 10% |

| MDO: Midax | 60 |
|---|---|
| **MIDAX (GAD)** | **82%** |
| APSICO (MLB) | 8% |
| SIMINA (ELE) | 7% |
| ENOLEX (CSO) | 3% |

| MDO: Bisopil | 59 |
|---|---|
| CORBIS (RMM) | 88% |
| BICARDIL (B+L) | 10% |
| **BISOPIL (GAD)** | **2%** |

| MDO: Sinlip | 55 |
|---|---|
| ROSUVAST (BAG) | 33% |
| **SINLIP (GAD)** | **22%** |
| AMPLIAR (CSO) | 9% |
| CRESTOR (AZN) | 9% |

| MDO: Tonibral XR | 50 |
|---|---|
| CARRIER (CSO) | 82% |
| NEUROPLUS (B+L) | 18% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Divalprex | 39 |
|---|---|
| VALCOTE (ABT) | 56% |
| VALCAS (CSO) | 44% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 37 |
|---|---|
| PRISTIQ (PFZ) | 95% |
| IXIUM (RMM) | 5% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 33 |
|---|---|
| PLENICA (RMM) | 91% |
| **GAVIN (GAD)** | **6%** |
| LYRICA (PFZ) | 3% |

| MDO: Xelevia | 14 |
|---|---|
| TOTAL ZOMARIST | 64% |
| TOTAL TRAYENTA | 29% |
| **TOTAL XELEVIA** | **7%** |
| XELEVIA MET (GAD) | 7% |

### 2º PROMOCION (8.2%)

| MDO: Damsel | 5 |
|---|---|
| YASMIN (BAY) | 60% |
| KIRUM (RF2) | 40% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| PROCETOKEN( BEB) | 40% |
| MAGNOFEN( B+L) | 40% |
| LIPOMAX (BAG) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NABILA (RF2) | 50% |
| NEBILET (SIE) | 50% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Luradon | 2 |
|---|---|
| LUSTONA (B+L) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Omnic O- | 28 |
|---|---|
| ACLOSAN (EUF) | 39% |
| **OMNIC OCAS (GAD)** | **32%** |
| PROSTOKLAR (B+L) | 21% |
| URALOS CR (CSO) | 7% |

| MDO: Elafax | 25 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Risperin | 23 |
|---|---|
| RIATUL (B+L) | 52% |
| **RISPERIN (GAD)** | **43%** |
| RISPERDAL (JAN) | 4% |

| MDO: Foxetin | 14 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten | 9 |
|---|---|
| CARVEDIL (BAG) | 44% |
| BIDECAR (B+L) | 33% |
| DILATREND (SIE) | 11% |
| **FILTEN (GAD)** | **0%** |

| MDO: Duxetin | 5 |
|---|---|
| DUERIX (ARI) | 60% |
| **DUXETIN (GAD)** | **40%** |

| MDO: Rubi | 2 |
|---|---|
| AZUCENA (BEB) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (5.2%)

| MDO: Somit | 4 | 68 |
|---|---|---|
| **TOTAL SOMIT** | | **88%** |
| SOMIT (GAD) | | 88% |
| INSOMNIUM NF (GAD) | | 9% |
| DORMILAN (B+L) | | 1% |

# FICHAS MEDICOS

## ✔ C DE LA FUENTE JORGE LUIS (CLM) - CP: 5016 -- 1257 prescripciones

### LANZAMIENTOS (3.4%)

| MDO: Paliax | 31 |
|---|---|
| DILCORAN (CSO) | 58% |
| DIOVAN (SIE) | 23% |
| SARVAL (B+L) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 5 |
|---|---|
| ORAVIL (TPQ) | 40% |
| OSTEODYN (MTP) | 40% |
| **GADOFEROL TOTAL** | **20%** |
| GADOFEROL (GAD) | 20% |

| MDO: Nexdia | 4 |
|---|---|
| ARAMIX (ELE) | 50% |
| MERIDIAN (RMM) | 25% |
| NOVO HUMORAP (BAG) | 25% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (85.5%)

| MDO: L. Gastr- (1) | 507 |
|---|---|
| **GASTROMAX TOTAL** | **60%** |
| GASTROMAX (GAD) | 60% |
| PANTUS (B+L) | 30% |
| PANTOP (RF2) | 6% |

| MDO: Sinlip (2) | 195 |
|---|---|
| LIPIFEN (RF2) | 16% |
| LIPITOR (PFZ) | 13% |
| NORMOLIPOL (LEP) | 13% |
| **SINLIP (GAD)** | **6%** |

| MDO: Alplax_Diocam (3) | 119 |
|---|---|
| CLONAGIN (B+L) | 45% |
| **ALPLAX + DIOCAM** | **24%** |
| ALPLAX (GAD) | 22% |
| NEURYL (BAG) | 22% |

| MDO: Paxon (4) | 91 |
|---|---|
| LOSACOR (RMM) | 95% |
| **PAXON TOTAL** | **3%** |
| PAXON | 3% |
| LOPLAC (CSO) | 2% |

| MDO: Bisopil | 84 |
|---|---|
| CORBIS (RMM) | 89% |
| BISOPROLOL TEVA (TEV) | 8% |
| **BISOPIL (GAD)** | **1%** |
| CONCOR (ELE) | 1% |

| MDO: Xelevia | 22 |
|---|---|
| TOTAL TRAYENTA | 55% |
| JANUVIA (MSD) | 27% |
| TOTAL ZOMARIST | 9% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 21 |
|---|---|
| TOTAL DBI | 95% |
| **TOTAL DIABESIL** | **5%** |
| DIABESIL | 5% |

| MDO: Gavin | 19 |
|---|---|
| PLENICA (RMM) | 58% |
| PGB (SIE) | 32% |
| NEURISTAN (CSO) | 5% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 8 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadocor | 8 |
|---|---|
| NABILA (RF2) | 62% |
| **GADOCOR (GAD)** | **12%** |
| NIDIB (B+L) | 12% |
| NIRPOL (CSO) | 12% |

| MDO: Damsel | 1 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

### 2º PROMOCION (10.3%)

| MDO: Filten (5) | 85 |
|---|---|
| CARVEDIL (BAG) | 64% |
| BIDECAR (B+L) | 14% |
| **FILTEN (GAD)** | **12%** |
| DILATREND (SIE) | 8% |

| MDO: Omnic Ocas | 29 |
|---|---|
| PROSTOKLAR (B+L) | 48% |
| URALOS CR (CSO) | 24% |
| ACLOSAN (EUF) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 14 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **93%** |
| ALLOPURINOL CRAVER (C- | 7% |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (0.8%)

| MDO: Calcimax | 6 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ C MARLATTO MARIANA GUADALUPE (CLM) - CP: 2400 -- 1245 prescripciones

### LANZAMIENTOS (21.4%)

| MDO: Paliax (2) | 194 |
|---|---|
| SARVAL (B+L) | 57% |
| ALPERTAN (RF2) | 33% |
| DIOVAN (SIE) | 9% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 37 |
|---|---|
| OSTEODYN (MTP) | 43% |
| ORAVIL (TPQ) | 38% |
| **GADOFEROL TOTAL** | **3%** |
| GADOFEROL (GAD) | 3% |

| MDO: Nexdia | 11 |
|---|---|
| LEXTOR (CSO) | 91% |
| MERIDIAN (RMM) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 10 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 10 |
|---|---|
| DIOSMIN (CVI) | 80% |
| DAFLON 500 (SVR) | 10% |
| VEDIPAL (RF2) | 10% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

### 1º PROMOCION (68.5%)

| MDO: Sinlip (1) | 271 |
|---|---|
| HIPOLIPOL (CSO) | 27% |
| LIPIFEN (RF2) | 21% |
| REOVEX (B+L) | 16% |
| **SINLIP (GAD)** | **7%** |

| MDO: Alplax_Diocam (3) | 188 |
|---|---|
| CLONAGIN (B+L) | 48% |
| **ALPLAX + DIOCAM** | **43%** |
| ALPLAX (GAD) | 24% |
| DIOCAM (GAD) | 18% |

| MDO: Paxon (4) | 185 |
|---|---|
| LOSACOR (RMM) | 68% |
| LOPLAC (CSO) | 24% |
| **PAXON TOTAL** | **9%** |
| PAXON | 9% |

| MDO: Divalprex | 40 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 36 |
|---|---|
| DIVINA (ELE) | 86% |
| YASMIN (BAY) | 11% |
| KALA (BEB) | 3% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 33 |
|---|---|
| PANTUS (B+L) | 97% |
| PANTOCAS( CSO) | 3% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Midax | 24 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Diabesil | 18 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 17 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 14 |
|---|---|
| TOTAL GALVUS | 86% |
| ONGLYZA (AZN) | 14% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin | 12 |
|---|---|
| PREBICTAL (RF2) | 67% |
| PLENICA (RMM) | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 6 |
|---|---|
| NEUROPLUS (B+L) | 67% |
| **TONIBRAL TOTAL** | **33%** |
| TONIBRAL XR (GAD) | 33% |

### 2º PROMOCION (8.4%)

| MDO: Gadocor | 4 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Filten (5) | 100 |
|---|---|
| ISOBLOC (CSO) | 54% |
| CARVEDIL (BAG) | 40% |
| VERATEN (ELE) | 3% |
| **FILTEN (GAD)** | **0%** |

| MDO: Elafax | 2 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 1 |
|---|---|
| RIATUL (B+L) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (1.7%)

| MDO: Somit | 21 |
|---|---|
| MIAPAX (CSO) | 71% |
| **TOTAL SOMIT** | **19%** |
| SOMIT (GAD) | 19% |
| NOVO INSOMNIUM (GAD) | 10% |

# FICHAS MEDICOS

## C DOMINGUEZ ANA LAURA (CLM) - CP: 5000 -- 1190 prescripciones

### LANZAMIENTOS (14.9%)

| MDO: Fucsia (3) | 172 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 53% |
| SLINDA (ELE) | 47% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| TRIP D3 (CVI) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (82.4%)

| MDO: Damsel (1) | 535 |
|---|---|
| DIVINA (ELE) | 45% |
| **DAMSEL GAD** | **13%** |
| JADE (CVI) | 11% |
| KIRUM (RF2) | 11% |

| MDO: Damsella (2) | 225 |
|---|---|
| DIVA TOTAL (ELE) | 36% |
| ISIS MINI 24 (SIE) | 29% |
| YAZ (BAY) | 14% |
| **DAMSELLA (GAD)** | **10%** |

| MDO: Femiden (4) | 171 |
|---|---|
| MIRANDA (ELE) | 42% |
| FEMALVI (RF2) | 29% |
| SIGNORINA (CVI) | 16% |
| **FEMIDEN (GAD)** | **13%** |

| MDO: April (5) | 41 |
|---|---|
| **APRIL (GAD)** | **54%** |
| FEMEXIN-28 (ELE) | 27% |
| FEMEXIN (ELE) | 10% |
| ELEKTRA (CVI) | 10% |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (2.7%)

| MDO: Rubi | 31 |
|---|---|
| QLAIRA (BAY) | 65% |
| **RUBI (GAD)** | **35%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## C PERANO MARIA ZULMA (CLM) - CP: 5000 -- 1144 prescripciones

### LANZAMIENTOS (13.4%)

| MDO: Paliax | 48 |
|---|---|
| SARVAL (B+L) | 35% |
| RACORVAL (RMM) | 35% |
| ALPERTAN (RF2) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 41 |
|---|---|
| SUBICAL (BEB) | 27% |
| SUBICAL CB (BEB) | 22% |
| DEVISAL CB (B+L) | 17% |
| **GADOFEROL TOTAL** | **10%** |

| MDO: Aturen | 29 |
|---|---|
| DAFLON 500 (SVR) | 55% |
| TERBENOL DUO (BEB) | 21% |
| DIOSMIN (CVI) | 17% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 19 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 63% |
| SLINDA (ELE) | 26% |
| **FUCSIA S/ESTROGENO (G-** | **11%** |

| MDO: Bexaban | 6 |
|---|---|
| XAROBAN (RF2) | 67% |
| REMEXAL (CSO) | 33% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 4 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

| MDO: Nexdia | 2 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (77.7%)

| MDO: Damsel (1) | 166 |
|---|---|
| KALA (BEB) | 36% |
| DIVINA (ELE) | 34% |
| **DAMSEL GAD** | **15%** |
| KIRUM (RF2) | 10% |

| MDO: April (2) | 134 |
|---|---|
| **APRIL (GAD)** | **69%** |
| MIRANOVA (BAY) | 10% |
| TRIDESTAN N (GAD) | 7% |
| FEMEXIN (ELE) | 7% |

| MDO: Diabesil (3) | 121 |
|---|---|
| TOTAL DBI | 59% |
| TOTAL GLUCOPHAGE | 10% |
| **TOTAL DIABESIL** | **9%** |
| BALIGLUC B+L | 8% |

| MDO: Paxon (4) | 100 |
|---|---|
| LOSACOR (RMM) | 83% |
| LOPLAC (CSO) | 11% |
| **PAXON TOTAL** | **6%** |
| PAXON | 6% |

| MDO: Bisopil (5) | 64 |
|---|---|
| CORBIS (RMM) | 84% |
| BICARDIL (B+L) | 9% |
| **BISOPIL (GAD)** | **6%** |

| MDO: Alplax_Diocam | 60 |
|---|---|
| CLONAGIN (B+L) | 37% |
| **ALPLAX + DIOCAM** | **13%** |
| ALPLAX (GAD) | 13% |
| RIVOTRIL (B7I) | 7% |

| MDO: L. Gastromax | 58 |
|---|---|
| PANTUS (B+L) | 50% |
| **GASTROMAX TOTAL** | **34%** |
| GASTROMAX (GAD) | 34% |
| PANTUSEC (B+L) | 7% |

| MDO: Sinlip | 48 |
|---|---|
| REOVEX (B+L) | 23% |
| ROVARTAL (RMM) | 21% |
| ROSUVAST (BAG) | 19% |
| **SINLIP (GAD)** | **15%** |

| MDO: Femiden | 46 |
|---|---|
| AMAPOLI (BEB) | 43% |
| **FEMIDEN (GAD)** | **41%** |
| MIRANDA (ELE) | 13% |
| SIGNORINA (CVI) | 2% |

| MDO: Damsella | 40 |
|---|---|
| **DAMSELLA (GAD)** | **42%** |
| ISIS MINI 24 (SIE) | 28% |
| DIVA TOTAL (ELE) | 18% |
| KALA MD 24 (BEB) | 10% |

| MDO: Gadocor | 19 |
|---|---|
| NEBILET (SIE) | 32% |
| NABILA (RF2) | 26% |
| NIDIB (B+L) | 21% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 15 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (8.6%)

| MDO: Xelevia | 9 |
|---|---|
| TOTAL ZOMARIST | 56% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| **GADOLIP (GAD)** | **40%** |
| SEGREN (CSO) | 20% |
| PROCETOKEN XR (BEB) | 20% |
| LIPTUIN (T.L) | 20% |

| MDO: Divalprex | 2 |
|---|---|
| EXIBRAL (BAG) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Filten | 42 |
|---|---|
| CARVEDIL (BAG) | 55% |
| DILATREND (SIE) | 17% |
| BIDECAR (B+L) | 10% |
| **FILTEN (GAD)** | **7%** |

| MDO: Omnic Ocas | 24 |
|---|---|
| TANSILOPROST (FIN) | 25% |
| REDUPROST (RF2) | 25% |
| URALOS CR (CSO) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Rubi | 21 |
|---|---|
| AZUCENA (BEB) | 43% |
| **RUBI (GAD)** | **38%** |
| QLAIRA (BAY) | 19% |

| MDO: Allopurinol | 5 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Elafax | 2 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (0.3%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 50% |
| SOMIT CR (GAD) | 50% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C CALDELARI ROBERTO HUGO (CLM) - CP: 2400 -- 1101 prescripciones

### LANZAMIENTOS (16.1%)

| MDO: Gadoferol | 62 |
|---|---|
| ORAVIL (TPQ) | 39% |
| OSTEODYN (MTP) | 23% |
| **GADOFEROL TOTAL** | **19%** |
| GADOFEROL CB (GAD) | 16% |

| MDO: Aturen | 35 |
|---|---|
| VEDIPAL (RF2) | 71% |
| DIOSMIN (CVI) | 11% |
| **ATUREN (GAD)** | **6%** |
| DAFLON 500 (SVR) | 6% |

| MDO: Paliax | 26 |
|---|---|
| SARVAL (B+L) | 85% |
| DIAPRESAN (MTP) | 8% |
| DIOVAN (SIE) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 24 |
|---|---|
| VYTORIN (ORG) | 83% |
| LIPEX PLUS (ELE) | 17% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 20 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 6 |
|---|---|
| MERIDIAN (RMM) | 67% |
| LEXTOR (CSO) | 33% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Vanserin | 2 |
|---|---|
| PIVALPEN (BAG) | 100% |
| **VANSERIN (GAD)** | **0%** |

### 1° PROMOCION (71.9%)

| MDO: Sinlip (1) | 157 |
|---|---|
| **SINLIP (GAD)** | **20%** |
| VASOTENAL (RMM) | 18% |
| AMPLIAR (CSO) | 13% |
| TORIVAS (B+L) | 8% |

| MDO: L. Gastromax (2) | 154 |
|---|---|
| PANTUS (B+L) | 78% |
| **GASTROMAX TOTAL** | **15%** |
| GASTROMAX (GAD) | 14% |
| PANTOCAS( CSO) | 3% |

| MDO: Diabesil (3) | 95 |
|---|---|
| TOTAL DBI | 43% |
| TOTAL ISLOTIN | 42% |
| TOTAL METGLUCON | 13% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (4) | 89 |
|---|---|
| CLONAGIN (B+L) | 22% |
| VALIUM (SIE) | 15% |
| TENSIUM (B+L) | 13% |
| **ALPLAX + DIOCAM** | **4%** |

| MDO: Bisopil (5) | 83 |
|---|---|
| CORBIS (RMM) | 98% |
| **BISOPIL (GAD)** | **2%** |

| MDO: Xelevia | 66 |
|---|---|
| TOTAL GLUCEMIX | 55% |
| TOTAL GALVUS | 33% |
| **TOTAL XELEVIA** | **12%** |
| XELEVIA MET (GAD) | 12% |

| MDO: Gadolip | 46 |
|---|---|
| MINUSLIP (TEV) | 70% |
| MAGNOFEN( B+L) | 13% |
| PROCETOKEN XR (BEB) | 9% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon | 39 |
|---|---|
| LOSACOR (RMM) | 41% |
| **PAXON TOTAL** | **36%** |
| PAXON | 36% |
| FENSARTAN ELEA (ELE) | 13% |

| MDO: Divalprex | 28 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadocor | 12 |
|---|---|
| CORPRES (RMM) | 83% |
| NABILA (RF2) | 17% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 10 |
|---|---|
| PLENICA (RMM) | 80% |
| PREBICTAL (RF2) | 20% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 4 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (9.8%)

| MDO: Damsel | 4 |
|---|---|
| DIVINA (ELE) | 50% |
| YASMIN (BAY) | 50% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Lapenax | 1 |
|---|---|
| CLOZAPINA FABRA (FBR) | 100% |
| **LAPENAX GADOR (GAD)** | **0%** |

| MDO: Filten | 76 |
|---|---|
| CARVEDIL (BAG) | 68% |
| BIDECAR (B+L) | 26% |
| ISOBLOC (CSO) | 5% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 16 |
|---|---|
| ALLOPURINOL CRAVER (C- | 62% |
| **ALLOPURINOL GADOR (G-** | **38%** |

| MDO: Omnic Ocas | 10 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 4 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Rubi | 2 |
|---|---|
| **RUBI (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 24 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## C KULINSKI MARIA CIELO (CLM) - CP: 2400 -- 1032 prescripciones

### LANZAMIENTOS (11.7%)

| MDO: Bexaban | 54 |
|---|---|
| XARELTO (BAY) | 52% |
| PRADAXA (B.I) | 44% |
| XAROBAN (RF2) | 4% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 29 |
|---|---|
| SARVAL (B+L) | 62% |
| DILCORAN (CSO) | 21% |
| ALPERTAN (RF2) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 24 |
|---|---|
| DEBLAX (RF2) | 58% |
| **GADOFEROL TOTAL** | **8%** |
| GADOFEROL (GAD) | 8% |
| DEVISAL CB (B+L) | 8% |

| MDO: Aturen | 14 |
|---|---|
| VEDIPAL (RF2) | 86% |
| TERBENOL UD (BEB) | 14% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (80.4%)

| 1 MDO: Bisopil | 180 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| 2 MDO: Sinlip | 159 |
|---|---|
| HIPOLIPOL (CSO) | 31% |
| ROVARTAL (RMM) | 26% |
| AMPLIAR (CSO) | 20% |
| **SINLIP (GAD)** | **0%** |

| 3 MDO: Alplax_Diocam | 159 |
|---|---|
| CLONAGIN (B+L) | 50% |
| **ALPLAX + DIOCAM** | **34%** |
| ALPLAX (GAD) | 20% |
| DIOCAM (GAD) | 14% |

| 4 MDO: Xelevia | 96 |
|---|---|
| TOTAL GALVUS | 32% |
| **TOTAL XELEVIA** | **27%** |
| XELEVIA MET (GAD) | 27% |
| GLUCAL (RMM) | 17% |

| 5 MDO: L. Gastromax | 95 |
|---|---|
| PANTUS (B+L) | 59% |
| PANTOCAS( CSO) | 24% |
| PANGEST (BET) | 11% |
| **GASTROMAX TOTAL** | **6%** |

| MDO: Paxon | 70 |
|---|---|
| LOSACOR (RMM) | 97% |
| PRISONIL (LEP) | 3% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 51 |
|---|---|
| TOTAL DBI | 94% |
| TOTAL GLUCOPHAGE | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 8 |
|---|---|
| **GADOLIP (GAD)** | **75%** |
| MINUSLIP (TEV) | 25% |

| MDO: Gavin | 7 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: April | 2 |
|---|---|
| TRIDESTAN N (GAD) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Lapenax | 1 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2º PROMOCION (7.7%)

| MDO: Filten | 58 |
|---|---|
| ISOBLOC (CSO) | 52% |
| CARVEDIL (BAG) | 24% |
| DILATREND (SIE) | 24% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 15 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **60%** |
| ALLOPURINOL CRAVER (C- | 40% |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| SULOS (ELE) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ C KAZEPIS LILIAN RUTH (CLM) - CP: 2400 -- 998 prescripciones

### LANZAMIENTOS (6.5%)

| MDO: Nexdia | 57 |
|---|---|
| ARAMIX (ELE) | 56% |
| MERIDIAN (RMM) | 16% |
| OPTISER (B+L) | 16% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 5 |
|---|---|
| VECETAM (RC5) | 80% |
| KEPPRA (GSK) | 20% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (62.4%)

| 1 MDO: Alplax_D- | 393 |
|---|---|
| **ALPLAX + DIOCAM** | **52%** |
| DIOCAM (GAD) | 48% |
| RIVOTRIL (B7I) | 23% |
| CLONAGIN (B+L) | 12% |

| 4 MDO: Deslafax | 91 |
|---|---|
| IXIUM (RMM) | 74% |
| VELDEX (CSO) | 13% |
| DROSIX (B+L) | 7% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gadolip | 40 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Divalprex | 37 |
|---|---|
| VALCAS (CSO) | 59% |
| **DIVALPREX (GAD)** | **35%** |
| VALCOTE (ABT) | 5% |

| MDO: Sinlip | 19 |
|---|---|
| REOVEX (B+L) | 47% |
| ROVARTAL (RMM) | 26% |
| TORIVAS (B+L) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin | 16 |
|---|---|
| PLENICA (RMM) | 81% |
| **GAVIN (GAD)** | **19%** |

| MDO: L. Gastromax | 12 |
|---|---|
| PANTUS (B+L) | 92% |
| PANTOP (RF2) | 8% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil | 9 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL ZOMARIST | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Midax | 1 |
|---|---|
| SIMINA (ELE) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2º PROMOCION (24.6%)

| 2 MDO: Risperin | 148 |
|---|---|
| **RISPERIN (GAD)** | **93%** |
| RIATUL (B+L) | 3% |
| DOZIC (RF2) | 3% |
| RESTELEA (ELE) | 1% |

| 3 MDO: Elafax | 96 |
|---|---|
| SESAREN (RMM) | 48% |
| SUNVEX LP (CSO) | 43% |
| **ELAFAX (GAD)** | **9%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (6.4%)

| 5 MDO: Somit | 64 |
|---|---|
| **TOTAL SOMIT** | **72%** |
| SOMIT (GAD) | 72% |
| ROHYPNOL (B7I) | 17% |
| REM CHOBET (SUE) | 6% |

# FICHAS MEDICOS

## ✔ C PICCO CARLOS IGNACIO (CLM) - CP: 2400 -- 980 prescripciones

### LANZAMIENTOS (38.6%)

| MDO: Nexdia (1) | 376 |
|---|---|
| LEXTOR (CSO) | 34% |
| LEXAPRO (LUN) | 31% |
| MERIDIAN (RMM) | 17% |
| **NEXDIA (GAD)** | **4%** |

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (45.4%)

| MDO: Alplax_D- (2) | 370 |
|---|---|
| **ALPLAX + DIOCAM** | **32%** |
| NEURYL (BAG) | 22% |
| CLONAGIN (B+L) | 22% |
| DIOCAM (GAD) | 16% |

| MDO: Deslafax (4) | 39 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: L. Gastromax | 14 |
|---|---|
| PANTUS (B+L) | 93% |
| PANTOP (RF2) | 7% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 8 |
|---|---|
| AMPLIAR (CSO) | 75% |
| ROVARTAL (RMM) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Midax | 5 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Lapenax | 3 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 50% |
| VALCAS (CSO) | 50% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

### 2° PROMOCION (5.4%)

| MDO: Elafax (5) | 21 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Risperin | 20 |
|---|---|
| **RISPERIN (GAD)** | **95%** |
| RIATUL (B+L) | 5% |

| MDO: Foxetin | 6 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 6 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (10.6%)

| MDO: Somit (3) | 104 |
|---|---|
| **TOTAL SOMIT** | **55%** |
| SOMIT (GAD) | 49% |
| NOCTE (BAG) | 30% |
| INDUCTAL (RMM) | 7% |

# FICHAS MEDICOS

## C ARAYA MARIA TERESA (CLM) - CP: 5000 -- 910 prescripciones

### LANZAMIENTOS (14.0%)

| MDO: Nexdia (3) | 125 |
|---|---|
| ARAMIX (ELE) | 29% |
| LEXTOR (CSO) | 25% |
| MERIDIAN (RMM) | 23% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (53.1%)

| MDO: Alplax_D- (1) | 323 |
|---|---|
| CLONAGIN (B+L) | 39% |
| **ALPLAX + DIOCAM** | **17%** |
| DIOCAM (GAD) | 12% |
| NEURYL (BAG) | 11% |

| MDO: Midax (5) | 36 |
|---|---|
| **MIDAX (GAD)** | **78%** |
| ONOTRAN (LEP) | 22% |

| MDO: Gavin | 32 |
|---|---|
| PLENICA (RMM) | 44% |
| LYRICA (PFZ) | 31% |
| PREBIEN 150 DIVIDO (ARI) | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 31 |
|---|---|
| IMPROVAL (RMM) | 77% |
| VALCOTE (ABT) | 16% |
| VALCAS (CSO) | 6% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 31 |
|---|---|
| PRISTIQ (PFZ) | 74% |
| IXIUM (RMM) | 26% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Tonibral XR | 23 |
|---|---|
| **TONIBRAL TOTAL** | **39%** |
| NEUROPLUS XR (B+L) | 30% |
| CARRIER (CSO) | 26% |
| TONIBRAL (GAD) | 22% |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL JANUMET | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (23.5%)

| MDO: Risperin (2) | 144 |
|---|---|
| **RISPERIN (GAD)** | **97%** |
| DOZIC (RF2) | 3% |

| MDO: Elafax | 35 |
|---|---|
| SESAREN (RMM) | 49% |
| **ELAFAX (GAD)** | **17%** |
| EFEXOR (PFZ) | 17% |
| SUNVEX LP (CSO) | 9% |

| MDO: Duxetin | 19 |
|---|---|
| **DUXETIN (GAD)** | **68%** |
| DOXALINE (BET) | 32% |

| MDO: Foxetin | 15 |
|---|---|
| **FOXETIN (GAD)** | **87%** |
| ALENTAL (SUE) | 13% |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (9.5%)

| MDO: Somit (4) | 86 |
|---|---|
| **TOTAL SOMIT** | **65%** |
| SOMIT CR (GAD) | 37% |
| SOMIT (GAD) | 28% |
| REM CHOBET (SUE) | 15% |

# FICHAS MEDICOS

## ✔ C CAMBURSANO DANTE LIVIO (CIR) - CP: 2400 -- 878 prescripciones

### LANZAMIENTOS (15.1%)

| MDO: Gadoferol (4) | 62 |
|---|---|
| ORAVIL (TPQ) | 39% |
| OSTEODYN (MTP) | 35% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 37 |
|---|---|
| TERBENOL DUO (BEB) | 86% |
| DAFLON 500 (SVR) | 14% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 26 |
|---|---|
| SARVAL (B+L) | 62% |
| DIAPRESAN (MTP) | 35% |
| ALPERTAN (RF2) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| RIBEX (EUF) | 80% |
| ELIQUIS (PFZ) | 20% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (64.4%)

| MDO: Sinlip (1) | 165 |
|---|---|
| ZARATOR (ELE) | 46% |
| LIPIFEN (RF2) | 22% |
| ROSUVAST (BAG) | 15% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 124 |
|---|---|
| RIVOTRIL (B7I) | 56% |
| **ALPLAX + DIOCAM** | **17%** |
| DIOCAM (GAD) | 13% |
| ALPLAX (GAD) | 4% |

| MDO: Bisopil (5) | 56 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 53 |
|---|---|
| TOTAL ISLOTIN | 89% |
| TOTAL DBI | 11% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 44 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 41 |
|---|---|
| PRISONIL (LEP) | 59% |
| LOSACOR (RMM) | 32% |
| **PAXON TOTAL** | **10%** |
| PAXON | 10% |

| MDO: L. Gastromax | 34 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 33 |
|---|---|
| PREBICTAL (RF2) | 88% |
| LINPREL (B+L) | 9% |
| PLENICA (RMM) | 3% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 12 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Gadocor | 1 |
|---|---|
| NEBIX (BAG) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (19.9%)

| MDO: Filten (2) | 163 |
|---|---|
| CARVEDIL (BAG) | 50% |
| ISOBLOC (CSO) | 47% |
| **FILTEN (GAD)** | **3%** |
| BIDECAR (B+L) | 1% |

| MDO: Omnic Ocas | 12 |
|---|---|
| PROSTOKLAR (B+L) | 67% |
| **OMNIC OCAS (GAD)** | **33%** |

### RECORDATORIOS (0.6%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## C GARCIA GALVAN LUIS TOMAS NICOLAS (CLM) - CP: 5000 -- 872 prescripciones

### LANZAMIENTOS (15.9%)

| MDO: Nexdia (2) | 138 |
|---|---|
| LEXTOR (CSO) | 70% |
| ELEVOPRAM (LEP) | 16% |
| LEXAPRO (LUN) | 5% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Fucsia | 1 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (71.1%)

| MDO: Alplax_D- (1) | 444 |
|---|---|
| NEURYL (BAG) | 64% |
| **ALPLAX + DIOCAM** | **9%** |
| ALPLAX (GAD) | 9% |
| CLONAGIN (B+L) | 9% |

| MDO: Deslafax (3) | 116 |
|---|---|
| PRISTIQ (PFZ) | 84% |
| IXIUM (RMM) | 9% |
| ALFAXIN (BAG) | 4% |
| **DESLAFAX (GAD)** | **3%** |

| MDO: Midax | 19 |
|---|---|
| **MIDAX (GAD)** | **74%** |
| ONOTRAN (LEP) | 21% |
| ENOLEX (CSO) | 5% |

| MDO: Divalprex | 17 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 10 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Tonibral XR | 5 |
|---|---|
| MERITAL (RMM) | 80% |
| CARRIER (CSO) | 20% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| PRESIMAX (BAG) | 75% |
| **PAXON TOTAL** | **25%** |
| PAXON | 25% |

### 2° PROMOCION (6.8%)

| MDO: Elafax (5) | 23 |
|---|---|
| SESAREN (RMM) | 87% |
| SUNVEX LP (CSO) | 9% |
| **ELAFAX (GAD)** | **4%** |

| MDO: Foxetin | 22 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 8 |
|---|---|
| REDUPROST (RF2) | 75% |
| PROSTOKLAR (B+L) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Duxetin | 2 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (5.8%)

| MDO: Somit (4) | 51 |
|---|---|
| INDUCTAL (RMM) | 51% |
| **TOTAL SOMIT** | **20%** |
| 8-HORAS (ELE) | 20% |
| SOMIT (GAD) | 18% |

# FICHAS MEDICOS

## C RAMIREZ FEDERICO MANUEL (CLM) - CP: 5000 -- 868 prescripciones

### LANZAMIENTOS (9.2%)

| MDO: Nexdia (3) | 76 |
|---|---|
| ARAMIX (ELE) | 46% |
| MERIDIAN (RMM) | 25% |
| LEXTOR (CSO) | 14% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 50% |
| DILCORAN (CSO) | 50% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 1 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1º PROMOCION (66.2%)

| MDO: Alplax_D- (1) | 298 |
|---|---|
| CLONAGIN (B+L) | 36% |
| NEURYL (BAG) | 31% |
| **ALPLAX + DIOCAM** | **20%** |
| DIOCAM (GAD) | 16% |

| MDO: Divalprex (2) | 84 |
|---|---|
| IMPROVAL (RMM) | 35% |
| VALCAS (CSO) | 27% |
| VALCOTE (ABT) | 20% |
| **DIVALPREX (GAD)** | **18%** |

| MDO: Lapenax | 58 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Midax | 46 |
|---|---|
| ENOLEX (CSO) | 76% |
| ONOTRAN (LEP) | 11% |
| **MIDAX (GAD)** | **7%** |
| ONOTRAN RAPID (LEP) | 7% |

| MDO: Luradon | 31 |
|---|---|
| LUCIDRON (MTP) | 45% |
| **LURADON (GAD)** | **29%** |
| LURAP (SIE) | 16% |
| LUSTONA (B+L) | 6% |

| MDO: Deslafax | 18 |
|---|---|
| DROSIX (B+L) | 72% |
| IXIUM (RMM) | 28% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 15 |
|---|---|
| PLENICA (RMM) | 13% |
| PGB (SIE) | 7% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 12 |
|---|---|
| MERITAL (RMM) | 42% |
| CARRIER (CSO) | 25% |
| LUCIDEX BAG | 17% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| **TOTAL DIABESIL** | **50%** |
| DIABESIL AP 1000 | 50% |
| TOTAL DBI | 50% |

| MDO: Sinlip | 2 |
|---|---|
| **SINLIP (GAD)** | **50%** |

| MDO: Damsel | 1 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2º PROMOCION (17.1%)

| MDO: Elafax (4) | 68 |
|---|---|
| **ELAFAX (GAD)** | **40%** |
| SESAREN (RMM) | 35% |
| EFEXOR (PFZ) | 21% |
| SUNVEX LP (CSO) | 4% |

| MDO: Risperin | 34 |
|---|---|
| **RISPERIN (GAD)** | **74%** |
| RISPERDAL CONSTA (JAN) | 15% |
| DOZIC (RF2) | 6% |
| RIATUL (B+L) | 3% |

| MDO: Foxetin | 26 |
|---|---|
| **FOXETIN (GAD)** | **77%** |
| NEUPAX (BAG) | 23% |

| MDO: Duxetin | 19 |
|---|---|
| OPTIBRAL (MTP) | 89% |
| **DUXETIN (GAD)** | **11%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (7.5%)

| MDO: Somit (5) | 65 |
|---|---|
| **TOTAL SOMIT** | **55%** |
| SOMIT (GAD) | 55% |
| INSOMNIUM NF (GAD) | 31% |
| NOCTE (BAG) | 14% |

# FICHAS MEDICOS

## D GIL SILVINA ALEJANDRA (CRD) - CP: 5000 -- 808 prescripciones

### LANZAMIENTOS (17.8%)

| MDO: Paliax (3) | 122 |
|---|---|
| DILCORAN (CSO) | 72% |
| ALPERTAN (RF2) | 20% |
| DIOVAN (SIE) | 3% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 9 |
|---|---|
| XAROBAN (RF2) | 78% |
| REMEXAL (CSO) | 22% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 6 |
|---|---|
| DIOSMIN (CVI) | 83% |
| TERBENOL DUO (BEB) | 17% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 5 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

| MDO: Nexdia | 2 |
|---|---|
| NOVO HUMORAP (BAG) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (79.2%)

| MDO: Gadocor (1) | 204 |
|---|---|
| NIRPOL (CSO) | 91% |
| NABILA (RF2) | 9% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Sinlip (2) | 144 |
|---|---|
| AMPLIAR (CSO) | 45% |
| HIPOLIPOL (CSO) | 44% |
| ROVARTAL (RMM) | 4% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 92 |
|---|---|
| CLONAGIN (B+L) | 32% |
| **ALPLAX + DIOCAM** | **26%** |
| ALPLAX (GAD) | 17% |
| NEURYL (BAG) | 10% |

| MDO: Bisopil (5) | 73 |
|---|---|
| LOSTAPROLOL (T.L) | 92% |
| CORBIS (RMM) | 7% |
| **BISOPIL (GAD)** | **1%** |

| MDO: Gadolip | 41 |
|---|---|
| MAGNOFEN( B+L) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon | 30 |
|---|---|
| LOPLAC (CSO) | 83% |
| TACARDIA (RC5) | 7% |
| PRESIMAX (BAG) | 3% |
| **PAXON TOTAL** | **0%** |

| MDO: Divalprex | 25 |
|---|---|
| VALCOTE (ABT) | 96% |
| IMPROVAL (RMM) | 4% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 25 |
|---|---|
| TOTAL DBI | 72% |
| TOTAL METGLUCON | 24% |
| BALIGLUC B+L | 4% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTUS (B+L) | 67% |
| PANTOCAS( CSO) | 17% |
| PANTOP (RF2) | 17% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (2.4%)

| MDO: Filten | 17 |
|---|---|
| ISOBLOC (CSO) | 71% |
| BIDECAR (B+L) | 18% |
| CARVEDIL (BAG) | 12% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| LOSTAM (T.L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.6%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 80% |
| NOCTE (BAG) | 20% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## D HADDAD VIVIANA VERONICA (PSQ) - CP: 5000 -- 768 prescripciones

### LANZAMIENTOS (32.2%)

| MDO: Nexdia (2) | 244 |
|---|---|
| MERIDIAN (RMM) | 41% |
| ARAMIX (ELE) | 39% |
| LEXAPRO (LUN) | 7% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 3 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (43.4%)

| MDO: Alplax_D- (1) | 278 |
|---|---|
| CLONAGIN (B+L) | 75% |
| NEURYL (BAG) | 9% |
| CLONAGIN SL (B+L) | 5% |
| **ALPLAX + DIOCAM** | **1%** |

| MDO: Midax | 18 |
|---|---|
| **MIDAX (GAD)** | **56%** |
| SIMINA (ELE) | 44% |

| MDO: Deslafax | 11 |
|---|---|
| PRISTIQ (PFZ) | 91% |
| DROSIX (B+L) | 9% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Damsel | 10 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gavin | 8 |
|---|---|
| PLENICA (RMM) | 88% |
| NEURISTAN MULTIDOS (C- | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 5 |
|---|---|
| IMPROVAL (RMM) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| BALIGLUC B+L | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| TACARDIA (RC5) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (16.8%)

| MDO: Elafax (4) | 50 |
|---|---|
| SESAREN (RMM) | 70% |
| EFEXOR (PFZ) | 20% |
| VENLIFAX XR (B+L) | 10% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Risperin (5) | 36 |
|---|---|
| RIATUL (B+L) | 42% |
| **RISPERIN (GAD)** | **31%** |
| RISPERDAL (JAN) | 14% |
| RISPERDAL CONSTA (JAN) | 8% |

| MDO: Foxetin | 34 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 9 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (7.4%)

| MDO: Somit (3) | 57 |
|---|---|
| **TOTAL SOMIT** | **79%** |
| SOMIT (GAD) | 65% |
| SOMIT CR (GAD) | 14% |
| INDUCTAL (RMM) | 9% |

# FICHAS MEDICOS

## D ZENGARO ADRIANA DEL VALLE (PSQ) - CP: 5000 -- 756 prescripciones

### LANZAMIENTOS (14.2%)

| MDO: Nexdia (3) | 102 |
|---|---|
| MERIDIAN (RMM) | 42% |
| LEXAPRO (LUN) | 25% |
| OPTISER (B+L) | 13% |
| **NEXDIA (GAD)** | **2%** |

| MDO: Etabyx | 5 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (59.3%)

| MDO: Alplax_D- (1) | 188 |
|---|---|
| CLONAGIN (B+L) | 39% |
| NEURYL (BAG) | 28% |
| **ALPLAX + DIOCAM** | **13%** |
| TRAPAX (PFZ) | 12% |

| MDO: Deslafax (4) | 58 |
|---|---|
| IXIUM (RMM) | 41% |
| PRISTIQ (PFZ) | 33% |
| FAPRIS (RF2) | 16% |
| **DESLAFAX (GAD)** | **2%** |

| MDO: Divalprex (5) | 48 |
|---|---|
| VALCOTE (ABT) | 69% |
| VALCAS (CSO) | 25% |
| IMPROVAL (RMM) | 6% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 47 |
|---|---|
| NEUROPLUS (B+L) | 57% |
| CARRIER (CSO) | 19% |
| **TONIBRAL TOTAL** | **17%** |
| TONIBRAL (GAD) | 17% |

| MDO: Midax | 40 |
|---|---|
| **MIDAX (GAD)** | **80%** |
| ONOTRAN (LEP) | 15% |
| SIMINA (ELE) | 5% |

| MDO: Lapenax | 32 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Gavin | 9 |
|---|---|
| LINPREL (B+L) | 78% |
| PGB (SIE) | 22% |
| **GAVIN (GAD)** | **0%** |

| MDO: Paxon | 8 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax | 7 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Luradon | 6 |
|---|---|
| LUSTONA (B+L) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| FEMALVI (RF2) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (12.6%)

| MDO: Risperin | 39 |
|---|---|
| **RISPERIN (GAD)** | **77%** |
| DOZIC (RF2) | 23% |

| MDO: Elafax | 28 |
|---|---|
| SESAREN (RMM) | 96% |
| VENLIFAX XR (B+L) | 4% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin | 21 |
|---|---|
| **FOXETIN (GAD)** | **95%** |
| NEUPAX (BAG) | 5% |

| MDO: Duxetin | 7 |
|---|---|
| DUERIX (ARI) | 71% |
| **DUXETIN (GAD)** | **29%** |

### RECORDATORIOS (14.0%)

| MDO: Somit (2) | 106 |
|---|---|
| **TOTAL SOMIT** | **75%** |
| SOMIT (GAD) | 57% |
| SOMIT CR (GAD) | 18% |
| INSOMNIUM NF (GAD) | 16% |

## D BELLOTTO BRIONES CYNTHIA PATRICIA (GIN) - CP: 5000 -- 754 prescripciones

### LANZAMIENTOS (6.8%)

| MDO: Fucsia (4) | 34 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 91% |
| SLINDA (ELE) | 9% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 14 |
|---|---|
| CRADA (CSO) | 86% |
| **GADOFEROL TOTAL** | **7%** |
| GADOFEROL CB (GAD) | 7% |
| ORAVIL (TPQ) | 7% |

| MDO: Reliveran Doxi | 2 |
|---|---|
| EMETIC (DOG) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (81.4%)

| MDO: Damsel (1) | 476 |
|---|---|
| DIVINA (ELE) | 47% |
| **DAMSEL GAD** | **20%** |
| YASMIN (BAY) | 11% |
| KIRUM (RF2) | 8% |

| MDO: Damsella (3) | 80 |
|---|---|
| DIVA TOTAL (ELE) | 36% |
| ISIS MINI 24 (SIE) | 28% |
| **DAMSELLA (GAD)** | **20%** |
| KIR 28 (RF2) | 11% |

| MDO: Femiden (5) | 32 |
|---|---|
| MIRANDA (ELE) | 53% |
| AMAPOLI (BEB) | 47% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 13 |
|---|---|
| CLONAGIN (B+L) | 38% |
| NEURYL (BAG) | 31% |
| **ALPLAX + DIOCAM** | **15%** |
| ALPLAX (GAD) | 15% |

| MDO: April | 12 |
|---|---|
| FEMEXIN-28 (ELE) | 67% |
| DOS DIAS N (ELE) | 33% |
| **APRIL (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (11.8%)

| MDO: Rubi (2) | 89 |
|---|---|
| QLAIRA (BAY) | 72% |
| **RUBI (GAD)** | **28%** |

# FICHAS MEDICOS

## D CRESPE MARTIN DANIEL (CLM) - CP: 5000 -- 748 prescripciones

### LANZAMIENTOS (22.6%)

| MDO: Fucsia (2) | 112 |
|---|---|
| SLINDA (ELE) | 87% |
| ISIS FREE S/ESTROG (SIE) | 10% |
| **FUCSIA S/ESTROGENO (G-** | **2%** |
| KALI (BEB) | 2% |

| MDO: Paliax | 23 |
|---|---|
| ALPERTAN (RF2) | 30% |
| DILCORAN (CSO) | 22% |
| DIAPRESAN (MTP) | 13% |
| **PALIAX (GAD)** | **4%** |

| MDO: Gadoferol | 19 |
|---|---|
| TESTRI CB (ELE) | 47% |
| TRIP D3 (CVI) | 21% |
| ORAVIL (TPQ) | 16% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 8 |
|---|---|
| DAFLON 1000 (SVR) | 75% |
| DAFLON 500 (SVR) | 12% |
| DIOSMIN (CVI) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| TUERIS (MLB) | 33% |
| DETIXOL (CSO) | 33% |
| TONVAL (CVI) | 33% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| RIXATYL (B+L) | 50% |
| REMEXAL (CSO) | 50% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (72.7%)

| MDO: Damsel (1) | 232 |
|---|---|
| DIVINA (ELE) | 49% |
| KIRUM (RF2) | 13% |
| KALA (BEB) | 12% |
| **DAMSEL GAD** | **2%** |

| MDO: Femiden (3) | 92 |
|---|---|
| MIRANDA (ELE) | 70% |
| FEMALVI (RF2) | 14% |
| **FEMIDEN (GAD)** | **8%** |
| SIGNORINA (CVI) | 8% |

| MDO: Damsella (4) | 90 |
|---|---|
| DIVA TOTAL (ELE) | 41% |
| ISIS MINI 24 (SIE) | 28% |
| **DAMSELLA (GAD)** | **12%** |
| YAZ (BAY) | 10% |

| MDO: Sinlip (5) | 45 |
|---|---|
| **SINLIP (GAD)** | **16%** |
| NORMOLIPOL (LEP) | 11% |
| REOVEX (B+L) | 9% |
| ROVARTAL (RMM) | 7% |

| MDO: Bisopil | 21 |
|---|---|
| CORBIS (RMM) | 86% |
| **BISOPIL (GAD)** | **5%** |
| BICARDIL (B+L) | 5% |
| CONCOR (ELE) | 5% |

| MDO: Paxon | 13 |
|---|---|
| LOSACOR (RMM) | 46% |
| PRESIMAX (BAG) | 31% |
| LOPLAC (CSO) | 15% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 11 |
|---|---|
| TOTAL DBI | 55% |
| TOTAL GLUCOPHAGE | 36% |
| TOTAL ISLOTIN | 9% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor | 8 |
|---|---|
| NABILA (RF2) | 62% |
| NEBILET (SIE) | 12% |
| SYNCROCOR (TEV) | 12% |
| **GADOCOR (GAD)** | **0%** |

| MDO: April | 8 |
|---|---|
| **APRIL (GAD)** | **50%** |
| NORGESTREL PLUS (BEK) | 25% |
| FEMEXIN-28 (ELE) | 25% |

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: L. Gastromax | 5 |
|---|---|
| PANTUS (B+L) | 40% |
| PANTOCAS( CSO) | 20% |
| PEPTAZOL (MTP) | 20% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| MINUSLIP (TEV) | 50% |
| CRAVERIL (CVI) | 50% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (4.5%)

| MDO: Tonibral XR | 2 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| **GAVIN (GAD)** | **50%** |
| PLENICA (RMM) | 50% |

| MDO: Alplax_Diocam | 2 |
|---|---|
| LEXOTANIL (B7I) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL VILZER | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Rubi | 13 |
|---|---|
| QLAIRA (BAY) | 62% |
| **RUBI (GAD)** | **31%** |
| AZUCENA (BEB) | 8% |

| MDO: Filten | 9 |
|---|---|
| **FILTEN (GAD)** | **44%** |
| DILATREND (SIE) | 33% |
| ISOBLOC (CSO) | 22% |

| MDO: Omnic Ocas | 6 |
|---|---|
| PROSTOKLAR (B+L) | 33% |
| TANSILOPROST (FIN) | 17% |
| SULOS (ELE) | 17% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Myrbetric | 1 |
|---|---|
| URGISTAT (PB.) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (0.1%)

| MDO: Calcimax | 1 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ D ORTIZ RIERA CARLOS MARTIN (CLM) - CP: 2400 -- 738 prescripciones

