# PRODUCTOS DE LANZAMIENTO

# PRIMERA LINEA DE PROMOCION

# SEGUNDA LINEA DE PROMOCION

# RECORDATORIOS

# ENTRY MARKET

# PRODUCTOS DE LANZAMIENTO

## RESUMEN DE TENDENCIA - FERNANDO W. SANTARCANGELO

| Linea | Marca | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| AP. CIRCULATORIO | **BEXABAN (GAD)** | Bexaban | 0,26 | 0,2 | ▼ |
| AP. CIRCULATORIO | **PALIAX (GAD)** | Paliax | 0,76 | 1,07 | ▲ |
| FLEBOLOGIA | **ATUREN (GAD)** | Aturen | 2,28 | 2,88 | ▲ |
| LIPIDOS | **SINLIP EZ (GAD)** | Sinlip EZ | 2,78 | 3,76 | ▲ |
| LIPIDOS | **SINLIP PREVENT ...** | Sinlip Prevent | 72,41 | 78,57 | ▲ |
| MUJER | **FUCSIA S/ESTRO...** | Fucsia | 8,59 | 11,25 | ▲ |
| MUJER | **RELIVERAN DOXI ...** | Reliveran Doxi | 14,4 | 27,65 | ▲ |
| MUSCULO ESQ. | **GADOFEROL TOT...** | Gadoferol | 3,52 | 4,7 | ▲ |
| PSICOFARMACOS | **ETABYX (GAD)** | Etabyx | 0,52 | 1,51 | ▲ |
| PSICOFARMACOS | **NEXDIA (GAD)** | Nexdia | 2,0 | 4,0 | ▲ |
| PSICOFARMACOS | **VANSERIN (GAD)** | Vanserin | 15,1 | 10,26 | ▼ |

# PRIMERA LINEA DE PROMOCION

## RESUMEN DE TENDENCIA - FERNANDO W. SANTARCANGELO

| Linea | Marca | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| AP. CIRCULATORIO | **BISOPIL (GAD)** | Bisopil | 6,09 | 6,62 | ▲ |
| AP. CIRCULATORIO | **GADOCOR (GAD)** | Gadocor | 7,4 | 7,68 | ▲ |
| AP. CIRCULATORIO | **PAXON TOTAL** | Paxon | 12,78 | 12,91 | ≈ |
| AP. DIGESTIVO | **GASTROMAX TO...** | L. Gastromax | 21,45 | 23,4 | ▲ |
| DIABETES | **TOTAL DIABESIL** | Diabesil | 7,98 | 8,58 | ▲ |
| DIABETES | **TOTAL XELEVIA** | Xelevia | 20,9 | 20,95 | ≈ |
| LIPIDOS | **GADOLIP (GAD)** | Gadolip | 16,18 | 16,07 | ≈ |
| LIPIDOS | **OMECAP 90 (GAD)** | Omecap 90 | 28,35 | 29,07 | ▲ |
| LIPIDOS | **SINLIP (GAD)** | Sinlip | 7,61 | 7,59 | ≈ |
| MUJER | **APRIL (GAD)** | April | 34,61 | 33,74 | ▼ |
| MUJER | **DAMSEL GAD** | Damsel | 9,73 | 9,53 | ≈ |
| MUJER | **DAMSELLA (GAD)** | Damsella | 17,4 | 18,18 | ▲ |
| MUJER | **FEMIDEN (GAD)** | Femiden | 16,37 | 16,16 | ≈ |
| PSICOFARMACOS | **ALPLAX + DIOCAM** | Alplax_Diocam | 33,96 | 32,13 | ▼ |
| PSICOFARMACOS | **DESLAFAX (GAD)** | Deslafax | 15,73 | 19,02 | ▲ |
| PSICOFARMACOS | **DIVALPREX (GAD)** | Divalprex | 6,1 | 9,08 | ▲ |
| PSICOFARMACOS | **GAVIN (GAD)** | Gavin | 7,94 | 8,82 | ▲ |
| PSICOFARMACOS | **LAPENAX GADOR ...** | Lapenax | 100 | 100 | ≈ |
| PSICOFARMACOS | **LURADON (GAD)** | Luradon | 17,93 | 16,35 | ▼ |
| PSICOFARMACOS | **MIDAX (GAD)** | Midax | 55,81 | 55,69 | ≈ |
| PSICOFARMACOS | **TONIBRAL TOTAL** | Tonibral XR | 5,95 | 5,26 | ▼ |