### LANZAMIENTOS (10.6%)

| MDO: Aturen | 33 |
|---|---|
| **ATUREN (GAD)** | **36%** |
| VEDIPAL (RF2) | 27% |
| DAFLON 500 (SVR) | 12% |
| DAFLON 1000 (SVR) | 12% |

| MDO: Gadoferol | 30 |
|---|---|
| RAQUIFEROL D3 (RMM) | 60% |
| ORAVIL (TPQ) | 20% |
| OSTEODYN (MTP) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 7 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (84.0%)

| MDO: Alplax_D- (1) | 162 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 34% |
| CLONAGIN (B+L) | 31% |
| TRANQUINAL (BAG) | 15% |

| MDO: Sinlip (2) | 133 |
|---|---|
| AMPLIAR (CSO) | 35% |
| ROSUVAST (BAG) | 18% |
| REOVEX (B+L) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (3) | 70 |
|---|---|
| **TOTAL DIABESIL** | **40%** |
| DIABESIL AP 850 | 31% |
| TOTAL ISLOTIN | 31% |
| TOTAL DBI | 29% |

| MDO: Bisopil (4) | 52 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip (5) | 52 |
|---|---|
| **GADOLIP (GAD)** | **46%** |
| PROCETOKEN( BEB) | 46% |
| SERUBEL (MTP) | 8% |

| MDO: L. Gastromax | 49 |
|---|---|
| PANTUS (B+L) | 76% |
| PANTOCAS( CSO) | 24% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 32 |
|---|---|
| **PAXON TOTAL** | **81%** |
| PAXON | 81% |
| LOPLAC (CSO) | 12% |
| LOSACOR (RMM) | 6% |

| MDO: Gavin | 31 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 12 |
|---|---|
| IMPROVAL (RMM) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 9 |
|---|---|
| CARRIER (CSO) | 89% |
| NEUROPLUS (B+L) | 11% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 6 |
|---|---|
| DIVINA (ELE) | 67% |
| KALA (BEB) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Midax | 5 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (0.8%)

| MDO: Femiden | 4 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Filten | 4 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| TIOCTAN (MLB) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (4.6%)

| MDO: Somit | 32 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## D MUSCELLINI RAIMUNDO JUAN (PSQ) - CP: 5000 -- 719 prescripciones

### LANZAMIENTOS (1.9%)

| MDO: Nexdia | 9 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 5 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (76.4%)

| MDO: Lapenax (1) | 213 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Alplax_Diocam (2) | 165 |
|---|---|
| TRAPAX (PFZ) | 24% |
| **ALPLAX + DIOCAM** | **20%** |
| CLONAGIN (B+L) | 17% |
| DIOCAM (GAD) | 14% |

| MDO: Midax (3) | 105 |
|---|---|
| **MIDAX (GAD)** | **56%** |
| ONOTRAN (LEP) | 34% |
| REVERTRIX (RC5) | 10% |

| MDO: Deslafax | 29 |
|---|---|
| IXIUM (RMM) | 62% |
| PRISTIQ (PFZ) | 38% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Divalprex | 19 |
|---|---|
| **DIVALPREX (GAD)** | **42%** |
| VALCOTE (ABT) | 37% |
| VALCAS (CSO) | 21% |

| MDO: Tonibral XR | 12 |
|---|---|
| MERITAL (RMM) | 58% |
| CARRIER (CSO) | 17% |
| MEMANTINA RICHET (RH.) | 17% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| NORGESTREL PLUS (BEK) | 100% |
| **APRIL (GAD)** | **0%** |

### 2° PROMOCION (20.3%)

| MDO: Risperin (4) | 81 |
|---|---|
| **RISPERIN (GAD)** | **85%** |
| RISPERDAL (JAN) | 11% |
| RIATUL (B+L) | 1% |
| DOZIC (RF2) | 1% |

| MDO: Foxetin (5) | 37 |
|---|---|
| **FOXETIN (GAD)** | **89%** |
| EQUILIBRANE (T.L) | 5% |
| ALENTAL (SUE) | 5% |

| MDO: Elafax | 25 |
|---|---|
| SESAREN (RMM) | 68% |
| **ELAFAX (GAD)** | **32%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.4%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **40%** |
| SOMIT (GAD) | 40% |
| REM CHOBET (SUE) | 40% |
| INSOMNIUM NF (GAD) | 20% |

# FICHAS MEDICOS

## D LUQUEZ HUGO ARMANDO (CRD) - CP: 5000 -- 717 prescripciones

### LANZAMIENTOS (22.6%)

| MDO: Paliax (3) | 115 | MDO: Bexaban | 21 | MDO: Sinlip EZ | 10 | MDO: Gadoferol | 7 | MDO: Nexdia | 5 | MDO: Aturen | 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ALPERTAN (RF2) | 72% | XARELTO (BAY) | 57% | LIPEX PLUS (ELE) | 60% | ORAVIL (TPQ) | 71% | ARAMIX (ELE) | 40% | DAFLON 500 (SVR) | 75% |
| COROSAN (ELE) | 20% | REMIVOX (ELE) | 43% | VYTORIN (ORG) | 20% | DEVISAL CB (B+L) | 29% | MERIDIAN (RMM) | 20% | DIOSMIN (CVI) | 25% |
| DIAPRESAN (MTP) | 7% | **BEXABAN (GAD)** | **0%** | ROSUFEN DUO (NLT) | 10% | **GADOFEROL TOTAL** | **0%** | LEXAPRO (LUN) | 20% | **ATUREN (GAD)** | **0%** |
| **PALIAX (GAD)** | **0%** | | | **SINLIP EZ (GAD)** | **0%** | | | **NEXDIA (GAD)** | **0%** | | |

### 1° PROMOCION (68.3%)

| MDO: Sinlip (1) | 154 | MDO: Gadocor (2) | 116 | MDO: Alplax_Diocam (4) | 90 | MDO: Paxon (5) | 35 | MDO: L. Gastromax | 30 | MDO: Bisopil | 25 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LIPEX (ELE) | 54% | NABILA (RF2) | 93% | CLONAGIN (B+L) | 47% | LOSACOR (RMM) | 46% | PANTUS (B+L) | 63% | CORBIS (RMM) | 56% |
| AMPLIAR (CSO) | 8% | NEBILET (SIE) | 2% | **ALPLAX + DIOCAM** | **16%** | **PAXON TOTAL** | **23%** | **GASTROMAX TOTAL** | **13%** | CONCOR (ELE) | 36% |
| ROVARTAL (RMM) | 5% | NIDIB (B+L) | 2% | ALPLAX (GAD) | 11% | PAXON | 23% | GASTROMAX (GAD) | 13% | **BISOPIL (GAD)** | **8%** |
| **SINLIP (GAD)** | **1%** | **GADOCOR (GAD)** | **0%** | TRANQUINAL (BAG) | 11% | FENSARTAN ELEA (ELE) | 11% | PEPTAZOL (MTP) | 13% | | |

| MDO: Xelevia | 21 | MDO: Diabesil | 13 | MDO: Gadolip | 5 | MDO: Tonibral XR | 1 |
|---|---|---|---|---|---|---|---|
| TOTAL GALVUS | 86% | TOTAL DBI | 62% | **GADOLIP (GAD)** | **60%** | MERITAL (RMM) | 100% |
| JANUVIA (MSD) | 5% | TOTAL GLUCOPHAGE | 15% | CRAVERIL XR (CVI) | 40% | **TONIBRAL TOTAL** | **0%** |
| **TOTAL XELEVIA** | **0%** | TOTAL ISLOTIN | 15% | | | | |
| | | **TOTAL DIABESIL** | **0%** | | | | |

### 2° PROMOCION (8.4%)

| MDO: Filten | 26 | MDO: Omnic Ocas | 22 | MDO: Allopurinol | 7 | MDO: Duxetin | 4 | MDO: Elafax | 1 |
|---|---|---|---|---|---|---|---|---|---|
| VERATEN (ELE) | 81% | SULOS (ELE) | 95% | **ALLOPURINOL GADOR (G-** | **71%** | **DUXETIN (GAD)** | **100%** | **ELAFAX (GAD)** | **100%** |
| CARVEDIL (BAG) | 19% | REDUPROST (RF2) | 5% | ALLOPURINOL CRAVER (C- | 29% | | | | |
| **FILTEN (GAD)** | **0%** | **OMNIC OCAS (GAD)** | **0%** | | | | | | |

### RECORDATORIOS (0.7%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **60%** |
| SOMIT (GAD) | 60% |
| NOVO INSOMNIUM (GAD) | 40% |

## D CHABAN CARLOS DAVID (CLM) - CP: 5000 -- 700 prescripciones

### LANZAMIENTOS (17.0%)

| MDO: Paliax | 47 | MDO: Gadoferol | 39 | MDO: Etabyx | 18 | MDO: Bexaban | 8 | MDO: Fucsia | 3 | MDO: Aturen | 3 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 53% | SUBICAL CB (BEB) | 44% | KEPPRA (GSK) | 100% | RIXATYL (B+L) | 88% | SLINDA (ELE) | 67% | DAFLON 500 (SVR) | 67% |
| ALPERTAN (RF2) | 30% | **GADOFEROL TOTAL** | **26%** | **ETABYX (GAD)** | **0%** | REMEXAL (CSO) | 12% | **FUCSIA S/ESTROGENO (G-** | **33%** | DIOSMIN (CVI) | 33% |
| DIAPRESAN (MTP) | 15% | GADOFEROL (GAD) | 23% | | | **BEXABAN (GAD)** | **0%** | | | **ATUREN (GAD)** | **0%** |
| **PALIAX (GAD)** | **0%** | ORAVIL (TPQ) | 18% | | | | | | | | |

| MDO: Nexdia | 1 |
|---|---|
| EX3 (ARI) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (71.3%)

| MDO: April (1) | 183 | MDO: Diabesil (2) | 67 | MDO: Sinlip (4) | 54 | MDO: Paxon (5) | 49 | MDO: Alplax_Diocam | 38 | MDO: Bisopil | 36 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **APRIL (GAD)** | **71%** | **TOTAL DIABESIL** | **40%** | ROSUVAST (BAG) | 30% | LOSACOR (RMM) | 63% | **ALPLAX + DIOCAM** | **26%** | CORBIS (RMM) | 100% |
| FEMEXIN (ELE) | 15% | DIABESIL AP 850 | 40% | REOVEX (B+L) | 15% | PRISONIL (LEP) | 35% | DIOCAM (GAD) | 21% | **BISOPIL (GAD)** | **0%** |
| MIRANOVA (BAY) | 7% | TOTAL DBI | 37% | **SINLIP (GAD)** | **7%** | **PAXON TOTAL** | **2%** | CLONAGIN (B+L) | 16% | | |
| ELEKTRA MAX (CVI) | 5% | TOTAL ISLOTIN | 19% | NORMOLIPOL (LEP) | 4% | PAXON | 2% | NEURYL (BAG) | 11% | | |

| MDO: Gadocor | 32 | MDO: L. Gastromax | 28 | MDO: Damsella | 5 | MDO: Gavin | 4 | MDO: Femiden | 2 | MDO: Damsel | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NABILA (RF2) | 62% | **GASTROMAX TOTAL** | **50%** | ISIS MINI 24 (SIE) | 80% | LINPREL (B+L) | 100% | AMAPOLI (BEB) | 100% | DIVINA (ELE) | 100% |
| NEBILET (SIE) | 34% | GASTROMAX (GAD) | 43% | KALA MD 24 (BEB) | 20% | **GAVIN (GAD)** | **0%** | **FEMIDEN (GAD)** | **0%** | **DAMSEL GAD** | **0%** |
| NIDIB (B+L) | 3% | PANTUS (B+L) | 29% | **DAMSELLA (GAD)** | **0%** | | | | | | |
| **GADOCOR (GAD)** | **0%** | GASTROMAX MAGNES (G- | 7% | | | | | | | | |

### 2° PROMOCION (11.7%)

| MDO: Filten (3) | 66 | MDO: Omnic Ocas | 13 | MDO: Neurobiletan 600 | 2 | MDO: Foxetin | 1 |
|---|---|---|---|---|---|---|---|
| CARVEDIL (BAG) | 59% | REDUPROST (RF2) | 46% | NEUROTIOCT (TPQ) | 100% | EQUILIBRANE (T.L) | 100% |
| VEDILEP (LEP) | 39% | **OMNIC OCAS (GAD)** | **0%** | **NEURO BILETAN (GAD)** | **0%** | **FOXETIN (GAD)** | **0%** |
| **FILTEN (GAD)** | **2%** | | | | | | |

# FICHAS MEDICOS

## ✔ D FUGIGLANDO MAURO ENZO (CLM) - CP: 2400 -- 694 prescripciones

### LANZAMIENTOS (19.3%)

| MDO: Nexdia (5) | 52 |
|---|---|
| LEXAPRO (LUN) | 46% |
| **NEXDIA (GAD)** | **23%** |
| OPTISER (B+L) | 23% |
| LEXTOR (CSO) | 8% |

| MDO: Sinlip EZ | 32 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Gadoferol | 26 |
|---|---|
| ORAVIL (TPQ) | 38% |
| DEBLAX (RF2) | 23% |
| TRIP D3 (CVI) | 15% |
| **GADOFEROL TOTAL** | **8%** |

| MDO: Paliax | 22 |
|---|---|
| SARVAL (B+L) | 73% |
| DIAPRESAN (MTP) | 18% |
| DILCORAN (CSO) | 5% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (72.5%)

| MDO: Alplax_D- (1) | 135 |
|---|---|
| CLONAGIN (B+L) | 54% |
| RIVOTRIL (B7I) | 30% |
| **ALPLAX + DIOCAM** | **4%** |
| ALPLAX (GAD) | 4% |

| MDO: Sinlip (2) | 90 |
|---|---|
| LIPIFEN (RF2) | 36% |
| **SINLIP (GAD)** | **22%** |
| AMPLIAR (CSO) | 18% |
| REOVEX (B+L) | 9% |

| MDO: L. Gastromax (3) | 68 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTUS (B+L) | 43% |
| PANGEST (BET) | 6% |

| MDO: Bisopil (4) | 55 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 46 |
|---|---|
| TOTAL ISLOTIN | 78% |
| TOTAL DBI | 22% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 40 |
|---|---|
| PROCETOKEN XR (BEB) | 80% |
| PROCETOKEN( BEB) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon | 36 |
|---|---|
| **PAXON TOTAL** | **39%** |
| PAXON | 39% |
| FENSARTAN ELEA (ELE) | 33% |
| LOSACOR (RMM) | 28% |

| MDO: Xelevia | 32 |
|---|---|
| TOTAL VILZER | 50% |
| TOTAL GALVUS | 12% |
| TOTAL ZOMARIST | 6% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2º PROMOCION (8.2%)

| MDO: Filten | 34 |
|---|---|
| CARVEDIL (BAG) | 59% |
| **FILTEN (GAD)** | **41%** |

| MDO: Neurobiletan 600 | 15 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Omnic Ocas | 8 |
|---|---|
| SULOS (ELE) | 50% |
| REDUPROST (RF2) | 25% |
| PROSTOKLAR (B+L) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ D GONZALEZ ANDRES ALBERTO (CIR) - CP: 2400 -- 680 prescripciones

### LANZAMIENTOS (23.8%)

| MDO: Paliax (3) | 117 |
|---|---|
| SARVAL (B+L) | 76% |
| SIMULTAN (LZA) | 17% |
| DIOVAN (SIE) | 7% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen (5) | 40 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (70.7%)

| MDO: Alplax_D- (1) | 141 |
|---|---|
| CLONAGIN (B+L) | 34% |
| **ALPLAX + DIOCAM** | **26%** |
| ALPLAX (GAD) | 21% |
| TRANQUINAL (BAG) | 20% |

| MDO: Sinlip (2) | 132 |
|---|---|
| LIPEX (ELE) | 37% |
| TORIVAS (B+L) | 20% |
| ZARATOR (ELE) | 18% |
| **SINLIP (GAD)** | **2%** |

| MDO: L. Gastromax (4) | 102 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 37 |
|---|---|
| **PAXON TOTAL** | **70%** |
| PAXON | 70% |
| LOSACOR (RMM) | 16% |

| MDO: Gadolip | 24 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Xelevia | 20 |
|---|---|
| JANUVIA (MSD) | 60% |
| TOTAL ZOMARIST | 40% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 8 |
|---|---|
| TOTAL DBI | 88% |
| **TOTAL DIABESIL** | **12%** |
| DIABESIL AP 850 | 12% |

| MDO: Gavin | 8 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 6 |
|---|---|
| SYNCROCOR (TEV) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| KALA (BEB) | 67% |
| **DAMSEL GAD** | **33%** |

### 2º PROMOCION (2.8%)

| MDO: Filten | 18 |
|---|---|
| DILATREND (SIE) | 56% |
| **FILTEN (GAD)** | **28%** |
| BIDECAR (B+L) | 17% |

| MDO: Allopurinol | 1 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

### RECORDATORIOS (2.4%)

| MDO: Somit | 16 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D CIACCI EDUARDO JAVIER (CLM) - CP: 5000 -- 677 prescripciones

### LANZAMIENTOS (16.8%)

| MDO: Nexdia (2) | 114 |
|---|---|
| ARAMIX (ELE) | 32% |
| AXIOMAT (BET) | 28% |
| LEXTOR (CSO) | 17% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (54.5%)

| MDO: Alplax_D- (1) | 297 |
|---|---|
| CLONAGIN (B+L) | 40% |
| **ALPLAX + DIOCAM** | **19%** |
| NEURYL (BAG) | 13% |
| ALPLAX (GAD) | 11% |

| MDO: Gavin | 23 |
|---|---|
| LINPREL (B+L) | 61% |
| PRINCIPIA (ELE) | 17% |
| PLENICA (RMM) | 13% |
| **GAVIN (GAD)** | **0%** |

| MDO: Luradon | 17 |
|---|---|
| **LURADON (GAD)** | **24%** |
| LURAZIC (RF2) | 24% |
| LUSTONA (B+L) | 24% |
| LURAFIX (ARI) | 18% |

| MDO: Divalprex | 9 |
|---|---|
| VALCOTE (ABT) | 89% |
| **DIVALPREX (GAD)** | **11%** |

| MDO: Midax | 9 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Deslafax | 5 |
|---|---|
| PRISTIQ (PFZ) | 80% |
| VELDEX (CSO) | 20% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Damsel | 4 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| **PAXON TOTAL** | **67%** |
| PAXON | 67% |
| LOSACOR (RMM) | 33% |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX MAGNES (G- | 100% |

| MDO: Gadolip | 1 |
|---|---|
| DAUNLIP (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (17.6%)

| MDO: Elafax (4) | 70 |
|---|---|
| VENLIFAX XR (B+L) | 47% |
| SESAREN (RMM) | 29% |
| **ELAFAX (GAD)** | **17%** |
| SUNVEX LP (CSO) | 3% |

| MDO: Risperin (5) | 26 |
|---|---|
| **RISPERIN (GAD)** | **81%** |
| RIATUL (B+L) | 15% |
| RESTELEA (ELE) | 4% |

| MDO: Foxetin | 13 |
|---|---|
| **FOXETIN (GAD)** | **92%** |
| NEUPAX (BAG) | 8% |

| MDO: Duxetin | 10 |
|---|---|
| **DUXETIN (GAD)** | **80%** |
| OPTIBRAL (MTP) | 20% |

### RECORDATORIOS (11.1%)

| MDO: Somit (3) | 75 |
|---|---|
| **TOTAL SOMIT** | **65%** |
| SOMIT (GAD) | 63% |
| DORCAN (MTP) | 9% |
| NOCTE (BAG) | 8% |

# FICHAS MEDICOS

## D BLENCIO SERGIO FILIBERTO (N-T) - CP: 5000 -- 669 prescripciones

### LANZAMIENTOS (24.5%)

| MDO: Nexdia (3) | 112 |
|---|---|
| LEXTOR (CSO) | 92% |
| AXIOMAT (BET) | 5% |
| ARAMIX (ELE) | 2% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx (5) | 51 |
|---|---|
| KEPPRA (GSK) | 90% |
| LEVECOM (B+L) | 8% |
| RACETAM (BAG) | 2% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (65.8%)

| MDO: Tonibral - (1) | 137 |
|---|---|
| CARRIER (CSO) | 73% |
| CARRIER XR CSO | 15% |
| MERITAL (RMM) | 4% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Alplax_Diocam (2) | 137 |
|---|---|
| **ALPLAX + DIOCAM** | **45%** |
| ALPLAX (GAD) | 24% |
| CLONAGIN (B+L) | 23% |
| DIOCAM (GAD) | 20% |

| MDO: Gavin (4) | 87 |
|---|---|
| NEURISTAN (CSO) | 60% |
| NEURISTAN MULTIDOS (C- | 33% |
| PLENICA (RMM) | 3% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip | 33 |
|---|---|
| LIPITOR (PFZ) | 39% |
| **SINLIP (GAD)** | **24%** |
| ROSUVAST (BAG) | 9% |
| ROVARTAL (RMM) | 3% |

| MDO: Gadocor | 21 |
|---|---|
| NEBILET (SIE) | 90% |
| NABILA (RF2) | 10% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex | 15 |
|---|---|
| VALCOTE (ABT) | 73% |
| VALCAS (CSO) | 27% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL GLUCOPHAGE | 75% |
| TOTAL METGLUCON | 25% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTOP (RF2) | 25% |
| PANGEST (BET) | 25% |

| MDO: Paxon | 1 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (3.3%)

| MDO: Neurobile- | 14 |
|---|---|
| NEUROTIOCT (TPQ) | 64% |
| TINACTOL (CSO) | 36% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Foxetin | 4 |
|---|---|
| EQUILIBRANE (T.L) | 75% |
| **FOXETIN (GAD)** | **25%** |

| MDO: Risperin | 3 |
|---|---|
| DROPICINE (BET) | 67% |
| RISPERDAL (JAN) | 33% |
| **RISPERIN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (6.4%)

| MDO: Somit | 43 |
|---|---|
| 8-HORAS (ELE) | 74% |
| **TOTAL SOMIT** | **26%** |
| SOMIT (GAD) | 26% |

# FICHAS MEDICOS

## D BERTOLDI ARIEL ENRIQUE (OTR) - CP: 5000 -- 625 prescripciones

### LANZAMIENTOS (39.7%)

| MDO: Fucsia (2) | 122 |
|---|---|
| SLINDA (ELE) | 98% |
| ISIS FREE S/ESTROG (SIE) | 2% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (3) | 92 |
|---|---|
| DETIXOL (CSO) | 83% |
| TUERIS (MLB) | 5% |
| EMETIC (DOG) | 5% |
| **RELIVERAN DOXI (GAD)** | **2%** |

| MDO: Gadoferol | 19 |
|---|---|
| RAQUIFEROL D3 (RMM) | 53% |
| ORAVIL (TPQ) | 16% |
| DEVISAL CB (B+L) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 8 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 6 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (24.8%)

| MDO: Damsel (4) | 79 |
|---|---|
| JADE (CVI) | 38% |
| YASMIN (BAY) | 20% |
| DIVINA (ELE) | 19% |
| **DAMSEL GAD** | **1%** |

| MDO: Alplax_Diocam (5) | 22 |
|---|---|
| CLONAGIN (B+L) | 45% |
| TRAPAX (PFZ) | 14% |
| **ALPLAX + DIOCAM** | **9%** |
| ALPLAX (GAD) | 9% |

| MDO: Damsella | 21 |
|---|---|
| DIVA TOTAL (ELE) | 43% |
| ISIS MINI 24 (SIE) | 29% |
| YAZ (BAY) | 19% |
| **DAMSELLA (GAD)** | **10%** |

| MDO: L. Gastromax | 12 |
|---|---|
| PANTOP (RF2) | 58% |
| PANTOCAS( CSO) | 25% |
| PANTUS (B+L) | 17% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 5 |
|---|---|
| HIPOLIPOL (CSO) | 60% |
| **SINLIP (GAD)** | **0%** |

| MDO: April | 5 |
|---|---|
| **APRIL (GAD)** | **60%** |
| FEMEXIN-28 (ELE) | 40% |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL DBI | 50% |
| TOTAL GLUCOPHAGE | 50% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Femiden | 4 |
|---|---|
| SIGNORINA (CVI) | 75% |
| MIRANDA (ELE) | 25% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CONCOR (ELE) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (4.8%)

| MDO: Rubi | 20 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Elafax | 10 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (30.7%)

| MDO: Calcimax (1) | 182 |
|---|---|
| **CALCIMAX TOTAL** | **95%** |
| CALCIMAX FORTE (GAD) | 93% |
| CALCIO BASE (SIE) | 5% |
| CALCIMAX (GAD) | 1% |

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D LEYENDECKER HENRY WALTER ANDRES (GIN) - CP: 2400 -- 619 prescripciones

### LANZAMIENTOS (18.1%)

| MDO: Fucsia (4) | 53 |
|---|---|
| SLINDA (ELE) | 98% |
| **FUCSIA S/ESTROGENO (G-** | **2%** |

| MDO: Gadoferol (5) | 49 |
|---|---|
| OSTEODYN (MTP) | 35% |
| **GADOFEROL TOTAL** | **20%** |
| GADOFEROL CB (GAD) | 16% |
| TESTRI CB (ELE) | 16% |

| MDO: Reliveran Doxi | 7 |
|---|---|
| TONVAL (CVI) | 71% |
| DETIXOL (CSO) | 29% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (74.2%)

| MDO: Damsel (1) | 171 |
|---|---|
| DIVINA (ELE) | 48% |
| JADE (CVI) | 14% |
| KIRUM (RF2) | 13% |
| **DAMSEL GAD** | **13%** |

| MDO: Femiden (2) | 131 |
|---|---|
| MIRANDA (ELE) | 74% |
| **FEMIDEN (GAD)** | **26%** |

| MDO: Damsella (3) | 81 |
|---|---|
| YAZ (BAY) | 49% |
| DIVA TOTAL (ELE) | 31% |
| ISIS MINI 24 (SIE) | 20% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam | 44 |
|---|---|
| CLONAGIN (B+L) | 32% |
| **ALPLAX + DIOCAM** | **14%** |
| ALPLAX (GAD) | 14% |
| NEURYL (BAG) | 11% |

| MDO: April | 27 |
|---|---|
| FEMEXIN-28 (ELE) | 89% |
| **APRIL (GAD)** | **11%** |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2º PROMOCION (7.4%)

| MDO: Rubi | 46 |
|---|---|
| **RUBI (GAD)** | **91%** |
| AZUCENA (BEB) | 9% |

### RECORDATORIOS (0.3%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## D ZAMAR MARIA EUGENIA (GIN) - CP: 5000 -- 614 prescripciones

### LANZAMIENTOS (31.3%)

| MDO: Fucsia (2) | 116 |
|---|---|
| SLINDA (ELE) | 51% |
| ISIS FREE S/ESTROG (SIE) | 45% |
| **FUCSIA S/ESTROGENO (G-** | **4%** |

| MDO: Gadoferol (5) | 56 |
|---|---|
| TRIP D3 (CVI) | 46% |
| CRADA (CSO) | 14% |
| DEBLAX (RF2) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 19 |
|---|---|
| DETIXOL (CSO) | 47% |
| TONVAL (CVI) | 21% |
| EMETIC (DOG) | 16% |
| **RELIVERAN DOXI (GAD)** | **11%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (66.0%)

| MDO: Damsel (1) | 200 |
|---|---|
| DIVINA (ELE) | 31% |
| JADE (CVI) | 26% |
| MAXIMA (P0F) | 18% |
| **DAMSEL GAD** | **3%** |

| MDO: Damsella (3) | 104 |
|---|---|
| ISIS MINI 24 (SIE) | 35% |
| DIVA TOTAL (ELE) | 33% |
| JADE MD24 (CVI) | 15% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (4) | 64 |
|---|---|
| MIRANDA (ELE) | 67% |
| SIGNORINA (CVI) | 17% |
| **FEMIDEN (GAD)** | **8%** |
| AMAPOLI (BEB) | 8% |

| MDO: Alplax_Diocam | 19 |
|---|---|
| CLONAGIN (B+L) | 26% |
| **ALPLAX + DIOCAM** | **21%** |
| ALPLAX (GAD) | 21% |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTUS (B+L) | 38% |
| **GASTROMAX TOTAL** | **25%** |
| GASTROMAX (GAD) | 25% |
| PANTOCAS( CSO) | 12% |

| MDO: April | 8 |
|---|---|
| NORGESTREL PLUS (BEK) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (2.4%)

| MDO: Rubi | 12 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TIONEUROL 600 (RC5) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (0.3%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## D PARIS GUILLERMO ANDRES (CLM) - CP: 5000 -- 611 prescripciones

### LANZAMIENTOS (20.9%)

| MDO: Nexdia (2) | 126 |
|---|---|
| OPTISER (B+L) | 33% |
| LEXTOR (CSO) | 28% |
| ARAMIX (ELE) | 28% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (69.9%)

| MDO: Deslafax (1) | 160 |
|---|---|
| DROSIX (B+L) | 36% |
| VELDEX (CSO) | 32% |
| PRISTIQ (PFZ) | 18% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 121 |
|---|---|
| **ALPLAX + DIOCAM** | **31%** |
| ALPLAX (GAD) | 23% |
| CLONAGIN (B+L) | 21% |
| NEURYL (BAG) | 19% |

| MDO: Gavin (4) | 66 |
|---|---|
| NEURISTAN MULTIDOS (C- | 68% |
| NEURISTAN (CSO) | 17% |
| LINPREL (B+L) | 8% |
| **GAVIN (GAD)** | **0%** |

| MDO: Lapenax | 43 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Divalprex | 26 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| **PAXON TOTAL** | **50%** |
| PAXON | 50% |
| LOSACOR (RMM) | 50% |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (0.3%)

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (8.8%)

| MDO: Somit (5) | 54 |
|---|---|
| **TOTAL SOMIT** | **74%** |
| SOMIT CR (GAD) | 67% |
| NOCTE (BAG) | 9% |
| SOMIT (GAD) | 7% |

## D FERREYRA YANINA MYRIAM (GIN) - CP: 5000 -- 607 prescripciones

### LANZAMIENTOS (18.6%)

| MDO: Fucsia (2) | 106 |
|---|---|
| SLINDA (ELE) | 85% |
| ISIS FREE S/ESTROG (SIE) | 15% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| TONVAL (CVI) | 67% |
| TUERIS (MLB) | 33% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (76.6%)

| MDO: Damsel (1) | 282 |
|---|---|
| JADE (CVI) | 21% |
| IFENIL (CSO) | 20% |
| DIVINA (ELE) | 19% |
| **DAMSEL GAD** | **1%** |

| MDO: Femiden (3) | 106 |
|---|---|
| SIGNORINA (CVI) | 56% |
| MIRANDA (ELE) | 40% |
| **FEMIDEN (GAD)** | **3%** |
| AMAPOLI (BEB) | 2% |

| MDO: Damsella (4) | 40 |
|---|---|
| YAZ (BAY) | 42% |
| MAXIMA MD24 (P0F) | 22% |
| IFENIL MD (CSO) | 12% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam | 19 |
|---|---|
| **ALPLAX + DIOCAM** | **47%** |
| ALPLAX (GAD) | 47% |
| RIVOTRIL (B7I) | 11% |
| TRANQUINAL (BAG) | 11% |

| MDO: April | 6 |
|---|---|
| **APRIL (GAD)** | **67%** |
| MIRANOVA (BAY) | 33% |

| MDO: Diabesil | 4 |
|---|---|
| **TOTAL DIABESIL** | **50%** |
| DIABESIL AP 850 | 50% |
| TOTAL DBI | 50% |

| MDO: Sinlip | 4 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 67% |
| PANTOCAS( CSO) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (4.8%)

| MDO: Rubi (5) | 29 |
|---|---|
| QLAIRA (BAY) | 69% |
| AZUCENA (BEB) | 31% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D MARLATTO LEANDRO DIEGO (CIR) - CP: 2400 -- 594 prescripciones

### LANZAMIENTOS (17.5%)

| MDO: Paliax (3) | 64 |
|---|---|
| SARVAL (B+L) | 75% |
| ALPERTAN (RF2) | 25% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 18 |
|---|---|
| ORAVIL (TPQ) | 78% |
| SUBICAL (BEB) | 22% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 18 |
|---|---|
| DIOSMIN (CVI) | 67% |
| **ATUREN (GAD)** | **22%** |
| DAFLON 500 (SVR) | 11% |

| MDO: Etabyx | 2 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (76.8%)

| MDO: Paxon (1) | 128 |
|---|---|
| LOSACOR (RMM) | 47% |
| VASEXTEN (BEB) | 31% |
| **PAXON TOTAL** | **22%** |
| PAXON | 22% |

| MDO: Diabesil (2) | 109 |
|---|---|
| TOTAL DBI | 92% |
| MEDOBIS LZA | 7% |
| TOTAL GLUCOPHAGE | 1% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax (4) | 59 |
|---|---|
| PANTOCAS( CSO) | 68% |
| PANTUS (B+L) | 19% |
| **GASTROMAX TOTAL** | **14%** |
| GASTROMAX (GAD) | 14% |

| MDO: Alplax_Diocam (5) | 56 |
|---|---|
| **ALPLAX + DIOCAM** | **57%** |
| ALPLAX (GAD) | 57% |
| RIVOTRIL (B7I) | 14% |
| CLONAGIN (B+L) | 7% |

| MDO: Sinlip | 55 |
|---|---|
| LIPIFEN (RF2) | 51% |
| ROVARTAL (RMM) | 33% |
| REOVEX (B+L) | 16% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin | 25 |
|---|---|
| PLENICA (RMM) | 80% |
| PREBICTAL (RF2) | 20% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 12 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Divalprex | 6 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| KIRUM (RF2) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| GLUCAL (RMM) | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (4.5%)

| MDO: Filten | 26 |
|---|---|
| ISOBLOC (CSO) | 77% |
| VERATEN (ELE) | 23% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 7 |
|---|---|
| MIAPAX (CSO) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ D PISPIEIRO MARIANO (CIR) - CP: 2400 -- 593 prescripciones

### LANZAMIENTOS (21.9%)

| MDO: Nexdia (3) | 49 |
|---|---|
| MERIDIAN (RMM) | 31% |
| LEXTOR (CSO) | 20% |
| ARAMIX (ELE) | 20% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 33 |
|---|---|
| ORAVIL (TPQ) | 48% |
| DEBLAX (RF2) | 24% |
| RAQUIFEROL D3 (RMM) | 12% |
| **GADOFEROL TOTAL** | **9%** |

| MDO: Paliax | 23 |
|---|---|
| SARVAL (B+L) | 74% |
| ALPERTAN (RF2) | 9% |
| DIAPRESAN (MTP) | 9% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 20 |
|---|---|
| TERBENOL DUO (BEB) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (65.8%)

| MDO: Alplax_D- (1) | 123 |
|---|---|
| CLONAGIN (B+L) | 52% |
| **ALPLAX + DIOCAM** | **20%** |
| NEURYL (BAG) | 14% |
| ALPLAX (GAD) | 12% |

| MDO: Diabesil (2) | 58 |
|---|---|
| TOTAL DBI | 34% |
| TOTAL ISLOTIN | 31% |
| TOTAL GLUCOPHAGE | 28% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (4) | 45 |
|---|---|
| ROVARTAL (RMM) | 38% |
| REOVEX (B+L) | 27% |
| LIPEX (ELE) | 9% |
| **SINLIP (GAD)** | **2%** |

| MDO: L. Gastromax (5) | 41 |
|---|---|
| PANTUS (B+L) | 68% |
| PEPTAZOL (MTP) | 24% |
| PANTOCAS( CSO) | 5% |
| **GASTROMAX TOTAL** | **2%** |

| MDO: Xelevia | 27 |
|---|---|
| TOTAL ZOMARIST | 59% |
| GLUCAL (RMM) | 41% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadocor | 24 |
|---|---|
| NEBILET (SIE) | 83% |
| CORPRES (RMM) | 8% |
| SYNCROCOR (TEV) | 8% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 18 |
|---|---|
| **GADOLIP (GAD)** | **61%** |
| SERUBEL (MTP) | 22% |
| PROCETOKEN XR (BEB) | 11% |
| MAGNOFEN( B+L) | 6% |

| MDO: Paxon | 12 |
|---|---|
| **PAXON TOTAL** | **42%** |
| PAXON | 42% |
| LOSACOR (RMM) | 42% |
| FENSARTAN ELEA (ELE) | 17% |

| MDO: Gavin | 12 |
|---|---|
| PLENICA (RMM) | 83% |
| PREBICTAL (RF2) | 8% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 10 |
|---|---|
| CORBIS (RMM) | 80% |
| **BISOPIL (GAD)** | **20%** |

| MDO: Deslafax | 7 |
|---|---|
| IXIUM (RMM) | 71% |
| PRISTIQ (PFZ) | 29% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Damsel | 6 |
|---|---|
| DIVINA (ELE) | 33% |
| KALA (BEB) | 33% |
| YASMIN (BAY) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Divalprex | 4 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (9.4%)

| MDO: Omnic O- | 30 |
|---|---|
| TANSILOPROST RET (FIN) | 67% |
| REDUPROST (RF2) | 13% |
| PROSTOKLAR (B+L) | 13% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 11 |
|---|---|
| BIDECAR (B+L) | 64% |
| CARVEDIL (BAG) | 18% |
| DILATREND (SIE) | 18% |
| **FILTEN (GAD)** | **0%** |

| MDO: Risperin | 11 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 2 |
|---|---|
| PROZAC (RF2) | 100% |
| **FOXETIN (GAD)** | **0%** |

### RECORDATORIOS (2.9%)

| MDO: Somit | 17 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D ARAMAYO MARIA CANDELARIA (CLM) - CP: 5000 -- 576 prescripciones

### LANZAMIENTOS (55.9%)

| MDO: Gadoferol (1) | 311 |
|---|---|
| TESTRI CB (ELE) | 69% |
| DEBLAX (RF2) | 10% |
| TRIP D3 (CVI) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| REMPEC M(TP) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Fucsia | 4 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (37.8%)

| MDO: Diabesil (2) | 64 |
|---|---|
| TOTAL DBI | 58% |
| TOTAL GLUCOPHAGE | 31% |
| **TOTAL DIABESIL** | **6%** |
| DIABESIL AP 1000 | 3% |

| MDO: Sinlip (3) | 56 |
|---|---|
| **SINLIP (GAD)** | **46%** |
| ROVARTAL (RMM) | 11% |
| REOVEX (B+L) | 4% |

| MDO: Gadolip (4) | 37 |
|---|---|
| **GADOLIP (GAD)** | **70%** |
| MINUSLIP (TEV) | 16% |
| MAGNOFEN( B+L) | 8% |
| LIPOMAX (BAG) | 5% |

| MDO: Xelevia (5) | 27 |
|---|---|
| JANUVIA (MSD) | 56% |
| TOTAL ZOMARIST | 30% |
| **TOTAL XELEVIA** | **7%** |
| XELEVIA (GAD) | 7% |

| MDO: Alplax_Diocam | 12 |
|---|---|
| CLONAGIN (B+L) | 33% |
| VALIUM (SIE) | 25% |
| **ALPLAX + DIOCAM** | **17%** |
| ALPLAX (GAD) | 17% |

| MDO: Damsella | 10 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel | 5 |
|---|---|
| **DAMSEL GAD** | **80%** |
| KALA (BEB) | 20% |

| MDO: Paxon | 4 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2º PROMOCION (3.1%)

| MDO: Filten | 7 |
|---|---|
| **FILTEN (GAD)** | **57%** |
| BIDECAR (B+L) | 43% |

| MDO: Omnic Ocas | 6 |
|---|---|
| PROSTOKLAR (B+L) | 67% |
| REDUPROST (RF2) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 1 |
|---|---|
| DOZIC (RF2) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (3.1%)

| MDO: Calcimax | 18 |
|---|---|
| **CALCIMAX TOTAL** | **89%** |
| CALCIMAX FORTE (GAD) | 89% |
| CALCIONAL CITRATO (ARI) | 11% |

# FICHAS MEDICOS

## D PURICELLI DANIEL RAMON (N-T) - CP: 2400 -- 560 prescripciones

### LANZAMIENTOS (9.3%)

| MDO: Paliax | 22 |
|---|---|
| RACORVAL (RMM) | 64% |
| SARVAL (B+L) | 27% |
| SIMULTAN (LZA) | 9% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 12 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 10 |
|---|---|
| DEVISAL CB (B+L) | 60% |
| ORAVIL (TPQ) | 40% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 8 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

### 1° PROMOCION (70.2%)

| MDO: Alplax_D- (1) | 116 |
|---|---|
| **ALPLAX + DIOCAM** | **36%** |
| DIOCAM (GAD) | 34% |
| CLONAGIN (B+L) | 34% |
| NEURYL (BAG) | 14% |

| MDO: Sinlip (2) | 75 |
|---|---|
| VASOTENAL (RMM) | 27% |
| ROVARTAL (RMM) | 21% |
| LIPIFEN (RF2) | 9% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax (4) | 59 |
|---|---|
| PANTUS (B+L) | 95% |
| PANTOP (RF2) | 5% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil (5) | 56 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 30 |
|---|---|
| NEBILET (SIE) | 60% |
| NIRPOL (CSO) | 40% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Deslafax | 24 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Xelevia | 22 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 8 |
|---|---|
| **PAXON TOTAL** | **50%** |
| PAXON | 50% |
| LOSACOR (RMM) | 38% |
| LOPLAC (CSO) | 12% |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (20.4%)

| MDO: Filten (3) | 70 |
|---|---|
| ISOBLOC (CSO) | 77% |
| CARVEDIL (BAG) | 23% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 40 |
|---|---|
| **NEURO BILETAN (GAD)** | **100%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.2%)

| MDO: Somit | 1 |
|---|---|
| DORMILAN (B+L) | 100% |
| **TOTAL SOMIT** | **0%** |

## D RIVAROLA JOSE LUIS (GET) - CP: 5000 -- 538 prescripciones

### LANZAMIENTOS (29.2%)

| MDO: Nexdia (3) | 132 |
|---|---|
| OPTISER (B+L) | 52% |
| LEXTOR (CSO) | 37% |
| EX3 (ARI) | 11% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 10 |
|---|---|
| ORAVIL (TPQ) | 70% |
| OSTEODYN (MTP) | 20% |
| DEVISAL CB (B+L) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 9 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (69.7%)

| MDO: Alplax_D- (1) | 164 |
|---|---|
| CLONAGIN (B+L) | 63% |
| **ALPLAX + DIOCAM** | **24%** |
| DIOCAM (GAD) | 22% |
| NEURYL (BAG) | 7% |

| MDO: L. Gastromax (2) | 155 |
|---|---|
| PANTOMETYL 40 (S+N) | 90% |
| PANTOCAS( CSO) | 5% |
| **GASTROMAX TOTAL** | **3%** |
| PANTUS (B+L) | 2% |

| MDO: Paxon (4) | 22 |
|---|---|
| LOSACOR (RMM) | 68% |
| **PAXON TOTAL** | **27%** |
| PAXON | 27% |
| LOPLAC (CSO) | 5% |

| MDO: Diabesil (5) | 18 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip | 10 |
|---|---|
| REOVEX (B+L) | 70% |
| TORIVAS (B+L) | 30% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| SEGREN (CSO) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (1.1%)

| MDO: Filten | 4 |
|---|---|
| BIDECAR (B+L) | 75% |
| CARVEDIL (BAG) | 25% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| PROSTOKLAR (B+L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

# FICHAS MEDICOS

## D MARTINELLI GRACIELA EDITH (CLM) - CP: 5000 -- 536 prescripciones

### LANZAMIENTOS (7.1%)

| MDO: Etabyx (5) | 33 |
|---|---|
| CALLEXE (CSO) | 73% |
| LEVECOM (B+L) | 9% |
| LEVAXON (RF2) | 9% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| OSTEODYN (MTP) | 67% |
| DEVISAL CB (B+L) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (72.2%)

| MDO: Tonibral - (1) | 252 |
|---|---|
| CARRIER (CSO) | 68% |
| CARRIER XR CSO | 27% |
| CONEXINE (BET) | 3% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Alplax_Diocam (2) | 102 |
|---|---|
| CLONAGIN (B+L) | 22% |
| CLONAGIN SL (B+L) | 18% |
| **ALPLAX + DIOCAM** | **14%** |
| NEURYL (BAG) | 13% |

| MDO: Sinlip | 9 |
|---|---|
| HIPOLIPOL (CSO) | 56% |
| LIPITOR (PFZ) | 33% |
| AMPLIAR (CSO) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 7 |
|---|---|
| **PAXON TOTAL** | **57%** |
| PAXON | 43% |
| LOSACOR (RMM) | 43% |
| PAXON XR | 14% |

| MDO: Divalprex | 6 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| SEGREN (CSO) | 67% |
| PROCETOKEN( BEB) | 33% |
| **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 50% |
| PANTOP (RF2) | 50% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Midax | 2 |
|---|---|
| ENOLEX (CSO) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (8.8%)

| MDO: Neurobile- (4) | 44 |
|---|---|
| TINACTOL (CSO) | 86% |
| NEUROTIOCT (TPQ) | 7% |
| **NEURO BILETAN (GAD)** | **5%** |
| CIAGEN (CVI) | 2% |

| MDO: Omnic Ocas | 2 |
|---|---|
| TANSILOPROST (FIN) | 50% |
| URALOS CR (CSO) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (11.9%)

| MDO: Somit (3) | 64 |
|---|---|
| MIAPAX (CSO) | 98% |
| INDUCTAL (RMM) | 2% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## D BAEZ CABANILLAS MARIA EUGENIA (GIN) - CP: 5000 -- 524 prescripciones

### LANZAMIENTOS (15.3%)

| MDO: Fucsia (4) | 76 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 62% |
| SLINDA (ELE) | 36% |
| **FUCSIA S/ESTROGENO (G-** | **3%** |

| MDO: Gadoferol | 4 |
|---|---|
| SUBICAL CB (BEB) | 50% |
| DEVISAL CB (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (83.8%)

| MDO: Damsel (1) | 234 |
|---|---|
| DIVINA (ELE) | 40% |
| JADE (CVI) | 21% |
| **DAMSEL GAD** | **12%** |
| IFENIL (CSO) | 7% |

| MDO: Damsella (2) | 101 |
|---|---|
| DIVA TOTAL (ELE) | 33% |
| ISIS MINI 24 (SIE) | 28% |
| YAZ (BAY) | 18% |
| **DAMSELLA (GAD)** | **8%** |

| MDO: Femiden (3) | 87 |
|---|---|
| MIRANDA (ELE) | 54% |
| SIGNORINA (CVI) | 26% |
| **FEMIDEN (GAD)** | **14%** |
| FEMALVI (RF2) | 6% |

| MDO: Alplax_Diocam (5) | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **40%** |
| DIOCAM (GAD) | 40% |
| VALIUM (SIE) | 20% |

| MDO: April | 5 |
|---|---|
| MIRANOVA (BAY) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| ROVARTAL (RMM) | 33% |
| AMPLIAR (CSO) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NIDIB (B+L) | 50% |
| NIRPOL (CSO) | 50% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2° PROMOCION (0.8%)

| MDO: Rubi | 4 |
|---|---|
| QLAIRA (BAY) | 75% |
| **RUBI (GAD)** | **25%** |

### RECORDATORIOS (0.2%)

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D BAROVERO GUADALUPE LILIANA (GIN) - CP: 2400 -- 517 prescripciones

### LANZAMIENTOS (13.2%)

| MDO: Gadoferol (4) | 55 |
|---|---|
| ORAVIL (TPQ) | 69% |
| **GADOFEROL TOTAL** | **11%** |
| GADOFEROL (GAD) | 11% |
| DEVISAL CB (B+L) | 7% |

| MDO: Fucsia | 11 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (76.6%)

| MDO: April (1) | 163 |
|---|---|
| **APRIL (GAD)** | **72%** |
| FEMEXIN-28 (ELE) | 20% |
| MIRANOVA (BAY) | 7% |
| FEMEXIN (ELE) | 1% |

| MDO: Damsella (2) | 85 |
|---|---|
| DIVA TOTAL (ELE) | 31% |
| **DAMSELLA (GAD)** | **26%** |
| ISIS MINI 24 (SIE) | 26% |
| JADE MD24 (CVI) | 9% |

| MDO: Damsel (3) | 61 |
|---|---|
| KALA (BEB) | 67% |
| DIVINA (ELE) | 10% |
| JADE (CVI) | 10% |
| **DAMSEL GAD** | **7%** |

| MDO: Alplax_Diocam (5) | 47 |
|---|---|
| NEURYL (BAG) | 34% |
| **ALPLAX + DIOCAM** | **30%** |
| DIOCAM (GAD) | 23% |
| RIVOTRIL (B7I) | 11% |

| MDO: Sinlip | 17 |
|---|---|
| NORMOLIPOL (LEP) | 47% |
| REOVEX (B+L) | 24% |
| ROSUVAST (BAG) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden | 13 |
|---|---|
| **FEMIDEN (GAD)** | **85%** |
| MIRANDA (ELE) | 15% |

| MDO: Gadolip | 4 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 67% |
| TECTA (RF2) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (9.9%)

| MDO: Rubi | 33 |
|---|---|
| **RUBI (GAD)** | **39%** |
| AZUCENA (BEB) | 39% |
| QLAIRA (BAY) | 21% |

| MDO: Filten | 16 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Duxetin | 2 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (0.4%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D CASEY MARCELO GUILLERMO (HEM) - CP: 2400 -- 513 prescripciones

### LANZAMIENTOS (43.1%)

| MDO: Bexaban (1) | 190 | MDO: Paliax | 13 | MDO: Aturen | 9 | MDO: Gadoferol | 7 | MDO: Nexdia | 2 |
|---|---|---|---|---|---|---|---|---|---|
| RIXATYL (B+L) | 40% | RACORVAL (RMM) | 38% | DAFLON 500 (SVR) | 56% | ORAVIL (TPQ) | 71% | LEXAPRO (LUN) | 100% |
| DRINAX R (BAG) | 19% | DIOVAN (SIE) | 31% | DIPEMINA (LZA) | 22% | DEVISAL (B+L) | 14% | **NEXDIA (GAD)** | **0%** |
| REMEXAL (CSO) | 9% | ALPERTAN (RF2) | 15% | DAFLON 1000 (SVR) | 11% | TESTRI CB (ELE) | 14% | | |
| **BEXABAN (GAD)** | **0%** | **PALIAX (GAD)** | **0%** | **ATUREN (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** | | |

### 1° PROMOCION (48.1%)

| MDO: Sinlip (2) | 68 | MDO: Alplax_Diocam (3) | 50 | MDO: Bisopil (4) | 45 | MDO: Paxon (5) | 28 | MDO: Gadocor | 25 | MDO: Xelevia | 18 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LIPITOR (PFZ) | 35% | **ALPLAX + DIOCAM** | **28%** | CORBIS (RMM) | 69% | VASEXTEN (BEB) | 32% | NABILA (RF2) | 92% | TOTAL JANUMET | 94% |
| NORMOLIPOL (LEP) | 13% | CLONAGIN (B+L) | 24% | CONCOR (ELE) | 27% | **PAXON TOTAL** | **21%** | MOBAN (MTP) | 8% | TOTAL TRAYENTA | 6% |
| AMPLIAR (CSO) | 9% | EMOTIVAL (TEV) | 18% | BISOFEC (FEC) | 4% | PAXON | 21% | **GADOCOR (GAD)** | **0%** | **TOTAL XELEVIA** | **0%** |
| **SINLIP (GAD)** | **1%** | ALPLAX (GAD) | 16% | **BISOPIL (GAD)** | **0%** | LOSACOR (RMM) | 21% | | | | |

| MDO: Diabesil | 5 | MDO: Tonibral XR | 2 | MDO: L. Gastromax | 2 | MDO: Femiden | 2 | MDO: Gadolip | 2 |
|---|---|---|---|---|---|---|---|---|---|
| TOTAL ISLOTIN | 80% | PRILBEN (RC5) | 100% | PANTOMETYL 40 (S+N) | 100% | AMAPOLI (BEB) | 100% | MINUSLIP (TEV) | 50% |
| TOTAL DBI | 20% | **TONIBRAL TOTAL** | **0%** | **GASTROMAX TOTAL** | **0%** | **FEMIDEN (GAD)** | **0%** | SEGREN (CSO) | 50% |
| **TOTAL DIABESIL** | **0%** | | | | | | | **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (4.9%)

| MDO: Allopurin- | 15 | MDO: Filten | 8 | MDO: Foxetin | 1 | MDO: Duxetin | 1 |
|---|---|---|---|---|---|---|---|
| **ALLOPURINOL GADOR (G-** | **93%** | BIDECAR (B+L) | 50% | **FOXETIN (GAD)** | **100%** | DUERIX (ARI) | 100% |
| ALLOPURINOL CRAVER (C- | 7% | **FILTEN (GAD)** | **25%** | | | **DUXETIN (GAD)** | **0%** |
| | | CARVEDIL (BAG) | 25% | | | | |

### RECORDATORIOS (3.9%)

| MDO: Somit | 20 |
|---|---|
| ROHYPNOL (B7I) | 60% |
| **TOTAL SOMIT** | **30%** |
| SOMIT (GAD) | 30% |

# FICHAS MEDICOS

## D WAYAR MARCELO ENRIQUE LUCIO (PSQ) - CP: 5000 -- 505 prescripciones

### LANZAMIENTOS (15.0%)

| MDO: Nexdia (3) | 63 | MDO: Paliax | 7 | MDO: Fucsia | 2 | MDO: Bexaban | 2 | MDO: Aturen | 2 |
|---|---|---|---|---|---|---|---|---|---|
| LEXAPRO (LUN) | 40% | ALPERTAN (RF2) | 57% | ISIS FREE S/ESTROG (SIE) | 100% | RIXATYL (B+L) | 100% | DIOSMIN (CVI) | 100% |
| OPTISER (B+L) | 24% | SIMULTAN (LZA) | 29% | **FUCSIA S/ESTROGENO (G-** | **0%** | **BEXABAN (GAD)** | **0%** | **ATUREN (GAD)** | **0%** |
| MERIDIAN (RMM) | 16% | DIOVAN (SIE) | 14% | | | | | | |
| **NEXDIA (GAD)** | **5%** | **PALIAX (GAD)** | **0%** | | | | | | |

### 1° PROMOCION (70.1%)

| MDO: Deslafax (1) | 162 | MDO: Alplax_Diocam (2) | 134 | MDO: Divalprex (5) | 13 | MDO: Midax | 9 | MDO: Tonibral XR | 6 | MDO: Paxon | 5 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| IXIUM (RMM) | 88% | CLONAGIN (B+L) | 68% | VALCOTE (ABT) | 92% | **MIDAX (GAD)** | **100%** | NEUROPLUS (B+L) | 100% | PRISONIL (LEP) | 40% |
| PRISTIQ (PFZ) | 12% | **ALPLAX + DIOCAM** | **4%** | VALCAS (CSO) | 8% | | | **TONIBRAL TOTAL** | **0%** | TACARDIA (RC5) | 40% |
| **DESLAFAX (GAD)** | **0%** | ALPLAX (GAD) | 4% | **DIVALPREX (GAD)** | **0%** | | | | | **PAXON TOTAL** | **20%** |
| | | NEURYL (BAG) | 4% | | | | | | | PAXON | 20% |

| MDO: Gavin | 5 | MDO: Luradon | 5 | MDO: Diabesil | 4 | MDO: Gadocor | 3 | MDO: Sinlip | 3 | MDO: Damsel | 2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LINPREL (B+L) | 20% | LURAFIX (ARI) | 100% | TOTAL DBI | 75% | CORPRES (RMM) | 67% | REOVEX (B+L) | 33% | KALA (BEB) | 50% |
| PREBIEN 150 DIVIDO (ARI) | 20% | **LURADON (GAD)** | **0%** | TOTAL ISLOTIN | 25% | NIDIB (B+L) | 33% | **SINLIP (GAD)** | **0%** | JADE (CVI) | 50% |
| **GAVIN (GAD)** | **0%** | | | **TOTAL DIABESIL** | **0%** | **GADOCOR (GAD)** | **0%** | | | **DAMSEL GAD** | **0%** |

### 2° PROMOCION (5.1%)

| MDO: Damsella | 1 | MDO: Bisopil | 1 | MDO: April | 1 |
|---|---|---|---|---|---|
| ISIS MINI 24 (SIE) | 100% | CORBIS (RMM) | 100% | **APRIL (GAD)** | **100%** |
| **DAMSELLA (GAD)** | **0%** | **BISOPIL (GAD)** | **0%** | | |

| MDO: Risperin | 13 | MDO: Foxetin | 10 | MDO: Elafax | 2 | MDO: Rubi | 1 |
|---|---|---|---|---|---|---|---|
| RIATUL (B+L) | 77% | **FOXETIN (GAD)** | **100%** | **ELAFAX (GAD)** | **100%** | **RUBI (GAD)** | **100%** |
| **RISPERIN (GAD)** | **23%** | | | | | | |

### RECORDATORIOS (9.7%)

| MDO: Somit (4) | 48 | MDO: Calcimax | 1 |
|---|---|---|---|
| INDUCTAL (RMM) | 88% | CALCIONAL CITRATO (ARI) | 100% |
| **TOTAL SOMIT** | **10%** | **CALCIMAX TOTAL** | **0%** |
| SOMIT (GAD) | 10% | | |
| REM CHOBET (SUE) | 2% | | |

# FICHAS MEDICOS

## ✔ D CORREA HECTOR DANIEL (CLM) - CP: 2400 -- 501 prescripciones

### LANZAMIENTOS (9.6%)

| MDO: Aturen | 19 |
|---|---|
| DAFLON 1000 (SVR) | 63% |
| VEDIPAL (RF2) | 37% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 16 |
|---|---|
| DIOVAN (SIE) | 50% |
| ALPERTAN (RF2) | 44% |
| DIAPRESAN (MTP) | 6% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 11 |
|---|---|
| DEVISAL (B+L) | 55% |
| DEBLAX (RF2) | 36% |
| DEVISAL CB (B+L) | 9% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| DRINAX R (BAG) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (71.5%)

| MDO: Sinlip (1) | 128 |
|---|---|
| **SINLIP (GAD)** | **44%** |
| ROVARTAL (RMM) | 12% |
| CRESTOR (AZN) | 12% |
| LIPEX (ELE) | 11% |

| MDO: Alplax_Diocam (2) | 93 |
|---|---|
| CLONAGIN (B+L) | 34% |
| **ALPLAX + DIOCAM** | **27%** |
| VALIUM (SIE) | 20% |
| DIOCAM (GAD) | 14% |

| MDO: Diabesil (3) | 55 |
|---|---|
| TOTAL ISLOTIN | 36% |
| TOTAL DBI | 33% |
| TOTAL GLUCOPHAGE | 31% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax (4) | 28 |
|---|---|
| PANTUS (B+L) | 79% |
| PANTOP (RF2) | 14% |
| PANTOCAS( CSO) | 7% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 17 |
|---|---|
| PLENICA (RMM) | 82% |
| KABIAN MULTIDOSIS (T.L) | 12% |
| NEURISTAN (CSO) | 6% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 16 |
|---|---|
| ONGLYZA (AZN) | 62% |
| GLUCAL (RMM) | 38% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 7 |
|---|---|
| CRAVERIL (CVI) | 57% |
| DAUNLIP (MTP) | 43% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| PRISONIL (LEP) | 75% |
| LOSACOR (RMM) | 25% |
| **PAXON TOTAL** | **0%** |

| MDO: Omecap 90 | 3 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| DIVINA (ELE) | 50% |
| KALA (BEB) | 50% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (13.2%)

| MDO: Neurobile- | 22 |
|---|---|
| TINACTOL (CSO) | 73% |
| CIAGEN (CVI) | 27% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Duxetin | 18 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 17 |
|---|---|
| ALLOPURINOL CRAVER (C- | 65% |
| **ALLOPURINOL GADOR (G-** | **35%** |

| MDO: Foxetin | 7 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten | 2 |
|---|---|
| DILATREND (SIE) | 50% |
| ISOBLOC (CSO) | 50% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (5.8%)

| MDO: Somit (5) | 25 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

## D CENTENO FABIANA MARCELA (GIN) - CP: 5000 -- 493 prescripciones

### LANZAMIENTOS (35.5%)

| MDO: Fucsia (2) | 161 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 55% |
| SLINDA (ELE) | 41% |
| **FUCSIA S/ESTROGENO (G-** | **4%** |

| MDO: Gadoferol | 8 |
|---|---|
| CRADA (CSO) | 62% |
| TRIP D3 (CVI) | 38% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 6 |
|---|---|
| TONVAL (CVI) | 67% |
| **RELIVERAN DOXI (GAD)** | **17%** |
| TUERIS (MLB) | 17% |

### 1° PROMOCION (62.7%)

| MDO: Damsel (1) | 190 |
|---|---|
| DIVINA (ELE) | 47% |
| IFENIL (CSO) | 16% |
| ISIS (SIE) | 10% |
| **DAMSEL GAD** | **4%** |

| MDO: April (3) | 56 |
|---|---|
| **APRIL (GAD)** | **73%** |
| FEMEXIN-28 (ELE) | 20% |
| NORGESTREL PLUS (BEK) | 5% |
| ELEKTRA (CVI) | 2% |

| MDO: Damsella (4) | 29 |
|---|---|
| DIVA TOTAL (ELE) | 69% |
| JADE MD24 (CVI) | 17% |
| ISIS MINI 24 (SIE) | 7% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (5) | 21 |
|---|---|
| MIRANDA (ELE) | 95% |
| **FEMIDEN (GAD)** | **5%** |

| MDO: L. Gastromax | 11 |
|---|---|
| PANTUS (B+L) | 91% |
| PANTOP (RF2) | 9% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

### 2° PROMOCION (1.8%)

| MDO: Rubi | 9 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## D CORDOBA RAUL HECTOR (NEU) - CP: 5000 -- 492 prescripciones

### LANZAMIENTOS (24.8%)

| MDO: Etabyx (3) | 99 |
|---|---|
| KEPPRA (GSK) | 49% |
| CALLEXE (CSO) | 37% |
| LEVECOM (B+L) | 13% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia (5) | 23 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (44.9%)

| MDO: Divalprex (2) | 118 |
|---|---|
| VALCOTE (ABT) | 55% |
| EXIBRAL (BAG) | 16% |
| IMPROVAL (RMM) | 15% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 86 |
|---|---|
| CLONAGIN (B+L) | 55% |
| VALIUM (SIE) | 7% |
| **ALPLAX + DIOCAM** | **3%** |
| DIOCAM (GAD) | 2% |

| MDO: L. Gastromax | 10 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 90% |
| GASTROMAX MAGNES (G- | 10% |

| MDO: Luradon | 4 |
|---|---|
| LURAFIX (ARI) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (29.7%)

| MDO: Risperin (1) | 143 |
|---|---|
| **RISPERIN (GAD)** | **76%** |
| RIATUL (B+L) | 15% |
| RISPERDAL (JAN) | 8% |
| DOZIC (RF2) | 1% |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (0.4%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D MERAS NIDIA NOEMI (CIR) - CP: 5000 -- 477 prescripciones

### LANZAMIENTOS (56.4%)

| MDO: Gadoferol (1) | 253 |
|---|---|
| CRADA (CSO) | 56% |
| DEVISAL CB (B+L) | 31% |
| ORAVIL (TPQ) | 4% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 6 |
|---|---|
| XAROBAN (RF2) | 50% |
| XARELTO (BAY) | 50% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 5 |
|---|---|
| DAFLON 500 (SVR) | 60% |
| DIPEMINA (LZA) | 40% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| DIOVAN (SIE) | 67% |
| ALPERTAN (RF2) | 33% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (27.7%)

| MDO: Gavin (2) | 73 |
|---|---|
| NEURISTAN (CSO) | 66% |
| LINPREL (B+L) | 14% |
| LYRICA (PFZ) | 11% |
| **GAVIN (GAD)** | **1%** |

| MDO: L. Gastromax (5) | 11 |
|---|---|
| PANTUS (B+L) | 73% |
| **GASTROMAX TOTAL** | **18%** |
| GASTROMAX (GAD) | 18% |
| PANTUSEC (B+L) | 9% |

| MDO: Alplax_Diocam | 11 |
|---|---|
| RIVOTRIL (B7I) | 45% |
| **ALPLAX + DIOCAM** | **27%** |
| DIOCAM (GAD) | 18% |
| ALPLAX (GAD) | 9% |

| MDO: Sinlip | 10 |
|---|---|
| REOVEX (B+L) | 50% |
| **SINLIP (GAD)** | **10%** |
| VASOTENAL (RMM) | 10% |
| NORMOLIPOL (LEP) | 10% |

| MDO: Paxon | 8 |
|---|---|
| LOSACOR (RMM) | 75% |
| **PAXON TOTAL** | **25%** |
| PAXON | 25% |

| MDO: Xelevia | 6 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 6 |
|---|---|
| TOTAL DBI | 67% |
| TOTAL ISLOTIN | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 60% |
| CONCOR (ELE) | 40% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NABILA (RF2) | 50% |
| NEBICOR (LZA) | 50% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (6.3%)

| MDO: Duxetin (4) | 12 |
|---|---|
| **DUXETIN (GAD)** | **67%** |
| DUERIX (ARI) | 33% |

| MDO: Neurobiletan 600 | 6 |
|---|---|
| TINACTOL (CSO) | 83% |
| CIAGEN (CVI) | 17% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 5 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **60%** |
| ALLOPURINOL CRAVER (C- | 40% |

| MDO: Filten | 3 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (9.6%)

| MDO: Calcimax (3) | 45 |
|---|---|
| CALCIONAL CITRATO (ARI) | 33% |
| **CALCIMAX TOTAL** | **31%** |
| CALCIMAX FORTE (GAD) | 31% |
| CALCIO BASE (SIE) | 31% |

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D FRAGUEIRO PABLO DANIEL (CLM) - CP: 5000 -- 476 prescripciones

### LANZAMIENTOS (29.8%)

| MDO: Gadoferol (2) | 108 |
|---|---|
| OSTEODYN (MTP) | 10% |
| SUBICAL (BEB) | 5% |
| ORAVIL (TPQ) | 2% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ (5) | 26 |
|---|---|
| LIPEX PLUS (ELE) | 96% |
| REOVEX EZ (B+L) | 4% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Aturen | 7 |
|---|---|
| DAFLON 500 (SVR) | 57% |
| **ATUREN (GAD)** | **43%** |

| MDO: Nexdia | 1 |
|---|---|
| ELEVOPRAM (LEP) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (67.4%)

| MDO: Diabesil (1) | 185 |
|---|---|
| TOTAL GLUCOPHAGE | 92% |
| TOTAL ISLOTIN | 6% |
| TOTAL DBI | 2% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (3) | 52 |
|---|---|
| LIPEX (ELE) | 37% |
| AMPLIAR (CSO) | 6% |
| LIPITOR (PFZ) | 6% |
| **SINLIP (GAD)** | **4%** |

| MDO: Alplax_Diocam (4) | 46 |
|---|---|
| NEURYL (BAG) | 24% |
| CLONAGIN (B+L) | 17% |
| **ALPLAX + DIOCAM** | **13%** |
| ALPLAX (GAD) | 11% |

| MDO: L. Gastromax | 17 |
|---|---|
| PANTUS (B+L) | 71% |
| PANTOP (RF2) | 24% |
| TECTA (RF2) | 6% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 9 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 4 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: April | 3 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NIRPOL (CSO) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

### 2º PROMOCION (1.9%)

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 4 |
|---|---|
| VENLIFAX XR (B+L) | 50% |
| **ELAFAX (GAD)** | **25%** |
| SESAREN (RMM) | 25% |

| MDO: Omnic Ocas | 1 |
|---|---|
| PROSTOKLAR (B+L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.8%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D MONTALDO FERNANDO FRANCISCO (CLM) - CP: 5000 -- 465 prescripciones

### LANZAMIENTOS (18.1%)

| MDO: Nexdia (5) | 30 |
|---|---|
| MERIDIAN (RMM) | 80% |
| OPTISER (B+L) | 10% |
| LEXTOR (CSO) | 7% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 20 |
|---|---|
| DILCORAN (CSO) | 65% |
| DIOVAN (SIE) | 20% |
| HIPERVAL (RC5) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 17 |
|---|---|
| RAQUIFEROL D3 (RMM) | 76% |
| ORAVIL (TPQ) | 24% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 10 |
|---|---|
| DAFLON 500 (SVR) | 80% |
| DIOSMIN (CVI) | 20% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip EZ | 5 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (65.2%)

| MDO: Alplax_D- (1) | 104 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 31% |
| NEURYL (BAG) | 26% |
| TRANQUINAL (BAG) | 11% |

| MDO: Sinlip (2) | 81 |
|---|---|
| ROSUVAST (BAG) | 32% |
| REOVEX (B+L) | 26% |
| ROVARTAL (RMM) | 14% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (3) | 69 |
|---|---|
| TOTAL GLUCOPHAGE | 36% |
| TOTAL ISLOTIN | 25% |
| TOTAL DBI | 25% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia (4) | 33 |
|---|---|
| TOTAL TRAYENTA | 6% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 13 |
|---|---|
| LOSACOR (RMM) | 62% |
| PRISONIL (LEP) | 23% |
| PRESIMAX (BAG) | 15% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NEBIX (BAG) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

### 2° PROMOCION (12.5%)

| MDO: Filten | 29 |
|---|---|
| DILATREND (SIE) | 69% |
| CARVEDIL (BAG) | 31% |
| **FILTEN (GAD)** | **0%** |

| MDO: Myrbetric | 17 |
|---|---|
| UROVAL (CSO) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Foxetin | 5 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 4 |
|---|---|
| ALLOPURINOL CRAVER (C- | 75% |
| **ALLOPURINOL GADOR (G-** | **25%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| REDUPROST (RF2) | 67% |
| SULOS (ELE) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (4.3%)

| MDO: Somit | 20 |
|---|---|
| **TOTAL SOMIT** | **50%** |
| NOCTE (BAG) | 50% |
| SOMIT (GAD) | 45% |
| SOMIT CR (GAD) | 5% |

# FICHAS MEDICOS

## D BIANCHI CAROLINA ELIANA (GIN) - CP: 5000 -- 464 prescripciones

### LANZAMIENTOS (31.2%)

| MDO: Fucsia (2) | 73 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 96% |
| SLINDA (ELE) | 4% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (3) | 57 |
|---|---|
| DETIXOL (CSO) | 60% |
| EMETIC (DOG) | 14% |
| TUERIS (MLB) | 12% |
| **RELIVERAN DOXI (GAD)** | **2%** |

| MDO: Gadoferol | 8 |
|---|---|
| CRADA (CSO) | 75% |
| ORAVIL (TPQ) | 12% |
| RAQUIFEROL D3 (RMM) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (61.0%)

| MDO: Damsel (1) | 221 |
|---|---|
| JADE (CVI) | 36% |
| IFENIL (CSO) | 20% |
| DIVINA (ELE) | 17% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (5) | 27 |
|---|---|
| SIGNORINA (CVI) | 56% |
| MIRANDA (ELE) | 44% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella | 20 |
|---|---|
| IFENIL MD (CSO) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April | 8 |
|---|---|
| FEMEXIN-28 (ELE) | 88% |
| MIRANOVA (BAY) | 12% |
| **APRIL (GAD)** | **0%** |

| MDO: L. Gastromax | 5 |
|---|---|
| **GASTROMAX TOTAL** | **80%** |
| GASTROMAX (GAD) | 80% |
| PANTOCAS( CSO) | 20% |

| MDO: Alplax_Diocam | 2 |
|---|---|
| CLONAGIN (B+L) | 50% |
| VALIUM (SIE) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

### 2º PROMOCION (1.7%)

| MDO: Rubi | 8 |
|---|---|
| QLAIRA (BAY) | 62% |
| **RUBI (GAD)** | **38%** |

### RECORDATORIOS (6.0%)

| MDO: Calcimax (4) | 28 |
|---|---|
| CALCIONAL CITRATO (ARI) | 50% |
| CALCIO BASE (SIE) | 32% |
| **CALCIMAX TOTAL** | **18%** |
| CALCIMAX (GAD) | 18% |

# FICHAS MEDICOS

## D ELICABE ESTEBAN DANIEL (PSQ) - CP: 5000 -- 450 prescripciones

### LANZAMIENTOS (6.4%)

| MDO: Nexdia (5) | 22 |
|---|---|
| LEXTOR (CSO) | 41% |
| MERIDIAN (RMM) | 36% |
| ARAMIX (ELE) | 14% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| REOVEX EZ (B+L) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1º PROMOCION (42.7%)

| MDO: Alplax_D- (2) | 96 |
|---|---|
| CLONAGIN (B+L) | 64% |
| **ALPLAX + DIOCAM** | **15%** |
| DIOCAM (GAD) | 14% |
| NEURYL (BAG) | 11% |

| MDO: Midax (3) | 54 |
|---|---|
| ENOLEX (CSO) | 89% |
| **MIDAX (GAD)** | **9%** |
| SIMINA (ELE) | 2% |

| MDO: Lapenax | 8 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 71% |
| VALCAS (CSO) | 29% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: L. Gastromax | 7 |
|---|---|
| **GASTROMAX TOTAL** | **71%** |
| GASTROMAX (GAD) | 71% |
| PANTOP (RF2) | 14% |

| MDO: Tonibral XR | 4 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 4 |
|---|---|
| DIVINA (ELE) | 50% |
| KALA (BEB) | 50% |
| **DAMSEL GAD** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| PLENICA (RMM) | 75% |
| PREBIEN 150 DIVIDO (ARI) | 25% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| TORIVAS (B+L) | 67% |
| **SINLIP (GAD)** | **0%** |

| MDO: Luradon | 2 |
|---|---|
| LURAP (SIE) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2º PROMOCION (41.6%)

| MDO: Elafax (1) | 169 |
|---|---|
| SESAREN (RMM) | 51% |
| SUNVEX LP (CSO) | 47% |
| **ELAFAX (GAD)** | **2%** |

| MDO: Risperin | 18 |
|---|---|
| **RISPERIN (GAD)** | **89%** |
| RISPERDAL (JAN) | 11% |

### RECORDATORIOS (9.3%)

| MDO: Somit (4) | 40 |
|---|---|
| INDUCTAL (RMM) | 42% |
| MIAPAX (CSO) | 30% |
| NOCTE (BAG) | 25% |
| **TOTAL SOMIT** | **2%** |

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## D TIRRI LORENA NATALIA IRIS (CLM) - CP: 5000 -- 450 prescripciones

### LANZAMIENTOS (16.4%)

| MDO: Nexdia (3) | 53 |
|---|---|
| LEXTOR (CSO) | 21% |
| TALPRAM (RC5) | 17% |
| LEXAPRO (LUN) | 15% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 11 |
|---|---|
| CRADA (CSO) | 64% |
| TRIP D3 (CVI) | 36% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Etabyx | 9 |
|---|---|
| KEPPRA (GSK) | 67% |
| LEVAXON (RF2) | 22% |
| LEVITAL (SIE) | 11% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (43.3%)

| MDO: Alplax_D- (1) | 114 |
|---|---|
| CLONAGIN (B+L) | 48% |
| TRAPAX (PFZ) | 24% |
| NEURYL (BAG) | 15% |
| **ALPLAX + DIOCAM** | **3%** |

| MDO: Divalprex (4) | 51 |
|---|---|
| VALCOTE (ABT) | 86% |
| VALCAS (CSO) | 8% |
| **DIVALPREX (GAD)** | **4%** |
| EXIBRAL (BAG) | 2% |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTUS (B+L) | 83% |
| PANTOCAS( CSO) | 17% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Midax | 6 |
|---|---|
| ONOTRAN (LEP) | 50% |
| ONOTRAN RAPID (LEP) | 50% |
| **MIDAX (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL GLUCOPHAGE | 25% |
| TOTAL ISLOTIN | 25% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Omecap 90 | 3 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Luradon | 3 |
|---|---|
| **LURADON (GAD)** | **67%** |
| LURAP (SIE) | 33% |

| MDO: Tonibral XR | 2 |
|---|---|
| NEUROPLUS (B+L) | 50% |
| CONEXINE (BET) | 50% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| DROSIX (B+L) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (34.9%)

| MDO: Risperin (2) | 101 |
|---|---|
| **RISPERIN (GAD)** | **81%** |
| RIATUL (B+L) | 8% |
| RISPERDAL (JAN) | 8% |
| RESTELEA (ELE) | 2% |

| MDO: Elafax (5) | 45 |
|---|---|
| **ELAFAX (GAD)** | **49%** |
| SESAREN (RMM) | 47% |
| VENLIFAX XR (B+L) | 4% |

| MDO: Foxetin | 10 |
|---|---|
| **FOXETIN (GAD)** | **50%** |
| ALENTAL (SUE) | 40% |
| NEUPAX (BAG) | 10% |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (5.3%)

| MDO: Somit | 24 |
|---|---|
| **TOTAL SOMIT** | **79%** |
| SOMIT (GAD) | 58% |
| SOMIT CR (GAD) | 21% |
| NOCTE (BAG) | 12% |

| EVAR ALEJANDRO SUAREZ | Fichas Medicos | |
|---|---|---|
| DIEGO ENRIQUE BONAPARTE | | OCTUBRE 2023 |

# FICHAS MEDICOS

## D SANZONE VAYRA PAOLA ANDREA (PSQ) - CP: 5000 -- 441 prescripciones

### LANZAMIENTOS (23.6%)

| MDO: Nexdia (2) | 102 |
|---|---|
| MERIDIAN (RMM) | 48% |
| OPTISER (B+L) | 36% |
| EX3 (ARI) | 7% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (54.0%)

| MDO: Alplax_D- (1) | 169 |
|---|---|
| CLONAGIN (B+L) | 44% |
| NEURYL (BAG) | 13% |
| **ALPLAX + DIOCAM** | **12%** |
| CLONAGIN SL (B+L) | 9% |

| MDO: Midax (5) | 18 |
|---|---|
| ENOLEX (CSO) | 89% |
| ONOTRAN (LEP) | 11% |
| **MIDAX (GAD)** | **0%** |

| MDO: Divalprex | 15 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 14 |
|---|---|
| DROSIX (B+L) | 50% |
| IXIUM (RMM) | 43% |
| FAPRIS (RF2) | 7% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Luradon | 10 |
|---|---|
| LURAP (SIE) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Gavin | 7 |
|---|---|
| PGB (SIE) | 57% |
| PREBIEN 150 DIVIDO (ARI) | 29% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 4 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| REOVEX (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (15.0%)

| MDO: Foxetin (3) | 56 |
|---|---|
| **FOXETIN (GAD)** | **34%** |
| EQUILIBRANE (T.L) | 34% |
| NEUPAX (BAG) | 29% |
| ANIMEX-ON (BEB) | 4% |

| MDO: Elafax | 4 |
|---|---|
| **ELAFAX (GAD)** | **50%** |
| SESAREN (RMM) | 50% |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Risperin | 2 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (7.5%)

| MDO: Somit (4) | 33 |
|---|---|
| **TOTAL SOMIT** | **97%** |
| SOMIT (GAD) | 70% |
| SOMIT CR (GAD) | 27% |
| NOCTE (BAG) | 3% |

# FICHAS MEDICOS

## ✔ D MARCHISIO SILVINA DEL VALLE (GIN) - CP: 2400 -- 439 prescripciones

### LANZAMIENTOS (3.6%)

| MDO: Fucsia | 6 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **100%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DIOSMIN (CVI) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **67%** |
| DETIXOL (CSO) | 33% |

| MDO: Gadoferol | 2 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| NOVO HUMORAP (BAG) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (92.7%)

| MDO: Damsel (1) | 252 |
|---|---|
| DIVINA (ELE) | 44% |
| **DAMSEL GAD** | **29%** |
| JADE (CVI) | 15% |
| KALA (BEB) | 7% |

| MDO: Damsella (2) | 46 |
|---|---|
| **DAMSELLA (GAD)** | **63%** |
| KALA MD 24 (BEB) | 20% |
| ISIS MINI 24 (SIE) | 13% |
| DIVA TOTAL (ELE) | 4% |

| MDO: Alplax_Diocam (3) | 41 |
|---|---|
| CLONAGIN (B+L) | 32% |
| **ALPLAX + DIOCAM** | **15%** |
| ALPLAX (GAD) | 15% |
| NEURYL (BAG) | 15% |

| MDO: April (4) | 34 |
|---|---|
| TRIDESTAN N (GAD) | 56% |
| **APRIL (GAD)** | **32%** |
| FEMEXIN (ELE) | 12% |

| MDO: Gadolip (5) | 10 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 9 |
|---|---|
| TOTAL DBI | 33% |
| TOTAL GLUCOPHAGE | 33% |
| TOTAL ISLOTIN | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip | 4 |
|---|---|
| ROVARTAL (RMM) | 75% |
| AMPLIAR (CSO) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden | 4 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTOPRAZOL DENV F (D- | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2º PROMOCION (1.8%)

| MDO: Omnic O- | 4 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| NEUPAX (BAG) | 100% |
| **FOXETIN (GAD)** | **0%** |

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (1.8%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **75%** |
| SOMIT (GAD) | 75% |
| INDUCTAL (RMM) | 12% |
| INSOMNIUM NF (GAD) | 12% |

# FICHAS MEDICOS

## D BAEZ JUAN PABLO (CLM) - CP: 5000 -- 438 prescripciones

### LANZAMIENTOS (24.7%)

| MDO: Nexdia (1) | 107 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (47.7%)

| MDO: Alplax_D- (2) | 98 |
|---|---|
| CLONAGIN (B+L) | 22% |
| TRAPAX (PFZ) | 9% |
| **ALPLAX + DIOCAM** | **8%** |
| DIOCAM (GAD) | 6% |

| MDO: Deslafax (4) | 79 |
|---|---|
| VELDEX (CSO) | 58% |
| IXIUM (RMM) | 15% |
| DROSIX (B+L) | 15% |
| **DESLAFAX (GAD)** | **3%** |

| MDO: Luradon | 17 |
|---|---|
| LUSTONA (B+L) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Gavin | 6 |
|---|---|
| NEURISTAN MULTIDOS (C- | 83% |
| PLENICA (RMM) | 17% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 3 |
|---|---|
| **GADOCOR (GAD)** | **67%** |
| NABILA (RF2) | 33% |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTOCAS( CSO) | 67% |
| PANTUS (B+L) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| **SINLIP (GAD)** | **100%** |

| MDO: Midax | 1 |
|---|---|
| ENOLEX (CSO) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2° PROMOCION (6.4%)

| MDO: Foxetin (5) | 18 |
|---|---|
| **FOXETIN (GAD)** | **89%** |
| EQUILIBRANE (T.L) | 6% |
| NEUPAX (BAG) | 6% |

| MDO: Elafax | 7 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Duxetin | 3 |
|---|---|
| OPTIBRAL (MTP) | 100% |
| **DUXETIN (GAD)** | **0%** |

### RECORDATORIOS (21.2%)

| MDO: Somit (3) | 93 |
|---|---|
| MIAPAX (CSO) | 81% |
| DORMILAN (B+L) | 14% |
| 8-HORAS (ELE) | 3% |
| **TOTAL SOMIT** | **1%** |

# FICHAS MEDICOS

## D DEGATTI JAVIER NICOLAS (PSQ) - CP: 2400 -- 438 prescripciones

### LANZAMIENTOS (13.0%)

| MDO: Nexdia (3) | 57 |
|---|---|
| LEXTOR (CSO) | 49% |
| ARAMIX (ELE) | 26% |
| MERIDIAN (RMM) | 14% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (51.1%)

| MDO: Alplax_D- (1) | 175 |
|---|---|
| **ALPLAX + DIOCAM** | **43%** |
| DIOCAM (GAD) | 39% |
| NEURYL (BAG) | 19% |
| TRAPAX (PFZ) | 19% |

| MDO: Gavin (4) | 26 |
|---|---|
| PLENICA (RMM) | 85% |
| PREBICTAL (RF2) | 15% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 9 |
|---|---|
| VALCAS (CSO) | 56% |
| IMPROVAL (RMM) | 44% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Omecap 90 | 4 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| REOVEX (B+L) | 67% |
| **SINLIP (GAD)** | **33%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (35.6%)

| MDO: Elafax (2) | 122 |
|---|---|
| SESAREN (RMM) | 61% |
| VENLIFAX XR (B+L) | 35% |
| **ELAFAX (GAD)** | **3%** |

| MDO: Risperin (5) | 25 |
|---|---|
| **RISPERIN (GAD)** | **68%** |
| DOZIC (RF2) | 32% |

| MDO: Duxetin | 9 |
|---|---|
| OPTIBRAL (MTP) | 89% |
| **DUXETIN (GAD)** | **11%** |

### RECORDATORIOS (0.2%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D BACILE ELIZABETH ALEJANDRA (NEU) - CP: 5000 -- 434 prescripciones

### LANZAMIENTOS (19.4%)

| MDO: Nexdia (2) | 53 | MDO: Aturen | 15 | MDO: Etabyx | 11 | MDO: Bexaban | 3 | MDO: Gadoferol | 2 |
|---|---|---|---|---|---|---|---|---|---|
| LEXAPRO (LUN) | 43% | DAFLON 1000 (SVR) | 67% | CALLEXE XR (CSO) | 91% | XAROBAN (RF2) | 100% | DEVISAL (B+L) | 100% |
| NOVO HUMORAP (BAG) | 25% | VEDIPAL (RF2) | 27% | LEVECOM (B+L) | 9% | **BEXABAN (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** |
| LEXTOR (CSO) | 17% | DAFLON 500 (SVR) | 7% | **ETABYX (GAD)** | **0%** | | | | |
| **NEXDIA (GAD)** | **0%** | **ATUREN (GAD)** | **0%** | | | | | | |

### 1° PROMOCION (61.1%)

| MDO: Alplax_D- (1) | 129 | MDO: Luradon (4) | 40 | MDO: Sinlip (5) | 31 | MDO: L. Gastromax | 18 | MDO: Diabesil | 12 | MDO: Tonibral XR | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NEURYL (BAG) | 47% | LUSTONA (B+L) | 95% | ROSUVAST (BAG) | 65% | PANTUS (B+L) | 67% | TOTAL DBI | 83% | NEUROPLUS XR (B+L) | 100% |
| **ALPLAX + DIOCAM** | **15%** | LURAZIC (RF2) | 5% | AMPLIAR (CSO) | 13% | **GASTROMAX TOTAL** | **22%** | TOTAL ISLOTIN | 17% | **TONIBRAL TOTAL** | **0%** |
| RIVOTRIL (B7I) | 12% | **LURADON (GAD)** | **0%** | CRESTOR (AZN) | 10% | GASTROMAX (GAD) | 22% | **TOTAL DIABESIL** | **0%** | | |
| ALPLAX (GAD) | 12% | | | **SINLIP (GAD)** | **0%** | PANTOP (RF2) | 6% | | | | |

| MDO: Deslafax | 8 | MDO: Paxon | 6 | MDO: Gavin | 4 | MDO: Lapenax | 4 | MDO: Damsel | 3 |
|---|---|---|---|---|---|---|---|---|---|
| PRISTIQ (PFZ) | 50% | **PAXON TOTAL** | **100%** | PLENICA (RMM) | 50% | **LAPENAX GADOR (GAD)** | **100%** | ISIS (SIE) | 100% |
| ALFAXIN (BAG) | 50% | PAXON | 100% | LINPREL (B+L) | 50% | | | **DAMSEL GAD** | **0%** |
| **DESLAFAX (GAD)** | **0%** | | | **GAVIN (GAD)** | **0%** | | | | |

### 2° PROMOCION (15.4%)

| MDO: Elafax (3) | 44 | MDO: Neurobiletan 600 | 18 | MDO: Omnic Ocas | 4 | MDO: Duxetin | 1 |
|---|---|---|---|---|---|---|---|
| **ELAFAX (GAD)** | **43%** | CIAGEN (CVI) | 100% | REDUPROST (RF2) | 100% | CYMBALTA (RF2) | 100% |
| EFEXOR (PFZ) | 30% | **NEURO BILETAN (GAD)** | **0%** | **OMNIC OCAS (GAD)** | **0%** | **DUXETIN (GAD)** | **0%** |
| SESAREN (RMM) | 25% | | | | | | |
| VENLIFAX XR (B+L) | 2% | | | | | | |

### RECORDATORIOS (4.1%)

| MDO: Somit | 18 |
|---|---|
| INDUCTAL (RMM) | 50% |
| NOCTE (BAG) | 33% |
| **TOTAL SOMIT** | **17%** |
| SOMIT (GAD) | 11% |

## D ALZUGARAY MARIA EUGENIA (PSQ) - CP: 5000 -- 423 prescripciones

### LANZAMIENTOS (22.9%)

| MDO: Nexdia (3) | 87 | MDO: Gadoferol | 8 | MDO: Paliax | 2 |
|---|---|---|---|---|---|
| LEXAPRO (LUN) | 64% | DEVISAL CB (B+L) | 12% | ALPERTAN (RF2) | 100% |
| LEXTOR (CSO) | 31% | **GADOFEROL TOTAL** | **0%** | **PALIAX (GAD)** | **0%** |
| NOVO HUMORAP (BAG) | 2% | | | | |
| **NEXDIA (GAD)** | **0%** | | | | |

### 1° PROMOCION (42.1%)

| MDO: Alplax_D- (1) | 164 | MDO: Diabesil (5) | 10 | MDO: Sinlip | 3 | MDO: L. Gastromax | 1 |
|---|---|---|---|---|---|---|---|
| TRANQUINAL (BAG) | 32% | TOTAL GLUCOPHAGE | 70% | VASOTENAL (RMM) | 100% | PANTUS (B+L) | 100% |
| **ALPLAX + DIOCAM** | **24%** | TOTAL DBI | 30% | **SINLIP (GAD)** | **0%** | **GASTROMAX TOTAL** | **0%** |
| RIVOTRIL (B7I) | 16% | **TOTAL DIABESIL** | **0%** | | | | |
| ALPLAX (GAD) | 13% | | | | | | |