# SEGUNDA LINEA DE PROMOCION

## RESUMEN DE TENDENCIA - FERNANDO W. SANTARCANGELO

| Linea | Marca | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| AP. CIRCULATORIO | **FILTEN (GAD)** | Filten | 26,68 | 26,42 | ≈ |
| DIABETES | **NEURO BILETAN ...** | Neurobiletan 600 | 11,52 | 9,77 | ▼ |
| MUJER | **RUBI (GAD)** | Rubi | 37,62 | 39,57 | ▲ |
| MUSCULO ESQ. | **ALLOPURINOL G...** | Allopurinol | 77,97 | 79,86 | ≈ |
| PSICOFARMACOS | **DUXETIN (GAD)** | Duxetin | 51,47 | 47,22 | ▼ |
| PSICOFARMACOS | **ELAFAX (GAD)** | Elafax | 46,78 | 50,24 | ▲ |
| PSICOFARMACOS | **FOXETIN (GAD)** | Foxetin | 75,4 | 69,17 | ▼ |
| PSICOFARMACOS | **RISPERIN (GAD)** | Risperin | 64,69 | 61,05 | ▼ |
| UROLOGIA | **MYRBETRIC (GAD)** | Myrbetric | 38,89 | 40,52 | ▲ |
| UROLOGIA | **OMNIC OCAS (GA...** | Omnic Ocas | 3,36 | 3,07 | ▼ |

# RECORDATORIOS

## RESUMEN DE TENDENCIA - FERNANDO W. SANTARCANGELO

| Linea | **Marca** | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| MUSCULO ESQ. | **CALCIMAX TOTAL** | Calcimax | 55,25 | 54,28 | ≈ |
| PSICOFARMACOS | **TOTAL SOMIT** | Somit | 64,92 | 62,54 | ▼ |

# ENTRY MARKET

## RESUMEN DE TENDENCIA - FERNANDO W. SANTARCANGELO

| Linea | **Marca** | Mercado | MAT | TRIM | |
|---|---|---|---|---|---|
| GENERAL | **GADOR** | ENTRY MARKET | 14,73 | 14,71 | ≈ |

| FERNANDO W. SANTARCANGELO | ALLOPURINOL GADOR (GAD) | Mercado: Allopurinol | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #4 | | | |
| **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 = 51,4% | EVOLUCION MAT 102 | 93 | 88 | 108 | 107 | | |
| | MES 85,25 | 13,67 | 0,7 | 0,21 | 0,17 | | |
| | TRIM 83,75 | 15,38 | 0,54 | 0,18 | 0,15 | | |
| | **MAT 81,09** | **18,08** | **0,53** | **0,13** | **0,16** | | |
| | MATAA 79,59 | 19,54 | 0,6 | 0,12 | 0,15 | | |
| | | VALOR MERCADO: | MES = 39.698 | TRIM = 125.822 | MAT = 494.164 | MATAA = 554.885 | |
| **DISTRITO** DIST = 11,5% | EVOLUCION MAT 102 | 93 | 90 | 81 | | | |
| | MES 85,15 | 14,49 | 0,22 | 0,15 | | | |
| | TRIM 82,56 | 17,01 | 0,23 | 0,19 | | | |
| | **MAT 79,56** | **20,13** | **0,19** | **0,13** | | | |
| | MATAA 78,03 | 21,59 | 0,21 | 0,16 | | | |
| | | VALOR MERCADO: | MES = 4.974 | TRIM = 15.008 | MAT = 57.027 | MATAA = 57.805 | |
| **REP** ZONA = 4,0% | EVOLUCION MAT 100 | 100 | 86 | 68 | | | |
| | MES 82,48 | 16,46 | 1,05 | 0,0 | | | |
| | TRIM 79,86 ≈ | 18,65 | 1,16 | 0,33 | | | |
| | **MAT 77,97** | **20,87** | **0,93** | **0,23** | | | |
| | MATAA 77,67 | 20,91 | 1,08 | 0,34 | | | |
| | | VALOR MERCADO: | MES = 205 | TRIM = 604 | MAT = 2.274 | MATAA = 2.277 | |