### 2° PROMOCION (35.0%)

| MDO: Elafax (2) | 125 | MDO: Foxetin (4) | 20 | MDO: Filten | 3 |
|---|---|---|---|---|---|
| EFEXOR (PFZ) | 56% | **FOXETIN (GAD)** | **100%** | **FILTEN (GAD)** | **100%** |
| SUNVEX LP (CSO) | 25% | | | | |
| **ELAFAX (GAD)** | **19%** | | | | |

# FICHAS MEDICOS

## D VERA MARIA CAROLINA (GIN) - CP: 5000 -- 420 prescripciones

### LANZAMIENTOS (14.8%)

| MDO: Fucsia (3) | 53 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 94% |
| SLINDA (ELE) | 6% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 9 |
|---|---|
| CRADA (CSO) | 44% |
| ORAVIL (TPQ) | 11% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (79.3%)

| MDO: Damsel (1) | 245 |
|---|---|
| ISIS (SIE) | 20% |
| IFENIL (CSO) | 20% |
| KIRUM (RF2) | 17% |
| **DAMSEL GAD** | **1%** |

| MDO: Femiden (2) | 61 |
|---|---|
| SIGNORINA (CVI) | 34% |
| **FEMIDEN (GAD)** | **28%** |
| FEMALVI (RF2) | 25% |
| MIRANDA (ELE) | 13% |

| MDO: Damsella (5) | 17 |
|---|---|
| ISIS MINI 24 (SIE) | 65% |
| MAXIMA MD24 (P0F) | 24% |
| **DAMSELLA (GAD)** | **12%** |

| MDO: April | 6 |
|---|---|
| **APRIL (GAD)** | **50%** |
| FEMEXIN-28 (ELE) | 50% |

| MDO: Sinlip | 2 |
|---|---|
| CRESTOR (AZN) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (6.0%)

| MDO: Rubi (4) | 25 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## D GAGLIARDO LUCIANO EMANUEL (PSQ) - CP: 5000 -- 401 prescripciones

### LANZAMIENTOS (31.9%)

| MDO: Nexdia (2) | 126 |
|---|---|
| OPTISER (B+L) | 72% |
| MERIDIAN (RMM) | 13% |
| ARAMIX (ELE) | 6% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (43.6%)

| MDO: Alplax_D- (1) | 151 |
|---|---|
| CLONAGIN (B+L) | 70% |
| NEURYL (BAG) | 12% |
| TRAPAX (PFZ) | 11% |
| **ALPLAX + DIOCAM** | **3%** |

| MDO: Lapenax | 9 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Divalprex | 5 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin | 5 |
|---|---|
| PLENICA (RMM) | 80% |
| **GAVIN (GAD)** | **0%** |

| MDO: Luradon | 4 |
|---|---|
| **LURADON (GAD)** | **50%** |
| LUSTONA (B+L) | 50% |

| MDO: Midax | 1 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2° PROMOCION (11.0%)

| MDO: Elafax (4) | 26 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin (5) | 12 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 6 |
|---|---|
| RIATUL (B+L) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (13.5%)

| MDO: Somit (3) | 54 |
|---|---|
| **TOTAL SOMIT** | **70%** |
| SOMIT (GAD) | 70% |
| INDUCTAL (RMM) | 17% |
| DORMILAN (B+L) | 11% |

# FICHAS MEDICOS

## D FERRES CRISTIAN FABIAN (GIN) - CP: 5000 -- 386 prescripciones

### LANZAMIENTOS (15.8%)

| MDO: Fucsia (3) | 59 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 86% |
| SLINDA (ELE) | 14% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| ORAVIL (TPQ) | 50% |
| DEBLAX (RF2) | 50% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (82.4%)

| MDO: Damsel (1) | 124 |
|---|---|
| DIVINA (ELE) | 40% |
| JADE (CVI) | 12% |
| IFENIL (CSO) | 10% |
| **DAMSEL GAD** | **10%** |

| MDO: April (2) | 119 |
|---|---|
| FEMEXIN-28 (ELE) | 46% |
| **APRIL (GAD)** | **33%** |
| ELEKTRA (CVI) | 14% |
| NORGESTREL PLUS (BEK) | 4% |

| MDO: Femiden (4) | 40 |
|---|---|
| MIRANDA (ELE) | 85% |
| FEMALVI (RF2) | 8% |
| SIGNORINA (CVI) | 5% |
| **FEMIDEN (GAD)** | **2%** |

| MDO: Damsella (5) | 34 |
|---|---|
| YAZ (BAY) | 38% |
| JADE MD24 (CVI) | 21% |
| DIVA TOTAL (ELE) | 18% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (1.8%)

| MDO: Rubi | 7 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## D VARGAS MONICA ANDREA (GIN) - CP: 5000 -- 379 prescripciones

### LANZAMIENTOS (35.1%)

| MDO: Fucsia (2) | 132 |
|---|---|
| SLINDA (ELE) | 55% |
| ISIS FREE S/ESTROG (SIE) | 45% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TONVAL (CVI) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (64.9%)

| MDO: Damsel (1) | 234 |
|---|---|
| DIVINA (ELE) | 84% |
| KALA (BEB) | 9% |
| **DAMSEL GAD** | **3%** |
| YASMIN (BAY) | 2% |

| MDO: Femiden (3) | 7 |
|---|---|
| AMAPOLI (BEB) | 71% |
| MIRANDA (ELE) | 14% |
| SIGNORINA (CVI) | 14% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Xelevia (4) | 2 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil (5) | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| VALIUM (SIE) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ D MARTELLI DANIEL FERNANDO (N-T) - CP: 2400 -- 371 prescripciones

### LANZAMIENTOS (9.7%)

| MDO: Nexdia | 20 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 12 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (67.7%)

| MDO: Paxon (1) | 68 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam (2) | 65 |
|---|---|
| RIVOTRIL (B7I) | 68% |
| **ALPLAX + DIOCAM** | **12%** |
| DIOCAM (GAD) | 12% |
| CLONAGIN (B+L) | 9% |

| MDO: Sinlip (3) | 44 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin (4) | 40 |
|---|---|
| PLENICA (RMM) | 70% |
| LYRICA (PFZ) | 30% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 20 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 12 |
|---|---|
| TOTAL GLUCEMIX | 67% |
| TOTAL GALVUS | 33% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (12.7%)

| MDO: Elafax | 33 |
|---|---|
| SESAREN (RMM) | 52% |
| **ELAFAX (GAD)** | **36%** |
| SUNVEX LP (CSO) | 6% |
| MAXIBRAL XR (MTP) | 6% |

| MDO: Filten | 10 |
|---|---|
| CARVEDIL (BAG) | 80% |
| BIDECAR (B+L) | 20% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 2 |
|---|---|
| **RISPERIN (GAD)** | **50%** |
| RIATUL (B+L) | 50% |

### RECORDATORIOS (10.0%)

| MDO: Somit (5) | 37 |
|---|---|
| DORMILAN (B+L) | 65% |
| **TOTAL SOMIT** | **35%** |
| SOMIT (GAD) | 35% |

# FICHAS MEDICOS

## D CAUCA LAURA ADRIANA (END) - CP: 5000 -- 371 prescripciones

### LANZAMIENTOS (24.5%)

| MDO: Gadoferol (1) | 85 |
|---|---|
| DEVISAL CB (B+L) | 31% |
| SUBICAL (BEB) | 20% |
| OSTEODYN (MTP) | 14% |
| **GADOFEROL TOTAL** | **2%** |

| MDO: Nexdia | 3 |
|---|---|
| ARAMIX (ELE) | 67% |
| OPTISER (B+L) | 33% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (59.3%)

| MDO: Alplax_D- (2) | 70 |
|---|---|
| CLONAGIN (B+L) | 79% |
| **ALPLAX + DIOCAM** | **10%** |
| ALPLAX (GAD) | 10% |
| RIVOTRIL (B7I) | 6% |

| MDO: Diabesil (4) | 53 |
|---|---|
| TOTAL DBI | 49% |
| **TOTAL DIABESIL** | **32%** |
| DIABESIL AP 850 | 23% |
| DIABESIL AP 1000 | 9% |

| MDO: Paxon (5) | 28 |
|---|---|
| LOSACOR (RMM) | 64% |
| PRISONIL (LEP) | 29% |
| **PAXON TOTAL** | **7%** |
| PAXON | 7% |

| MDO: Gadolip | 22 |
|---|---|
| MINUSLIP (TEV) | 50% |
| DAUNLIP (MTP) | 32% |
| **GADOLIP (GAD)** | **9%** |
| PROCETOKEN( BEB) | 9% |

| MDO: Damsel | 18 |
|---|---|
| KIRUM (RF2) | 83% |
| **DAMSEL GAD** | **17%** |

| MDO: Sinlip | 16 |
|---|---|
| ROVARTAL (RMM) | 38% |
| REOVEX (B+L) | 25% |
| **SINLIP (GAD)** | **6%** |
| ROSUVAST (BAG) | 6% |

| MDO: Tonibral XR | 4 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTOMETYL 20 (S+N) | 67% |
| **GASTROMAX TOTAL** | **33%** |
| GASTROMAX (GAD) | 33% |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: April | 2 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2º PROMOCION (1.6%)

| MDO: Filten | 2 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| UROPROST-Q (ARI) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (14.6%)

| MDO: Calcimax (3) | 54 |
|---|---|
| **CALCIMAX TOTAL** | **57%** |
| CALCIMAX FORTE (GAD) | 57% |
| CALCIONAL CITRATO (ARI) | 39% |
| CALCIONAL (ARI) | 4% |

# FICHAS MEDICOS

## D LUCIANI LAMAS KARINA MARIA (PSQ) - CP: 5000 -- 365 prescripciones

### LANZAMIENTOS (7.1%)

| MDO: Nexdia | 21 |
|---|---|
| LEXTOR (CSO) | 76% |
| OPTISER (B+L) | 14% |
| TALPRAM (RC5) | 5% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (60.3%)

| MDO: Alplax_D- (1) | 133 |
|---|---|
| CLONAGIN (B+L) | 29% |
| **ALPLAX + DIOCAM** | **23%** |
| TRAPAX (PFZ) | 19% |
| DIOCAM (GAD) | 14% |

| MDO: Deslafax (4) | 25 |
|---|---|
| DROSIX (B+L) | 36% |
| ALFAXIN (BAG) | 32% |
| VELDEX (CSO) | 24% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Diabesil | 15 |
|---|---|
| TOTAL GLUCOPHAGE | 47% |
| TOTAL DBI | 27% |
| TOTAL ISLOTIN | 27% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Midax | 15 |
|---|---|
| **MIDAX (GAD)** | **53%** |
| ENOLEX (CSO) | 33% |
| ONOTRAN (LEP) | 13% |

| MDO: Tonibral XR | 11 |
|---|---|
| CARRIER (CSO) | 82% |
| NEUROPLUS (B+L) | 18% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 6 |
|---|---|
| NIDIB (B+L) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex | 5 |
|---|---|
| VALCOTE (ABT) | 60% |
| VALCAS (CSO) | 40% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Paxon | 5 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| AMPLIAR (CSO) | 50% |
| NORMOLIPOL (LEP) | 50% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (26.6%)

| MDO: Foxetin (2) | 55 |
|---|---|
| EQUILIBRANE (T.L) | 64% |
| **FOXETIN (GAD)** | **36%** |

| MDO: Risperin (3) | 29 |
|---|---|
| **RISPERIN (GAD)** | **66%** |
| RIATUL (B+L) | 21% |
| DOZIC (RF2) | 10% |
| RISPERDAL (JAN) | 3% |

| MDO: Elafax | 11 |
|---|---|
| SESAREN (RMM) | 73% |
| **ELAFAX (GAD)** | **18%** |
| VENLIFAX XR (B+L) | 9% |

| MDO: Filten | 2 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (6.0%)

| MDO: Somit (5) | 22 |
|---|---|
| **TOTAL SOMIT** | **82%** |
| SOMIT CR (GAD) | 77% |
| NOVO INSOMNIUM (GAD) | 9% |
| SOMIT (GAD) | 5% |

## D GUERRERO CLAUDIA ELIZABETH (GIN) - CP: 5000 -- 363 prescripciones

### LANZAMIENTOS (30.9%)

| MDO: Fucsia (2) | 92 |
|---|---|
| SLINDA (ELE) | 84% |
| ISIS FREE S/ESTROG (SIE) | 12% |
| **FUCSIA S/ESTROGENO (G-** | **4%** |

| MDO: Gadoferol | 9 |
|---|---|
| DEVISAL (B+L) | 56% |
| RAQUIFEROL D3 (RMM) | 33% |
| DEVISAL CB (B+L) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 9 |
|---|---|
| DAFLON 1000 (SVR) | 89% |
| DIPEMINA (LZA) | 11% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| TALPRAM (RC5) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (55.6%)

| MDO: Damsel (1) | 145 |
|---|---|
| KIRUM (RF2) | 31% |
| DIVINA (ELE) | 28% |
| **DAMSEL GAD** | **19%** |
| YASMIN (BAY) | 10% |

| MDO: Femiden (4) | 28 |
|---|---|
| MIRANDA (ELE) | 61% |
| AMAPOLI (BEB) | 29% |
| FEMALVI (RF2) | 11% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (5) | 17 |
|---|---|
| **DAMSELLA (GAD)** | **53%** |
| JADE MD24 (CVI) | 35% |
| ISIS MINI 24 (SIE) | 12% |

| MDO: Alplax_Diocam | 11 |
|---|---|
| CLONAGIN (B+L) | 27% |
| **ALPLAX + DIOCAM** | **18%** |
| ALPLAX (GAD) | 18% |
| NEURYL (BAG) | 9% |

| MDO: Sinlip | 1 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (13.5%)

| MDO: Rubi (3) | 49 |
|---|---|
| QLAIRA (BAY) | 88% |
| **RUBI (GAD)** | **12%** |

# FICHAS MEDICOS

## ✔ D ALONSO JAVIER ALBERTO (PSQ) - CP: 2400 -- 354 prescripciones

### LANZAMIENTOS (29.9%)

| MDO: Nexdia (2) | 104 |
|---|---|
| LEXTOR (CSO) | 50% |
| ARAMIX (ELE) | 33% |
| MERIDIAN (RMM) | 13% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (53.1%)

| MDO: Alplax_D- (1) | 126 |
|---|---|
| CLONAGIN (B+L) | 29% |
| **ALPLAX + DIOCAM** | **23%** |
| NEURYL (BAG) | 21% |
| DIOCAM (GAD) | 18% |

| MDO: Divalprex (3) | 20 |
|---|---|
| VALCAS (CSO) | 90% |
| VALCOTE (ABT) | 10% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 16 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Deslafax | 16 |
|---|---|
| VELDEX (CSO) | 69% |
| IXIUM (RMM) | 25% |
| ALFAXIN (BAG) | 6% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 6 |
|---|---|
| LINPREL (B+L) | 50% |
| PRINCIPIA (ELE) | 33% |
| PLENICA (RMM) | 17% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2° PROMOCION (10.2%)

| MDO: Elafax (4) | 20 |
|---|---|
| SESAREN (RMM) | 40% |
| VENLIFAX XR (B+L) | 40% |
| **ELAFAX (GAD)** | **20%** |

| MDO: Foxetin | 10 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 6 |
|---|---|
| **RISPERIN (GAD)** | **67%** |
| RIATUL (B+L) | 33% |

### RECORDATORIOS (1.1%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **50%** |
| SOMIT (GAD) | 50% |
| 8-HORAS (ELE) | 50% |

## D PERALTA RODRIGUEZ GUSTAVO ALFREDO (GIN) - CP: 5000 -- 349 prescripciones

### LANZAMIENTOS (6.9%)

| MDO: Fucsia (4) | 21 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| CRADA (CSO) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| EMETIC (DOG) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (79.7%)

| MDO: Femiden (1) | 126 |
|---|---|
| MIRANDA (ELE) | 89% |
| FEMALVI (RF2) | 10% |
| SIGNORINA (CVI) | 1% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsel (2) | 92 |
|---|---|
| DIVINA (ELE) | 84% |
| **DAMSEL GAD** | **10%** |
| YASMIN (BAY) | 4% |
| ISIS (SIE) | 2% |

| MDO: Paxon (5) | 14 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Tonibral XR | 10 |
|---|---|
| EBIXA (LUN) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Sinlip | 10 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam | 9 |
|---|---|
| CLONAGIN (B+L) | 44% |
| **ALPLAX + DIOCAM** | **22%** |
| ALPLAX (GAD) | 22% |

| MDO: Damsella | 8 |
|---|---|
| DIVA TOTAL (ELE) | 50% |
| ISIS MINI 24 (SIE) | 38% |
| YAZ (BAY) | 12% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| **TOTAL DIABESIL** | **50%** |
| DIABESIL AP 850 | 50% |
| TOTAL ISLOTIN | 50% |

| MDO: Xelevia | 3 |
|---|---|
| **TOTAL XELEVIA** | **67%** |
| XELEVIA (GAD) | 67% |
| TOTAL TRAYENTA | 33% |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| SEGREN (CSO) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (13.5%)

| MDO: Rubi (3) | 31 |
|---|---|
| **RUBI (GAD)** | **55%** |
| QLAIRA (BAY) | 45% |

| MDO: Omnic Ocas | 10 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 6 |
|---|---|
| NEUPAX (BAG) | 100% |
| **FOXETIN (GAD)** | **0%** |

# FICHAS MEDICOS

## D DUARTE VANESA MARIEL (CIR) - CP: 5000 -- 346 prescripciones

### LANZAMIENTOS (18.2%)

| MDO: Nexdia (3) | 23 |
|---|---|
| LEXTOR (CSO) | 61% |
| LEXAPRO (LUN) | 39% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax (5) | 16 |
|---|---|
| ALPERTAN (RF2) | 56% |
| SARVAL (B+L) | 44% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 14 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 8 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (72.0%)

| MDO: Gavin (1) | 154 |
|---|---|
| LINPREL (B+L) | 49% |
| NEURISTAN MULTIDOS (C- | 14% |
| MYSTIKA (RC5) | 9% |
| **GAVIN (GAD)** | **1%** |

| MDO: Sinlip (2) | 31 |
|---|---|
| **SINLIP (GAD)** | **61%** |
| VASOTENAL (RMM) | 26% |

| MDO: Diabesil (4) | 17 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsella | 14 |
|---|---|
| DIVA TOTAL (ELE) | 71% |
| **DAMSELLA (GAD)** | **29%** |

| MDO: L. Gastromax | 10 |
|---|---|
| PANTUS (B+L) | 50% |
| PEPTAZOL (MTP) | 30% |
| PANTOPRAZOL DENV F (D- | 20% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam | 7 |
|---|---|
| CLONAGIN (B+L) | 29% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April | 6 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Damsel | 4 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| LOSACOR (RMM) | 50% |
| PRISONIL (LEP) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (8.7%)

| MDO: Duxetin | 15 |
|---|---|
| **DUXETIN (GAD)** | **60%** |
| OPTIBRAL (MTP) | 13% |
| DULOXIN (EUF) | 13% |
| DOXALINE (BET) | 13% |

| MDO: Omnic Ocas | 12 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Myrbetric | 2 |
|---|---|
| URGISTAT (PB.) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.2%)

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## D FERPOZZI MARIA JOSE (GIN) - CP: 5000 -- 345 prescripciones

### LANZAMIENTOS (19.1%)

| MDO: Fucsia (3) | 44 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 50% |
| SLINDA (ELE) | 41% |
| **FUCSIA S/ESTROGENO (G-** | **9%** |

| MDO: Reliveran Doxi | 16 |
|---|---|
| TONVAL (CVI) | 81% |
| TUERIS (MLB) | 12% |
| **RELIVERAN DOXI (GAD)** | **6%** |

| MDO: Nexdia | 5 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (79.7%)

| MDO: April (1) | 116 |
|---|---|
| **APRIL (GAD)** | **49%** |
| FEMEXIN-28 (ELE) | 43% |
| ELEKTRA (CVI) | 3% |
| ELEKTRA MAX (CVI) | 3% |

| MDO: Damsel (2) | 109 |
|---|---|
| **DAMSEL GAD** | **36%** |
| DIVINA (ELE) | 25% |
| ISIS (SIE) | 11% |
| YASMIN (BAY) | 10% |

| MDO: Femiden (4) | 20 |
|---|---|
| MIRANDA (ELE) | 80% |
| **FEMIDEN (GAD)** | **20%** |

| MDO: Alplax_Diocam (5) | 16 |
|---|---|
| CLONAGIN (B+L) | 81% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella | 14 |
|---|---|
| ISIS MINI 24 (SIE) | 86% |
| YAZ (BAY) | 7% |
| IFENIL MD (CSO) | 7% |
| **DAMSELLA (GAD)** | **0%** |

### 2° PROMOCION (1.2%)

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Rubi | 1 |
|---|---|
| **RUBI (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ D ZABALA JORGE ALBERTO (CLM) - CP: 2400 -- 336 prescripciones

### LANZAMIENTOS (17.0%)

| MDO: Paliax (5) | 22 | MDO: Nexdia | 14 | MDO: Sinlip EZ | 10 | MDO: Gadoferol | 7 | MDO: Aturen | 4 |
|---|---|---|---|---|---|---|---|---|---|
| ALPERTAN (RF2) | 91% | LEXAPRO (LUN) | 100% | VYTORIN (ORG) | 80% | ORAVIL (TPQ) | 100% | VEDIPAL (RF2) | 100% |
| SARVAL (B+L) | 9% | **NEXDIA (GAD)** | **0%** | LIPEX PLUS (ELE) | 20% | **GADOFEROL TOTAL** | **0%** | **ATUREN (GAD)** | **0%** |
| **PALIAX (GAD)** | **0%** | | | **SINLIP EZ (GAD)** | **0%** | | | | |

### 1º PROMOCION (81.8%)

| MDO: Alplax_D- (1) | 158 | MDO: Sinlip (2) | 35 | MDO: L. Gastromax (3) | 34 | MDO: Diabesil (4) | 31 | MDO: Paxon | 5 | MDO: Damsel | 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| EMOTIVAL (TEV) | 30% | LIPEX (ELE) | 57% | PANTOP (RF2) | 50% | TOTAL DBI | 81% | LOPLAC (CSO) | 100% | **DAMSEL GAD** | **100%** |
| CLONAGIN (B+L) | 29% | **SINLIP (GAD)** | **6%** | PANTUS (B+L) | 47% | TOTAL ISLOTIN | 19% | **PAXON TOTAL** | **0%** | | |
| TRANQUINAL (BAG) | 23% | | | PANGEST (BET) | 3% | **TOTAL DIABESIL** | **0%** | | | | |
| **ALPLAX + DIOCAM** | **15%** | | | **GASTROMAX TOTAL** | **0%** | | | | | | |

| MDO: Gadocor | 3 | MDO: Bisopil | 3 | MDO: Gavin | 1 | MDO: Midax | 1 |
|---|---|---|---|---|---|---|---|
| SYNCROCOR (TEV) | 100% | CORBIS (RMM) | 100% | PLENICA (RMM) | 100% | ENOLEX (CSO) | 100% |
| **GADOCOR (GAD)** | **0%** | **BISOPIL (GAD)** | **0%** | **GAVIN (GAD)** | **0%** | **MIDAX (GAD)** | **0%** |

### 2º PROMOCION (1.2%)

| MDO: Allopurin- | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

## D OLMEDO ANDRES MAXIMILIANO (CIR) - CP: 5000 -- 336 prescripciones

### LANZAMIENTOS (0.6%)

| MDO: Gadoferol | 2 |
|---|---|
| SUBICAL CB (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1º PROMOCION (11.6%)

| MDO: L. Gastr- (3) | 9 | MDO: Paxon (4) | 9 | MDO: Alplax_Diocam (5) | 9 | MDO: Diabesil | 6 | MDO: Sinlip | 5 | MDO: Bisopil | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PANTUS (B+L) | 100% | PRISONIL (LEP) | 67% | **ALPLAX + DIOCAM** | **33%** | TOTAL DBI | 100% | CRESTOR (AZN) | 40% | CORBIS (RMM) | 100% |
| **GASTROMAX TOTAL** | **0%** | LOSACOR (RMM) | 33% | ALPLAX (GAD) | 33% | **TOTAL DIABESIL** | **0%** | ROVARTAL (RMM) | 20% | **BISOPIL (GAD)** | **0%** |
| | | **PAXON TOTAL** | **0%** | CLONAGIN (B+L) | 22% | | | LIPITOR (PFZ) | 20% | | |
| | | | | | | | | **SINLIP (GAD)** | **0%** | | |

### 2º PROMOCION (86.9%)

| MDO: Omnic O- (1) | 282 | MDO: Myrbetric (2) | 10 |
|---|---|---|---|
| TANSILOPROST (FIN) | 32% | UROVAL (CSO) | 90% |
| URALOS CR (CSO) | 26% | **MYRBETRIC (GAD)** | **10%** |
| SULOS (ELE) | 17% | | |
| **OMNIC OCAS (GAD)** | **1%** | | |

### RECORDATORIOS (0.9%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D GIJON CARLOS ALBERTO (PSQ) - CP: 5000 -- 324 prescripciones

### LANZAMIENTOS (1.2%)

| MDO: Nexdia | 4 |
|---|---|
| LEXTOR (CSO) | 75% |
| MERIDIAN (RMM) | 25% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (44.8%)

| MDO: Alplax_D- | 2 | 115 |
|---|---|---|
| TRANQUINAL (BAG) | | 30% |
| **ALPLAX + DIOCAM** | | **29%** |
| ALPLAX (GAD) | | 28% |
| CLONAGIN (B+L) | | 23% |

| MDO: Midax | 4 | 15 |
|---|---|---|
| ENOLEX (CSO) | | 67% |
| **MIDAX (GAD)** | | **27%** |
| ONOTRAN (LEP) | | 7% |

| MDO: Divalprex | 5 | 13 |
|---|---|---|
| VALCAS (CSO) | | 85% |
| VALCOTE (ABT) | | 15% |
| **DIVALPREX (GAD)** | | **0%** |

| MDO: Paxon | 2 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2º PROMOCION (9.9%)

| MDO: Risperin | 3 | 18 |
|---|---|---|
| **RISPERIN (GAD)** | | **100%** |

| MDO: Elafax | 12 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (44.1%)

| MDO: Somit | 1 | 143 |
|---|---|---|
| INDUCTAL (RMM) | | 50% |
| **TOTAL SOMIT** | | **42%** |
| SOMIT (GAD) | | 42% |
| MIAPAX (CSO) | | 5% |

# FICHAS MEDICOS

## ✔ D BERGUÃ□AN FLAVIA BELEN (PSQ) - CP: 2400 -- 322 prescripciones

### LANZAMIENTOS (12.4%)

| MDO: Nexdia (3) | 35 |
|---|---|
| OPTISER (B+L) | 40% |
| LEXTOR (CSO) | 26% |
| MERIDIAN (RMM) | 14% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| TESTRI CB (ELE) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1º PROMOCION (78.9%)

| MDO: Alplax_D- (1) | 145 |
|---|---|
| CLONAGIN (B+L) | 56% |
| RIVOTRIL (B7I) | 29% |
| **ALPLAX + DIOCAM** | **14%** |
| DIOCAM (GAD) | 14% |

| MDO: Gavin (2) | 70 |
|---|---|
| **GAVIN (GAD)** | **63%** |
| PLENICA (RMM) | 37% |

| MDO: Divalprex (4) | 20 |
|---|---|
| **DIVALPREX (GAD)** | **55%** |
| VALCAS (CSO) | 35% |
| VALCOTE (ABT) | 10% |

| MDO: Midax | 7 |
|---|---|
| SIMINA (ELE) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Damsel | 4 |
|---|---|
| JADE (CVI) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2º PROMOCION (5.6%)

| MDO: Risperin (5) | 11 |
|---|---|
| RIATUL (B+L) | 64% |
| **RISPERIN (GAD)** | **36%** |

| MDO: Filten | 4 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (3.1%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D WILLINGTON JOSE ALEJANDRO (GIN) - CP: 5000 -- 307 prescripciones

### LANZAMIENTOS (6.8%)

| MDO: Nexdia (5) | 21 |
|---|---|
| LEXTOR (CSO) | 62% |
| EX3 (ARI) | 24% |
| ELEVOPRAM (LEP) | 10% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (82.4%)

| MDO: Alplax_D- (1) | 138 |
|---|---|
| CLONAGIN (B+L) | 38% |
| TENSIUM (B+L) | 11% |
| TRAPAX (PFZ) | 10% |
| **ALPLAX + DIOCAM** | **9%** |

| MDO: Deslafax (2) | 69 |
|---|---|
| VELDEX (CSO) | 96% |
| **DESLAFAX (GAD)** | **4%** |

| MDO: Divalprex (3) | 37 |
|---|---|
| VALCAS (CSO) | 73% |
| **DIVALPREX (GAD)** | **11%** |
| VALCOTE (ABT) | 11% |
| IMPROVAL (RMM) | 5% |

| MDO: Midax | 8 |
|---|---|
| ENOLEX (CSO) | 50% |
| **MIDAX (GAD)** | **38%** |
| SIMINA (ELE) | 12% |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (2.0%)

| MDO: Foxetin | 5 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (8.8%)

| MDO: Somit (4) | 27 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT (GAD) | 67% |
| INSOMNIUM NF (GAD) | 33% |

## ✔ D GIRAUDO PABLO NESTOR (GIN) - CP: 2400 -- 306 prescripciones

### LANZAMIENTOS (15.7%)

| MDO: Reliveran (4) | 46 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **80%** |
| TONVAL (CVI) | 20% |

| MDO: Fucsia | 2 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (84.3%)

| MDO: Damsel (1) | 100 |
|---|---|
| DIVINA (ELE) | 65% |
| ISIS (SIE) | 16% |
| **DAMSEL GAD** | **12%** |
| YASMIN (BAY) | 5% |

| MDO: Femiden (2) | 64 |
|---|---|
| MIRANDA (ELE) | 75% |
| **FEMIDEN (GAD)** | **25%** |

| MDO: Damsella (3) | 48 |
|---|---|
| DIVA TOTAL (ELE) | 85% |
| **DAMSELLA (GAD)** | **8%** |
| ISIS MINI 24 (SIE) | 4% |
| JADE MD24 (CVI) | 2% |

| MDO: April (5) | 26 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 11 |
|---|---|
| VALIUM (SIE) | 64% |
| **ALPLAX + DIOCAM** | **18%** |
| CLONAGIN (B+L) | 18% |
| ALPLAX (GAD) | 9% |

| MDO: L. Gastromax | 7 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## D COHEN EDUARDO NAHUM (END) - CP: 5000 -- 303 prescripciones

### LANZAMIENTOS (29.0%)

| MDO: Gadoferol (1) | 74 |
|---|---|
| RAQUIFEROL D3 (RMM) | 43% |
| SUBICAL CB (BEB) | 18% |
| CRADA (CSO) | 12% |
| **GADOFEROL TOTAL** | **3%** |

| MDO: Bexaban | 4 |
|---|---|
| XAROBAN (RF2) | 50% |
| RIXATYL (B+L) | 25% |
| ELIQUIS (PFZ) | 25% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| ALPERTAN (RF2) | 25% |
| DIAPRESAN (MTP) | 25% |
| DILCORAN (CSO) | 25% |
| **PALIAX (GAD)** | **0%** |

| MDO: Fucsia | 3 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 67% |
| SLINDA (ELE) | 33% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DIOSMIN (CVI) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip Prevent | 1 |
|---|---|
| **SINLIP PREVENT (GAD)** | **100%** |

### 1° PROMOCION (57.1%)

| MDO: Alplax_D- (2) | 48 |
|---|---|
| **ALPLAX + DIOCAM** | **46%** |
| ALPLAX (GAD) | 46% |
| CLONAGIN (B+L) | 33% |
| NEURYL (BAG) | 8% |

| MDO: Diabesil (3) | 40 |
|---|---|
| **TOTAL DIABESIL** | **42%** |
| DIABESIL AP 850 | 38% |
| TOTAL DBI | 22% |
| TOTAL GLUCOPHAGE | 15% |

| MDO: Sinlip (5) | 23 |
|---|---|
| **SINLIP (GAD)** | **17%** |
| ROVARTAL (RMM) | 13% |
| REOVEX (B+L) | 13% |
| LIPITOR (PFZ) | 13% |

| MDO: Xelevia | 18 |
|---|---|
| TOTAL ZOMARIST | 50% |
| TOTAL TRAYENTA | 44% |
| TOTAL VILZER | 6% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Bisopil | 13 |
|---|---|
| CORBIS (RMM) | 85% |
| **BISOPIL (GAD)** | **8%** |
| BICARDIL (B+L) | 8% |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTUS (B+L) | 75% |
| **GASTROMAX TOTAL** | **12%** |
| GASTROMAX (GAD) | 12% |
| PANTOP (RF2) | 12% |

| MDO: Paxon | 7 |
|---|---|
| LOSACOR (RMM) | 57% |
| NITEN (TEV) | 29% |
| PRISONIL (LEP) | 14% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor | 6 |
|---|---|
| NEBILET (SIE) | 33% |
| NIDIB (B+L) | 33% |
| SYNCROCOR (TEV) | 17% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| ISIS (SIE) | 67% |
| KIRUM (RF2) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| MINUSLIP (TEV) | 67% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **50%** |
| REGULIP (RF2) | 50% |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (5.0%)

| MDO: Filten | 8 |
|---|---|
| CARVEDIL (BAG) | 75% |
| **FILTEN (GAD)** | **12%** |
| BIDECAR (B+L) | 12% |

| MDO: Rubi | 7 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (8.9%)

| MDO: Calcimax (4) | 27 |
|---|---|
| **CALCIMAX TOTAL** | **89%** |
| CALCIMAX FORTE (GAD) | 89% |
| CALCIONAL CITRATO (ARI) | 11% |

## ✔ D OLIVIER PERALTA MARTHA NOELIA (OTR) - CP: 2400 -- 302 prescripciones

### 1° PROMOCION (97.4%)

| MDO: Damsel (1) | 184 |
|---|---|
| UMMA (BEK) | 61% |
| DIVINA (ELE) | 22% |
| **DAMSEL GAD** | **8%** |
| JADE (CVI) | 5% |

| MDO: April (2) | 51 |
|---|---|
| **APRIL (GAD)** | **33%** |
| TRIDESTAN N (GAD) | 20% |
| FEMEXIN-28 (ELE) | 18% |
| FEMEXIN (ELE) | 18% |

| MDO: Damsella (3) | 46 |
|---|---|
| DIVA TOTAL (ELE) | 83% |
| KALA MD 24 (BEB) | 17% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (5) | 8 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| CLONAGIN (B+L) | 67% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (2.6%)

| MDO: Rubi (4) | 8 |
|---|---|
| **RUBI (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ D LANZETTI PABLO ARIEL (PSQ) - CP: 2400 -- 300 prescripciones

### LANZAMIENTOS (30.0%)

| MDO: Nexdia (1) | 85 |
|---|---|
| LEXTOR (CSO) | 49% |
| MERIDIAN (RMM) | 24% |
| ARAMIX (ELE) | 22% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (34.0%)

| MDO: Alplax_D- (3) | 60 |
|---|---|
| TRAPAX (PFZ) | 33% |
| CLONAGIN (B+L) | 32% |
| **ALPLAX + DIOCAM** | **10%** |
| DIOCAM (GAD) | 10% |

| MDO: Gavin (5) | 24 |
|---|---|
| PLENICA (RMM) | 54% |
| **GAVIN (GAD)** | **25%** |
| PRINCIPIA (ELE) | 21% |

| MDO: L. Gastromax | 6 |
|---|---|
| PEPTAZOL (MTP) | 67% |
| PANTUS (B+L) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 50% |
| VALCAS (CSO) | 50% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| JADE (CVI) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (31.3%)

| MDO: Duxetin (2) | 60 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Risperin (4) | 25 |
|---|---|
| **RISPERIN (GAD)** | **80%** |
| RESTELEA (ELE) | 16% |
| RISPERDAL (JAN) | 4% |

| MDO: Elafax | 6 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (3.3%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ D STILMAN GUSTAVO DARIO (GIN) - CP: 2400 -- 300 prescripciones

### LANZAMIENTOS (5.3%)

| MDO: Gadoferol (5) | 10 |
|---|---|
| TESTRI CB (ELE) | 40% |
| ORAVIL (TPQ) | 20% |
| DEBLAX (RF2) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 6 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **100%** |

### 1° PROMOCION (92.0%)

| MDO: Damsel (1) | 141 |
|---|---|
| DIVINA (ELE) | 32% |
| YASMIN (BAY) | 24% |
| JADE (CVI) | 16% |
| **DAMSEL GAD** | **4%** |

| MDO: Damsella (2) | 69 |
|---|---|
| ISIS MINI 24 (SIE) | 49% |
| JADE MD24 (CVI) | 23% |
| DIVA TOTAL (ELE) | 17% |
| **DAMSELLA (GAD)** | **6%** |

| MDO: April (3) | 30 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Alplax_Diocam (4) | 26 |
|---|---|
| CLONAGIN (B+L) | 50% |
| RIVOTRIL (B7I) | 27% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip | 4 |
|---|---|
| ROVARTAL (RMM) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden | 4 |
|---|---|
| AMAPOLI (BEB) | 50% |
| FEMALVI (RF2) | 50% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBICOR (LZA) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (2.7%)

| MDO: Rubi | 4 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Foxetin | 2 |
|---|---|
| NEUPAX (BAG) | 100% |
| **FOXETIN (GAD)** | **0%** |

| MDO: Elafax | 2 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ D ECHEVARRIA MARIA FABIANA (CLM) - CP: 2400 -- 294 prescripciones

### LANZAMIENTOS (7.1%)

| MDO: Nexdia (3) | 21 |
|---|---|
| MERIDIAN (RMM) | 62% |
| LEXTOR (CSO) | 38% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (68.4%)

| MDO: Alplax_D- (1) | 187 |
|---|---|
| CLONAGIN (B+L) | 25% |
| NEURYL (BAG) | 25% |
| RIVOTRIL (B7I) | 14% |
| **ALPLAX + DIOCAM** | **8%** |

| MDO: Paxon | 8 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Omecap 90 | 4 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| **TONIBRAL TOTAL** | **100%** |
| TONIBRAL (GAD) | 100% |

### 2° PROMOCION (6.1%)

| MDO: Foxetin (4) | 10 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax (5) | 8 |
|---|---|
| VENLIFAX XR (B+L) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (18.4%)

| MDO: Somit (2) | 54 |
|---|---|
| **TOTAL SOMIT** | **78%** |
| SOMIT (GAD) | 78% |
| MIAPAX (CSO) | 22% |

# FICHAS MEDICOS

## D PASTORE HORACIO MARTIN (CLM) - CP: 5000 -- 294 prescripciones

### LANZAMIENTOS (11.2%)

| MDO: Nexdia (3) | 33 |
|---|---|
| LEXTOR (CSO) | 27% |
| NOVO HUMORAP (BAG) | 21% |
| TALPRAM (RC5) | 18% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (44.6%)

| MDO: Alplax_D- (1) | 106 |
|---|---|
| CLONAGIN (B+L) | 47% |
| **ALPLAX + DIOCAM** | **29%** |
| ALPLAX (GAD) | 27% |
| TRAPAX (PFZ) | 8% |

| MDO: Deslafax | 7 |
|---|---|
| DROSIX (B+L) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 7 |
|---|---|
| PLENICA (RMM) | 29% |
| LINPREL (B+L) | 29% |
| LYRICA (PFZ) | 14% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 3 |
|---|---|
| NEUROPLUS (B+L) | 67% |
| CARRIER (CSO) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Midax | 3 |
|---|---|
| ONOTRAN (LEP) | 67% |
| REVERTRIX (RC5) | 33% |
| **MIDAX (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Sinlip | 2 |
|---|---|
| ROVARTAL (RMM) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (33.0%)

| MDO: Foxetin (2) | 50 |
|---|---|
| **FOXETIN (GAD)** | **96%** |
| EQUILIBRANE (T.L) | 4% |

| MDO: Risperin (5) | 27 |
|---|---|
| **RISPERIN (GAD)** | **81%** |
| DOZIC (RF2) | 11% |
| RIATUL (B+L) | 4% |
| RISPERDAL (JAN) | 4% |

| MDO: Elafax | 19 |
|---|---|
| SESAREN (RMM) | 37% |
| EFEXOR (PFZ) | 32% |
| **ELAFAX (GAD)** | **21%** |
| QUILAREX XR (ARI) | 11% |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TIONEUROL 600 (RC5) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (11.2%)

| MDO: Somit (4) | 33 |
|---|---|
| **TOTAL SOMIT** | **70%** |
| SOMIT (GAD) | 70% |
| REM CHOBET (SUE) | 12% |
| DORMILAN (B+L) | 12% |

# FICHAS MEDICOS

## D CONCI MAGRIS DIEGO MARTIN (PSQ) - CP: 5000 -- 289 prescripciones

### LANZAMIENTOS (13.1%)

| MDO: Nexdia (3) | 36 |
|---|---|
| ARAMIX (ELE) | 61% |
| MERIDIAN (RMM) | 25% |
| LEXTOR (CSO) | 8% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| TESTRI CB (ELE) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 1 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (64.4%)

| MDO: Alplax_D- (1) | 89 |
|---|---|
| CLONAGIN (B+L) | 43% |
| NEURYL (BAG) | 12% |
| TRAPAX (PFZ) | 8% |
| **ALPLAX + DIOCAM** | **2%** |

| MDO: Deslafax (4) | 35 |
|---|---|
| FAPRIS (RF2) | 63% |
| ALFAXIN (BAG) | 20% |
| IXIUM (RMM) | 9% |
| **DESLAFAX (GAD)** | **6%** |

| MDO: Luradon (5) | 33 |
|---|---|
| LURAZIC (RF2) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Divalprex | 19 |
|---|---|
| VALCOTE (ABT) | 84% |
| VALCAS (CSO) | 16% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| LOSTAPROLOL (T.L) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| SIMINA (ELE) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (17.3%)

| MDO: Risperin (2) | 49 |
|---|---|
| DOZIC (RF2) | 78% |
| **RISPERIN (GAD)** | **14%** |
| DROPICINE (BET) | 4% |
| RESTELEA (ELE) | 4% |

| MDO: Elafax | 1 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (5.2%)

| MDO: Somit | 15 |
|---|---|
| **TOTAL SOMIT** | **93%** |
| SOMIT (GAD) | 87% |
| SOMIT CR (GAD) | 7% |
| NOCTE (BAG) | 7% |

## D STORERO LUIS PABLO (CLM) - CP: 2400 -- 284 prescripciones

### LANZAMIENTOS (52.5%)

| MDO: Fucsia (1) | 144 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (5) | 5 |
|---|---|
| TONVAL (CVI) | 80% |
| TUERIS (MLB) | 20% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (46.8%)

| MDO: Damsel (2) | 119 |
|---|---|
| DIVINA (ELE) | 39% |
| YASMIN (BAY) | 23% |
| KALA (BEB) | 15% |
| **DAMSEL GAD** | **11%** |

| MDO: Femiden (3) | 6 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: L. Gastromax (4) | 5 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| KIR 28 (RF2) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| FEMEXIN (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

# FICHAS MEDICOS

## D CAMARGO BUENO CECILIA MONICA (GIN) - CP: 5000 -- 281 prescripciones

### LANZAMIENTOS (30.2%)

| MDO: Fucsia (3) | 46 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 80% |
| SLINDA (ELE) | 20% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (4) | 39 |
|---|---|
| EMETIC (DOG) | 97% |
| TUERIS (MLB) | 3% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (68.7%)

| MDO: Damsella (1) | 76 |
|---|---|
| DIVA TOTAL (ELE) | 63% |
| JADE MD24 (CVI) | 28% |
| **DAMSELLA (GAD)** | **5%** |
| ISIS MINI 24 (SIE) | 4% |

| MDO: Damsel (2) | 61 |
|---|---|
| DIVINA (ELE) | 48% |
| JADE (CVI) | 15% |
| **DAMSEL GAD** | **11%** |
| ISIS (SIE) | 11% |

| MDO: April (5) | 35 |
|---|---|
| FEMEXIN-28 (ELE) | 80% |
| **APRIL (GAD)** | **17%** |
| FEMEXIN (ELE) | 3% |

| MDO: Femiden | 21 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (0.4%)

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## D KOMORNICKI MILENA (ANE) - CP: 5000 -- 277 prescripciones

### LANZAMIENTOS (46.6%)

| MDO: Gadoferol (1) | 124 |
|---|---|
| DEBLAX (RF2) | 27% |
| ORAVIL (TPQ) | 15% |
| SUBICAL (BEB) | 15% |
| **GADOFEROL TOTAL** | **3%** |

| MDO: Sinlip EZ | 3 |
|---|---|
| ROSUFEN DUO (NLT) | 33% |
| REOVEX EZ (B+L) | 33% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (15.5%)

| MDO: Diabesil (3) | 14 |
|---|---|
| TOTAL GLUCOPHAGE | 57% |
| **TOTAL DIABESIL** | **21%** |
| DIABESIL AP 850 | 21% |
| TOTAL ISLOTIN | 7% |

| MDO: Sinlip (4) | 10 |
|---|---|
| **SINLIP (GAD)** | **10%** |

| MDO: L. Gastromax (5) | 8 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| TACARDIA (RC5) | 75% |
| **PAXON TOTAL** | **25%** |
| PAXON | 25% |

| MDO: Xelevia | 2 |
|---|---|
| JANUVIA (MSD) | 50% |
| TOTAL VILZER | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| MAGNOFEN( B+L) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| DIOCAM (GAD) | 100% |

### RECORDATORIOS (37.9%)

| MDO: Calcimax (2) | 103 |
|---|---|
| **CALCIMAX TOTAL** | **88%** |
| CALCIMAX FORTE (GAD) | 87% |
| CALCIONAL CITRATO (ARI) | 9% |
| CALCIONAL (ARI) | 3% |

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D ROUSSY OTERO GUILLERMO NICOLAS (CIR) - CP: 5000 -- 277 prescripciones

### LANZAMIENTOS (86.6%)

| MDO: Aturen (1) | 233 |
|---|---|
| DAFLON 1000 (SVR) | 72% |
| VEDIPAL (RF2) | 27% |
| **ATUREN (GAD)** | **0%** |
| DAFLON 500 (SVR) | 0% |

| MDO: Gadoferol (5) | 4 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

| MDO: Bexaban | 3 |
|---|---|
| XAROBAN (RF2) | 67% |
| REMIVOX (ELE) | 33% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (12.3%)

| MDO: Gavin (2) | 11 |
|---|---|
| LYRICA (PFZ) | 45% |
| LINPREL (B+L) | 36% |
| PLENICA (RMM) | 18% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia (3) | 9 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Sinlip (4) | 8 |
|---|---|
| TORIVAS (B+L) | 38% |
| AMPLIAR (CSO) | 25% |
| NORMOLIPOL (LEP) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| TRAPAX (PFZ) | 25% |

| MDO: L. Gastromax | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTUS (B+L) | 50% |

### 2º PROMOCION (1.1%)

| MDO: Neurobile- | 3 |
|---|---|
| TINACTOL (CSO) | 67% |
| CIAGEN (CVI) | 33% |
| **NEURO BILETAN (GAD)** | **0%** |

## D QUIROGA PAULA VERONICA (CRD) - CP: 5000 -- 275 prescripciones

### LANZAMIENTOS (9.5%)

| MDO: Paliax | 17 |
|---|---|
| SARVAL (B+L) | 65% |
| DIOVAN (SIE) | 35% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 8 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (80.4%)

| MDO: Sinlip (1) | 65 |
|---|---|
| CRESTOR (AZN) | 28% |
| ROSUVAST (BAG) | 26% |
| REOVEX (B+L) | 22% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 35 |
|---|---|
| **ALPLAX + DIOCAM** | **40%** |
| ALPLAX (GAD) | 40% |
| CLONAGIN (B+L) | 26% |
| NEURYL (BAG) | 26% |

| MDO: Bisopil (3) | 26 |
|---|---|
| CORBIS (RMM) | 92% |
| BICARDIL (B+L) | 8% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Omecap 90 (4) | 20 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Gadolip | 17 |
|---|---|
| LIPOMAX (BAG) | 47% |
| CONTROLIP (ABT) | 29% |
| MINUSLIP (TEV) | 24% |
| **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 16 |
|---|---|
| PANTUS (B+L) | 38% |
| PANTOCAS( CSO) | 38% |
| PANTOP (RF2) | 19% |
| **GASTROMAX TOTAL** | **6%** |

| MDO: Gadocor | 15 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Paxon | 13 |
|---|---|
| FENSARTAN ELEA (ELE) | 31% |
| PRESIMAX (BAG) | 31% |
| **PAXON TOTAL** | **23%** |
| PAXON | 23% |

| MDO: Deslafax | 9 |
|---|---|
| IXIUM (RMM) | 56% |
| PRISTIQ (PFZ) | 44% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL DBI | 50% |
| TOTAL GLUCOPHAGE | 50% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2º PROMOCION (8.7%)

| MDO: Filten (5) | 18 |
|---|---|
| CARVEDIL (BAG) | 89% |
| DILATREND (SIE) | 6% |
| VERATEN (ELE) | 6% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| ESPONTAL (PB.) | 50% |
| UROPROST-Q (ARI) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.5%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D ZABALA MARCOS ALEJANDRO (CLM) - CP: 2400 -- 274 prescripciones

### LANZAMIENTOS (11.7%)

| MDO: Gadoferol (4) | 15 |
|---|---|
| DEVISAL (B+L) | 80% |
| **GADOFEROL TOTAL** | **20%** |
| GADOFEROL (GAD) | 20% |

| MDO: Aturen (5) | 12 |
|---|---|
| TERBENOL DUO (BEB) | 67% |
| DAFLON 1000 (SVR) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| DILCORAN (CSO) | 80% |
| SARVAL (B+L) | 20% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (35.8%)

| MDO: Alplax_D- (2) | 36 |
|---|---|
| **ALPLAX + DIOCAM** | **53%** |
| CLONAGIN (B+L) | 39% |
| ALPLAX (GAD) | 28% |
| DIOCAM (GAD) | 25% |

| MDO: Sinlip (3) | 19 |
|---|---|
| AMPLIAR (CSO) | 32% |
| REOVEX (B+L) | 21% |
| ZARATOR (ELE) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil | 10 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel | 8 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 7 |
|---|---|
| PANTOCAS( CSO) | 57% |
| PANTUS (B+L) | 29% |
| **GASTROMAX TOTAL** | **14%** |
| GASTROMAX MAGNES (G- | 14% |

| MDO: Paxon | 6 |
|---|---|
| LOSACOR (RMM) | 83% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |

| MDO: Gadocor | 4 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (51.1%)

| MDO: Omnic O- (1) | 140 |
|---|---|
| PROSTOKLAR (B+L) | 60% |
| URALOS CR (CSO) | 21% |
| SULOS (ELE) | 16% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (1.5%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ D MIRETTI EVANGELINA MARIA (REU) - CP: 2400 -- 269 prescripciones

### LANZAMIENTOS (36.4%)

| MDO: Gadoferol (2) | 86 |
|---|---|
| ORAVIL (TPQ) | 17% |
| TESTRI CB (ELE) | 9% |
| RAQUIFEROL D3 (RMM) | 5% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen (4) | 8 |
|---|---|
| TERBENOL UD (BEB) | 75% |
| TERBENOL DUO (BEB) | 25% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| RACORVAL (RMM) | 75% |
| DILCORAN (CSO) | 25% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (62.1%)

| MDO: Gavin (1) | 133 |
|---|---|
| PLENICA (RMM) | 56% |
| LYRICA (PFZ) | 21% |
| PRINCIPIA (ELE) | 9% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 25 |
|---|---|
| CLONAGIN (B+L) | 56% |
| **ALPLAX + DIOCAM** | **24%** |
| DIOCAM (GAD) | 24% |
| VALIUM (SIE) | 20% |

| MDO: Sinlip (5) | 5 |
|---|---|
| TORIVAS (B+L) | 40% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (1.5%)

| MDO: Allopurin- | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Duxetin | 2 |
|---|---|
| NITIDEX (TEV) | 100% |
| **DUXETIN (GAD)** | **0%** |

# FICHAS MEDICOS

## D ROCES DIEGO GUILLERMO (CLM) - CP: 5000 -- 262 prescripciones

### LANZAMIENTOS (14.1%)

| MDO: Nexdia (3) | 37 |
|---|---|
| MERIDIAN (RMM) | 35% |
| LEXAPRO (LUN) | 32% |
| ARAMIX (ELE) | 14% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (58.8%)

| MDO: Alplax_D- (1) | 84 |
|---|---|
| CLONAGIN (B+L) | 67% |
| TRANQUINAL (BAG) | 20% |
| **ALPLAX + DIOCAM** | **10%** |
| ALPLAX (GAD) | 5% |

| MDO: Luradon (4) | 35 |
|---|---|
| LURAP (SIE) | 86% |
| LUSTONA (B+L) | 11% |
| LURAZIC (RF2) | 3% |
| **LURADON (GAD)** | **0%** |

| MDO: Divalprex (5) | 25 |
|---|---|
| VALCOTE (ABT) | 76% |
| IMPROVAL (RMM) | 24% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin | 8 |
|---|---|
| PLENICA (RMM) | 62% |
| LINPREL (B+L) | 12% |
| NEURISTAN MULTIDOS (C- | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| **MIDAX (GAD)** | **50%** |
| ONOTRAN (LEP) | 50% |

### 2° PROMOCION (21.4%)

| MDO: Risperin (2) | 39 |
|---|---|
| **RISPERIN (GAD)** | **95%** |
| RIATUL (B+L) | 3% |
| RISPERDAL (JAN) | 3% |

| MDO: Foxetin | 7 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 6 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Elafax | 4 |
|---|---|
| **ELAFAX (GAD)** | **50%** |
| SESAREN (RMM) | 25% |
| VENLIFAX XR (B+L) | 25% |

### RECORDATORIOS (5.7%)

| MDO: Somit | 15 |
|---|---|
| 8-HORAS (ELE) | 80% |
| **TOTAL SOMIT** | **20%** |
| SOMIT (GAD) | 20% |

## D CLAVIJO MARIA MANUELA (CLM) - CP: 5000 -- 260 prescripciones

### LANZAMIENTOS (71.9%)

| MDO: Bexaban (1) | 165 |
|---|---|
| XAROBAN (RF2) | 44% |
| RIBEX (EUF) | 15% |
| ELIQUIS (PFZ) | 13% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx (5) | 9 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| ALPERTAN (RF2) | 60% |
| DIAPRESAN (MTP) | 20% |
| DIOVAN (SIE) | 20% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| ORAVIL (TPQ) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 1000 (SVR) | 50% |
| TERBENOL DUO (BEB) | 25% |
| MILCANOR (CSO) | 25% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (24.2%)

| MDO: Xelevia (2) | 12 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Sinlip (3) | 12 |
|---|---|
| NORMOLIPOL (LEP) | 67% |
| AMPLIAR (CSO) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 11 |
|---|---|
| **ALPLAX + DIOCAM** | **73%** |
| ALPLAX (GAD) | 73% |
| TRAPAX (PFZ) | 27% |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTOP (RF2) | 75% |
| **GASTROMAX TOTAL** | **12%** |
| GASTROMAX (GAD) | 12% |
| PANGEST (BET) | 12% |

| MDO: Gadocor | 7 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel | 6 |
|---|---|
| DIVINA (ELE) | 83% |
| KIRUM (RF2) | 17% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL DBI | 67% |
| TOTAL GLUCOPHAGE | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| CRAVERIL (CVI) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (3.8%)

| MDO: Elafax | 4 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| TAMSULOSINA RICHE (RH.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| NEUROTIOCT (TPQ) | 50% |
| CIAGEN (CVI) | 50% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

# FICHAS MEDICOS

## D MONJE LUCERO CARLOS ALEJANDRO (PSQ) - CP: 5000 -- 254 prescripciones

### LANZAMIENTOS (11.0%)

| MDO: Nexdia (5) | 27 |
|---|---|
| MERIDIAN (RMM) | 48% |
| LEXAPRO (LUN) | 33% |
| **NEXDIA (GAD)** | **19%** |

| MDO: Paliax | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (46.9%)

| MDO: Alplax_D- (1) | 46 |
|---|---|
| CLONAGIN (B+L) | 46% |
| NEURYL (BAG) | 22% |
| RIVOTRIL (B7I) | 15% |
| **ALPLAX + DIOCAM** | **9%** |

| MDO: Deslafax (4) | 29 |
|---|---|
| DROSIX (B+L) | 48% |
| PRISTIQ (PFZ) | 28% |
| **DESLAFAX (GAD)** | **17%** |
| IXIUM (RMM) | 7% |

| MDO: Gavin | 17 |
|---|---|
| LINPREL (B+L) | 53% |
| **GAVIN (GAD)** | **12%** |
| PLENICA (RMM) | 6% |

| MDO: Midax | 15 |
|---|---|
| **MIDAX (GAD)** | **53%** |
| APSICO (MLB) | 47% |

| MDO: L. Gastromax | 5 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| KIRUM (RF2) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Luradon | 2 |
|---|---|
| **LURADON (GAD)** | **100%** |

| MDO: Sinlip | 1 |
|---|---|
| **SINLIP (GAD)** | **100%** |

### 2° PROMOCION (31.5%)

| MDO: Duxetin (2) | 39 |
|---|---|
| ALACIR (MLB) | 67% |
| **DUXETIN (GAD)** | **33%** |

| MDO: Elafax (3) | 35 |
|---|---|
| EFEXOR (PFZ) | 80% |
| SESAREN (RMM) | 11% |
| **ELAFAX (GAD)** | **9%** |

| MDO: Foxetin | 6 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (10.6%)

| MDO: Somit | 27 |
|---|---|
| NOVO INSOMNIUM (GAD) | 56% |
| INDUCTAL (RMM) | 22% |
| NOCTE (BAG) | 15% |
| **TOTAL SOMIT** | **7%** |

# FICHAS MEDICOS

## D JALON MARTIN ALEJANDRO (CLM) - CP: 5000 -- 243 prescripciones

### LANZAMIENTOS (3.7%)

| MDO: Gadoferol (4) | 8 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| RACORVAL (RMM) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (8.6%)

| MDO: Alplax_D- (3) | 9 |
|---|---|
| **ALPLAX + DIOCAM** | **56%** |
| ALPLAX (GAD) | 56% |
| RIVOTRIL (B7I) | 44% |

| MDO: Paxon (5) | 5 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 5 |
|---|---|
| HIPOLIPOL (CSO) | 40% |
| NORMOLIPOL (LEP) | 40% |
| LIPITOR (PFZ) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (86.4%)

| MDO: Omnic O- (1) | 193 |
|---|---|
| URALOS CR (CSO) | 34% |
| UROCETINA (E6B) | 31% |
| TANSILOPROST (FIN) | 10% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Myrbetric (2) | 17 |
|---|---|
| UROVAL (CSO) | 59% |
| **MYRBETRIC (GAD)** | **41%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT (GAD) | 67% |
| MIAPAX (CSO) | 33% |

# FICHAS MEDICOS

## D TORTOLO GABRIELA ALEJANDRA (None) - CP: 5000 -- 242 prescripciones

### LANZAMIENTOS (19.0%)

| MDO: Gadoferol (2) | 37 |
|---|---|
| RAQUIFEROL D3 (RMM) | 43% |
| DEBLAX (RF2) | 22% |
| ORAVIL (TPQ) | 11% |
| **GADOFEROL TOTAL** | **3%** |

| MDO: Nexdia | 4 |
|---|---|
| ARAMIX (ELE) | 50% |
| NOVO HUMORAP (BAG) | 50% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| TERBENOL DUO (BEB) | 67% |
| DAFLON 1000 (SVR) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (64.0%)

| MDO: Diabesil (1) | 77 |
|---|---|
| TOTAL METGLUCON | 78% |
| TOTAL DBI | 6% |
| **TOTAL DIABESIL** | **4%** |
| DIABESIL AP 850 | 4% |

| MDO: Omecap 90 (3) | 28 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 24 |
|---|---|
| **ALPLAX + DIOCAM** | **12%** |
| ALPLAX (GAD) | 12% |
| CLONAGIN (B+L) | 8% |
| RIVOTRIL (B7I) | 8% |

| MDO: L. Gastromax | 11 |
|---|---|
| **GASTROMAX TOTAL** | **64%** |
| GASTROMAX (GAD) | 64% |
| PANTUS (B+L) | 18% |
| PANTOPRAZOL TEVA (TEV) | 18% |

| MDO: Sinlip | 6 |
|---|---|
| **SINLIP (GAD)** | **17%** |
| ROVARTAL (RMM) | 17% |
| LIPIFEN (RF2) | 17% |

| MDO: Damsel | 4 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Gadolip | 3 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| MIRANOVA (BAY) | 100% |
| **APRIL (GAD)** | **0%** |

### 2° PROMOCION (11.6%)

| MDO: Rubi (5) | 22 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (5.4%)

| MDO: Somit | 13 |
|---|---|
| INDUCTAL (RMM) | 77% |
| **TOTAL SOMIT** | **15%** |
| SOMIT CR (GAD) | 15% |
| NOCTE (BAG) | 8% |

## D CLARIA RABELLINI ROBERTO LUIS (OBS) - CP: 5000 -- 239 prescripciones

### LANZAMIENTOS (43.1%)

| MDO: Reliveran (1) | 75 |
|---|---|
| TUERIS (MLB) | 76% |
| EMETIC (DOG) | 12% |
| **RELIVERAN DOXI (GAD)** | **9%** |
| DETIXOL (CSO) | 3% |

| MDO: Fucsia (5) | 14 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 71% |
| SLINDA (ELE) | 21% |
| **FUCSIA S/ESTROGENO (G-** | **7%** |

| MDO: Paliax | 8 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 6 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (56.9%)

| MDO: Damsel (2) | 57 |
|---|---|
| DIVINA (ELE) | 32% |
| JADE (CVI) | 32% |
| IFENIL (CSO) | 18% |
| **DAMSEL GAD** | **12%** |

| MDO: Damsella (3) | 32 |
|---|---|
| DIVA TOTAL (ELE) | 38% |
| IFENIL MD (CSO) | 28% |
| JADE MD24 (CVI) | 19% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 21 |
|---|---|
| **ALPLAX + DIOCAM** | **38%** |
| DIOCAM (GAD) | 38% |
| CLONAGIN (B+L) | 14% |
| RIVOTRIL (B7I) | 14% |

| MDO: Femiden | 10 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTOCAS( CSO) | 50% |
| PANTUS (B+L) | 38% |
| **GASTROMAX TOTAL** | **12%** |
| GASTROMAX (GAD) | 12% |

| MDO: April | 5 |
|---|---|
| FEMEXIN-28 (ELE) | 60% |
| DOS DIAS N (ELE) | 40% |
| **APRIL (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## D FRIAS MARIA JESUS (NEU) - CP: 5016 -- 235 prescripciones

### LANZAMIENTOS (72.8%)

| MDO: Etabyx (1) | 168 |
|---|---|
| KEPPRA (GSK) | 44% |
| LEVAXON (RF2) | 29% |
| LEVRON (RON) | 20% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| ARAMIX (ELE) | 67% |
| MERIDIAN (RMM) | 33% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (22.1%)

| MDO: Alplax_D- (2) | 25 |
|---|---|
| CLONAGIN (B+L) | 36% |
| **ALPLAX + DIOCAM** | **16%** |
| ALPLAX (GAD) | 8% |
| DIOCAM (GAD) | 8% |

| MDO: Tonibral XR (3) | 10 |
|---|---|
| CARRIER (CSO) | 90% |
| NEUROPLUS XR (B+L) | 10% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Divalprex (5) | 5 |
|---|---|
| **DIVALPREX (GAD)** | **60%** |
| VALCOTE (ABT) | 40% |

| MDO: Sinlip | 3 |
|---|---|
| HIPOLIPOL (CSO) | 67% |
| ROSUVAST (BAG) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Midax | 3 |
|---|---|
| SIMINA (ELE) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| TACARDIA (RC5) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| **GAVIN (GAD)** | **50%** |
| PLENICA (RMM) | 50% |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

### 2º PROMOCION (2.1%)

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 1 |
|---|---|
| RISPERDAL (JAN) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (3.0%)

| MDO: Somit (4) | 7 |
|---|---|
| **TOTAL SOMIT** | **71%** |
| SOMIT (GAD) | 57% |
| NOVO INSOMNIUM (GAD) | 29% |
| SOMIT CR (GAD) | 14% |

# FICHAS MEDICOS

## D DANILOVICH MARIO ROBERTO (CLM) - CP: 5000 -- 230 prescripciones

### LANZAMIENTOS (0.9%)

**MDO: Nexdia** (5) — 2

| | |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (35.7%)

**MDO: Alplax_D-** (2) — 81

| | |
|---|---|
| CLONAGIN (B+L) | 73% |
| **ALPLAX + DIOCAM** | **19%** |
| ALPLAX (GAD) | 19% |
| RIVOTRIL (B7I) | 5% |

**MDO: Paxon** — 1

| | |
|---|---|
| VASEXTEN (BEB) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (62.2%)

**MDO: Foxetin** (1) — 132

| | |
|---|---|
| **FOXETIN (GAD)** | **100%** |

**MDO: Risperin** (3) — 11

| | |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (1.3%)

**MDO: Somit** (4) — 3

| | |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E CASALE ANDREA HELENA (NEU) - CP: 5000 -- 224 prescripciones

### LANZAMIENTOS (43.3%)

**MDO: Etabyx** (1) — 96

| | |
|---|---|
| KEPPRA (GSK) | 95% |
| LEVECOM XR (B+L) | 5% |
| **ETABYX (GAD)** | **0%** |

**MDO: Gadoferol** — 1

| | |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (50.9%)

**MDO: Divalprex** (2) — 39

| | |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

**MDO: Midax** (3) — 24

| | |
|---|---|
| **MIDAX (GAD)** | **67%** |
| REVERTRIX (RC5) | 17% |
| SARTINA (T.L) | 12% |
| SIMINA (ELE) | 4% |

**MDO: L. Gastromax** (5) — 12

| | |
|---|---|
| PANTUSEC (B+L) | 75% |
| PANTUS (B+L) | 17% |
| PANTOP (RF2) | 8% |
| **GASTROMAX TOTAL** | **0%** |

**MDO: Deslafax** — 11

| | |
|---|---|
| DROSIX (B+L) | 82% |
| **DESLAFAX (GAD)** | **9%** |
| VELDEX (CSO) | 9% |

**MDO: Alplax_Diocam** — 10

| | |
|---|---|
| CLONAGIN (B+L) | 90% |
| TRAPAX (PFZ) | 10% |
| **ALPLAX + DIOCAM** | **0%** |

**MDO: Damsel** — 8

| | |
|---|---|
| DIVINA (ELE) | 75% |
| **DAMSEL GAD** | **25%** |

**MDO: Sinlip** — 6

| | |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

**MDO: Gavin** — 4

| | |
|---|---|
| **GAVIN (GAD)** | **50%** |
| LINPREL (B+L) | 25% |
| PREBICTAL (RF2) | 25% |

### 2° PROMOCION (5.8%)

**MDO: Filten** (4) — 12

| | |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

**MDO: Omnic Ocas** — 1

| | |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## E PERALTA JOSE MARIA (CLM) - CP: 5000 -- 224 prescripciones

### LANZAMIENTOS (44.6%)

| MDO: Fucsia (1) | 55 |
|---|---|
| SLINDA (ELE) | 82% |
| ISIS FREE S/ESTROG (SIE) | 18% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (4) | 38 |
|---|---|
| EMETIC (DOG) | 82% |
| TONVAL (CVI) | 16% |
| TUERIS (MLB) | 3% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Aturen | 7 |
|---|---|
| DAFLON 1000 (SVR) | 86% |
| DAFLON 500 (SVR) | 14% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (32.1%)

| MDO: Damsel (2) | 52 |
|---|---|
| DIVINA (ELE) | 33% |
| KALA (BEB) | 33% |
| YASMIN (BAY) | 12% |
| **DAMSEL GAD** | **4%** |

| MDO: April (5) | 11 |
|---|---|
| FEMEXIN (ELE) | 91% |
| MIRANOVA (BAY) | 9% |
| **APRIL (GAD)** | **0%** |

| MDO: Damsella | 9 |
|---|---|
| ISIS MINI 24 (SIE) | 78% |
| DIVA TOTAL (ELE) | 22% |
| **DAMSELLA (GAD)** | **0%** |

### 2º PROMOCION (22.8%)

| MDO: Rubi (3) | 51 |
|---|---|
| QLAIRA (BAY) | 92% |
| **RUBI (GAD)** | **8%** |

## E BEVILACQUA OSCAR VICENTE (URO) - CP: 5000 -- 222 prescripciones

### LANZAMIENTOS (5.0%)

| MDO: Aturen (4) | 7 |
|---|---|
| DIOSMIN (CVI) | 71% |
| DAFLON 1000 (SVR) | 14% |
| DIPEMINA (LZA) | 14% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (16.7%)

| MDO: Sinlip (2) | 17 |
|---|---|
| REOVEX (B+L) | 94% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 8 |
|---|---|
| NEURYL (BAG) | 50% |
| **ALPLAX + DIOCAM** | **38%** |
| ALPLAX (GAD) | 38% |
| CLONAGIN (B+L) | 12% |

| MDO: L. Gastromax (5) | 6 |
|---|---|
| PANTUS (B+L) | 67% |
| PANTOCAS( CSO) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2º PROMOCION (78.4%)

| MDO: Omnic O- (1) | 174 |
|---|---|
| TANSILOPROST (FIN) | 33% |
| TANSILOPROST RET (FIN) | 27% |
| SULOS (ELE) | 27% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CASALE VIOLETA (CLM) - CP: 2400 -- 221 prescripciones

### LANZAMIENTOS (16.3%)

| MDO: Sinlip EZ | 16 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Nexdia | 11 |
|---|---|
| NOVO HUMORAP (BAG) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 6 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (72.4%)

| MDO: Alplax_D- (1) | 28 |
|---|---|
| CLONAGIN (B+L) | 43% |
| NEURYL (BAG) | 36% |
| RIVOTRIL (B7I) | 14% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Tonibral XR (2) | 24 |
|---|---|
| **TONIBRAL TOTAL** | **75%** |
| TONIBRAL XR (GAD) | 75% |
| CARRIER (CSO) | 25% |

| MDO: Sinlip (3) | 24 |
|---|---|
| **SINLIP (GAD)** | **29%** |
| REOVEX (B+L) | 25% |
| LIPEX (ELE) | 17% |
| ROVARTAL (RMM) | 12% |

| MDO: Xelevia (4) | 23 |
|---|---|
| TOTAL JANUMET | 96% |
| TOTAL TRAYENTA | 4% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsel (5) | 20 |
|---|---|
| UMMA (BEK) | 80% |
| JADE (CVI) | 15% |
| YASMIN (BAY) | 5% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil | 19 |
|---|---|
| TOTAL DBI | 84% |
| **TOTAL DIABESIL** | **11%** |
| DIABESIL AP 850 | 11% |
| TOTAL GLUCOPHAGE | 5% |

| MDO: L. Gastromax | 7 |
|---|---|
| PANTOP (RF2) | 86% |
| PANGEST (BET) | 14% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gadocor | 3 |
|---|---|
| SYNCROCOR (TEV) | 67% |
| NABILA (RF2) | 33% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

### 2º PROMOCION (7.2%)

| MDO: Filten | 8 |
|---|---|
| CARVEDIL (BAG) | 25% |
| DILATREND (SIE) | 25% |
| ISOBLOC (CSO) | 25% |
| **FILTEN (GAD)** | **0%** |

| MDO: Duxetin | 8 |
|---|---|
| OPTIBRAL (MTP) | 100% |
| **DUXETIN (GAD)** | **0%** |

### RECORDATORIOS (4.1%)

| MDO: Somit | 9 |
|---|---|
| ZOLODORM (RC5) | 67% |
| **TOTAL SOMIT** | **33%** |
| SOMIT (GAD) | 33% |

# FICHAS MEDICOS

## ✔ E PANERO DANIEL ENRIQUE (CLM) - CP: 2400 -- 218 prescripciones

### LANZAMIENTOS (7.8%)

| MDO: Paliax (5) | 15 |
|---|---|
| DIOVAN (SIE) | 87% |
| ALPERTAN (RF2) | 13% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| **ATUREN (GAD)** | **100%** |

### 1° PROMOCION (90.4%)

| MDO: L. Gastr- (1) | 115 |
|---|---|
| PANTUS (B+L) | 42% |
| PANTOCAS( CSO) | 34% |
| **GASTROMAX TOTAL** | **20%** |
| GASTROMAX (GAD) | 20% |

| MDO: Alplax_Diocam (2) | 23 |
|---|---|
| CLONAGIN (B+L) | 43% |
| **ALPLAX + DIOCAM** | **22%** |
| DIOCAM (GAD) | 22% |
| LEXOTANIL (B7I) | 13% |

| MDO: Sinlip (3) | 21 |
|---|---|
| VASOTENAL (RMM) | 48% |
| HIPOLIPOL (CSO) | 29% |
| ROVARTAL (RMM) | 10% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (4) | 19 |
|---|---|
| FENSARTAN ELEA (ELE) | 74% |
| PRISONIL (LEP) | 21% |
| LOPLAC (CSO) | 5% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 11 |
|---|---|
| TOTAL DBI | 64% |
| TOTAL GLUCOPHAGE | 27% |
| **TOTAL DIABESIL** | **9%** |
| DIABESIL AP 850 | 9% |

| MDO: Xelevia | 4 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsella | 3 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (0.5%)

| MDO: Allopurin- | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.4%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E CASALE PAULINA (GIN) - CP: 2400 -- 215 prescripciones

### LANZAMIENTOS (0.9%)

| MDO: Fucsia | 2 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (88.8%)

| MDO: Damsel (1) | 116 |
|---|---|
| DIVINA (ELE) | 50% |
| KALA (BEB) | 15% |
| JADE (CVI) | 15% |
| **DAMSEL GAD** | **2%** |

| MDO: Damsella (2) | 28 |
|---|---|
| YAZ (BAY) | 50% |
| DIVA TOTAL (ELE) | 25% |
| JADE MD24 (CVI) | 14% |
| **DAMSELLA (GAD)** | **7%** |

| MDO: Femiden (3) | 24 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: April (5) | 13 |
|---|---|
| FEMEXIN-28 (ELE) | 85% |
| **APRIL (GAD)** | **15%** |

| MDO: Sinlip | 5 |
|---|---|
| **SINLIP (GAD)** | **80%** |
| ROVARTAL (RMM) | 20% |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (10.2%)

| MDO: Rubi (4) | 22 |
|---|---|
| **RUBI (GAD)** | **100%** |

# FICHAS MEDICOS

## E GRECO MARIELA ALEJANDRA (CLM) - CP: 5000 -- 211 prescripciones

### LANZAMIENTOS (15.2%)

| MDO: Gadoferol (3) | 24 |
|---|---|
| TRIP D3 (CVI) | 83% |
| ORAVIL (TPQ) | 8% |
| DEVISAL CB (B+L) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 5 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (54.0%)

| MDO: Damsel (2) | 53 |
|---|---|
| DIVINA (ELE) | 38% |
| YASMIN (BAY) | 38% |
| JADE (CVI) | 9% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (4) | 18 |
|---|---|
| ISIS MINI 24 (SIE) | 72% |
| MAXIMA MD24 (P0F) | 28% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (5) | 13 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 11 |
|---|---|
| CLONAGIN (B+L) | 36% |
| RIVOTRIL (B7I) | 18% |
| **ALPLAX + DIOCAM** | **9%** |
| ALPLAX (GAD) | 9% |

| MDO: Diabesil | 8 |
|---|---|
| TOTAL ISLOTIN | 88% |
| TOTAL DBI | 12% |
| **TOTAL DIABESIL** | **0%** |

| MDO: April | 5 |
|---|---|
| FEMEXIN-28 (ELE) | 80% |
| **APRIL (GAD)** | **20%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| TORIVAS (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (28.0%)

| MDO: Rubi (1) | 59 |
|---|---|
| QLAIRA (BAY) | 76% |
| **RUBI (GAD)** | **24%** |

### RECORDATORIOS (2.8%)

| MDO: Somit | 6 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT (GAD) | 50% |
| REM CHOBET (SUE) | 33% |
| SOMIT CR (GAD) | 17% |

## E DI PLACIDO VIVIANA CARINA (CIR) - CP: 5000 -- 211 prescripciones

### LANZAMIENTOS (24.2%)

| MDO: Gadoferol (4) | 23 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (5) | 19 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 7 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (75.4%)

| MDO: Damsel (1) | 65 |
|---|---|
| KIRUM (RF2) | 74% |
| DIVINA (ELE) | 22% |
| YASMIN (BAY) | 5% |
| **DAMSEL GAD** | **0%** |

| MDO: Omecap 90 (2) | 57 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Femiden (3) | 26 |
|---|---|
| FEMALVI (RF2) | 92% |
| SIGNORINA (CVI) | 8% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 8 |
|---|---|
| CLONAGIN (B+L) | 62% |
| TRAPAX (PFZ) | 25% |
| NEURYL (BAG) | 12% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (0.5%)

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E GONZALEZ JOSE LUIS (NEU) - CP: 2400 -- 210 prescripciones

### LANZAMIENTOS (23.8%)

| MDO: Nexdia (2) | 37 |
|---|---|
| ELEVOPRAM (LEP) | 38% |
| LEXTOR (CSO) | 30% |
| LEXAPRO (LUN) | 19% |
| **NEXDIA (GAD)** | **11%** |

| MDO: Vanserin | 10 |
|---|---|
| PIVALPEN (BAG) | 100% |
| **VANSERIN (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| TERBENOL DUO (BEB) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| CALLEXE XR (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (50.5%)

| MDO: Sinlip (1) | 50 |
|---|---|
| ROSUVAST (BAG) | 44% |
| CRESTOR (AZN) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 28 |
|---|---|
| CLONAGIN (B+L) | 36% |
| VALIUM (SIE) | 36% |
| **ALPLAX + DIOCAM** | **18%** |
| ALPLAX (GAD) | 11% |

| MDO: Diabesil | 12 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 10 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gavin | 5 |
|---|---|
| PLENICA (RMM) | 60% |
| **GAVIN (GAD)** | **40%** |

| MDO: Divalprex | 1 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (21.4%)

| MDO: Risperin (4) | 22 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Elafax (5) | 16 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 7 |
|---|---|
| TINACTOL (CSO) | 86% |
| PRIOTIC (MTP) | 14% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (4.3%)

| MDO: Somit | 9 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E NATES DANIEL EDUARDO (CIR) - CP: 5000 -- 209 prescripciones

### LANZAMIENTOS (9.1%)

| MDO: Sinlip Pr- | 8 |
|---|---|
| **SINLIP PREVENT (GAD)** | **100%** |

| MDO: Nexdia | 7 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1º PROMOCION (79.9%)

| MDO: Damsel (1) | 40 |
|---|---|
| YASMIN (BAY) | 65% |
| MAXIMA (P0F) | 35% |
| **DAMSEL GAD** | **0%** |

| MDO: Alplax_Diocam (2) | 33 |
|---|---|
| CLONAGIN (B+L) | 48% |
| **ALPLAX + DIOCAM** | **21%** |
| ALPLAX (GAD) | 21% |
| EMOTIVAL (TEV) | 15% |

| MDO: Sinlip (3) | 19 |
|---|---|
| ROSUVAST (BAG) | 74% |
| REOVEX (B+L) | 26% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (4) | 19 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil (5) | 17 |
|---|---|
| TOTAL GLUCOPHAGE | 94% |
| TOTAL DBI | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 15 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 11 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Xelevia | 7 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsella | 6 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

### 2º PROMOCION (7.2%)

| MDO: Filten | 15 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (3.8%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E PARENTE SABRINA ALEJANDRA (CLM) - CP: 2400 -- 205 prescripciones

### LANZAMIENTOS (3.9%)

| MDO: Aturen (5) | 4 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| DIOVAN (SIE) | 67% |
| SARVAL (B+L) | 33% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (96.1%)

| MDO: Paxon (1) | 96 |
|---|---|
| PRESIMAX (BAG) | 46% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax (2) | 67 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (3) | 25 |
|---|---|
| REOVEX (B+L) | 32% |
| HIPOLIPOL (CSO) | 16% |
| LIPIFEN (RF2) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 7 |
|---|---|
| **ALPLAX + DIOCAM** | **14%** |
| ALPLAX (GAD) | 14% |
| CLONAGIN (B+L) | 14% |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

# FICHAS MEDICOS

## E MORATA NATALIA ALEJANDRA (PED) - CP: 5000 -- 205 prescripciones

**LANZAMIENTOS (37.6%)**

| MDO: Etabyx (2) | 74 |
|---|---|
| KEPPRA (GSK) | 61% |
| CALLEXE (CSO) | 39% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol (3) | 3 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1º PROMOCION (62.0%)**

| MDO: Alplax_D- (1) | 127 |
|---|---|
| CLONAGIN (B+L) | 22% |
| VALIUM (SIE) | 8% |
| **ALPLAX + DIOCAM** | **0%** |

**2º PROMOCION (0.5%)**

| MDO: Risperin (4) | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

## E BUCHELO ERICA JUDITH (PSQ) - CP: 5000 -- 202 prescripciones

**LANZAMIENTOS (27.7%)**

| MDO: Nexdia (2) | 52 |
|---|---|
| MERIDIAN (RMM) | 90% |
| TALPRAM (RC5) | 6% |
| ARAMIX (ELE) | 4% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip Prevent | 4 |
|---|---|
| **SINLIP PREVENT (GAD)** | **100%** |

**1º PROMOCION (49.5%)**

| MDO: Alplax_D- (1) | 99 |
|---|---|
| CLONAGIN (B+L) | 51% |
| TRAPAX (PFZ) | 16% |
| NEURYL (BAG) | 8% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| DROSIX (B+L) | 100% |
| **DESLAFAX (GAD)** | **0%** |

**2º PROMOCION (19.8%)**

| MDO: Elafax (3) | 25 |
|---|---|
| **ELAFAX (GAD)** | **84%** |
| SESAREN (RMM) | 8% |
| EFEXOR (PFZ) | 8% |

| MDO: Risperin (4) | 13 |
|---|---|
| **RISPERIN (GAD)** | **62%** |
| DOZIC (RF2) | 38% |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

**RECORDATORIOS (3.0%)**

| MDO: Somit (5) | 6 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT (GAD) | 67% |
| INDUCTAL (RMM) | 33% |

# FICHAS MEDICOS

## ✔ E BONIN MONICA CRISTINA (GIN) - CP: 5016 -- 196 prescripciones

### LANZAMIENTOS (52.0%)

| MDO: Gadoferol (1) | 61 |
|---|---|
| **GADOFEROL TOTAL** | **48%** |
| GADOFEROL CB (GAD) | 48% |
| TESTRI CB (ELE) | 33% |
| SUBICAL CB (BEB) | 5% |

| MDO: Fucsia (2) | 41 |
|---|---|
| SLINDA (ELE) | 83% |
| ISIS FREE S/ESTROG (SIE) | 15% |
| **FUCSIA S/ESTROGENO (G-** | **2%** |

### 1° PROMOCION (45.4%)

| MDO: Omecap - (3) | 40 |
|---|---|
| **OMECAP 90 (GAD)** | **95%** |
| REGULIP (RF2) | 5% |

| MDO: Femiden (4) | 40 |
|---|---|
| **FEMIDEN (GAD)** | **70%** |
| MIRANDA (ELE) | 30% |

| MDO: Gavin (5) | 5 |
|---|---|
| AXUAL (TEV) | 80% |
| PLENICA (RMM) | 20% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| VALIUM (SIE) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

### 2° PROMOCION (1.5%)

| MDO: Rubi | 3 |
|---|---|
| **RUBI (GAD)** | **100%** |

### RECORDATORIOS (1.0%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E TORRES SOFIA BELEN (OTR) - CP: 5016 -- 195 prescripciones

### LANZAMIENTOS (17.9%)

| MDO: Fucsia (3) | 31 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 58% |
| SLINDA (ELE) | 32% |
| **FUCSIA S/ESTROGENO (G-** | **10%** |

| MDO: Gadoferol | 3 |
|---|---|
| **GADOFEROL TOTAL** | **67%** |
| GADOFEROL CB (GAD) | 67% |
| SUBICAL (BEB) | 33% |

| MDO: Nexdia | 1 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (72.8%)

| MDO: Damsel (1) | 68 |
|---|---|
| DIVINA (ELE) | 40% |
| JADE (CVI) | 24% |
| YASMIN (BAY) | 12% |
| **DAMSEL GAD** | **7%** |

| MDO: Femiden (2) | 41 |
|---|---|
| MIRANDA (ELE) | 44% |
| SIGNORINA (CVI) | 29% |
| FEMALVI (RF2) | 20% |
| **FEMIDEN (GAD)** | **7%** |

| MDO: Damsella (4) | 21 |
|---|---|
| ISIS MINI 24 (SIE) | 71% |
| KIR 28 (RF2) | 14% |
| JADE MD24 (CVI) | 14% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April | 6 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Alplax_Diocam | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 20% |
| RIVOTRIL (B7I) | 20% |
| TRAPAX (PFZ) | 20% |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (9.2%)

| MDO: Rubi (5) | 14 |
|---|---|
| QLAIRA (BAY) | 64% |
| **RUBI (GAD)** | **36%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## E BECCACECE GUILLERMO MARIO (CLM) - CP: 5000 -- 193 prescripciones

### LANZAMIENTOS (66.3%)

| MDO: Gadoferol (1) | 125 |
|---|---|
| RAQUIFEROL D3 (RMM) | 70% |
| ORAVIL (TPQ) | 13% |
| OSTEODYN (MTP) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (30.1%)

| MDO: Omecap - (2) | 31 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Alplax_Diocam (3) | 16 |
|---|---|
| CLONAGIN (B+L) | 56% |
| TRANQUINAL (BAG) | 12% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax (4) | 7 |
|---|---|
| PANTUS (B+L) | 57% |
| PANTOCAS( CSO) | 29% |
| PANTOP (RF2) | 14% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| **SINLIP (GAD)** | **100%** |

| MDO: Damsella | 1 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Deslafax | 1 |
|---|---|
| ALFAXIN (BAG) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (1.0%)

| MDO: Omnic O- | 1 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (2.6%)

| MDO: Somit (5) | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SOUL MARIA LILIANA (CLM) - CP: 5016 -- 191 prescripciones

### LANZAMIENTOS (13.1%)

| MDO: Gadoferol | 8 |
|---|---|
| DEBLAX (RF2) | 25% |
| SUBICAL CB (BEB) | 25% |
| ORAVIL (TPQ) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| DIOVAN (SIE) | 60% |
| DILCORAN (CSO) | 40% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| ARAMIX (ELE) | 75% |
| EX3 (ARI) | 25% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Fucsia | 3 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Etabyx | 2 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (78.5%)

| MDO: L. Gastr- (1) | 34 |
|---|---|
| **GASTROMAX TOTAL** | **62%** |
| GASTROMAX (GAD) | 62% |
| PANTOP (RF2) | 35% |
| PANTUS (B+L) | 3% |

| MDO: Sinlip (2) | 29 |
|---|---|
| CRESTOR (AZN) | 17% |
| ROSUVAST (BAG) | 7% |
| ZARATOR (ELE) | 3% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 28 |
|---|---|
| **ALPLAX + DIOCAM** | **32%** |
| ALPLAX (GAD) | 32% |
| RIVOTRIL (B7I) | 25% |
| NEURYL (BAG) | 14% |

| MDO: Paxon (4) | 18 |
|---|---|
| **PAXON TOTAL** | **89%** |
| PAXON | 89% |
| LOSACOR (RMM) | 6% |
| PRISONIL (LEP) | 6% |

| MDO: Damsella (5) | 13 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Bisopil | 10 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

| MDO: Diabesil | 8 |
|---|---|
| TOTAL DBI | 75% |
| TOTAL GLUCOPHAGE | 25% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| **DAMSEL GAD** | **50%** |
| ISIS (SIE) | 50% |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Divalprex | 1 |
|---|---|
| **DIVALPREX (GAD)** | **100%** |

### 2° PROMOCION (7.3%)

| MDO: Gadolip | 1 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Omnic O- | 8 |
|---|---|
| REDUPROST (RF2) | 75% |
| UROPROST-Q (ARI) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Rubi | 2 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (1.0%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E NAVARRO JUAN MANUEL (CRD) - CP: 5000 -- 191 prescripciones

### LANZAMIENTOS (93.7%)

| MDO: Aturen (1) | 176 |
|---|---|
| DIOSMIN (CVI) | 79% |
| DAFLON 500 (SVR) | 11% |
| VEDIPAL (RF2) | 9% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax (4) | 3 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (6.3%)

| MDO: Gavin (2) | 4 |
|---|---|
| **GAVIN (GAD)** | **50%** |
| LINPREL (B+L) | 25% |
| PREBIEN 150 DIVIDO (ARI) | 25% |

| MDO: Paxon (3) | 3 |
|---|---|
| LOSACOR (RMM) | 67% |
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |

| MDO: L. Gastromax (5) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |

| MDO: Sinlip | 2 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CONCOR (ELE) | 100% |
| **BISOPIL (GAD)** | **0%** |

# FICHAS MEDICOS

## E RIOS MARIA GABRIELA (CLM) - CP: 5000 -- 185 prescripciones

### LANZAMIENTOS (10.3%)

| MDO: Etabyx (3) | 14 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia (5) | 5 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (66.5%)

| MDO: Divalprex (1) | 113 |
|---|---|
| VALCOTE (ABT) | 78% |
| EXIBRAL (BAG) | 22% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 9 |
|---|---|
| CLONAGIN (B+L) | 89% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (21.1%)

| MDO: Risperin (2) | 38 |
|---|---|
| RISPERDAL (JAN) | 66% |
| **RISPERIN (GAD)** | **34%** |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **50%** |
| SOMIT (GAD) | 50% |
| 8-HORAS (ELE) | 50% |

## E ARRIBILLAGA LEANDRO CRISTIAN (URO) - CP: 5000 -- 181 prescripciones

### LANZAMIENTOS (4.4%)

| MDO: Aturen | 4 |
|---|---|
| DAFLON 1000 (SVR) | 75% |
| DAFLON 500 (SVR) | 25% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| DEVISAL (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (40.3%)

| MDO: Alplax_D- (2) | 19 |
|---|---|
| CLONAGIN (B+L) | 42% |
| **ALPLAX + DIOCAM** | **32%** |
| ALPLAX (GAD) | 32% |
| TRANQUINAL (BAG) | 5% |

| MDO: L. Gastromax (3) | 18 |
|---|---|
| **GASTROMAX TOTAL** | **61%** |
| GASTROMAX (GAD) | 61% |
| PANTUS (B+L) | 33% |
| PANTOP (RF2) | 6% |

| MDO: Paxon | 6 |
|---|---|
| VASEXTEN (BEB) | 67% |
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |

| MDO: Sinlip | 6 |
|---|---|
| ROVARTAL (RMM) | 83% |
| **SINLIP (GAD)** | **0%** |

| MDO: Tonibral XR | 5 |
|---|---|
| MERITAL (RMM) | 80% |
| CARRIER (CSO) | 20% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Xelevia | 5 |
|---|---|
| TOTAL TRAYENTA | 80% |
| TOTAL GALVUS | 20% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Gadocor | 3 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 67% |
| **GAVIN (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| **DAMSEL GAD** | **100%** |

### 2° PROMOCION (55.2%)

| MDO: Omnic O- (1) | 69 |
|---|---|
| URALOS CR (CSO) | 61% |
| TANSILOPROST (FIN) | 9% |
| ESPONTAL (PB.) | 7% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Myrbetric (4) | 17 |
|---|---|
| URGISTAT (PB.) | 53% |
| **MYRBETRIC (GAD)** | **29%** |
| UROVAL (CSO) | 18% |

| MDO: Elafax (5) | 13 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E ABREGO MAXIMILIANO (OTR) - CP: 5016 -- 177 prescripciones