**PUNTO DE MARKET SHARE = 2 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 | ALFADIM-AN LZA | ALLOPURINOL FA-BRA FBR |
|---|---|---|---|---|---|---|---|
| | #1 | #2 | #3 | #4 | | | |
| **1708 - MORON** 17% % de zona = 42,8% PMS = 1 | EVOLUCION MAT 98 | 108 | 88 | 70 | | | |
| | TRIM 78,17 ▲ | 18,99 | 2,58 | 0,26 | | | |
| | **MAT 75,25** | **22,51** | **2,11** | **0,14** | | | |
| **1706 - M.J.HAEDO** 33% % de zona = 29,2% PMS = 1 | EVOLUCION MAT 102 | 94 | 999 | 57 | | | |
| | TRIM 77,43 ≈ | 21,83 | 0,19 | 0,56 | | | |
| | **MAT 77,44** | **22,01** | **0,1** | **0,45** | | | |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 28,1% PMS = 1 | EVOLUCION MAT 101 | 94 | | 144 | | | |
| | TRIM 85,06 ▲ | 14,74 | | 0,2 | | | |
| | **MAT 82,67** | **17,2** | | **0,13** | | | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | ALLOPURINOL GADOR (GAD) | Mercado: Allopurinol | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | ALLOPURINOL GAD-GAD | ALLOPURINOL CRAVER CVI | PURITENK BEK | ALLOPURINOL HOUDE ARI | ALLOPURINOL THH THH | ALFADIMAN LZA | ALLOPURINOL FABRA FBR |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | | | |
| **REP** | | | | | | | |
| TRIM | 76,42 | 23,17 | | 0,07 | | | 0,35 |
| **MAT** | **77,96** | **21,88** | | **0,16** | | | **0,0** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | ALLOPURINOL GADOR GAD (#1) | ALLOPURINOL CRAVER CVI (#2) | PURITENK BEK (#3) | ALLOPURINOL HOUDE ARI (#4) | ALLOPURINOL THH THH | ALFADIMAN LZA | ALLOPURINOL FABRA FBR |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 4,5% | 82,88 | | 17,12 | | | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 1,8% | 84,09 | | 15,91 | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 1,8% | | | 100 | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 1,6% | 2,5 | | 97,5 | | | | | |
| MARQUEZ ANA KARINA | CLM | 1708 | 1,5% | 100 | | | | | | | |
| **ACUM =** | | | **6,1%** | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 1,4% | 91,43 | | 8,57 | | | | | |
| SPADA PABLO CESAR | CRD | 1706 | 1,4% | 100 | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 1,3% | 100 | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 1,0% | 100 | | | | | | | |
| CAMESELLE MARIO | CRD | 1706 | 0,7% | 100 | | | | | | | |
| **ACUM =** | | | **9,1%** | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,7% | 100 | | | | | | | |
| CARRERA GABRIEL | CRD | 1706 | 0,6% | 86,67 | | 13,33 | | | | | |
| FACIANO GISELE ALEJANDRA | CLM | 1708 | 0,6% | 86,67 | | 13,33 | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD | 1708 | 0,6% | | | 100 | | | | | |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,5% | 61,54 | | 38,46 | | | | | |
| **ACUM =** | | | **10,8%** | | | | | | | | |
| VITALE CECILIA ADRIANA | NEF | 1708 | 0,5% | 84,62 | | 15,38 | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,4% | 30,0 | | 70,0 | | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,4% | 100 | | | | | | | |
| BORELLO GUSTAVO JOSE | CLM | 1708 | 0,3% | 100 | | | | | | | |
| ARGUEYES AMAYA LUIS EDGARDO | CRD | 1708 | 0,3% | 100 | | | | | | | |
| **ACUM =** | | | **12,7%** | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,3% | 85,71 | | 14,29 | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,3% | 84,21 | | 15,79 | | | | | |
| SPADA PABLO CESAR | CRD | 1708 | 1,4% | 100 | | | | | | | |
| HUAMAN DE LA CRUZ JOSE | CRD | 1744 | 0,9% | 100 | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 0,7% | 66,67 | | 33,33 | | | | | |
| **ACUM =** | | | **12,7%** | | | | | | | | |
| WHITTINGSLOW HORACIO RICARDO | CIR | 1708 | 0,7% | 38,89 | | 61,11 | | | | | |
| GIANNINI MARIA FLORENCIA | CLM | 1708 | 0,2% | 100 | | | | | | | |
| PEREGRINA VANESA SOLEDAD | CLM | 1708 | 0,2% | 100 | | | | | | | |
| HARGUINTEGUY MARIA VICTORIA | CIR | 1708 | 0,2% | 60,0 | | 40,0 | | | | | |
| ALARCON MARILINA GABRIELA | CLM | 1706 | 0,2% | 100 | | | | | | | |
| **ACUM =** | | | **13,3%** | | | | | | | | |
| BALLIVIAN MENACHO WALTER | CLM | 1708 | 0,2% | 75,0 | | 25,0 | | | | | |
| BISO NORI ALBERTO | URO | 1706 | 0,2% | 100 | | | | | | | |
| CHAPEZONI LUZ | CLM | 1708 | 0,2% | 100 | | | | | | | |
| COVANTI SANDRA CRISTINA | GET | 1706 | 0,2% | 100 | | | | | | | |
| SANNA CARLOS HUGO | CLM | 1708 | 0,2% | 100 | | | | | | | |
| **ACUM =** | | | **14,1%** | | | | | | | | |