### LANZAMIENTOS (32.8%)

| MDO: Fucsia (1) | 53 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **58%** |
| SLINDA (ELE) | 42% |

| MDO: Reliveran Doxi | 2 |
|---|---|
| EMETIC (DOG) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SIMULTAN (LZA) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| TESTRI CB (ELE) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (52.5%)

| MDO: Damsel (2) | 50 |
|---|---|
| DIVINA (ELE) | 42% |
| KALA (BEB) | 28% |
| KIRUM (RF2) | 10% |
| **DAMSEL GAD** | **4%** |

| MDO: Femiden (4) | 22 |
|---|---|
| MIRANDA (ELE) | 68% |
| **FEMIDEN (GAD)** | **23%** |
| SIGNORINA (CVI) | 9% |

| MDO: Damsella (5) | 12 |
|---|---|
| DIVA TOTAL (ELE) | 42% |
| MAXIMA MD24 (P0F) | 25% |
| ISIS MINI 24 (SIE) | 17% |
| **DAMSELLA (GAD)** | **8%** |

| MDO: Omecap 90 | 6 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| **DESLAFAX (GAD)** | **100%** |

| MDO: Sinlip | 1 |
|---|---|
| **SINLIP (GAD)** | **100%** |

### 2° PROMOCION (13.6%)

| MDO: Rubi (3) | 24 |
|---|---|
| QLAIRA (BAY) | 75% |
| **RUBI (GAD)** | **25%** |

### RECORDATORIOS (1.1%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E MOTTINO MARIA LUJAN (CLM) - CP: 5016 -- 174 prescripciones

### LANZAMIENTOS (10.9%)

| MDO: Gadoferol (5) | 14 |
|---|---|
| SUBICAL (BEB) | 93% |
| SUBICAL CB (BEB) | 7% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| TERBENOL DUO (BEB) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (79.9%)

| MDO: Alplax_D- (1) | 46 |
|---|---|
| CLONAGIN (B+L) | 61% |
| NEURYL (BAG) | 15% |
| TRANQUINAL (BAG) | 9% |
| **ALPLAX + DIOCAM** | **4%** |

| MDO: Divalprex (2) | 23 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel (3) | 17 |
|---|---|
| KALA (BEB) | 82% |
| DIVINA (ELE) | 18% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon (4) | 15 |
|---|---|
| LOSACOR (RMM) | 73% |
| **PAXON TOTAL** | **13%** |
| PAXON | 13% |
| PRESIMAX (BAG) | 7% |

| MDO: Diabesil | 11 |
|---|---|
| TOTAL METGLUCON | 55% |
| TOTAL DBI | 45% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip | 9 |
|---|---|
| ROSUVAST (BAG) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor | 6 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 5 |
|---|---|
| PANTUS (B+L) | 60% |
| **GASTROMAX TOTAL** | **20%** |
| GASTROMAX (GAD) | 20% |
| PANTUSEC (B+L) | 20% |

| MDO: Gadolip | 4 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsella | 3 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

### 2º PROMOCION (6.9%)

| MDO: Filten | 7 |
|---|---|
| VERATEN (ELE) | 86% |
| CARVEDIL (BAG) | 14% |
| **FILTEN (GAD)** | **0%** |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (2.3%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E STOPPANI GUSTAVO ANDRES (GET) - CP: 2400 -- 165 prescripciones

### LANZAMIENTOS (9.7%)

| MDO: Sinlip EZ (3) | 13 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (90.3%)

| MDO: L. Gastr- (1) | 76 |
|---|---|
| PANTUS (B+L) | 41% |
| TECTA (RF2) | 25% |
| PANTOP (RF2) | 21% |
| **GASTROMAX TOTAL** | **3%** |

| MDO: Alplax_Diocam (2) | 48 |
|---|---|
| CLONAGIN (B+L) | 33% |
| **ALPLAX + DIOCAM** | **25%** |
| ALPLAX (GAD) | 25% |
| RIVOTRIL (B7I) | 12% |

| MDO: Sinlip (4) | 10 |
|---|---|
| ROVARTAL (RMM) | 50% |
| ROSUVAST (BAG) | 30% |
| **SINLIP (GAD)** | **0%** |

| MDO: Xelevia (5) | 7 |
|---|---|
| TOTAL JANUMET | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Bisopil | 6 |
|---|---|
| BICARDIL (B+L) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## E ORDOÃ□EZ JOSE LUIS (GIN) - CP: 5000 -- 162 prescripciones

### LANZAMIENTOS (30.2%)

| MDO: Gadoferol (2) | 29 |
|---|---|
| ORAVIL (TPQ) | 34% |
| **GADOFEROL TOTAL** | **28%** |
| GADOFEROL CB (GAD) | 28% |
| DEBLAX (RF2) | 17% |

| MDO: Fucsia | 13 |
|---|---|
| SLINDA (ELE) | 77% |
| **FUCSIA S/ESTROGENO (G-** | **23%** |

| MDO: Reliveran Doxi | 7 |
|---|---|
| DETIXOL (CSO) | 71% |
| TUERIS (MLB) | 29% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (55.6%)

| MDO: Diabesil (1) | 38 |
|---|---|
| TOTAL DBI | 53% |
| BALIGLUC B+L | 29% |
| TOTAL GLUCOPHAGE | 11% |
| **TOTAL DIABESIL** | **3%** |

| MDO: Omecap 90 (3) | 19 |
|---|---|
| **OMECAP 90 (GAD)** | **74%** |
| REGULIP (RF2) | 26% |

| MDO: Alplax_Diocam (5) | 14 |
|---|---|
| CLONAGIN (B+L) | 50% |
| NEURYL (BAG) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella | 12 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Damsel | 4 |
|---|---|
| IFENIL (CSO) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| CRESTOR (AZN) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

### 2° PROMOCION (14.2%)

| MDO: Neurobile- (4) | 16 |
|---|---|
| **NEURO BILETAN (GAD)** | **100%** |

| MDO: Rubi | 7 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E OTTONELLO MARCELO (GIN) - CP: 2400 -- 156 prescripciones

### LANZAMIENTOS (13.5%)

| MDO: Fucsia | 6 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 5 |
|---|---|
| NOVO HUMORAP (BAG) | 60% |
| OPTISER (B+L) | 40% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| DIOVAN (SIE) | 80% |
| RACORVAL (RMM) | 20% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| OSTEODYN (MTP) | 50% |
| DEVISAL CB (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| TERBENOL DUO (BEB) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (77.6%)

| MDO: Damsel (1) | 47 |
|---|---|
| KALA (BEB) | 34% |
| DIVINA (ELE) | 32% |
| YASMIN (BAY) | 26% |
| **DAMSEL GAD** | **9%** |

| MDO: Alplax_Diocam (2) | 20 |
|---|---|
| CLONAGIN (B+L) | 40% |
| **ALPLAX + DIOCAM** | **15%** |
| ALPLAX (GAD) | 10% |
| NEURYL (BAG) | 10% |

| MDO: Femiden (3) | 14 |
|---|---|
| MIRANDA (ELE) | 57% |
| ZOELY (MSD) | 43% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Sinlip (4) | 12 |
|---|---|
| ROVARTAL (RMM) | 8% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsella | 8 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Diabesil | 7 |
|---|---|
| TOTAL DBI | 57% |
| TOTAL GLUCOPHAGE | 43% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 7 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL ZOMARIST | 67% |
| TOTAL JANUMET | 33% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (7.7%)

| MDO: Filten (5) | 9 |
|---|---|
| VERATEN (ELE) | 56% |
| DILATREND (SIE) | 33% |
| ISOBLOC (CSO) | 11% |
| **FILTEN (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| ANIMEX-ON (BEB) | 100% |
| **FOXETIN (GAD)** | **0%** |

| MDO: Rubi | 1 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (1.3%)

| MDO: Somit | 2 |
|---|---|
| INDUCTAL (RMM) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## E BOLCATO YAGGI ERICA CARLA (CLM) - CP: 5000 -- 156 prescripciones

### LANZAMIENTOS (90.4%)

| MDO: Aturen (1) | 140 |
|---|---|
| DIOSMIN (CVI) | 52% |
| VEDIPAL (RF2) | 37% |
| DAFLON 1000 (SVR) | 6% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| RIBEX (EUF) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (7.1%)

| MDO: Sinlip (3) | 3 |
|---|---|
| ROVARTAL (RMM) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (4) | 2 |
|---|---|
| LOSACOR (RMM) | 50% |
| VASEXTEN (BEB) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Gavin (5) | 2 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

### 2º PROMOCION (2.6%)

| MDO: Neurobile- (2) | 4 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

## ✔ E BALLARINO MARIA INES (CLM) - CP: 2400 -- 153 prescripciones

### LANZAMIENTOS (26.8%)

| MDO: Etabyx (1) | 24 |
|---|---|
| LEVECOM (B+L) | 50% |
| LEVAXON (RF2) | 38% |
| LEVECOM XR (B+L) | 12% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 8 |
|---|---|
| DEVISAL (B+L) | 75% |
| DEVISAL CB (B+L) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 7 |
|---|---|
| PRADAXA (B.I) | 86% |
| XARELTO (BAY) | 14% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (64.7%)

| MDO: Alplax_D- (2) | 24 |
|---|---|
| CLONAGIN (B+L) | 54% |
| TRANQUINAL (BAG) | 8% |
| **ALPLAX + DIOCAM** | **4%** |
| DIOCAM (GAD) | 4% |

| MDO: Diabesil (3) | 21 |
|---|---|
| TOTAL DBI | 52% |
| TOTAL GLUCOPHAGE | 48% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (4) | 21 |
|---|---|
| TORIVAS (B+L) | 62% |
| REOVEX (B+L) | 10% |
| LIPIFEN (RF2) | 10% |
| **SINLIP (GAD)** | **0%** |

| MDO: Divalprex (5) | 20 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 8 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL GALVUS | 50% |
| TOTAL TRAYENTA | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| DAUNLIP (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2º PROMOCION (2.0%)

| MDO: Neurobile- | 2 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (6.5%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 50% |
| SOMIT CR (GAD) | 30% |
| NOVO INSOMNIUM (GAD) | 20% |

# FICHAS MEDICOS

## ✔ E DOUTHAT WALTER GUILLERMO (NEF) - CP: 5016 -- 151 prescripciones

### LANZAMIENTOS (18.5%)

| MDO: Paliax (5) | 14 |
|---|---|
| SARVAL (B+L) | 43% |
| ALPERTAN (RF2) | 36% |
| DIOVAN (SIE) | 14% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 13 |
|---|---|
| DEVISAL (B+L) | 31% |
| **GADOFEROL TOTAL** | **23%** |
| GADOFEROL (GAD) | 23% |
| DEVISAL CB (B+L) | 23% |

| MDO: Fucsia | 1 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (57.0%)

| MDO: Bisopil (2) | 21 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin (3) | 20 |
|---|---|
| PREBICTAL (RF2) | 60% |
| PLENICA (RMM) | 35% |
| NEURISTAN (CSO) | 5% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 20 |
|---|---|
| CLONAGIN (B+L) | 60% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 15% |
| TRANQUINAL (BAG) | 15% |

| MDO: L. Gastromax | 10 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Sinlip | 10 |
|---|---|
| AMPLIAR (CSO) | 40% |
| LIPIFEN (RF2) | 10% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (21.9%)

| MDO: Filten (1) | 23 |
|---|---|
| **FILTEN (GAD)** | **48%** |
| DILATREND (SIE) | 26% |
| CARVEDIL (BAG) | 22% |
| ISOBLOC (CSO) | 4% |

| MDO: Omnic Ocas | 6 |
|---|---|
| REDUPROST (RF2) | 67% |
| TANSILOPROST (FIN) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **75%** |
| ALLOPURINOL CRAVER (C- | 25% |

### RECORDATORIOS (2.6%)

| MDO: Calcimax | 4 |
|---|---|
| CALCIONAL (ARI) | 50% |
| **CALCIMAX TOTAL** | **25%** |
| CALCIMAX (GAD) | 25% |
| CALCIO BASE VENT3 (VEN) | 25% |

## E CEBALLOS ESTEBAN (NEO) - CP: 5000 -- 151 prescripciones

### LANZAMIENTOS (20.5%)

| MDO: Etabyx (2) | 23 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol (4) | 8 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (77.5%)

| MDO: Divalprex (1) | 90 |
|---|---|
| EXIBRAL (BAG) | 74% |
| VALCOTE (ABT) | 26% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 22 |
|---|---|
| VALIUM (SIE) | 36% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsel (5) | 4 |
|---|---|
| KIRUM (RF2) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### RECORDATORIOS (2.0%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

| MDO: Somit | 1 |
|---|---|
| REM CHOBET (SUE) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## E SAUL MARA MILAGROS (CLM) - CP: 5000 -- 139 prescripciones

### LANZAMIENTOS (9.4%)

| MDO: Gadoferol | 7 |
|---|---|
| OSTEODYN (MTP) | 57% |
| DEVISAL (B+L) | 43% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 3 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Vanserin | 2 |
|---|---|
| **VANSERIN (GAD)** | **100%** |

| MDO: Etabyx | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (76.3%)

| MDO: Alplax_D- (1) | 24 |
|---|---|
| **ALPLAX + DIOCAM** | **88%** |
| DIOCAM (GAD) | 75% |
| ALPLAX (GAD) | 12% |
| CLONAGIN (B+L) | 8% |

| MDO: L. Gastromax (2) | 22 |
|---|---|
| PANTUS (B+L) | 91% |
| PANTOCAS( CSO) | 5% |
| PANTOMETYL 40 (S+N) | 5% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (3) | 21 |
|---|---|
| **SINLIP (GAD)** | **48%** |
| AMPLIAR (CSO) | 19% |
| ROSUVAST (BAG) | 19% |
| HIPOLIPOL (CSO) | 10% |

| MDO: Gadocor (4) | 16 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 9 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Midax | 8 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (5.8%)

| MDO: Filten | 7 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (8.6%)

| MDO: Somit (5) | 12 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E KAPLAN RUTH LIA (CLM) - CP: 5016 -- 137 prescripciones

### LANZAMIENTOS (10.9%)

| MDO: Bexaban | 10 |
|---|---|
| ELIQUIS (PFZ) | 40% |
| XARELTO (BAY) | 30% |
| XAROBAN (RF2) | 20% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| DIAPRESAN (MTP) | 50% |
| COROSAN (ELE) | 50% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (82.5%)

| MDO: L. Gastr- (1) | 24 |
|---|---|
| **GASTROMAX TOTAL** | **29%** |
| GASTROMAX (GAD) | 29% |
| PANTUS (B+L) | 29% |
| PANTOP (RF2) | 25% |

| MDO: Sinlip (2) | 23 |
|---|---|
| LIPITOR (PFZ) | 35% |
| ROSUVAST (BAG) | 9% |
| ZARATOR (ELE) | 9% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin (3) | 20 |
|---|---|
| PLENICA (RMM) | 65% |
| LINPREL (B+L) | 15% |
| **GAVIN (GAD)** | **10%** |
| PREBICTAL (RF2) | 10% |

| MDO: Alplax_Diocam (4) | 16 |
|---|---|
| CLONAGIN (B+L) | 31% |
| NEURYL (BAG) | 12% |
| RIVOTRIL (B7I) | 12% |
| **ALPLAX + DIOCAM** | **6%** |

| MDO: Bisopil (5) | 15 |
|---|---|
| CORBIS (RMM) | 73% |
| CONCOR (ELE) | 27% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| PRISONIL (LEP) | 75% |
| LOSACOR (RMM) | 25% |
| **PAXON TOTAL** | **0%** |

| MDO: Xelevia | 3 |
|---|---|
| JANUVIA (MSD) | 67% |
| TOTAL GALVUS | 33% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2º PROMOCION (5.8%)

| MDO: Filten | 4 |
|---|---|
| DILATREND (SIE) | 75% |
| CARVEDIL (BAG) | 25% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| REDUPROST (RF2) | 75% |
| ACLOSAN (EUF) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.7%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E CALDELARI GUSTAVO ANDRES (URO) - CP: 2400 -- 137 prescripciones

### LANZAMIENTOS (1.5%)

| MDO: Nexdia | 2 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (43.8%)

| MDO: Alplax_D- (2) | 33 |
|---|---|
| **ALPLAX + DIOCAM** | **55%** |
| ALPLAX (GAD) | 55% |
| CLONAGIN (B+L) | 30% |
| TRANQUINAL (BAG) | 6% |

| MDO: Sinlip (4) | 16 |
|---|---|
| ROSUVAST (BAG) | 62% |
| TORIVAS (B+L) | 25% |
| AMPLIAR (CSO) | 6% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 8 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (47.4%)

| MDO: Omnic O- (1) | 43 |
|---|---|
| URALOS CR (CSO) | 42% |
| SULOS (ELE) | 37% |
| PROSTOKLAR (B+L) | 16% |
| **OMNIC OCAS (GAD)** | **2%** |

| MDO: Allopurinol (3) | 19 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Rubi | 3 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (7.3%)

| MDO: Somit (5) | 10 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 80% |
| INDUCTAL (RMM) | 20% |

# FICHAS MEDICOS

## ✔ E MARTINI GASTON EZEQUIEL (CLM) - CP: 5016 -- 136 prescripciones

### LANZAMIENTOS (10.3%)

| MDO: Nexdia (3) | 9 |
|---|---|
| LEXAPRO (LUN) | 44% |
| AXIOMAT (BET) | 33% |
| OPTISER (B+L) | 22% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL (GAD) | 100% |

| MDO: Paliax | 2 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (76.5%)

| MDO: Alplax_D- (1) | 32 |
|---|---|
| CLONAGIN (B+L) | 31% |
| **ALPLAX + DIOCAM** | **28%** |
| ALPLAX (GAD) | 28% |
| CLONAGIN SL (B+L) | 22% |

| MDO: Sinlip (2) | 31 |
|---|---|
| **SINLIP (GAD)** | **45%** |
| ROVARTAL (RMM) | 16% |
| ROSUVAST (BAG) | 10% |
| VASOTENAL (RMM) | 10% |

| MDO: Paxon (4) | 8 |
|---|---|
| **PAXON TOTAL** | **75%** |
| PAXON | 75% |
| PRISONIL (LEP) | 25% |

| MDO: Damsel (5) | 7 |
|---|---|
| ISIS (SIE) | 57% |
| DIVINA (ELE) | 43% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 6 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| TECTA (RF2) | 33% |
| PANTUS (B+L) | 17% |

| MDO: Diabesil | 5 |
|---|---|
| TOTAL DBI | 80% |
| TOTAL GLUCOPHAGE | 20% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor | 4 |
|---|---|
| NABILA (RF2) | 50% |
| NEBICOR (LZA) | 50% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| LYRICA (PFZ) | 50% |
| LINPREL (B+L) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella | 3 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (8.1%)

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 2 |
|---|---|
| SESAREN (RMM) | 50% |
| SUNVEX LP (CSO) | 50% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| **NEURO BILETAN (GAD)** | **100%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (5.1%)

| MDO: Somit | 7 |
|---|---|
| **TOTAL SOMIT** | **86%** |
| SOMIT (GAD) | 86% |
| DORMILAN (B+L) | 14% |

# FICHAS MEDICOS

## ✔ E LURGO ANGELICA MARIA (CLM) - CP: 2400 -- 135 prescripciones

### LANZAMIENTOS (10.4%)

| MDO: Nexdia (3) | 14 |
|---|---|
| OPTISER (B+L) | 71% |
| ARAMIX (ELE) | 29% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (60.0%)

| MDO: Alplax_D- (1) | 48 |
|---|---|
| CLONAGIN (B+L) | 56% |
| TRAPAX (PFZ) | 17% |
| EMOTIVAL (TEV) | 10% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Divalprex (5) | 12 |
|---|---|
| VALCAS (CSO) | 67% |
| VALCOTE (ABT) | 33% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin | 10 |
|---|---|
| PLENICA (RMM) | 50% |
| LINPREL (B+L) | 40% |
| LYRICA (PFZ) | 10% |
| **GAVIN (GAD)** | **0%** |

| MDO: L. Gastromax | 9 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| DIVINA (ELE) | 50% |
| YASMIN (BAY) | 50% |
| **DAMSEL GAD** | **0%** |

### 2º PROMOCION (15.6%)

| MDO: Foxetin (4) | 14 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Elafax | 3 |
|---|---|
| VENLIFAX XR (B+L) | 67% |
| SESAREN (RMM) | 33% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (14.1%)

| MDO: Somit (2) | 19 |
|---|---|
| MIAPAX (CSO) | 79% |
| **TOTAL SOMIT** | **11%** |
| SOMIT CR (GAD) | 11% |
| NOCTE (BAG) | 5% |

## E PON RICARDO HORACIO (PSQ) - CP: 5000 -- 135 prescripciones

### 1º PROMOCION (78.5%)

| MDO: Alplax_D- (1) | 49 |
|---|---|
| CLONAGIN (B+L) | 39% |
| TRAPAX (PFZ) | 27% |
| TENSIUM (B+L) | 18% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Lapenax (2) | 28 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Midax (3) | 13 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Divalprex (4) | 12 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2º PROMOCION (20.7%)

| MDO: Risperin (5) | 12 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 11 |
|---|---|
| REDUPROST (RF2) | 91% |
| UROPROST-Q (ARI) | 9% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 5 |
|---|---|
| EFEXOR (PFZ) | 80% |
| SESAREN (RMM) | 20% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (0.7%)

| MDO: Somit | 1 |
|---|---|
| INSOMNIUM NF (GAD) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ E BARRIONUEVO WALTER EMANUEL (CLM) - CP: 5016 -- 134 prescripciones

**LANZAMIENTOS (17.2%)**

| MDO: Fucsia (4) | 22 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **41%** |
| SLINDA (ELE) | 36% |
| ISIS FREE S/ESTROG (SIE) | 23% |

| MDO: Gadoferol | 1 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

**1° PROMOCION (56.0%)**

| MDO: Damsel (1) | 40 |
|---|---|
| DIVINA (ELE) | 58% |
| KALA (BEB) | 28% |
| YASMIN (BAY) | 10% |
| **DAMSEL GAD** | **5%** |

| MDO: Damsella (3) | 27 |
|---|---|
| **DAMSELLA (GAD)** | **96%** |
| YAZ (BAY) | 4% |

| MDO: L. Gastromax (5) | 3 |
|---|---|
| PANTOP (RF2) | 67% |
| PANGEST (BET) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

**2° PROMOCION (26.9%)**

| MDO: Rubi (2) | 36 |
|---|---|
| **RUBI (GAD)** | **83%** |
| QLAIRA (BAY) | 17% |

## E DELACOSTE SASHA AILEN (CLM) - CP: 5000 -- 131 prescripciones

**LANZAMIENTOS (48.9%)**

| MDO: Reliveran (1) | 49 |
|---|---|
| TUERIS (MLB) | 86% |
| **RELIVERAN DOXI (GAD)** | **12%** |
| EMETIC (DOG) | 2% |

| MDO: Fucsia (5) | 9 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 78% |
| **FUCSIA S/ESTROGENO (G-** | **22%** |

| MDO: Aturen | 6 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (51.1%)**

| MDO: Damsel (2) | 24 |
|---|---|
| JADE (CVI) | 29% |
| MAXIMA (P0F) | 21% |
| YASMIN (BAY) | 12% |
| **DAMSEL GAD** | **4%** |

| MDO: April (3) | 15 |
|---|---|
| FEMEXIN-28 (ELE) | 60% |
| **APRIL (GAD)** | **20%** |
| NORGESTREL PLUS (BEK) | 13% |
| DOS DIAS N (ELE) | 7% |

| MDO: Damsella (4) | 12 |
|---|---|
| ISIS MINI 24 (SIE) | 58% |
| DIVA TOTAL (ELE) | 17% |
| KALA MD 24 (BEB) | 17% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden | 9 |
|---|---|
| **FEMIDEN (GAD)** | **67%** |
| AMAPOLI (BEB) | 22% |
| FEMALVI (RF2) | 11% |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## E GUERRERO SUSANA BEATRIZ (PED) - CP: 5000 -- 129 prescripciones

**1° PROMOCION (100.0%)**

| MDO: Divalprex (1) | 72 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 52 |
|---|---|
| LORAZEPAN (SUE) | 29% |
| EMOTIVAL (TEV) | 17% |
| TRAPAX (PFZ) | 10% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil (3) | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip (4) | 1 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E CONTOS MARIA CECILIA (CLM) - CP: 5016 -- 125 prescripciones

### LANZAMIENTOS (13.6%)

| MDO: Fucsia (4) | 16 |
|---|---|
| SLINDA (ELE) | 69% |
| ISIS FREE S/ESTROG (SIE) | 31% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (65.6%)

| MDO: Damsel (1) | 45 |
|---|---|
| DIVINA (ELE) | 36% |
| YASMIN (BAY) | 31% |
| KALA (BEB) | 24% |
| **DAMSEL GAD** | **9%** |

| MDO: Damsella (3) | 16 |
|---|---|
| **DAMSELLA (GAD)** | **75%** |
| YAZ (BAY) | 25% |

| MDO: Femiden (5) | 9 |
|---|---|
| AMAPOLI (BEB) | 44% |
| FEMALVI (RF2) | 33% |
| MIRANDA (ELE) | 22% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 9 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| CLONAGIN (B+L) | 11% |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (20.8%)

| MDO: Rubi (2) | 26 |
|---|---|
| **RUBI (GAD)** | **54%** |
| QLAIRA (BAY) | 46% |

## ✔ E FARIAS RODRIGUEZ FEDERICO JAVIER (CLM) - CP: 5016 -- 124 prescripciones

### LANZAMIENTOS (25.8%)

| MDO: Fucsia (2) | 32 |
|---|---|
| SLINDA (ELE) | 47% |
| **FUCSIA S/ESTROGENO (G-** | **41%** |
| ISIS FREE S/ESTROG (SIE) | 12% |

### 1° PROMOCION (57.3%)

| MDO: Damsel (1) | 37 |
|---|---|
| DIVINA (ELE) | 73% |
| KALA (BEB) | 11% |
| **DAMSEL GAD** | **8%** |
| YASMIN (BAY) | 8% |

| MDO: Damsella (3) | 28 |
|---|---|
| DIVA TOTAL (ELE) | 57% |
| ISIS MINI 24 (SIE) | 14% |
| KALA MD 24 (BEB) | 14% |
| **DAMSELLA (GAD)** | **4%** |

| MDO: April (5) | 5 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

### 2° PROMOCION (16.9%)

| MDO: Rubi (4) | 20 |
|---|---|
| AZUCENA (BEB) | 45% |
| **RUBI (GAD)** | **30%** |
| QLAIRA (BAY) | 25% |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E FEININGER GERARDO DANIEL (None) - CP: 5186 -- 123 prescripciones

### LANZAMIENTOS (13.8%)

| MDO: Etabyx | 5 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| OSTEODYN (MTP) | 25% |
| SUBICAL (BEB) | 25% |
| CRADA (CSO) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 67% |
| TERBENOL DUO (BEB) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| SARVAL (B+L) | 67% |
| DIOVAN (SIE) | 33% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (77.2%)

| MDO: L. Gastr- (1) | 26 |
|---|---|
| PANTUS (B+L) | 62% |
| PANTOP (RF2) | 15% |
| PANTOMETYL 40 (S+N) | 12% |
| **GASTROMAX TOTAL** | **8%** |

| MDO: Alplax_Diocam (2) | 19 |
|---|---|
| CLONAGIN (B+L) | 42% |
| **ALPLAX + DIOCAM** | **32%** |
| ALPLAX (GAD) | 32% |
| NEURYL (BAG) | 11% |

| MDO: Diabesil (3) | 18 |
|---|---|
| TOTAL ISLOTIN | 50% |
| TOTAL DBI | 22% |
| BALIGLUC B+L | 17% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (4) | 11 |
|---|---|
| **SINLIP (GAD)** | **27%** |
| ROVARTAL (RMM) | 18% |
| ROSUVAST (BAG) | 18% |
| AMPLIAR (CSO) | 9% |

| MDO: Gavin (5) | 8 |
|---|---|
| PLENICA (RMM) | 50% |
| **GAVIN (GAD)** | **25%** |
| PREBICTAL (RF2) | 12% |
| NEURISTAN (CSO) | 12% |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 67% |
| LOPLAC (CSO) | 33% |
| **PAXON TOTAL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL ZOMARIST | 50% |
| JANUVIA (MSD) | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| **TONIBRAL TOTAL** | **100%** |
| TONIBRAL XR (GAD) | 100% |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| DAUNLIP (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2º PROMOCION (8.1%)

| MDO: Omnic O- | 5 |
|---|---|
| PROSTOKLAR (B+L) | 80% |
| REDUPROST (RF2) | 20% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 4 |
|---|---|
| DILATREND (SIE) | 50% |
| BIDECAR (B+L) | 50% |
| **FILTEN (GAD)** | **0%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

### RECORDATORIOS (0.8%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E CAVALLI LAURA ALICIA (GIN) - CP: 5016 -- 123 prescripciones

### LANZAMIENTOS (8.1%)

| MDO: Fucsia (4) | 9 |
|---|---|
| SLINDA (ELE) | 67% |
| ISIS FREE S/ESTROG (SIE) | 22% |
| **FUCSIA S/ESTROGENO (G-** | **11%** |

| MDO: Gadoferol | 1 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1º PROMOCION (91.1%)

| MDO: Damsel (1) | 73 |
|---|---|
| YASMIN (BAY) | 34% |
| DIVINA (ELE) | 27% |
| KALA (BEB) | 23% |
| **DAMSEL GAD** | **11%** |

| MDO: April (2) | 21 |
|---|---|
| **APRIL (GAD)** | **81%** |
| ELEKTRA (CVI) | 19% |

| MDO: Alplax_Diocam (3) | 12 |
|---|---|
| **ALPLAX + DIOCAM** | **8%** |
| ALPLAX (GAD) | 8% |
| RIVOTRIL (B7I) | 8% |

| MDO: Sinlip (5) | 3 |
|---|---|
| VASOTENAL (RMM) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2º PROMOCION (0.8%)

| MDO: Rubi | 1 |
|---|---|
| **RUBI (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E CAMPAZZO MARIO OSVALDO (CLM) - CP: 5016 -- 121 prescripciones

### LANZAMIENTOS (48.8%)

| MDO: Gadoferol (1) | 32 |
|---|---|
| DEBLAX (RF2) | 75% |
| DEVISAL CB (B+L) | 12% |
| OSTEODYN (MTP) | 3% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax (2) | 15 |
|---|---|
| ALPERTAN (RF2) | 60% |
| DILCORAN (CSO) | 27% |
| DIAPRESAN (MTP) | 13% |
| **PALIAX (GAD)** | **0%** |

| MDO: Fucsia | 6 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 6 |
|---|---|
| DAFLON 1000 (SVR) | 67% |
| DAFLON 500 (SVR) | 33% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (41.3%)

| MDO: L. Gastr- (3) | 11 |
|---|---|
| **GASTROMAX TOTAL** | **45%** |
| GASTROMAX (GAD) | 45% |
| PANTUS (B+L) | 27% |
| PANTOP (RF2) | 18% |

| MDO: Diabesil (4) | 8 |
|---|---|
| TOTAL DBI | 50% |
| TOTAL GLUCOPHAGE | 50% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Femiden (5) | 8 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: Paxon | 6 |
|---|---|
| LOSACOR (RMM) | 67% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |
| FENSARTAN ELEA (ELE) | 17% |

| MDO: Gavin | 5 |
|---|---|
| PREBICTAL (RF2) | 80% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| NEURYL (BAG) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| ISIS (SIE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL JANUMET | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (8.3%)

| MDO: Foxetin | 6 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten | 2 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Duxetin | 1 |
|---|---|
| DUERIX (ARI) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (1.7%)

| MDO: Calcimax | 2 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E PIROLA JUAN PABLO (REU) - CP: 2400 -- 121 prescripciones

### LANZAMIENTOS (36.4%)

| MDO: Gadoferol (1) | 32 |
|---|---|
| **GADOFEROL TOTAL** | **50%** |
| GADOFEROL CB (GAD) | 50% |
| TESTRI CB (ELE) | 38% |
| ORAVIL (TPQ) | 6% |

| MDO: Nexdia (3) | 8 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (47.1%)

| MDO: Alplax_D- (2) | 24 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 33% |
| DIOCAM (GAD) | 17% |
| CLONAGIN (B+L) | 17% |

| MDO: L. Gastromax (4) | 8 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 7 |
|---|---|
| LINPREL (B+L) | 43% |
| **GAVIN (GAD)** | **29%** |
| PLENICA (RMM) | 29% |

| MDO: Gadocor | 4 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Omecap 90 | 4 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Paxon | 4 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 4 |
|---|---|
| REOVEX (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| DROSIX (B+L) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (9.9%)

| MDO: Risperin | 8 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| TANSILOPROST RET (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (6.6%)

| MDO: Somit (5) | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E SEGURA FACUNDO MANUEL (TRA) - CP: 5000 -- 113 prescripciones

### LANZAMIENTOS (47.8%)

| MDO: Bexaban (1) | 43 |
|---|---|
| RIXATYL (B+L) | 40% |
| REMEXAL (CSO) | 21% |
| XAROBAN (RF2) | 16% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol (4) | 8 |
|---|---|
| DEVISAL CB (B+L) | 88% |
| OSTEODYN (MTP) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Vanserin | 3 |
|---|---|
| PIVALPEN (BAG) | 67% |
| **VANSERIN (GAD)** | **33%** |

### 1° PROMOCION (34.5%)

| MDO: Alplax_D- (2) | 24 |
|---|---|
| CLONAGIN (B+L) | 33% |
| TRANQUINAL (BAG) | 29% |
| **ALPLAX + DIOCAM** | **25%** |
| ALPLAX (GAD) | 25% |

| MDO: Diabesil (5) | 8 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 5 |
|---|---|
| LINPREL (B+L) | 60% |
| PLENICA (RMM) | 40% |
| **GAVIN (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2° PROMOCION (17.7%)

| MDO: Filten (3) | 20 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PRATS CARDONA FLORENCIA (GIN) - CP: 5016 -- 112 prescripciones

### LANZAMIENTOS (41.1%)

| MDO: Fucsia (2) | 18 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 61% |
| SLINDA (ELE) | 22% |
| **FUCSIA S/ESTROGENO (G-** | **17%** |

| MDO: Reliveran Doxi (3) | 18 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **50%** |
| EMETIC (DOG) | 33% |
| TUERIS (MLB) | 11% |
| TONVAL (CVI) | 6% |

| MDO: Gadoferol | 5 |
|---|---|
| **GADOFEROL TOTAL** | **60%** |
| GADOFEROL (GAD) | 60% |
| SUBICAL (BEB) | 40% |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (50.0%)

| MDO: Damsel (1) | 37 |
|---|---|
| DIVINA (ELE) | 49% |
| KALA (BEB) | 16% |
| **DAMSEL GAD** | **14%** |
| YASMIN (BAY) | 11% |

| MDO: Femiden (4) | 9 |
|---|---|
| MIRANDA (ELE) | 78% |
| **FEMIDEN (GAD)** | **22%** |

| MDO: Damsella | 3 |
|---|---|
| **DAMSELLA (GAD)** | **67%** |
| ISIS MINI 24 (SIE) | 33% |

| MDO: Alplax_Diocam | 3 |
|---|---|
| RIVOTRIL (B7I) | 67% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |

| MDO: L. Gastromax | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANGEST (BET) | 50% |

| MDO: Sinlip | 2 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2º PROMOCION (8.9%)

| MDO: Rubi (5) | 6 |
|---|---|
| **RUBI (GAD)** | **67%** |
| QLAIRA (BAY) | 33% |

| MDO: Omnic Ocas | 2 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

## ✔ E SALGADO ANABELLA VERONICA (REU) - CP: 2400 -- 109 prescripciones

### LANZAMIENTOS (11.9%)

| MDO: Gadoferol | 7 |
|---|---|
| **GADOFEROL TOTAL** | **57%** |
| GADOFEROL CB (GAD) | 57% |
| TESTRI CB (ELE) | 29% |
| DEVISAL (B+L) | 14% |

| MDO: Nexdia | 4 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (67.0%)

| MDO: Gavin (1) | 30 |
|---|---|
| PREBICTAL (RF2) | 67% |
| PLENICA (RMM) | 23% |
| LINPREL (B+L) | 7% |
| **GAVIN (GAD)** | **3%** |

| MDO: Sinlip (2) | 19 |
|---|---|
| ROVARTAL (RMM) | 42% |
| ZARATOR (ELE) | 21% |
| NORMOLIPOL (LEP) | 21% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax (4) | 14 |
|---|---|
| PANTUS (B+L) | 71% |
| PANTOCAS( CSO) | 29% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 6 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2º PROMOCION (13.8%)

| MDO: Allopurin- (3) | 15 |
|---|---|
| ALLOPURINOL CRAVER (C- | 80% |
| **ALLOPURINOL GADOR (G-** | **20%** |

### RECORDATORIOS (7.3%)

| MDO: Somit (5) | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E FALCONI CARLOS DANIEL (PSQ) - CP: 2400 -- 108 prescripciones

### LANZAMIENTOS (10.2%)

| MDO: Nexdia (3) | 11 |
|---|---|
| ARAMIX (ELE) | 45% |
| LEXAPRO (LUN) | 36% |
| OPTISER (B+L) | 18% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (60.2%)

| MDO: Alplax_D- (1) | 44 |
|---|---|
| EMOTIVAL (TEV) | 41% |
| CLONAGIN (B+L) | 23% |
| **ALPLAX + DIOCAM** | **11%** |
| TRAPAX (PFZ) | 9% |

| MDO: Diabesil (5) | 10 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Divalprex | 5 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| **DESLAFAX (GAD)** | **100%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| TORIVAS (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (28.7%)

| MDO: Elafax (2) | 20 |
|---|---|
| **ELAFAX (GAD)** | **85%** |
| SESAREN (RMM) | 15% |

| MDO: Foxetin (4) | 10 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 1 |
|---|---|
| DROPICINE (BET) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (0.9%)

| MDO: Somit | 1 |
|---|---|
| DORMILAN (B+L) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ E DE ARTEAGA JAVIER (NEF) - CP: 5016 -- 102 prescripciones

### LANZAMIENTOS (17.6%)

| MDO: Paliax (1) | 16 |
|---|---|
| SARVAL (B+L) | 56% |
| DIAPRESAN (MTP) | 44% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (70.6%)

| MDO: L. Gastr- (2) | 15 |
|---|---|
| PANTUS (B+L) | 73% |
| **GASTROMAX TOTAL** | **20%** |
| GASTROMAX (GAD) | 20% |
| PANTOP (RF2) | 7% |

| MDO: Alplax_Diocam (3) | 15 |
|---|---|
| CLONAGIN (B+L) | 67% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 20% |
| NEURYL (BAG) | 7% |

| MDO: Divalprex (4) | 9 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Sinlip (5) | 9 |
|---|---|
| **SINLIP (GAD)** | **33%** |
| LIPIFEN (RF2) | 33% |
| ROSUVAST (BAG) | 22% |
| ROVARTAL (RMM) | 11% |

| MDO: Gadocor | 7 |
|---|---|
| CORPRES (RMM) | 57% |
| NABILA (RF2) | 29% |
| NEBILET (SIE) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 6 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 5 |
|---|---|
| LOSACOR (RMM) | 80% |
| **PAXON TOTAL** | **20%** |
| PAXON | 20% |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (4.9%)

| MDO: Omnic O- | 3 |
|---|---|
| TANSILOPROST (FIN) | 33% |
| REDUPROST (RF2) | 33% |
| TANSILOPROST RET (FIN) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 2 |
|---|---|
| RISPERDAL (JAN) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (6.9%)

| MDO: Somit | 4 |
|---|---|
| INDUCTAL (RMM) | 75% |
| INSOMNIUM NF (GAD) | 25% |
| **TOTAL SOMIT** | **0%** |

| MDO: Calcimax | 3 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

## ✔ E ROCA CARLOS ALBERTO (GIN) - CP: 2400 -- 102 prescripciones

### LANZAMIENTOS (3.9%)

| MDO: Gadoferol | 2 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (96.1%)

| MDO: Damsel (1) | 38 |
|---|---|
| DIVINA (ELE) | 50% |
| KIRUM (RF2) | 37% |
| **DAMSEL GAD** | **8%** |
| KALA (BEB) | 5% |

| MDO: April (2) | 38 |
|---|---|
| **APRIL (GAD)** | **58%** |
| FEMEXIN-28 (ELE) | 26% |
| FEMEXIN (ELE) | 16% |

| MDO: Diabesil (3) | 9 |
|---|---|
| TOTAL ISLOTIN | 67% |
| TOTAL DBI | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsella (4) | 5 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 4 |
|---|---|
| RIVOTRIL (B7I) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| **GASTROMAX TOTAL** | **67%** |
| GASTROMAX (GAD) | 67% |
| PANTUS (B+L) | 33% |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

# FICHAS MEDICOS

## E ROSALES CARLOS ALEJANDRO (CLM) - CP: 5000 -- 101 prescripciones

### LANZAMIENTOS (2.0%)

| MDO: Gadoferol | 2 |
|---|---|
| SUBICAL (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (50.5%)

| MDO: L. Gastr- (2) | 23 |
|---|---|
| PEPTAZOL (MTP) | 83% |
| PANTUS (B+L) | 17% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam (4) | 10 |
|---|---|
| **ALPLAX + DIOCAM** | **80%** |
| ALPLAX (GAD) | 80% |
| NEURYL (BAG) | 20% |

| MDO: Sinlip (5) | 9 |
|---|---|
| **SINLIP (GAD)** | **78%** |
| ROVARTAL (RMM) | 22% |

| MDO: Diabesil | 7 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (40.6%)

| MDO: Duxetin (1) | 28 |
|---|---|
| DUERIX (ARI) | 86% |
| **DUXETIN (GAD)** | **14%** |

| MDO: Filten (3) | 13 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (6.9%)

| MDO: Calcimax | 5 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E CORNAVACA MARIA TERESITA (CLM) - CP: 5016 -- 100 prescripciones

### LANZAMIENTOS (38.0%)

| MDO: Etabyx (1) | 24 |
|---|---|
| CALLEXE (CSO) | 96% |
| LEVRON (RON) | 4% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia (4) | 8 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Reliveran Doxi | 4 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (59.0%)

| MDO: Diabesil (2) | 12 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (3) | 11 |
|---|---|
| LOSACOR (RMM) | 91% |
| **PAXON TOTAL** | **9%** |
| PAXON | 9% |

| MDO: Midax (5) | 8 |
|---|---|
| REVERTRIX (RC5) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Bisopil | 7 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 7 |
|---|---|
| CLONAGIN (B+L) | 43% |
| **ALPLAX + DIOCAM** | **29%** |
| ALPLAX (GAD) | 29% |

| MDO: Sinlip | 6 |
|---|---|
| ROVARTAL (RMM) | 50% |
| HIPOLIPOL (CSO) | 33% |
| **SINLIP (GAD)** | **17%** |

| MDO: Gadolip | 3 |
|---|---|
| DAUNLIP (MTP) | 67% |
| PROCETOKEN( BEB) | 33% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PEPTAZOL (MTP) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| **GAVIN (GAD)** | **100%** |

### 2° PROMOCION (1.0%)

| MDO: Neurobile- | 1 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (2.0%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E ROFFE CARLOS OSCAR (CLM) - CP: 2400 -- 100 prescripciones

### LANZAMIENTOS (2.0%)

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 50% |
| LEXTOR (CSO) | 50% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (85.0%)

| MDO: Diabesil (1) | 25 |
|---|---|
| TOTAL DBI | 88% |
| TOTAL GLUCOPHAGE | 12% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (2) | 23 |
|---|---|
| CLONAGIN (B+L) | 52% |
| **ALPLAX + DIOCAM** | **22%** |
| ALPLAX (GAD) | 17% |
| NEURYL (BAG) | 17% |

| MDO: Bisopil (3) | 10 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Damsel (4) | 8 |
|---|---|
| UMMA (BEK) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Xelevia | 7 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Sinlip | 5 |
|---|---|
| ROSUVAST (BAG) | 80% |
| AMPLIAR (CSO) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (11.0%)

| MDO: Omnic O- (5) | 8 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.0%)

| MDO: Somit | 2 |
|---|---|
| INDUCTAL (RMM) | 100% |
| **TOTAL SOMIT** | **0%** |

## E ALDAVE ABIGAIL AYELEN (CLM) - CP: 5000 -- 99 prescripciones

### LANZAMIENTOS (4.0%)

| MDO: Etabyx (5) | 3 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (51.5%)

| MDO: Alplax_D- (2) | 22 |
|---|---|
| CLONAGIN (B+L) | 64% |
| **ALPLAX + DIOCAM** | **9%** |
| ALPLAX (GAD) | 9% |
| NEURYL (BAG) | 9% |

| MDO: Gavin (3) | 20 |
|---|---|
| PLENICA (RMM) | 30% |
| **GAVIN (GAD)** | **25%** |
| KABIAN MULTIDOSIS (T.L) | 10% |
| PRINCIPIA (ELE) | 10% |

| MDO: Tonibral XR (4) | 7 |
|---|---|
| NEUROPLUS (B+L) | 57% |
| CARRIER (CSO) | 43% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (44.4%)

| MDO: Duxetin (1) | 42 |
|---|---|
| **DUXETIN (GAD)** | **86%** |
| NITIDEX (TEV) | 10% |
| ALACIR (MLB) | 5% |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| **NEURO BILETAN (GAD)** | **50%** |
| TINACTOL (CSO) | 50% |

# FICHAS MEDICOS

## ✔ E CAEIRO AGUSTIN ERNESTO (CLM) - CP: 5016 -- 95 prescripciones

### LANZAMIENTOS (23.2%)

| MDO: Bexaban (2) | 19 |
|---|---|
| XARELTO (BAY) | 63% |
| RIXATYL (B+L) | 26% |
| XAROBAN (RF2) | 11% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (60.0%)

| MDO: Alplax_D- (1) | 28 |
|---|---|
| **ALPLAX + DIOCAM** | **75%** |
| ALPLAX (GAD) | 68% |
| DIOCAM (GAD) | 7% |
| CLONAGIN (B+L) | 7% |

| MDO: Paxon (3) | 12 |
|---|---|
| **PAXON TOTAL** | **42%** |
| PAXON | 42% |
| LOSACOR (RMM) | 17% |
| LOPLAC (CSO) | 17% |

| MDO: Sinlip (4) | 10 |
|---|---|
| ROVARTAL (RMM) | 20% |
| **SINLIP (GAD)** | **10%** |
| TORIVAS (B+L) | 10% |

| MDO: L. Gastromax | 3 |
|---|---|
| PEPTAZOL (MTP) | 67% |
| PANTUS (B+L) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Gadocor | 1 |
|---|---|
| NIDIB (B+L) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| **TOTAL XELEVIA** | **100%** |
| XELEVIA MET (GAD) | 100% |

### 2° PROMOCION (5.3%)

| MDO: Risperin | 2 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (5.3%)

| MDO: Somit (5) | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E VAZQUEZ GUSTAVO ALBERTO (CLM) - CP: 5186 -- 94 prescripciones

### LANZAMIENTOS (10.6%)

| MDO: Nexdia (4) | 7 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| VEDIPAL (RF2) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (72.3%)

| MDO: Sinlip (1) | 20 |
|---|---|
| ROSUVAST (BAG) | 35% |
| REOVEX (B+L) | 25% |
| NORMOLIPOL (LEP) | 15% |
| **SINLIP (GAD)** | **5%** |

| MDO: Alplax_Diocam (2) | 18 |
|---|---|
| CLONAGIN (B+L) | 44% |
| **ALPLAX + DIOCAM** | **28%** |
| ALPLAX (GAD) | 28% |
| TRAPAX (PFZ) | 11% |

| MDO: Paxon (5) | 6 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Tonibral XR | 4 |
|---|---|
| CARRIER (CSO) | 50% |
| NEUROPLUS (B+L) | 50% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL GLUCOPHAGE | 50% |
| **TOTAL DIABESIL** | **25%** |
| DIABESIL AP 850 | 25% |
| TOTAL DBI | 25% |

| MDO: Gadocor | 3 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 67% |
| PEPTAZOL (MTP) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| **TOTAL XELEVIA** | **100%** |
| XELEVIA MET (GAD) | 100% |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (17.0%)

| MDO: Allopurin- (3) | 8 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **75%** |
| ALLOPURINOL CRAVER (C- | 25% |

| MDO: Omnic Ocas | 4 |
|---|---|
| TANSILOPROST (FIN) | 50% |
| REDUPROST (RF2) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| **NEURO BILETAN (GAD)** | **50%** |
| NEUROTIOCT (TPQ) | 50% |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## E CARBALLO NESTOR OSVALDO (CLM) - CP: 5000 -- 93 prescripciones

### LANZAMIENTOS (17.2%)

| MDO: Gadoferol | 4 |
|---|---|
| DEVISAL CB (B+L) | 50% |
| ORAVIL (TPQ) | 25% |
| RAQUIFEROL D3 (RMM) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 4 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| EX3 (ARI) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| VEDIPAL (RF2) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Vanserin | 2 |
|---|---|
| **VANSERIN (GAD)** | **100%** |

| MDO: Paliax | 1 |
|---|---|
| SIMULTAN (LZA) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (62.4%)

| MDO: Alplax_D- (1) | 13 |
|---|---|
| CLONAGIN (B+L) | 31% |
| TRANQUINAL (BAG) | 23% |
| VALIUM (SIE) | 15% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsel (2) | 12 |
|---|---|
| YASMIN (BAY) | 83% |
| DIVINA (ELE) | 8% |
| JADE (CVI) | 8% |
| **DAMSEL GAD** | **0%** |

| MDO: Sinlip (3) | 10 |
|---|---|
| ROVARTAL (RMM) | 60% |
| LIPITOR (PFZ) | 30% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (5) | 7 |
|---|---|
| TOTAL DBI | 57% |
| TOTAL ISLOTIN | 29% |
| TOTAL GLUCOPHAGE | 14% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 6 |
|---|---|
| LOSACOR (RMM) | 67% |
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |

| MDO: Gavin | 4 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (20.4%)

| MDO: Filten (4) | 9 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Duxetin | 5 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Risperin | 3 |
|---|---|
| DOZIC (RF2) | 67% |
| **RISPERIN (GAD)** | **33%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## E KRISLAO DARIO (CLM) - CP: 5000 -- 91 prescripciones

### LANZAMIENTOS (22.0%)

| MDO: Bexaban (5) | 6 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| SUBICAL (BEB) | 50% |
| DEVISAL CB (B+L) | 25% |
| TESTRI CB (ELE) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Fucsia | 3 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Vanserin | 3 |
|---|---|
| PIVALPEN (BAG) | 100% |
| **VANSERIN (GAD)** | **0%** |

### 1° PROMOCION (54.9%)

| MDO: Sinlip (2) | 19 |
|---|---|
| LIPEX (ELE) | 21% |
| ZARATOR (ELE) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (3) | 9 |
|---|---|
| TOTAL ISLOTIN | 78% |
| BALIGLUC B+L | 22% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax (4) | 6 |
|---|---|
| PANTOP (RF2) | 67% |
| PANTUS (B+L) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsella | 4 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Damsel | 4 |
|---|---|
| MAXIMA (P0F) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 50% |
| LOSTAPROLOL (T.L) | 50% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (23.1%)

| MDO: Duxetin (1) | 19 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E CHINELLATO ROMAN ARIEL (CIR) - CP: 2400 -- 90 prescripciones

### 1° PROMOCION (97.8%)

| MDO: Damsel (1) | 82 |
|---|---|
| DIVINA (ELE) | 43% |
| YASMIN (BAY) | 37% |
| UMMA (BEK) | 20% |
| **DAMSEL GAD** | **1%** |

| MDO: April (2) | 6 |
|---|---|
| **APRIL (GAD)** | **100%** |

### 2° PROMOCION (2.2%)

| MDO: Rubi (3) | 2 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E POZO SCHWINDT VICTOR GASTON (CLM) - CP: 5186 -- 89 prescripciones

### LANZAMIENTOS (9.0%)

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 25% |
| VEDIPAL (RF2) | 25% |
| TERBENOL DUO (BEB) | 25% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| SUBICAL CB (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (73.0%)

| MDO: Paxon (1) | 19 |
|---|---|
| LOSACOR (RMM) | 53% |
| TACARDIA (RC5) | 16% |
| **PAXON TOTAL** | **11%** |
| PAXON | 11% |

| MDO: Alplax_Diocam (2) | 15 |
|---|---|
| NEURYL (BAG) | 33% |
| CLONAGIN (B+L) | 27% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 13% |

| MDO: L. Gastromax (3) | 13 |
|---|---|
| PANTUS (B+L) | 54% |
| **GASTROMAX TOTAL** | **23%** |
| GASTROMAX (GAD) | 23% |
| PANTOCAS( CSO) | 23% |

| MDO: Diabesil (5) | 8 |
|---|---|
| TOTAL DBI | 50% |
| **TOTAL DIABESIL** | **25%** |
| DIABESIL AP 850 | 25% |
| TOTAL ISLOTIN | 12% |

| MDO: Sinlip | 6 |
|---|---|
| **SINLIP (GAD)** | **33%** |
| AMPLIAR (CSO) | 17% |
| REOVEX (B+L) | 17% |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

### 2° PROMOCION (15.7%)

| MDO: Risperin (4) | 9 |
|---|---|
| **RISPERIN (GAD)** | **89%** |
| RISPERDAL (JAN) | 11% |

| MDO: Filten | 4 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E BERNABEI YAMILA ANABEL (PSQ) - CP: 2400 -- 89 prescripciones

**LANZAMIENTOS (18.0%)**

| MDO: Nexdia (3) | 16 |
|---|---|
| ARAMIX (ELE) | 75% |
| MERIDIAN (RMM) | 25% |
| **NEXDIA (GAD)** | **0%** |

**1° PROMOCION (82.0%)**

| MDO: Alplax_D- (1) | 44 |
|---|---|
| CLONAGIN (B+L) | 25% |
| RIVOTRIL (B7I) | 7% |
| **ALPLAX + DIOCAM** | **5%** |
| DIOCAM (GAD) | 5% |

| MDO: Deslafax (2) | 26 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Femiden (4) | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Lapenax (5) | 1 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

## E VERGARA GLENDA ARACELI (PED) - CP: 5000 -- 88 prescripciones

**LANZAMIENTOS (75.0%)**

| MDO: Etabyx (1) | 65 |
|---|---|
| KEPPRA (GSK) | 68% |
| CALLEXE (CSO) | 11% |
| LEVRON (RON) | 8% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol (5) | 1 |
|---|---|
| CRADA (CSO) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (17.0%)**

| MDO: Alplax_D- (2) | 14 |
|---|---|
| VALIUM (SIE) | 14% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Divalprex (4) | 1 |
|---|---|
| EXIBRAL (BAG) | 100% |
| **DIVALPREX (GAD)** | **0%** |

**2° PROMOCION (8.0%)**

| MDO: Risperin (3) | 7 |
|---|---|
| **RISPERIN (GAD)** | **71%** |
| RISPERDAL (JAN) | 29% |

# FICHAS MEDICOS

## ✔ E CASTELLANO MAURO (NEF) - CP: 2400 -- 86 prescripciones

### LANZAMIENTOS (18.6%)

| MDO: Gadoferol (3) | 10 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 6 |
|---|---|
| SARVAL (B+L) | 67% |
| **PALIAX (GAD)** | **33%** |

### 1º PROMOCION (61.6%)

| MDO: Sinlip (1) | 33 |
|---|---|
| ROVARTAL (RMM) | 61% |
| ROSUVAST (BAG) | 9% |
| REOVEX (B+L) | 6% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 12 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| NEURYL (BAG) | 17% |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2º PROMOCION (15.1%)

| MDO: Allopurin- (4) | 7 |
|---|---|
| ALLOPURINOL CRAVER (C- | 71% |
| **ALLOPURINOL GADOR (G-** | **29%** |

| MDO: Filten (5) | 6 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (4.7%)

| MDO: Somit | 4 |
|---|---|
| NOVO INSOMNIUM (GAD) | 100% |
| **TOTAL SOMIT** | **0%** |

## ✔ E BENAVIDEZ ANALIA CLAUDIA (CLM) - CP: 5016 -- 85 prescripciones

### LANZAMIENTOS (5.9%)

| MDO: Aturen (3) | 4 |
|---|---|
| DIPEMINA (LZA) | 50% |
| **ATUREN (GAD)** | **25%** |
| TERBENOL DUO (BEB) | 25% |

| MDO: Nexdia (4) | 1 |
|---|---|
| REMPEC M(TP) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (94.1%)

| MDO: L. Gastr- (1) | 63 |
|---|---|
| PANTUS (B+L) | 92% |
| PANTOP (RF2) | 5% |
| **GASTROMAX TOTAL** | **3%** |
| GASTROMAX (GAD) | 3% |

| MDO: Alplax_Diocam (2) | 16 |
|---|---|
| CLONAGIN (B+L) | 88% |
| **ALPLAX + DIOCAM** | **6%** |
| DIOCAM (GAD) | 6% |
| RIVOTRIL (B7I) | 6% |

| MDO: Diabesil (5) | 1 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

# FICHAS MEDICOS

## ✔ E VAGLIENTI FIAMMA ELISABETH (CLM) - CP: 5016 -- 84 prescripciones

### LANZAMIENTOS (14.3%)

| MDO: Paliax | 6 |
|---|---|
| ALPERTAN (RF2) | 50% |
| DILCORAN (CSO) | 33% |
| DIAPRESAN (MTP) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 3 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| REMPEC M(TP) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (73.8%)

| MDO: Damsel (1) | 15 |
|---|---|
| KALA (BEB) | 53% |
| JADE (CVI) | 33% |
| **DAMSEL GAD** | **13%** |

| MDO: Sinlip (2) | 9 |
|---|---|
| **SINLIP (GAD)** | **56%** |
| NORMOLIPOL (LEP) | 33% |

| MDO: Alplax_Diocam (3) | 8 |
|---|---|
| VALIUM (SIE) | 38% |
| LEXOTANIL (B7I) | 38% |
| CLONAGIN (B+L) | 12% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax (4) | 7 |
|---|---|
| PANTUSEC (B+L) | 57% |
| **GASTROMAX TOTAL** | **14%** |
| GASTROMAX MAGNES (G- | 14% |
| PANTUS (B+L) | 14% |

| MDO: Paxon | 4 |
|---|---|
| LOSACOR (RMM) | 50% |
| PRISONIL (LEP) | 25% |
| FENSARTAN ELEA (ELE) | 25% |
| **PAXON TOTAL** | **0%** |

| MDO: Femiden | 4 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL DBI | 67% |
| TOTAL METGLUCON | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2° PROMOCION (4.8%)

| MDO: Bisopil | 1 |
|---|---|
| BISOPROLOL TEVA (TEV) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Elafax | 2 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 1 |
|---|---|
| DOXALINE (BET) | 100% |
| **DUXETIN (GAD)** | **0%** |

### RECORDATORIOS (7.1%)

| MDO: Somit (5) | 6 |
|---|---|
| **TOTAL SOMIT** | **33%** |
| INDUCTAL (RMM) | 33% |
| SOMIT (GAD) | 17% |
| SOMIT CR (GAD) | 17% |

# FICHAS MEDICOS

## ✔ E MITRE MARIA BELEN (GET) - CP: 5186 -- 84 prescripciones

### LANZAMIENTOS (14.3%)

| MDO: Aturen (3) | 6 |
|---|---|
| DAFLON 500 (SVR) | 33% |
| DIOSMIN (CVI) | 33% |
| TERBENOL DUO (BEB) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban (4) | 4 |
|---|---|
| XAROBAN (RF2) | 50% |
| REMIVOX (ELE) | 50% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia (5) | 2 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (81.0%)

| MDO: L. Gastr- (1) | 45 |
|---|---|
| PANTUS (B+L) | 27% |
| **GASTROMAX TOTAL** | **7%** |
| GASTROMAX (GAD) | 7% |
| PANTOCAS( CSO) | 4% |

| MDO: Alplax_Diocam (2) | 17 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 18% |
| DIOCAM (GAD) | 18% |
| CLONAGIN (B+L) | 12% |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

### 2° PROMOCION (2.4%)

| MDO: Omnic O- | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E BUTELER RODOLFO FELIX (CLM) - CP: 5016 -- 83 prescripciones

### LANZAMIENTOS (51.8%)

| MDO: Reliveran (1) | 28 |
|---|---|
| EMETIC (DOG) | 39% |
| TONVAL (CVI) | 36% |
| **RELIVERAN DOXI (GAD)** | **25%** |

| MDO: Fucsia (2) | 14 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 79% |
| SLINDA (ELE) | 14% |
| **FUCSIA S/ESTROGENO (G-** | **7%** |

| MDO: Gadoferol | 1 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

### 1° PROMOCION (38.6%)

| MDO: Damsel (3) | 14 |
|---|---|
| **DAMSEL GAD** | **43%** |
| KALA (BEB) | 43% |
| ISIS (SIE) | 14% |

| MDO: Femiden (4) | 6 |
|---|---|
| AMAPOLI (BEB) | 67% |
| MIRANDA (ELE) | 33% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 5 |
|---|---|
| CLONAGIN (B+L) | 40% |
| CLONAGIN SL (B+L) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella | 4 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

### 2° PROMOCION (4.8%)

| MDO: Rubi | 4 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (4.8%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SAURIT VERONICA (GIN) - CP: 5016 -- 79 prescripciones

### LANZAMIENTOS (27.8%)

| MDO: Gadoferol (1) | 21 |
|---|---|
| DEBLAX (RF2) | 62% |
| **GADOFEROL TOTAL** | **14%** |
| GADOFEROL CB (GAD) | 10% |
| OSTEODYN (MTP) | 10% |

| MDO: Paliax | 1 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (62.0%)

| MDO: L. Gastr- (2) | 10 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon (3) | 10 |
|---|---|
| LOSACOR (RMM) | 90% |
| PRESIMAX (BAG) | 10% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (4) | 9 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin (5) | 8 |
|---|---|
| KABIAN MULTIDOSIS (T.L) | 50% |
| PLENICA (RMM) | 38% |
| AXUAL (TEV) | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip | 6 |
|---|---|
| HIPOLIPOL (CSO) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam | 5 |
|---|---|
| NEURYL (BAG) | 40% |
| CLONAGIN (B+L) | 20% |
| TRANQUINAL (BAG) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (10.1%)

| MDO: Allopurin- | 6 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

## ✔ E ESTRADA CARLOS DARDO (CRD) - CP: 5016 -- 78 prescripciones

### LANZAMIENTOS (11.5%)

| MDO: Paliax | 6 |
|---|---|
| SARVAL (B+L) | 33% |
| ALPERTAN (RF2) | 33% |
| **PALIAX (GAD)** | **17%** |
| RACORVAL (RMM) | 17% |

| MDO: Bexaban | 2 |
|---|---|
| ELIQUIS (PFZ) | 50% |
| ABAXON (RMM) | 50% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (75.6%)

| MDO: Bisopil (1) | 15 |
|---|---|
| CORBIS (RMM) | 80% |
| **BISOPIL (GAD)** | **20%** |

| MDO: Paxon (2) | 14 |
|---|---|
| PRISONIL (LEP) | 43% |
| LOSACOR (RMM) | 29% |
| **PAXON TOTAL** | **21%** |
| PAXON | 21% |

| MDO: Sinlip (3) | 14 |
|---|---|
| LIPITOR (PFZ) | 21% |
| **SINLIP (GAD)** | **14%** |
| HIPOLIPOL (CSO) | 14% |
| ROVARTAL (RMM) | 7% |

| MDO: Alplax_Diocam (5) | 9 |
|---|---|
| CLONAGIN (B+L) | 44% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| VALIUM (SIE) | 22% |

| MDO: L. Gastromax | 3 |
|---|---|
| **GASTROMAX TOTAL** | **33%** |
| GASTROMAX MAGNES (G- | 33% |
| PANTUS (B+L) | 33% |
| PANTOCAS( CSO) | 33% |

| MDO: Gadolip | 3 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Gadocor | 1 |
|---|---|
| NIDIB (B+L) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (12.8%)

| MDO: Filten (4) | 9 |
|---|---|
| CARVEDIL (BAG) | 56% |
| BIDECAR (B+L) | 33% |
| **FILTEN (GAD)** | **11%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E TRAVELLA CLAUDIA NELLY (GIN) - CP: 5016 -- 76 prescripciones

### LANZAMIENTOS (60.5%)

| MDO: Reliveran (1) | 35 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **100%** |

| MDO: Fucsia (4) | 5 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **100%** |

| MDO: Etabyx (5) | 4 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| SUBICAL (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1º PROMOCION (32.9%)

| MDO: Damsel (2) | 12 |
|---|---|
| YASMIN (BAY) | 67% |
| DIVINA (ELE) | 17% |
| ISIS (SIE) | 17% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (3) | 11 |
|---|---|
| YAZ (BAY) | 55% |
| **DAMSELLA (GAD)** | **36%** |
| ISIS MINI 24 (SIE) | 9% |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2º PROMOCION (1.3%)

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E GOMEZ BALANGIONE FABIAN ROBERT (GIN) - CP: 5016 -- 76 prescripciones

### LANZAMIENTOS (10.5%)

| MDO: Gadoferol (4) | 7 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 57% |
| GADOFEROL (GAD) | 43% |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (88.2%)

| MDO: Damsel (1) | 36 |
|---|---|
| ISIS (SIE) | 44% |
| YASMIN (BAY) | 33% |
| **DAMSEL GAD** | **14%** |
| DIVINA (ELE) | 8% |

| MDO: Damsella (2) | 15 |
|---|---|
| DIVA TOTAL (ELE) | 60% |
| ISIS MINI 24 (SIE) | 40% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 15 |
|---|---|
| CLONAGIN (B+L) | 13% |
| **ALPLAX + DIOCAM** | **7%** |
| ALPLAX (GAD) | 7% |
| TRANQUINAL (BAG) | 7% |

| MDO: April | 1 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

### RECORDATORIOS (1.3%)

| MDO: Somit (5) | 1 |
|---|---|
| INSOMNIUM NF (GAD) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ E VIRANO HORACIO EDUARDO (URO) - CP: 2400 -- 75 prescripciones

### LANZAMIENTOS (4.0%)

| MDO: Gadoferol | 2 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL (GAD) | 100% |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (24.0%)

| MDO: Tonibral - (2) | 8 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Alplax_Diocam (4) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| DIOCAM (GAD) | 50% |
| CLONAGIN (B+L) | 50% |

| MDO: Diabesil (5) | 3 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| **SINLIP (GAD)** | **67%** |

### 2° PROMOCION (69.3%)

| MDO: Omnic O- (1) | 48 |
|---|---|
| URALOS CR (CSO) | 35% |
| PROSTOKLAR (B+L) | 29% |
| **OMNIC OCAS (GAD)** | **17%** |
| REDUPROST (RF2) | 10% |

| MDO: Filten (3) | 4 |
|---|---|
| **FILTEN (GAD)** | **100%** |

## ✔ E SIMES LUCIANA (CLM) - CP: 5016 -- 75 prescripciones

### LANZAMIENTOS (56.0%)

| MDO: Reliveran (1) | 35 |
|---|---|
| EMETIC (DOG) | 51% |
| **RELIVERAN DOXI (GAD)** | **34%** |
| TUERIS (MLB) | 9% |
| DETIXOL (CSO) | 6% |

| MDO: Etabyx (5) | 7 |
|---|---|
| VECETAM (RC5) | 57% |
| CALLEXE (CSO) | 43% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (28.0%)

| MDO: Damsel (3) | 9 |
|---|---|
| DIVINA (ELE) | 56% |
| **DAMSEL GAD** | **33%** |
| KALA (BEB) | 11% |

| MDO: Alplax_Diocam (4) | 8 |
|---|---|
| CLONAGIN (B+L) | 50% |
| VALIUM (SIE) | 25% |
| NEURYL (BAG) | 12% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### RECORDATORIOS (16.0%)

| MDO: Calcimax (2) | 12 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 67% |
| CALCIMAX (GAD) | 33% |

# FICHAS MEDICOS

## ✔ E FERNANDEZ PEHUEN (NEF) - CP: 5016 -- 74 prescripciones

### LANZAMIENTOS (1.4%)

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (67.6%)

| MDO: Paxon (1) | 15 |
|---|---|
| **PAXON TOTAL** | **60%** |
| PAXON | 60% |
| FENSARTAN ELEA (ELE) | 40% |

| MDO: Sinlip (2) | 12 |
|---|---|
| AMPLIAR (CSO) | 83% |
| ZARATOR (ELE) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: Xelevia (3) | 11 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax (4) | 11 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Alplax_Diocam | 1 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2° PROMOCION (23.0%)

| MDO: Filten (5) | 10 |
|---|---|
| CARVEDIL (BAG) | 50% |
| **FILTEN (GAD)** | **20%** |
| DILATREND (SIE) | 20% |
| BIDECAR (B+L) | 10% |

| MDO: Allopurinol | 6 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| **OMNIC OCAS (GAD)** | **100%** |

### RECORDATORIOS (8.1%)

| MDO: Somit | 6 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E HASNE LESLIE (CLM) - CP: 2400 -- 73 prescripciones

### LANZAMIENTOS (35.6%)

| MDO: Aturen (2) | 23 |
|---|---|
| TERBENOL DUO (BEB) | 83% |
| VEDIPAL (RF2) | 17% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia (4) | 3 |
|---|---|
| ARAMIX (ELE) | 67% |
| MERIDIAN (RMM) | 33% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (64.4%)

| MDO: L. Gastr- (1) | 40 |
|---|---|
| PANTUS (B+L) | 88% |
| **GASTROMAX TOTAL** | **8%** |
| GASTROMAX (GAD) | 8% |
| PANTOP (RF2) | 5% |

| MDO: Sinlip (3) | 4 |
|---|---|
| LIPEX (ELE) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (5) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E OCCHIPINTI MARIANA (OTR) - CP: 5016 -- 71 prescripciones

### LANZAMIENTOS (21.1%)

| MDO: Fucsia (3) | 6 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (4) | 6 |
|---|---|
| EMETIC (DOG) | 67% |
| TONVAL (CVI) | 33% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| SUBICAL (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (70.4%)

| MDO: Damsel (1) | 22 |
|---|---|
| DIVINA (ELE) | 50% |
| **DAMSEL GAD** | **27%** |
| ISIS (SIE) | 18% |
| YASMIN (BAY) | 5% |

| MDO: Damsella (2) | 17 |
|---|---|
| ISIS MINI 24 (SIE) | 94% |
| YAZ (BAY) | 6% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (5) | 5 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: April | 2 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| CRESTOR (AZN) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (4.2%)

| MDO: Rubi | 3 |
|---|---|
| **RUBI (GAD)** | **100%** |

### RECORDATORIOS (4.2%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E PLOCHER ROXANA BEATRIZ (CLM) - CP: 5000 -- 69 prescripciones

### LANZAMIENTOS (11.6%)

| MDO: Paliax (5) | 6 |
|---|---|
| RACORVAL (RMM) | 67% |
| ALPERTAN (RF2) | 17% |
| DIAPRESAN (MTP) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (66.7%)

| MDO: Sinlip (1) | 23 |
|---|---|
| ROVARTAL (RMM) | 78% |
| REOVEX (B+L) | 4% |
| TORIVAS (B+L) | 4% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (3) | 12 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (4) | 8 |
|---|---|
| LOSACOR (RMM) | 88% |
| **PAXON TOTAL** | **12%** |
| PAXON | 12% |

| MDO: Gadocor | 2 |
|---|---|
| NEBIX (BAG) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (17.4%)

| MDO: Filten (2) | 12 |
|---|---|
| **FILTEN (GAD)** | **92%** |
| DILATREND (SIE) | 8% |

# FICHAS MEDICOS

## ✔ E MILOCH ROMINA (OBS) - CP: 5016 -- 68 prescripciones

### LANZAMIENTOS (32.4%)

| MDO: Fucsia (2) | 13 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 54% |
| SLINDA (ELE) | 46% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol (5) | 8 |
|---|---|
| **GADOFEROL TOTAL** | **88%** |
| GADOFEROL CB (GAD) | 88% |
| DEBLAX (RF2) | 12% |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (52.9%)

| MDO: Damsel (1) | 20 |
|---|---|
| JADE (CVI) | 40% |
| KALA (BEB) | 30% |
| **DAMSEL GAD** | **15%** |
| DIVINA (ELE) | 15% |

| MDO: Damsella (3) | 9 |
|---|---|
| ISIS MINI 24 (SIE) | 78% |
| **DAMSELLA (GAD)** | **11%** |
| JADE MD24 (CVI) | 11% |

| MDO: Alplax_Diocam | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| DIOCAM (GAD) | 100% |

| MDO: Divalprex | 2 |
|---|---|
| **DIVALPREX (GAD)** | **100%** |

### 2° PROMOCION (11.8%)

| MDO: Foxetin (4) | 8 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.9%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E ELLENA GUSTAVO (CLM) - CP: 5016 -- 66 prescripciones

### LANZAMIENTOS (13.6%)

| MDO: Paliax (4) | 8 |
|---|---|
| ALPERTAN (RF2) | 88% |
| DILCORAN (CSO) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

### 1° PROMOCION (84.8%)

| MDO: Sinlip (1) | 15 |
|---|---|
| **SINLIP (GAD)** | **60%** |
| NORMOLIPOL (LEP) | 27% |
| ROVARTAL (RMM) | 7% |

| MDO: Alplax_Diocam (2) | 13 |
|---|---|
| **ALPLAX + DIOCAM** | **31%** |
| ALPLAX (GAD) | 31% |
| CLONAGIN (B+L) | 23% |
| RIVOTRIL (B7I) | 15% |

| MDO: Diabesil (3) | 10 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (5) | 7 |
|---|---|
| **PAXON TOTAL** | **43%** |
| PAXON | 43% |
| PRISONIL (LEP) | 29% |
| LOSARTAN RICHET (RH.) | 29% |

| MDO: Damsella | 4 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTOPRAZOL TEVA (TEV) | 50% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### RECORDATORIOS (1.5%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E GONZALEZ PRISCILA IANINA (CLM) - CP: 5016 -- 64 prescripciones

### LANZAMIENTOS (18.8%)

| MDO: Fucsia (3) | 7 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 71% |
| SLINDA (ELE) | 29% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 50% |
| DIOVAN (SIE) | 50% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| **NEXDIA (GAD)** | **100%** |

| MDO: Gadoferol | 1 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (71.9%)

| MDO: Damsella (1) | 11 |
|---|---|
| ISIS MINI 24 (SIE) | 64% |
| **DAMSELLA (GAD)** | **36%** |

| MDO: Alplax_Diocam (2) | 10 |
|---|---|
| **ALPLAX + DIOCAM** | **30%** |
| ALPLAX (GAD) | 30% |
| NEURYL (BAG) | 30% |
| CLONAGIN (B+L) | 20% |

| MDO: Damsel (4) | 6 |
|---|---|
| DIVINA (ELE) | 33% |
| YASMIN (BAY) | 33% |
| KIRUM (RF2) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax (5) | 5 |
|---|---|
| PANTUS (B+L) | 60% |
| **GASTROMAX TOTAL** | **20%** |
| GASTROMAX (GAD) | 20% |
| PANTOMETYL 20 (S+N) | 20% |

| MDO: Paxon | 4 |
|---|---|
| **PAXON TOTAL** | **75%** |
| PAXON | 75% |
| LOSACOR (RMM) | 25% |

| MDO: Sinlip | 3 |
|---|---|
| **SINLIP (GAD)** | **67%** |

| MDO: Bisopil | 3 |
|---|---|
| **BISOPIL (GAD)** | **67%** |
| CORBIS (RMM) | 33% |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL VILZER | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| MERITAL (RMM) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (6.2%)

| MDO: Elafax | 4 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (3.1%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SACCHI ILEANA MOIRA (CLM) - CP: 5016 -- 64 prescripciones

### LANZAMIENTOS (26.6%)

| MDO: Gadoferol (1) | 15 |
|---|---|
| SUBICAL CB (BEB) | 33% |
| **GADOFEROL TOTAL** | **27%** |
| GADOFEROL (GAD) | 27% |
| ORAVIL (TPQ) | 27% |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (59.4%)

| MDO: Damsella (2) | 8 |
|---|---|
| DIVA TOTAL (ELE) | 50% |
| ISIS MINI 24 (SIE) | 50% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Paxon (3) | 5 |
|---|---|
| **PAXON TOTAL** | **40%** |
| PAXON | 40% |
| LOPLAC (CSO) | 40% |
| LOSACOR (RMM) | 20% |

| MDO: Alplax_Diocam (4) | 5 |
|---|---|
| CLONAGIN (B+L) | 20% |
| NEURYL (BAG) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April (5) | 5 |
|---|---|
| **APRIL (GAD)** | **80%** |
| FEMEXIN-28 (ELE) | 20% |

| MDO: Femiden | 4 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: Damsel | 3 |
|---|---|
| YASMIN (BAY) | 67% |
| DIVINA (ELE) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTOMETYL 20 (S+N) | 67% |
| **GASTROMAX TOTAL** | **33%** |
| GASTROMAX (GAD) | 33% |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 50% |
| BICARDIL (B+L) | 50% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Sinlip | 1 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (9.4%)

| MDO: Filten | 4 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Rubi | 2 |
|---|---|
| AZUCENA (BEB) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (4.7%)

| MDO: Somit | 3 |
|---|---|
| INDUCTAL (RMM) | 67% |
| **TOTAL SOMIT** | **33%** |
| SOMIT (GAD) | 33% |

# FICHAS MEDICOS

## ✔ E VEZZI VALERIA SILVINA (CLM) - CP: 5186 -- 62 prescripciones

### LANZAMIENTOS (12.9%)

| MDO: Gadoferol | 4 |
|---|---|
| DEVISAL (B+L) | 50% |
| DEVISAL CB (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| **ATUREN (GAD)** | **50%** |
| DAFLON 500 (SVR) | 50% |

| MDO: Nexdia | 1 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (79.0%)

| MDO: Alplax_D- (1) | 12 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 25% |
| CLONAGIN (B+L) | 17% |
| NEURYL (BAG) | 17% |

| MDO: Sinlip (2) | 9 |
|---|---|
| **SINLIP (GAD)** | **44%** |
| AMPLIAR (CSO) | 11% |
| LIPITOR (PFZ) | 11% |
| NORMOLIPOL (LEP) | 11% |

| MDO: Diabesil (3) | 7 |
|---|---|
| TOTAL GLUCOPHAGE | 57% |
| TOTAL DBI | 43% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (4) | 7 |
|---|---|
| LOSACOR (RMM) | 86% |
| **PAXON TOTAL** | **14%** |
| PAXON | 14% |

| MDO: Bisopil (5) | 5 |
|---|---|
| CORBIS (RMM) | 80% |
| **BISOPIL (GAD)** | **20%** |

| MDO: Gadocor | 3 |
|---|---|
| NEBILET (SIE) | 67% |
| CORPRES (RMM) | 33% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUSEC (B+L) | 67% |
| PEPTAZOL (MTP) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Lapenax | 1 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2° PROMOCION (4.8%)

| MDO: Filten | 1 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (3.2%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E IRIBAS ANA KARINA (CLM) - CP: 5016 -- 62 prescripciones

### LANZAMIENTOS (16.1%)

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 75% |
| DAFLON 1000 (SVR) | 25% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| DEVISAL CB (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| SIMULTAN (LZA) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (71.0%)

| MDO: Damsel (1) | 18 |
|---|---|
| DIVINA (ELE) | 44% |
| KALA (BEB) | 28% |
| KIRUM (RF2) | 17% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (2) | 7 |
|---|---|
| **FEMIDEN (GAD)** | **57%** |
| MIRANDA (ELE) | 43% |

| MDO: L. Gastromax (3) | 5 |
|---|---|
| **GASTROMAX TOTAL** | **60%** |
| GASTROMAX (GAD) | 60% |
| PANTOPRAZOL TEVA (TEV) | 40% |

| MDO: Alplax_Diocam (4) | 5 |
|---|---|
| CLONAGIN (B+L) | 40% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 20% |

| MDO: Damsella | 2 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Sinlip | 2 |
|---|---|
| CRESTOR (AZN) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: April | 1 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

### 2º PROMOCION (9.7%)

| MDO: Rubi (5) | 4 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Elafax | 1 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| PRIOTIC (MTP) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (3.2%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SULIGOY DEBORA (CLM) - CP: 5016 -- 59 prescripciones

### LANZAMIENTOS (20.3%)

| MDO: Gadoferol (4) | 4 |
|---|---|
| DEBLAX (RF2) | 50% |
| DEVISAL (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| VALSALEP (LEP) | 50% |
| SARVAL (B+L) | 25% |
| ALPERTAN (RF2) | 25% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| LEXAPRO (LUN) | 50% |
| REMPEC M(TP) | 50% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| REMEXAL (CSO) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (72.9%)

| MDO: Gavin (1) | 14 |
|---|---|
| PLENICA (RMM) | 14% |
| LYRICA (PFZ) | 14% |
| PRINCIPIA (ELE) | 14% |
| **GAVIN (GAD)** | **7%** |

| MDO: Damsel (2) | 8 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax (3) | 6 |
|---|---|
| **GASTROMAX TOTAL** | **67%** |
| GASTROMAX (GAD) | 67% |
| PANTOMETYL 20 (S+N) | 33% |

| MDO: Paxon (5) | 4 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 4 |
|---|---|
| ROSUVAST (BAG) | 25% |
| LIPITOR (PFZ) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |

| MDO: Gadocor | 1 |
|---|---|
| **GADOCOR (GAD)** | **100%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Midax | 1 |
|---|---|
| REVERTRIX (RC5) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2° PROMOCION (3.4%)

| MDO: Elafax | 2 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (3.4%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT CR (GAD) | 100% |

## ✔ E TABORDA GABRIELA CECILIA (CLM) - CP: 5016 -- 59 prescripciones

### LANZAMIENTOS (11.9%)

| MDO: Reliveran (3) | 5 |
|---|---|
| EMETIC (DOG) | 60% |
| **RELIVERAN DOXI (GAD)** | **40%** |

| MDO: Gadoferol | 1 |
|---|---|
| SUBICAL CB (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (83.1%)

| MDO: Damsel (1) | 35 |
|---|---|
| **DAMSEL GAD** | **40%** |
| DIVINA (ELE) | 40% |
| ISIS (SIE) | 20% |

| MDO: Damsella (2) | 10 |
|---|---|
| **DAMSELLA (GAD)** | **60%** |
| ISIS MINI 24 (SIE) | 40% |

| MDO: Alplax_Diocam (5) | 2 |
|---|---|
| CLONAGIN SL (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (5.1%)

| MDO: Rubi (4) | 3 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E JORGE ADRIANA BEATRIZ (NEF) - CP: 5000 -- 58 prescripciones

### LANZAMIENTOS (22.4%)

| MDO: Gadoferol (3) | 5 |
|---|---|
| SUBICAL (BEB) | 60% |
| RAQUIFEROL D3 (RMM) | 40% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| SARVAL (B+L) | 80% |
| RACORVAL (RMM) | 20% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (70.7%)

| MDO: Sinlip (1) | 10 |
|---|---|
| ROVARTAL (RMM) | 50% |
| ROSUVAST (BAG) | 20% |
| TORIVAS (B+L) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: Divalprex (2) | 5 |
|---|---|
| VALCOTE (ABT) | 60% |
| IMPROVAL (RMM) | 40% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil (4) | 5 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (5) | 5 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| **BISOPIL (GAD)** | **80%** |
| CORBIS (RMM) | 20% |

| MDO: L. Gastromax | 4 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| CLONAGIN (B+L) | 25% |
| VALIUM (SIE) | 25% |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (6.9%)

| MDO: Filten | 3 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E CAEIRO ENRIQUE (CLM) - CP: 5016 -- 56 prescripciones

### LANZAMIENTOS (16.1%)

| MDO: Gadoferol (5) | 3 |
|---|---|
| OSTEODYN (MTP) | 67% |
| DEBLAX (RF2) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 3 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (69.6%)

| MDO: Alplax_D- (1) | 17 |
|---|---|
| NEURYL (BAG) | 35% |
| RIVOTRIL (B7I) | 24% |
| CLONAGIN (B+L) | 18% |
| **ALPLAX + DIOCAM** | **6%** |

| MDO: L. Gastromax (2) | 11 |
|---|---|
| PANTUS (B+L) | 36% |
| PANGEST (BET) | 27% |
| PANTOPRAZOL TEVA (TEV) | 18% |
| **GASTROMAX TOTAL** | **9%** |

| MDO: Sinlip (4) | 4 |
|---|---|
| ZARATOR (ELE) | 25% |
| NORMOLIPOL (LEP) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

### 2° PROMOCION (14.3%)

| MDO: Allopurin- (3) | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 3 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| **OMNIC OCAS (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E CAFARO MARIO ALBERTO (CLM) - CP: 2400 -- 54 prescripciones

### LANZAMIENTOS (7.4%)

| MDO: Paliax | 4 |
|---|---|
| SARVAL (B+L) | 50% |
| RACORVAL (RMM) | 50% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (63.0%)

| 1 MDO: Alplax_D- | 16 |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **12%** |
| ALPLAX (GAD) | 12% |
| NEURYL (BAG) | 6% |

| 2 MDO: Damsella | 6 |
|---|---|
| **DAMSELLA (GAD)** | **67%** |
| ISIS MINI 24 (SIE) | 33% |

| 3 MDO: Diabesil | 6 |
|---|---|
| **TOTAL DIABESIL** | **33%** |
| DIABESIL AP 1000 | 33% |
| TOTAL GLUCOPHAGE | 33% |
| BALIGLUC B+L | 33% |

| 4 MDO: Paxon | 6 |
|---|---|
| LOSACOR (RMM) | 67% |
| PRISONIL (LEP) | 33% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (16.7%)

| 5 MDO: Risperin | 6 |
|---|---|
| RIATUL (B+L) | 50% |
| **RISPERIN (GAD)** | **33%** |
| DOZIC (RF2) | 17% |

| MDO: Filten | 3 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (7.4%)

| MDO: Somit | 4 |
|---|---|
| INDUCTAL (RMM) | 75% |
| **TOTAL SOMIT** | **25%** |
| SOMIT (GAD) | 25% |

## ✔ E VERBERCK ANDRES WILFREDO (CIR) - CP: 5016 -- 54 prescripciones

### LANZAMIENTOS (81.5%)

| 1 MDO: Aturen | 44 |
|---|---|
| DAFLON 1000 (SVR) | 86% |
| **ATUREN (GAD)** | **9%** |
| TERBENOL DUO (BEB) | 5% |

### 1° PROMOCION (11.1%)

| 2 MDO: Alplax_D- | 4 |
|---|---|
| CLONAGIN (B+L) | 50% |
| TRANQUINAL (BAG) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| 4 MDO: Gavin | 2 |
|---|---|
| PGB (SIE) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (5.6%)

| 3 MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E SAEZ MUÃ□OZ CLAUDIA ANGELICA (CLM) - CP: 5016 -- 53 prescripciones

### LANZAMIENTOS (24.5%)

| MDO: Fucsia (3) | 4 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| SUBICAL CB (BEB) | 67% |
| **GADOFEROL TOTAL** | **33%** |
| GADOFEROL CB (GAD) | 33% |

| MDO: Bexaban | 2 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (64.2%)

| MDO: Diabesil (1) | 10 |
|---|---|
| TOTAL DBI | 90% |
| TOTAL GLUCOPHAGE | 10% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor (2) | 5 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel (5) | 4 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| TRANQUINAL (BAG) | 50% |
| **ALPLAX + DIOCAM** | **25%** |
| ALPLAX (GAD) | 25% |
| CLONAGIN (B+L) | 25% |

| MDO: Xelevia | 3 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOPLAC (CSO) | 67% |
| LOSACOR (RMM) | 33% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Gavin | 1 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (9.4%)

| MDO: Filten (4) | 4 |
|---|---|
| BIDECAR (B+L) | 50% |
| **FILTEN (GAD)** | **25%** |
| CARVEDIL (BAG) | 25% |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

### RECORDATORIOS (1.9%)

| MDO: Somit | 1 |
|---|---|
| 8-HORAS (ELE) | 100% |
| **TOTAL SOMIT** | **0%** |

## ✔ E COLAZO MARCELA ALEJANDRA (CIR) - CP: 5016 -- 51 prescripciones

### LANZAMIENTOS (68.6%)

| MDO: Gadoferol (1) | 34 |
|---|---|
| SUBICAL (BEB) | 26% |
| DEBLAX (RF2) | 21% |
| **GADOFEROL TOTAL** | **12%** |
| ORAVIL (TPQ) | 12% |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (25.5%)

| MDO: Gavin (2) | 6 |
|---|---|
| LINPREL (B+L) | 33% |
| MYSTIKA (RC5) | 33% |
| **GAVIN (GAD)** | **17%** |
| KABIAN MULTIDOSIS (T.L) | 17% |

| MDO: Alplax_Diocam (3) | 3 |
|---|---|
| CLONAGIN (B+L) | 67% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |

| MDO: Paxon (5) | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Damsella | 1 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### RECORDATORIOS (5.9%)

| MDO: Calcimax (4) | 3 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E TABARES ALDO HUGO (CLM) - CP: 5016 -- 51 prescripciones

### LANZAMIENTOS (64.7%)

| MDO: Bexaban (1) | 17 |
|---|---|
| PRAXANT (ELE) | 41% |
| XAROBAN (RF2) | 24% |
| DRINAX R (BAG) | 18% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax (2) | 14 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (33.3%)

| MDO: Sinlip (3) | 9 |
|---|---|
| LIPITOR (PFZ) | 22% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (4) | 4 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (5) | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2º PROMOCION (2.0%)

| MDO: Filten | 1 |
|---|---|
| **FILTEN (GAD)** | **100%** |

## ✔ E GUIGNARD GABRIELA SUSANA (CLM) - CP: 5186 -- 51 prescripciones

### LANZAMIENTOS (3.9%)

| MDO: Nexdia (3) | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (92.2%)

| MDO: Gavin (1) | 42 |
|---|---|
| PLENICA (RMM) | 81% |
| **GAVIN (GAD)** | **17%** |
| LINPREL (B+L) | 2% |

| MDO: Alplax_Diocam (2) | 4 |
|---|---|
| CLONAGIN (B+L) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (5) | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

### RECORDATORIOS (3.9%)

| MDO: Somit (4) | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SUAREZ JORGE ALBERTO (URO) - CP: 2400 -- 48 prescripciones

LANZAMIENTOS (10.4%)

| MDO: Paliax (2) | 4 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol (3) | 1 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

2° PROMOCION (89.6%)

| MDO: Omnic O- (1) | 43 |
|---|---|
| REDUPROST (RF2) | 84% |
| PROSTOKLAR (B+L) | 12% |
| URALOS CR (CSO) | 5% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E ABDEL MASIH RICARDO SALOMON (CLM) - CP: 5016 -- 47 prescripciones

LANZAMIENTOS (21.3%)

| MDO: Gadoferol (3) | 5 |
|---|---|
| OSTEODYN (MTP) | 20% |
| DEBLAX (RF2) | 20% |
| CRADA (CSO) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

1° PROMOCION (74.5%)

| MDO: Alplax_D- (1) | 10 |
|---|---|
| VALIUM (SIE) | 40% |
| **ALPLAX + DIOCAM** | **10%** |
| ALPLAX (GAD) | 10% |
| CLONAGIN (B+L) | 10% |

| MDO: Sinlip (2) | 7 |
|---|---|
| **SINLIP (GAD)** | **86%** |

| MDO: Paxon (4) | 4 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Bisopil (5) | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL DBI | 67% |
| TOTAL GLUCOPHAGE | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| **GASTROMAX TOTAL** | **67%** |
| GASTROMAX (GAD) | 67% |
| PANGEST (BET) | 33% |

| MDO: Damsella | 2 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

2° PROMOCION (2.1%)

| MDO: Filten | 1 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

RECORDATORIOS (2.1%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E FOSSA RIGLOS MARIA CECILIA (CLM) - CP: 5000 -- 45 prescripciones

### LANZAMIENTOS (6.7%)

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Vanserin | 1 |
|---|---|
| **VANSERIN (GAD)** | **100%** |

### 1° PROMOCION (84.4%)

| MDO: Alplax_D- (1) | 15 |
|---|---|
| **ALPLAX + DIOCAM** | **40%** |
| DIOCAM (GAD) | 40% |
| CLONAGIN (B+L) | 20% |
| TRAPAX (PFZ) | 20% |

| MDO: Sinlip (2) | 10 |
|---|---|
| LIPEX (ELE) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Luradon (3) | 9 |
|---|---|
| LURAP (SIE) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Tonibral XR (4) | 4 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (6.7%)

| MDO: Elafax (5) | 3 |
|---|---|
| **ELAFAX (GAD)** | **67%** |
| VENLIFAX XR (B+L) | 33% |

### RECORDATORIOS (2.2%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E FIORENTINO MARIA SOLEDAD (CLM) - CP: 5016 -- 43 prescripciones