## No Cruzados

| | | | | |
|---|---|---|---|---|
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,2% | 100 |
| ZUNINO MARIA LUJAN | NEF | 1706 | 0,2% | 100 |
| BENSUSAN TERESA CRISTINA | CLM | 1708 | 0,1% | 100 |
| GANS GRISELDA MONICA | CLM | 1706 | 0,1% | 100 |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,1% | 100 |
| **ACUM =** | | | **30,7%** | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **ALLOPURINOL GADOR (GAD)** | **Mercado: Allopurinol** | ≈ |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

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

**REP**

ZONA = 4,0%

| EVOLUCION MAT | 100 | | 100 | 86 | 68 |
|---|---|---|---|---|---|
| MES | 82,48 | | 16,46 | 1,05 | 0,0 |
| TRIM | 79,86 | ≈ | 18,65 | 1,16 | 0,33 |
| **MAT** | 77,97 | | **20,87** | **0,93** | **0,23** |
| MATAA | 77,67 | | 20,91 | 1,08 | 0,34 |

VALOR MERCADO: MES = 205 TRIM = 604 MAT = 2.274 MATAA = 2.277

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | |
|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,3% | 76,94 | 22,65 | 0,41 |
| ALFANO ROBERTO NICOLAS | 4,2% | 80,67 | 19,33 | |
| FARMACIA GUERRA SCS | 3,4% | 91,97 | 8,03 | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,9% | 82,57 | 17,43 | |
| FARMACIA COGLIATI CASTELAR SCS | 1,7% | 64,74 | 35,26 | |

**ACUM = 15,5%**

| | | | |
|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,4% | 74,84 | 25,16 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,8% | 72,04 | 27,96 |
| FARMACIA POSAMAY SCS | 0,7% | 100 | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 60,71 | 39,29 |

**ACUM = 18,6%**

## No Asignadas

| | | | | |
|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,7% | 75,84 | 24,16 | 0 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,9% | 76,97 | 23,03 | |
| B1744ALI | 2,4% | 83,03 | 16,97 | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,0% | 75,33 | 24,67 | |
| B1708JDD - 9 DE JULIO 102-200 | 1,6% | 72,63 | 25,7 | 1,68 |

**ACUM = 32,2%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

GADOR

# 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 | #4 | #2 | #5 | #7 | #8 | #6 | #9 | #11 | #14 | #10 | #12 | #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 = 46,8% | EVOLUCION MAT 98 | 104 | 81 | 101 | 106 | 95 | 101 | 115 | 89 | 137 | 91 | 101 | 99 | 109 | 95 |
| | MES 30,29 | 24,0 | 6,29 | 25,46 | 5,62 | 8,14 | 4,91 | 7,16 | 3,0 | 1,67 | 0,92 | 1,32 | 1,78 | 1,34 | 8,4 |
| | TRIM 30,32 | 24,11 | 6,21 | 25,2 | 5,54 | 8,08 | 4,83 | 7,36 | 3,15 | 1,63 | 0,94 | 1,37 | 1,74 | 1,35 | 8,49 |
| | **MAT 31,56** | **24,96** | **6,6** | **24,96** | **5,42** | **7,66** | **4,77** | **6,8** | **3,17** | **1,62** | **0,96** | **1,4** | **1,72** | **1,26** | **8,7** |
| | MATAA 32,05 | 23,92 | 8,13 | 24,83 | 5,1 | 8,1 | 4,71 | 5,93 | 3,57 | 1,18 | 1,05 | 1,39 | 1,74 | 1,16 | 9,2 |
| | | VALOR MERCADO: MES = 900.392 | | | | | TRIM = 2.583.266 | | | MAT = 9.985.980 | | | | MATAA = 10.482.211 | |
| **DISTRITO** DIST = 10,7% | EVOLUCION MAT 93 | 102 | 74 | 105 | 117 | 91 | 111 | 118 | 92 | 130 | 98 | 94 | 98 | 110 | 99 |
| | MES 35,08 | 26,64 | 8,43 | 26,07 | 5,68 | 6,12 | 4,56 | 6,52 | 2,77 | 1,39 | 0,88 | 1,4 | 1,2 | 1,09 | 7,24 |
| | TRIM 34,62 | 26,35 | 8,27 | 25,6 | 5,4 | 6,06 | 4,42 | 6,99 | 2,79 | 1,46 | 0,93 | 1,47 | 1,66 | 1,05 | 7,55 |
| | **MAT 36,66** | **27,68** | **8,98** | **25,26** | **4,99** | **5,46** | **4,29** | **6,62** | **2,76** | **1,43** | **0,98** | **1,51** | **1,28** | **1,0** | **7,76** |
| | MATAA 39,36 | 27,23 | 12,14 | 24,12 | 4,27 | 5,97 | 3,88 | 5,63 | 3,0 | 1,1 | 1,0 | 1,61 | 1,31 | 0,91 | 7,83 |
| | | VALOR MERCADO: MES = 96.234 | | | | | TRIM = 276.889 | | | MAT = 1.065.744 | | | | MATAA = 1.149.742 | |
| **REP** ZONA = 4,0% | EVOLUCION MAT 96 | 96 | 94 | 105 | 114 | 87 | 107 | 106 | 88 | 132 | 91 | 111 | 101 | 104 | 95 |
| | MES 31,83 | 22,8 | 9,04 | 25,79 | 7,67 | 6,33 | 5,44 | 6,4 | 2,79 | 1,4 | 0,66 | 1,46 | 1,07 | 1,33 | 7,83 |
| | TRIM 32,13 ▼ | 23,07 | 9,06 | 25,04 | 7,23 | 6,29 | 5,54 | 6,25 | 2,86 | 1,45 | 0,75 | 1,71 | 1,17 | 1,16 | 8,42 |
| | **MAT 33,96** | **24,44** | **9,52** | **25,06** | **6,32** | **5,77** | **4,98** | **6,11** | **2,76** | **1,4** | **0,82** | **2,02** | **1,23** | **1,12** | **8,44** |
| | MATAA 35,44 | 25,35 | 10,09 | 23,9 | 5,53 | 6,67 | 4,67 | 5,74 | 3,14 | 1,06 | 0,9 | 1,82 | 1,22 | 1,08 | 8,84 |
| | | VALOR MERCADO: MES = 4.148 | | | | | TRIM = 11.351 | | | MAT = 42.814 | | | | MATAA = 44.831 | |

**PUNTO DE MARKET SHARE = 36 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 | #4 | #2 | #5 | #7 | #8 | #6 | #9 | #11 | #14 | #10 | #12 | #13 | |
| **1708 - MORON** | EVOLUCION MAT 95 | 95 | 97 | 110 | 111 | 82 | 107 | 107 | 90 | 134 | 102 | 63 | 109 | 115 | 98 |
| **17%** % de zona = 41,4% | TRIM 32,39 ▼ | 22,44 | 9,95 | 24,51 | 7,36 | 6,18 | 4,85 | 5,73 | 2,79 | 1,42 | 0,87 | 1,44 | 1,51 | 1,17 | 9,75 |
| PMS = 15 | **MAT 34,66** | **24,26** | **10,4** | **24,82** | **6,7** | **5,33** | **4,62** | **5,73** | **2,49** | **1,22** | **0,96** | **1,37** | **1,54** | **1,13** | **9,42** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 95 | 95 | 96 | 107 | 114 | 94 | 101 | 121 | 92 | 129 | 74 | 81 | 102 | 89 | 93 |
| **33%** % de zona = 29,4% | TRIM 32,88 ≈ | 25,66 | 7,22 | 25,5 | 5,55 | 8,63 | 4,72 | 6,31 | 3,36 | 1,65 | 0,69 | 1,4 | 1,21 | 1,45 | 6,65 |
| PMS = 11 | **MAT 33,2** | **25,74** | **7,45** | **26,04** | **5,63** | **7,68** | **4,3** | **5,89** | **3,16** | **1,73** | **0,78** | **1,67** | **1,28** | **1,35** | **7,32** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 98 | 101 | 90 | 96 | 121 | 85 | 108 | 94 | 80 | 133 | 97 | 344 | 85 | 117 | 95 |
| **17%** % de zona = 29,2% | TRIM 31,12 ▼ | 21,53 | 9,58 | 25,31 | 8,58 | 4,27 | 7,18 | 6,86 | 2,49 | 1,31 | 0,64 | 2,35 | 0,71 | 0,87 | 8,32 |
| PMS = 11 | **MAT 33,74** | **23,4** | **10,34** | **24,41** | **6,48** | **4,46** | **6,18** | **6,88** | **2,76** | **1,32** | **0,65** | **3,3** | **0,73** | **0,89** | **8,19** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | ALPLAX + DIOCAM | Mercado: Alplax_Diocam | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | #4 | #2 | #5 | #7 | #8 | #6 | #9 | #11 | #14 | #10 | #12 | #13 | |
| TRIM | 33,82 | 25,08 | 8,74 | 24,43 | 4,69 | 7,52 | 5,34 | 5,49 | 3,75 | 1,23 | 0,97 | 0,85 | 1,33 | 0,93 | 9,65 |
| **MAT** | **32,49** | **24,09** | **8,4** | **25,52** | **5,91** | **6,27** | **5,55** | **5,33** | **3,36** | **1,5** | **0,88** | **0,79** | **1,22** | **1,05** | **10,12** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 4,0% | 26,77 | 19,38 | 7,39 | 30,62 | 6,21 | 6,27 | 3,29 | 5,78 | 5,03 | 0,31 | 0,75 | 0,31 | 0,43 | 0,75 | 13,48 |
| DIAZ ELISA ANGELA | D-N | 1706 | 2,1% | 32,67 | 25,0 | 7,67 | 20,17 | 4,95 | 9,2 | 9,67 | 4,72 | 1,3 | 1,77 | 0,12 | 2,24 | | 2,83 | 10,38 |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,