### LANZAMIENTOS (34.9%)

| MDO: Gadoferol (1) | 10 |
|---|---|
| ORAVIL (TPQ) | 40% |
| DEBLAX (RF2) | 40% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia (4) | 5 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (53.5%)

| MDO: Diabesil (2) | 7 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin (3) | 6 |
|---|---|
| PLENICA (RMM) | 67% |
| LYRICA (PFZ) | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| KIRUM (RF2) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (11.6%)

| MDO: Omnic O- (5) | 5 |
|---|---|
| PROSTOKLAR (B+L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## E LEITHOLD MARIA BELEN (URO) - CP: 5000 -- 43 prescripciones

1° PROMOCION (14.0%)

| MDO: Paxon (4) | 2 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (5) | 2 |
|---|---|
| ROSUVAST (BAG) | 50% |
| HIPOLIPOL (CSO) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL METGLUCON | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| NEURISTAN MULTIDOS (C- | 100% |
| **GAVIN (GAD)** | **0%** |

2° PROMOCION (72.1%)

| MDO: Myrbetric (1) | 17 |
|---|---|
| UROVAL (CSO) | 88% |
| **MYRBETRIC (GAD)** | **12%** |

| MDO: Elafax (2) | 7 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Omnic Ocas (3) | 7 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E BANUS MARIA VICTORIA (END) - CP: 5016 -- 40 prescripciones

LANZAMIENTOS (22.5%)

| MDO: Gadoferol (3) | 6 |
|---|---|
| DEBLAX (RF2) | 83% |
| **GADOFEROL TOTAL** | **17%** |
| GADOFEROL CB (GAD) | 17% |

| MDO: Nexdia (5) | 3 |
|---|---|
| REMPEC M(TP) | 100% |
| **NEXDIA (GAD)** | **0%** |

1° PROMOCION (72.5%)

| MDO: Damsel (1) | 12 |
|---|---|
| YASMIN (BAY) | 50% |
| ISIS (SIE) | 50% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil (2) | 7 |
|---|---|
| TOTAL DBI | 43% |
| TOTAL GLUCOPHAGE | 29% |
| TOTAL METGLUCON | 29% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (4) | 4 |
|---|---|
| ZARATOR (ELE) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| CLONAGIN SL (B+L) | 67% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |

| MDO: Gadolip | 2 |
|---|---|
| PROCETOKEN( BEB) | 50% |
| SEGREN (CSO) | 50% |
| **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

RECORDATORIOS (5.0%)

| MDO: Somit | 2 |
|---|---|
| DORCAN (MTP) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ E INZE YISELA CORALINA (CLM) - CP: 5016 -- 40 prescripciones

### LANZAMIENTOS (5.0%)

| MDO: Nexdia | 1 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (90.0%)

| MDO: Alplax_D- (1) | 12 |
|---|---|
| CLONAGIN (B+L) | 58% |
| NEURYL (BAG) | 17% |
| TRANQUINAL (BAG) | 17% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella (2) | 6 |
|---|---|
| JADE MD24 (CVI) | 67% |
| MAXIMA MD24 (P0F) | 33% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel (3) | 6 |
|---|---|
| DIVINA (ELE) | 67% |
| ISIS (SIE) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Divalprex (4) | 4 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: April | 2 |
|---|---|
| NORGESTREL PLUS (BEK) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| ZARATOR (ELE) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2º PROMOCION (5.0%)

| MDO: Elafax (5) | 2 |
|---|---|
| SUNVEX LP (CSO) | 100% |
| **ELAFAX (GAD)** | **0%** |

## ✔ E MUÃ□OZ MARIA EUGENIA (GET) - CP: 2400 -- 40 prescripciones

### LANZAMIENTOS (37.5%)

| MDO: Aturen (2) | 15 |
|---|---|
| VEDIPAL (RF2) | 80% |
| **ATUREN (GAD)** | **13%** |
| DAFLON 1000 (SVR) | 7% |

### 1º PROMOCION (57.5%)

| MDO: L. Gastr- (1) | 18 |
|---|---|
| PANTOP (RF2) | 39% |
| **GASTROMAX TOTAL** | **28%** |
| GASTROMAX (GAD) | 28% |
| PEPTAZOL (MTP) | 28% |

| MDO: Alplax_Diocam (3) | 3 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil (4) | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

# FICHAS MEDICOS

## E PAUTASSO ANA CAROLINA (URO) - CP: 5000 -- 40 prescripciones

1° PROMOCION (20.0%)

| MDO: Alplax_D- (3) | 6 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 33% |
| DIOCAM (GAD) | 33% |
| RIVOTRIL (B7I) | 33% |

| MDO: L. Gastromax (4) | 1 |
|---|---|
| PANTUSEC (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon (5) | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

2° PROMOCION (80.0%)

| MDO: Myrbetric (1) | 25 |
|---|---|
| UROVAL (CSO) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Omnic Ocas (2) | 7 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E PAGANINI MIGUEL ANGEL (CLM) - CP: 5016 -- 39 prescripciones

LANZAMIENTOS (5.1%)

| MDO: Gadoferol (5) | 2 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (74.4%)

| MDO: L. Gastr- (1) | 13 |
|---|---|
| PANTOP (RF2) | 46% |
| **GASTROMAX TOTAL** | **38%** |
| GASTROMAX (GAD) | 23% |
| GASTROMAX MAGNES (G- | 15% |

| MDO: Alplax_Diocam (2) | 7 |
|---|---|
| CLONAGIN (B+L) | 29% |
| NEURYL (BAG) | 29% |
| CLONAGIN SL (B+L) | 29% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (3) | 5 |
|---|---|
| **SINLIP (GAD)** | **40%** |
| LIPIFEN (RF2) | 20% |

| MDO: Paxon | 2 |
|---|---|
| **PAXON TOTAL** | **50%** |
| PAXON | 50% |
| LOSARTAN RICHET (RH.) | 50% |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

2° PROMOCION (20.5%)

| MDO: Risperin (4) | 3 |
|---|---|
| **RISPERIN (GAD)** | **67%** |
| RIATUL (B+L) | 33% |

| MDO: Filten | 2 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 50% |
| SULOS (ELE) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E GACITUA BUSTOS DANIEL ENRIQUE (OTR) - CP: 5016 -- 38 prescripciones

**LANZAMIENTOS (23.7%)**

| MDO: Fucsia (2) | 9 |
|---|---|
| SLINDA (ELE) | 56% |
| ISIS FREE S/ESTROG (SIE) | 33% |
| **FUCSIA S/ESTROGENO (G-** | **11%** |

**1° PROMOCION (57.9%)**

| MDO: Damsel (1) | 14 |
|---|---|
| KALA (BEB) | 50% |
| DIVINA (ELE) | 43% |
| YASMIN (BAY) | 7% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (3) | 7 |
|---|---|
| **DAMSELLA (GAD)** | **71%** |
| ISIS MINI 24 (SIE) | 14% |
| YAZ (BAY) | 14% |

| MDO: April (5) | 1 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

**2° PROMOCION (18.4%)**

| MDO: Rubi (4) | 7 |
|---|---|
| **RUBI (GAD)** | **57%** |
| QLAIRA (BAY) | 43% |

## ✔ E GONZALEZ JIMENA SOLEDAD (CLM) - CP: 5016 -- 37 prescripciones

**LANZAMIENTOS (27.0%)**

| MDO: Gadoferol (2) | 4 |
|---|---|
| DEBLAX (RF2) | 50% |
| SUBICAL CB (BEB) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax (3) | 4 |
|---|---|
| VALSALEP (LEP) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (59.5%)**

| MDO: Damsel (1) | 12 |
|---|---|
| YASMIN (BAY) | 33% |
| KALA (BEB) | 25% |
| ISIS (SIE) | 25% |
| **DAMSEL GAD** | **17%** |

| MDO: L. Gastromax (4) | 3 |
|---|---|
| PANTUSEC (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam (5) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 67% |
| NEURYL (BAG) | 33% |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 50% |
| PRINCIPIA (ELE) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

**2° PROMOCION (5.4%)**

| MDO: Elafax | 2 |
|---|---|
| EFEXOR (PFZ) | 100% |
| **ELAFAX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E STOLMAN FABIANA (None) - CP: 5016 -- 36 prescripciones

**LANZAMIENTOS (19.4%)**

| MDO: Gadoferol | 5 |
|---|---|
| DEBLAX (RF2) | 40% |
| SUBICAL CB (BEB) | 40% |
| OSTEODYN (MTP) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (80.6%)**

| MDO: L. Gastr- | 19 |
|---|---|
| **GASTROMAX TOTAL** | **68%** |
| GASTROMAX (GAD) | 68% |
| PANTUS (B+L) | 26% |
| PANGEST (BET) | 5% |

| MDO: Alplax_Diocam | 8 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| DIOCAM (GAD) | 50% |
| CLONAGIN (B+L) | 38% |
| CLONAGIN SL (B+L) | 12% |

| MDO: Gadocor | 1 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

## ✔ E BAENAS DIEGO FEDERICO (CLM) - CP: 5016 -- 33 prescripciones

**LANZAMIENTOS (24.2%)**

| MDO: Gadoferol | 8 |
|---|---|
| **GADOFEROL TOTAL** | **38%** |
| GADOFEROL (GAD) | 38% |
| ORAVIL (TPQ) | 38% |
| DEBLAX (RF2) | 25% |

**1° PROMOCION (66.7%)**

| MDO: Gavin | 8 |
|---|---|
| PREBIEN 150 DIVIDO (ARI) | 50% |
| KABIAN MULTIDOSIS (T.L) | 38% |
| PLENICA (RMM) | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 6 |
|---|---|
| CLONAGIN (B+L) | 83% |
| TRAPAX (PFZ) | 17% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| PANTUS (B+L) | 75% |
| **GASTROMAX TOTAL** | **25%** |
| GASTROMAX (GAD) | 25% |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 50% |
| FENSARTAN ELEA (ELE) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (9.1%)**

| MDO: Omnic O- | 3 |
|---|---|
| PROSTOKLAR (B+L) | 67% |
| TANSILOPROST (FIN) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E FLORES DAVID RAMON (CRD) - CP: 5000 -- 32 prescripciones

**1° PROMOCION (100.0%)**

| MDO: Damsella | 18 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Alplax_Diocam | 10 |
|---|---|
| CLONAGIN (B+L) | 70% |
| **ALPLAX + DIOCAM** | **30%** |
| DIOCAM (GAD) | 30% |

| MDO: Damsel | 4 |
|---|---|
| **DAMSEL GAD** | **100%** |

# FICHAS MEDICOS

## ✔ E DE GIUSTO SILVIA ROXANA (GIN) - CP: 5016 -- 31 prescripciones

### LANZAMIENTOS (9.7%)

| MDO: Gadoferol (5) | 2 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (80.6%)

| MDO: Damsel (1) | 16 |
|---|---|
| **DAMSEL GAD** | **69%** |
| KIRUM (RF2) | 25% |
| JADE (CVI) | 6% |

| MDO: Alplax_Diocam (2) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| RIVOTRIL (B7I) | 25% |
| LEXOTANIL (B7I) | 25% |

| MDO: Damsella (4) | 2 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PEPTAZOL (MTP) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (9.7%)

| MDO: Rubi (3) | 3 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E CHIURCHIU CARLOS RAUL (NEF) - CP: 5016 -- 31 prescripciones

### LANZAMIENTOS (16.1%)

| MDO: Paliax (5) | 4 |
|---|---|
| ALPERTAN (RF2) | 50% |
| DIOVAN (SIE) | 50% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| DEVISAL (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (77.4%)

| MDO: Paxon (1) | 7 |
|---|---|
| **PAXON TOTAL** | **86%** |
| PAXON | 86% |
| NITEN (TEV) | 14% |

| MDO: Sinlip (2) | 7 |
|---|---|
| **SINLIP (GAD)** | **29%** |
| LIPEX (ELE) | 29% |
| ZARATOR (ELE) | 14% |
| NORMOLIPOL (LEP) | 14% |

| MDO: L. Gastromax (3) | 4 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTOP (RF2) | 25% |
| PANGEST (BET) | 25% |

| MDO: Alplax_Diocam (4) | 4 |
|---|---|
| NEURYL (BAG) | 50% |
| CLONAGIN (B+L) | 25% |
| CLONAGIN SL (B+L) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| **TOTAL DIABESIL** | **100%** |
| DIABESIL AP 850 | 100% |

| MDO: Gadolip | 1 |
|---|---|
| PROCETOKEN XR (BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (3.2%)

| MDO: Allopurin- | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (3.2%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E FERNANDEZ PATRICIA SOLEDAD (CLM) - CP: 2400 -- 30 prescripciones

### LANZAMIENTOS (13.3%)

| MDO: Gadoferol (2) | 4 |
|---|---|
| ORAVIL (TPQ) | 50% |
| DEVISAL (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (53.3%)

| MDO: Tonibral - (1) | 6 |
|---|---|
| **TONIBRAL TOTAL** | **100%** |
| TONIBRAL XR (GAD) | 100% |

| MDO: Gavin (3) | 4 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 4 |
|---|---|
| CLONAGIN (B+L) | 75% |
| VALIUM (SIE) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| AMPLIAR (CSO) | 50% |
| NORMOLIPOL (LEP) | 50% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (23.3%)

| MDO: Myrbetric (5) | 3 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten | 2 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (10.0%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E VILLARREAL OSCAR ALFREDO (CRD) - CP: 5000 -- 28 prescripciones

### LANZAMIENTOS (7.1%)

| MDO: Bexaban | 1 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| RACORVAL (RMM) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (78.6%)

| MDO: Bisopil (1) | 8 |
|---|---|
| CORBIS (RMM) | 50% |
| BICARDIL (B+L) | 25% |
| BISOPROLOL TEVA (TEV) | 25% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (2) | 6 |
|---|---|
| PRISONIL (LEP) | 33% |
| LOSARTAN RICHET (RH.) | 33% |
| LOSACOR (RMM) | 17% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (4) | 4 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 67% |
| CLONAGIN (B+L) | 33% |

| MDO: Deslafax | 1 |
|---|---|
| **DESLAFAX (GAD)** | **100%** |

### 2° PROMOCION (14.3%)

| MDO: Filten (3) | 4 |
|---|---|
| CARVEDIL (BAG) | 50% |
| **FILTEN (GAD)** | **25%** |
| DILATREND (SIE) | 25% |

# FICHAS MEDICOS

## ✔ E ARBACH FLORENCIA (GIN) - CP: 5016 -- 28 prescripciones

**LANZAMIENTOS (21.4%)**

| MDO: Gadoferol (4) | 4 |
|---|---|
| ORAVIL (TPQ) | 50% |
| TESTRI CB (ELE) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (5) | 2 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (60.7%)**

| MDO: Damsel (1) | 11 |
|---|---|
| YASMIN (BAY) | 45% |
| DIVINA (ELE) | 18% |
| UMMA (BEK) | 18% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (2) | 5 |
|---|---|
| **DAMSELLA (GAD)** | **60%** |
| JADE MD24 (CVI) | 40% |

| MDO: Femiden | 1 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

**RECORDATORIOS (17.9%)**

| MDO: Somit (3) | 5 |
|---|---|
| INSOMNIUM NF (GAD) | 100% |
| **TOTAL SOMIT** | **0%** |

## ✔ E HIGA MARIANO ANTONIO (GET) - CP: 5016 -- 28 prescripciones

**1° PROMOCION (100.0%)**

| MDO: L. Gastr- (1) | 23 |
|---|---|
| **GASTROMAX TOTAL** | **61%** |
| GASTROMAX (GAD) | 57% |
| PANTUS (B+L) | 30% |
| GASTROMAX MAGNES (G- | 4% |

| MDO: Xelevia (2) | 2 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin (3) | 2 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip (4) | 1 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E ALBERTINI RICARDO ARTURO (CLM) - CP: 5016 -- 27 prescripciones

### LANZAMIENTOS (14.8%)

| MDO: Gadoferol (2) | 3 |
|---|---|
| DEBLAX (RF2) | 67% |
| OSTEODYN (MTP) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (74.1%)

| MDO: Alplax_D- (1) | 6 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| CLONAGIN (B+L) | 33% |
| TRAPAX (PFZ) | 17% |

| MDO: Diabesil (3) | 3 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel (4) | 3 |
|---|---|
| ISIS (SIE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Sinlip (5) | 3 |
|---|---|
| LIPEX (ELE) | 67% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| CRAVERIL (CVI) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| **GAVIN (GAD)** | **100%** |

### 2° PROMOCION (11.1%)

| MDO: Allopurin- | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 1 |
|---|---|
| **FILTEN (GAD)** | **100%** |

## ✔ E PAVIOLO SANTIAGO OSCAR ALFREDO (CRD) - CP: 5000 -- 27 prescripciones

### LANZAMIENTOS (22.2%)

| MDO: Aturen (2) | 5 |
|---|---|
| DAFLON 500 (SVR) | 60% |
| TERBENOL DUO (BEB) | 40% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (59.3%)

| MDO: Alplax_D- (1) | 10 |
|---|---|
| CLONAGIN (B+L) | 50% |
| TRAPAX (PFZ) | 40% |
| VALIUM (SIE) | 10% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Deslafax (4) | 2 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin (5) | 2 |
|---|---|
| **GAVIN (GAD)** | **50%** |
| PREBIEN 150 DIVIDO (ARI) | 50% |

| MDO: Luradon | 1 |
|---|---|
| **LURADON (GAD)** | **100%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (3.7%)

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (14.8%)

| MDO: Somit (3) | 4 |
|---|---|
| **TOTAL SOMIT** | **75%** |
| SOMIT (GAD) | 75% |
| INSOMNIUM NF (GAD) | 25% |

# FICHAS MEDICOS

## ✔ E MICHALEK HAYDEE ROMINA (None) - CP: 5186 -- 26 prescripciones

**LANZAMIENTOS (46.2%)**

| MDO: Etabyx (1) | 5 | MDO: Gadoferol (2) | 5 | MDO: Bexaban | 1 | MDO: Aturen | 1 |
|---|---|---|---|---|---|---|---|
| VECETAM (RC5) | 80% | DEVISAL (B+L) | 60% | XAROBAN (RF2) | 100% | DAFLON 500 (SVR) | 100% |
| CALLEXE (CSO) | 20% | DEBLAX (RF2) | 40% | **BEXABAN (GAD)** | **0%** | **ATUREN (GAD)** | **0%** |
| **ETABYX (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** | | | | |

**1° PROMOCION (53.8%)**

| MDO: Paxon (3) | 4 | MDO: Diabesil (4) | 3 | MDO: Sinlip (5) | 3 | MDO: L. Gastromax | 2 | MDO: Alplax_Diocam | 2 |
|---|---|---|---|---|---|---|---|---|---|
| **PAXON TOTAL** | **50%** | TOTAL DBI | 100% | **SINLIP (GAD)** | **33%** | PANTOMETYL 20 (S+N) | 100% | CLONAGIN (B+L) | 50% |
| PAXON | 50% | **TOTAL DIABESIL** | **0%** | AMPLIAR (CSO) | 33% | **GASTROMAX TOTAL** | **0%** | VALIUM (SIE) | 50% |
| LOSACOR (RMM) | 25% | | | ROSUVAST (BAG) | 33% | | | **ALPLAX + DIOCAM** | **0%** |
| TACARDIA (RC5) | 25% | | | | | | | | |

## ✔ E LEMOS PABLO ALEJANDRO (CLM) - CP: 5016 -- 26 prescripciones

**1° PROMOCION (96.2%)**

| MDO: Diabesil (1) | 11 | MDO: Alplax_Diocam (2) | 7 | MDO: L. Gastromax (3) | 3 | MDO: Paxon (4) | 3 | MDO: Gavin | 1 |
|---|---|---|---|---|---|---|---|---|---|
| TOTAL GLUCOPHAGE | 100% | CLONAGIN (B+L) | 43% | **GASTROMAX TOTAL** | **100%** | **PAXON TOTAL** | **67%** | AXUAL (TEV) | 100% |
| **TOTAL DIABESIL** | **0%** | **ALPLAX + DIOCAM** | **29%** | GASTROMAX (GAD) | 100% | PAXON | 67% | **GAVIN (GAD)** | **0%** |
| | | ALPLAX (GAD) | 14% | | | LOSACOR (RMM) | 33% | | |
| | | DIOCAM (GAD) | 14% | | | | | | |

**2° PROMOCION (3.8%)**

| MDO: Foxetin (5) | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

## ✔ E JUNCOS ANA CAROLINA (CLM) - CP: 5016 -- 26 prescripciones

**LANZAMIENTOS (26.9%)**

| MDO: Fucsia (3) | 3 | MDO: Gadoferol | 2 | MDO: Aturen | 1 | MDO: Reliveran Doxi | 1 |
|---|---|---|---|---|---|---|---|
| SLINDA (ELE) | 100% | **GADOFEROL TOTAL** | **100%** | DAFLON 1000 (SVR) | 100% | EMETIC (DOG) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** | GADOFEROL (GAD) | 50% | **ATUREN (GAD)** | **0%** | **RELIVERAN DOXI (GAD)** | **0%** |
| | | GADOFEROL CB (GAD) | 50% | | | | |

**1° PROMOCION (73.1%)**

| MDO: Damsel (1) | 7 | MDO: Femiden (2) | 5 | MDO: L. Gastromax (4) | 3 | MDO: Damsella (5) | 2 | MDO: Alplax_Diocam | 2 |
|---|---|---|---|---|---|---|---|---|---|
| **DAMSEL GAD** | **57%** | FEMALVI (RF2) | 100% | PANTUS (B+L) | 33% | **DAMSELLA (GAD)** | **100%** | **ALPLAX + DIOCAM** | **50%** |
| DIVINA (ELE) | 43% | **FEMIDEN (GAD)** | **0%** | PANTOCAS( CSO) | 33% | | | DIOCAM (GAD) | 50% |
| | | | | PANTOP (RF2) | 33% | | | CLONAGIN SL (B+L) | 50% |
| | | | | **GASTROMAX TOTAL** | **0%** | | | | |

# FICHAS MEDICOS

## ✔ E ARIAS ALBAREZ HISBETH YARITZA (CLM) - CP: 5016 -- 26 prescripciones

LANZAMIENTOS (7.7%)

| MDO: Fucsia (3) | 2 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

1° PROMOCION (92.3%)

| MDO: Damsel (1) | 19 |
|---|---|
| KIRUM (RF2) | 53% |
| **DAMSEL GAD** | **26%** |
| DIVINA (ELE) | 11% |
| KALA (BEB) | 5% |

| MDO: Femiden (2) | 4 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: April (4) | 1 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

## ✔ E BOLOMO ANDREA (GET) - CP: 5016 -- 25 prescripciones

1° PROMOCION (100.0%)

| MDO: L. Gastr- (1) | 13 |
|---|---|
| PANTUS (B+L) | 92% |
| **GASTROMAX TOTAL** | **8%** |
| GASTROMAX MAGNES (G- | 8% |

| MDO: Sinlip (2) | 6 |
|---|---|
| REOVEX (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (3) | 5 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (4) | 1 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E BALDERRAMO DOMINGO CESAR (GET) - CP: 5016 -- 25 prescripciones

LANZAMIENTOS (8.0%)

| MDO: Gadoferol (3) | 2 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL (GAD) | 100% |

1° PROMOCION (92.0%)

| MDO: L. Gastr- (1) | 15 |
|---|---|
| PANTUS (B+L) | 40% |
| **GASTROMAX TOTAL** | **27%** |
| GASTROMAX (GAD) | 13% |
| GASTROMAX MAGNES (G- | 13% |

| MDO: Alplax_Diocam (2) | 5 |
|---|---|
| CLONAGIN (B+L) | 20% |
| NEURYL (BAG) | 20% |
| TRANQUINAL (BAG) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gavin (4) | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Diabesil (5) | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

# FICHAS MEDICOS

## ✔ E MEYER GUILLERMO (GIN) - CP: 5016 -- 24 prescripciones

**LANZAMIENTOS (8.3%)**

| MDO: Paliax (5) | 2 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (75.0%)**

| MDO: Damsel (1) | 8 |
|---|---|
| KALA (BEB) | 38% |
| **DAMSEL GAD** | **25%** |
| YASMIN (BAY) | 25% |
| DIVINA (ELE) | 12% |

| MDO: Damsella (2) | 6 |
|---|---|
| **DAMSELLA (GAD)** | **50%** |
| DIVA TOTAL (ELE) | 33% |
| KALA MD 24 (BEB) | 17% |

| MDO: Femiden (4) | 3 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

**2° PROMOCION (12.5%)**

| MDO: Myrbetric (3) | 3 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

## ✔ E CARLINO YANINA GABRIELA (GET) - CP: 5016 -- 23 prescripciones

**1° PROMOCION (100.0%)**

| MDO: L. Gastr- (1) | 16 |
|---|---|
| PANTUS (B+L) | 50% |
| **GASTROMAX TOTAL** | **38%** |
| GASTROMAX (GAD) | 38% |
| PANTOCAS( CSO) | 6% |

| MDO: Gadocor (2) | 3 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex (3) | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 2 |
|---|---|
| CLONAGIN (B+L) | 50% |
| RIVOTRIL (B7I) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E BOISSEAU CECILIA SOLEDAD (CLM) - CP: 5016 -- 22 prescripciones

### LANZAMIENTOS (13.6%)

| MDO: Nexdia | 1 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL (GAD) | 100% |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (50.0%)

| MDO: Diabesil | 1 | 4 |
|---|---|---|
| TOTAL DBI | | 50% |
| TOTAL GLUCOPHAGE | | 50% |
| **TOTAL DIABESIL** | | **0%** |

| MDO: Sinlip | 3 | 3 |
|---|---|---|
| **SINLIP (GAD)** | | **67%** |

| MDO: Paxon | 4 | 2 |
|---|---|---|
| **PAXON TOTAL** | | **100%** |
| PAXON | | 100% |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2º PROMOCION (31.8%)

| MDO: Duxetin | 2 | 3 |
|---|---|---|
| **DUXETIN (GAD)** | | **100%** |

| MDO: Risperin | 5 | 2 |
|---|---|---|
| **RISPERIN (GAD)** | | **100%** |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (4.5%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E VILLAFAÃ□E MARCELO AMILCAR (CLM) - CP: 5016 -- 21 prescripciones

### LANZAMIENTOS (4.8%)

| MDO: Paliax | 1 |
|---|---|
| **PALIAX (GAD)** | **100%** |

### 1º PROMOCION (71.4%)

| MDO: Damsella (1) | 9 |
|---|---|
| ISIS MINI 24 (SIE) | 78% |
| KALA MD 24 (BEB) | 22% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 4 |
|---|---|
| CLONAGIN (B+L) | 50% |
| NEURYL (BAG) | 25% |
| VALIUM (SIE) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsel (4) | 1 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2º PROMOCION (9.5%)

| MDO: Elafax (3) | 2 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (4.8%)

| MDO: Somit (5) | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E SUASNABAR DAVID FRANCISCO (CLM) - CP: 5186 -- 21 prescripciones

### LANZAMIENTOS (19.0%)

| MDO: Bexaban (3) | 3 |
|---|---|
| REMEXAL (CSO) | 67% |
| XAROBAN (RF2) | 33% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia (5) | 1 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (76.2%)

| MDO: L. Gastr- (1) | 6 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTUS (B+L) | 33% |
| PANTOP (RF2) | 17% |

| MDO: Alplax_Diocam (2) | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **60%** |
| ALPLAX (GAD) | 60% |
| CLONAGIN (B+L) | 20% |
| CLONAGIN SL (B+L) | 20% |

| MDO: Sinlip (4) | 3 |
|---|---|
| NORMOLIPOL (LEP) | 67% |
| AMPLIAR (CSO) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

### RECORDATORIOS (4.8%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SAAD EMANUEL JOSE (CLM) - CP: 5016 -- 20 prescripciones

**LANZAMIENTOS (20.0%)**

| MDO: Bexaban (2) | 4 |
|---|---|
| PRADAXA (B.I) | 75% |
| XARELTO (BAY) | 25% |
| **BEXABAN (GAD)** | **0%** |

**1º PROMOCION (75.0%)**

| MDO: Sinlip (1) | 7 |
|---|---|
| NORMOLIPOL (LEP) | 29% |
| LIPIFEN (RF2) | 14% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (3) | 2 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax (4) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX MAGNES (G- | 50% |
| PANTOP (RF2) | 50% |

| MDO: Paxon (5) | 2 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

**2º PROMOCION (5.0%)**

| MDO: Omnic O- | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E BELADELLI MARINA ANDREA (CLM) - CP: 5186 -- 20 prescripciones

**LANZAMIENTOS (45.0%)**

| MDO: Aturen (2) | 4 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax (3) | 3 |
|---|---|
| NICORVAS (T.L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol (5) | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

**1º PROMOCION (20.0%)**

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Lapenax | 1 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

**2º PROMOCION (35.0%)**

| MDO: Omnic O- (1) | 5 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten (4) | 2 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E REVIGLIONO JOSE IGNACIO (CLM) - CP: 5016 -- 20 prescripciones

**LANZAMIENTOS (20.0%)**

| MDO: Gadoferol (3) | 4 |
|---|---|
| ORAVIL (TPQ) | 75% |
| **GADOFEROL TOTAL** | **25%** |
| GADOFEROL CB (GAD) | 25% |

**1º PROMOCION (30.0%)**

| MDO: Divalprex (4) | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Sinlip | 2 |
|---|---|
| **SINLIP (GAD)** | **50%** |

**2º PROMOCION (25.0%)**

| MDO: Elafax (1) | 5 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

**RECORDATORIOS (25.0%)**

| MDO: Somit (2) | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E BRUSA MARIANA (NEF) - CP: 5000 -- 18 prescripciones

**LANZAMIENTOS (38.9%)**

| MDO: Gadoferol (1) | 6 |
|---|---|
| ORAVIL (TPQ) | 50% |
| SUBICAL (BEB) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| HIPERVAL (RC5) | 100% |
| **PALIAX (GAD)** | **0%** |

**1º PROMOCION (55.6%)**

| MDO: Alplax_D- (2) | 5 |
|---|---|
| RIVOTRIL (B7I) | 60% |
| CLONAGIN (B+L) | 40% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (3) | 3 |
|---|---|
| ROSUVAST (BAG) | 67% |
| ROVARTAL (RMM) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Divalprex (5) | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

**2º PROMOCION (5.6%)**

| MDO: Allopurin- (4) | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

# FICHAS MEDICOS

## ✔ E DAHBAR MARIA FLORENCIA EDITH (CRD) - CP: 5000 -- 18 prescripciones

**LANZAMIENTOS (5.6%)**

| MDO: Bexaban (5) | 1 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

**1° PROMOCION (83.3%)**

| MDO: Bisopil (1) | 6 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil (2) | 4 |
|---|---|
| TOTAL DBI | 75% |
| **TOTAL DIABESIL** | **25%** |
| DIABESIL AP 850 | 25% |

| MDO: Alplax_Diocam (3) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 33% |
| DIOCAM (GAD) | 33% |
| CLONAGIN (B+L) | 33% |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

**2° PROMOCION (11.1%)**

| MDO: Filten (4) | 1 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E SALGUERO SOFIA GABRIELA (CLM) - CP: 5016 -- 18 prescripciones

**LANZAMIENTOS (44.4%)**

| MDO: Fucsia (1) | 8 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 62% |
| SLINDA (ELE) | 38% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (50.0%)**

| MDO: Damsel (2) | 6 |
|---|---|
| ISIS (SIE) | 50% |
| **DAMSEL GAD** | **17%** |
| DIVINA (ELE) | 17% |
| YASMIN (BAY) | 17% |

| MDO: Damsella (3) | 3 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

**2° PROMOCION (5.6%)**

| MDO: Rubi (4) | 1 |
|---|---|
| **RUBI (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E ONOCKO CAROLINA (CLM) - CP: 5016 -- 18 prescripciones

1º PROMOCION (94.4%)

| MDO: L. Gastr- (1) | 17 |
|---|---|
| **GASTROMAX TOTAL** | **65%** |
| GASTROMAX (GAD) | 41% |
| GASTROMAX MAGNES (G- | 24% |
| PANGEST (BET) | 18% |

2º PROMOCION (5.6%)

| MDO: Omnic O- (2) | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E PASTRANA LUCIANO NICOLAS (CLM) - CP: 5000 -- 17 prescripciones

LANZAMIENTOS (52.9%)

| MDO: Aturen (1) | 4 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol (2) | 3 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

1º PROMOCION (35.3%)

| MDO: Xelevia (3) | 2 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax (4) | 2 |
|---|---|
| PANTUS (B+L) | 50% |
| PANTOP (RF2) | 50% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

2º PROMOCION (11.8%)

| MDO: Omnic O- (5) | 2 |
|---|---|
| UROPROST-Q (ARI) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## E CIRRINCIONE ARIEL TOMAS (CRD) - CP: 5000 -- 17 prescripciones

**LANZAMIENTOS (41.2%)**

| MDO: Sinlip Pr- (1) | 6 |
|---|---|
| **SINLIP PREVENT (GAD)** | **100%** |

| MDO: Gadoferol (4) | 1 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (47.1%)**

| MDO: Alplax_D- (2) | 3 |
|---|---|
| CLONAGIN (B+L) | 67% |
| TRANQUINAL (BAG) | 33% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (3) | 2 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (11.8%)**

| MDO: Filten (5) | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| **OMNIC OCAS (GAD)** | **100%** |

## ✔ E GONZALEZ JACQUELINE GRISELDA MARIELA (CLM) - CP: 5186 -- 16 prescripciones

**LANZAMIENTOS (37.5%)**

| MDO: Bexaban (1) | 4 |
|---|---|
| XAROBAN (RF2) | 25% |
| PRADAXA (B.I) | 25% |
| DRINAX R (BAG) | 25% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol (2) | 2 |
|---|---|
| TESTRI CB (ELE) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (56.2%)**

| MDO: Xelevia (3) | 2 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax (4) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTUS (B+L) | 50% |

| MDO: Bisopil (5) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| ZYPREXA (RF2) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E PEÃ□ARANDA GABRIELA ESTEFANIA (CLM) - CP: 5016 -- 16 prescripciones

**LANZAMIENTOS (25.0%)**

| MDO: Bexaban (1) | 4 |
|---|---|
| XARELTO (BAY) | 50% |
| XAROBAN (RF2) | 25% |
| REMEXAL (CSO) | 25% |
| **BEXABAN (GAD)** | **0%** |

**1° PROMOCION (68.8%)**

| MDO: Sinlip (2) | 4 |
|---|---|
| AMPLIAR (CSO) | 50% |
| LIPIFEN (RF2) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax (3) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTOP (RF2) | 50% |

| MDO: Paxon (4) | 2 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Gavin (5) | 2 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (6.2%)**

| MDO: Omnic O- | 1 |
|---|---|
| LOSTAM (T.L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E BERTAINA PABLO JAVIER (CLM) - CP: 5186 -- 15 prescripciones

**1° PROMOCION (93.3%)**

| MDO: Alplax_D- (1) | 8 |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **12%** |
| ALPLAX (GAD) | 12% |
| EMOTIVAL (TEV) | 12% |

| MDO: Gavin (2) | 4 |
|---|---|
| **GAVIN (GAD)** | **25%** |
| PLENICA (RMM) | 25% |
| NEURISTAN MULTIDOS (C- | 25% |
| PRINCIPIA (ELE) | 25% |

| MDO: L. Gastromax (3) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

## ✔ E GOLDRAIJ GABRIEL (CLM) - CP: 5016 -- 15 prescripciones

**LANZAMIENTOS (46.7%)**

| MDO: Etabyx (1) | 4 |
|---|---|
| LEVRON (RON) | 50% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia (3) | 2 |
|---|---|
| REMPEC M(TP) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

**1° PROMOCION (53.3%)**

| MDO: L. Gastr- (2) | 4 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANGEST (BET) | 50% |

| MDO: Paxon (4) | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor (5) | 1 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PREBICTAL (RF2) | 100% |
| **GAVIN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E TORELLO LALANNE MARIA ROSARIO (CLM) - CP: 5016 -- 15 prescripciones

1° PROMOCION (93.3%)

| MDO: L. Gastr- (1) | 11 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 82% |
| GASTROMAX MAGNES (G- | 18% |

| MDO: Gavin (2) | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

## ✔ E FERREYRA GUILLERMO LUIS (CLM) - CP: 5016 -- 14 prescripciones

LANZAMIENTOS (7.1%)

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

1° PROMOCION (42.9%)

| MDO: Sinlip (1) | 4 |
|---|---|
| **SINLIP (GAD)** | **75%** |
| CRESTOR (AZN) | 25% |

| MDO: Alplax_Diocam (4) | 2 |
|---|---|
| CLONAGIN (B+L) | 50% |
| RIVOTRIL (B7I) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

2° PROMOCION (50.0%)

| MDO: Filten (2) | 3 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Omnic Ocas (3) | 3 |
|---|---|
| TANSILOPROST (FIN) | 67% |
| URALOS CR (CSO) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin (5) | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E SECULINI PATIÃ□O CARINA ELIZABETH (CLM) - CP: 5016 -- 12 prescripciones

**LANZAMIENTOS (16.7%)**

| MDO: Paliax (4) | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (66.7%)**

| MDO: L. Gastr- (1) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Paxon (2) | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gavin (3) | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella (5) | 1 |
|---|---|
| KIR 28 (RF2) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| TENSIUM (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

**2° PROMOCION (8.3%)**

| MDO: Omnic O- | 1 |
|---|---|
| ACLOSAN (EUF) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E AMUCHASTEGUI TOMAS (CLM) - CP: 5016 -- 12 prescripciones

**LANZAMIENTOS (16.7%)**

| MDO: Gadoferol (4) | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (83.3%)**

| MDO: Sinlip (1) | 4 |
|---|---|
| AMPLIAR (CSO) | 75% |
| **SINLIP (GAD)** | **25%** |

| MDO: Gadocor (2) | 2 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil (3) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

## ✔ E NUÃ□EZ RENZO WALTER (CRD) - CP: 5016 -- 12 prescripciones

**1° PROMOCION (91.7%)**

| MDO: Bisopil (1) | 4 |
|---|---|
| **BISOPIL (GAD)** | **75%** |
| BISOPROLOL TEVA (TEV) | 25% |

| MDO: L. Gastromax (2) | 3 |
|---|---|
| PANTOPRAZOL TEVA (TEV) | 67% |
| **GASTROMAX TOTAL** | **33%** |
| GASTROMAX (GAD) | 33% |

| MDO: Alplax_Diocam (3) | 3 |
|---|---|
| TENSIUM (B+L) | 67% |
| CLONAGIN (B+L) | 33% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Paxon (4) | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

# FICHAS MEDICOS

## E MAHIA MIGUEL (GET) - CP: 5000 -- 12 prescripciones

LANZAMIENTOS (33.3%)

| MDO: Sinlip Pr- (1) | 4 |
|---|---|
| **SINLIP PREVENT (GAD)** | **100%** |

1° PROMOCION (66.7%)

| MDO: L. Gastr- (2) | 2 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin (3) | 2 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil (4) | 2 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

| MDO: Alplax_Diocam (5) | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E BOGGIO GASTON (CLM) - CP: 5016 -- 11 prescripciones

LANZAMIENTOS (36.4%)

| MDO: Gadoferol (2) | 2 |
|---|---|
| SUBICAL (BEB) | 50% |
| TESTRI CB (ELE) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen (3) | 2 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

1° PROMOCION (63.6%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| DIOCAM (GAD) | 50% |
| NEURYL (BAG) | 50% |

| MDO: Diabesil (4) | 1 |
|---|---|
| **TOTAL DIABESIL** | **100%** |
| DIABESIL AP 500 | 100% |

| MDO: Omecap 90 (5) | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

## ✔ E CUESTAS ANABELLA ALEJANDRA (GET) - CP: 5016 -- 10 prescripciones

1° PROMOCION (100.0%)

| MDO: L. Gastr- (1) | 8 |
|---|---|
| **GASTROMAX TOTAL** | **62%** |
| GASTROMAX MAGNES (G- | 50% |
| PANGEST (BET) | 25% |
| GASTROMAX (GAD) | 12% |

| MDO: Alplax_Diocam (2) | 2 |
|---|---|
| CLONAGIN SL (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E CHIARAVIGLIO MARIA LAURA (CLM) - CP: 5016 -- 10 prescripciones

LANZAMIENTOS (10.0%)

| MDO: Aturen (2) | 1 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

1° PROMOCION (90.0%)

| MDO: L. Gastr- (1) | 9 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

## ✔ E SAAD JESUS EXEQUIEL (CRD) - CP: 5000 -- 9 prescripciones

1° PROMOCION (66.7%)

| MDO: Gadolip (1) | 3 |
|---|---|
| SEGREN (CSO) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon (2) | 2 |
|---|---|
| LOSACOR (RMM) | 50% |
| PRISONIL (LEP) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (4) | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

2° PROMOCION (11.1%)

| MDO: Filten (3) | 1 |
|---|---|
| VERATEN (ELE) | 100% |
| **FILTEN (GAD)** | **0%** |

## ✔ E MUSSO DANILO (CLM) - CP: 5016 -- 8 prescripciones

LANZAMIENTOS (62.5%)

| MDO: Gadoferol (1) | 2 |
|---|---|
| TRIP D3 (CVI) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban (3) | 1 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

1° PROMOCION (37.5%)

| MDO: Xelevia (2) | 1 |
|---|---|
| TOTAL VILZER | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin (4) | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E FUNES LOPEZ ZENON CRUZ (CLM) - CP: 5016 -- 8 prescripciones

1º PROMOCION (87.5%)

| MDO: Paxon (1) | 6 |
|---|---|
| PRESIMAX (BAG) | 50% |
| LOSACOR (RMM) | 33% |
| FENSARTAN ELEA (ELE) | 17% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam (3) | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

2º PROMOCION (12.5%)

| MDO: Allopurin- (2) | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

## ✔ E ZURUETA JIMENA MARIA (CLM) - CP: 5016 -- 7 prescripciones

LANZAMIENTOS (14.3%)

| MDO: Paliax (4) | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

1º PROMOCION (14.3%)

| MDO: Alplax_D- (3) | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

2º PROMOCION (71.4%)

| MDO: Filten (1) | 4 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas (2) | 1 |
|---|---|
| LOSTAM (T.L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E BORDON FLORENCIA JULIANA (CLM) - CP: 5016 -- 7 prescripciones

**LANZAMIENTOS (14.3%)**

| MDO: Gadoferol (4) | 1 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

**1° PROMOCION (57.1%)**

| MDO: L. Gastr- (2) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Gavin (3) | 2 |
|---|---|
| **GAVIN (GAD)** | **50%** |
| AXUAL (TEV) | 50% |

**2° PROMOCION (28.6%)**

| MDO: Elafax (1) | 2 |
|---|---|
| VENLIFAX XR (B+L) | 100% |
| **ELAFAX (GAD)** | **0%** |

## ✔ E MIGLIORI ELIANA DEL CARMEN (CLM) - CP: 5016 -- 6 prescripciones

**LANZAMIENTOS (16.7%)**

| MDO: Gadoferol (3) | 1 |
|---|---|
| SUBICAL CB (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (83.3%)**

| MDO: Paxon (1) | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (2) | 2 |
|---|---|
| CONCOR (ELE) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E MAYORAZ MATIAS FRANCISCO (CRD) - CP: 5016 -- 6 prescripciones

**1° PROMOCION (100.0%)**

| MDO: Bisopil (1) | 3 |
|---|---|
| **BISOPIL (GAD)** | **67%** |
| CORBIS (RMM) | 33% |

| MDO: Alplax_Diocam (2) | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (3) | 1 |
|---|---|
| REOVEX (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PEDRON DANIELA (CLM) - CP: 5016 -- 6 prescripciones

1° PROMOCION (83.3%)

| MDO: L. Gastr- (1) | 4 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Alplax_Diocam (2) | 1 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E GALLARDO MARIA SOLEDAD (DER) - CP: 5016 -- 5 prescripciones

1° PROMOCION (80.0%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **25%** |
| ALPLAX (GAD) | 25% |

2° PROMOCION (20.0%)

| MDO: Omnic O- (2) | 1 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E AMAISON AYELEN ALEXIA (CLM) - CP: 5016 -- 5 prescripciones

1° PROMOCION (40.0%)

| MDO: Diabesil (1) | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (2) | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

RECORDATORIOS (20.0%)

| MDO: Somit (3) | 1 |
|---|---|
| REM CHOBET (SUE) | 100% |
| **TOTAL SOMIT** | **0%** |

## ✔ E GUZZANTI MARIA FERNANDA (CLM) - CP: 5016 -- 4 prescripciones

1° PROMOCION (100.0%)

| MDO: L. Gastr- (1) | 2 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTUS (B+L) | 50% |

| MDO: Alplax_Diocam (2) | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E CORREA BAROVERO MARIA ANTONELLA (CLM) - CP: 5016 -- 4 prescripciones

LANZAMIENTOS (100.0%)

| MDO: Bexaban (1) | 4 |
|---|---|
| XAROBAN (RF2) | 75% |
| PRADAXA (B.I) | 25% |
| **BEXABAN (GAD)** | **0%** |

## ✔ E AME RICARDO MARTIN (CLM) - CP: 5016 -- 3 prescripciones

1° PROMOCION (100.0%)

| MDO: L. Gastr- (1) | 3 |
|---|---|
| PANGEST (BET) | 100% |
| **GASTROMAX TOTAL** | **0%** |

## ✔ E PINTOS JORGE ALBERTO (CRD) - CP: 5000 -- 3 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- (1) | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 50% |
| DIOCAM (GAD) | 50% |

| MDO: Damsel (2) | 1 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

## ✔ E ELLENA LEON MARIA FABIANA (CLM) - CP: 5016 -- 2 prescripciones

1° PROMOCION (100.0%)

| MDO: Sinlip (1) | 2 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E SANCHEZ PABLO ESTEBAN (CLM) - CP: 5016 -- 2 prescripciones

LANZAMIENTOS (50.0%)

| MDO: Etabyx (1) | 1 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

1° PROMOCION (50.0%)

| MDO: Alplax_D- (2) | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E PALADINI GUILLERMO GUSTAVO (CIR) - CP: 5016 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Diabesil** | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

## ✔ E ALVAREZ MAGDALENA (NEF) - CP: 5016 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Sinlip** | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E BEGLIARDO MARIA AGOSTINA (GET) - CP: 5016 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Alplax_D-** | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E NOVATTI ELISA BEATRIZ (None) - CP: 5016 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Alplax_D-** | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |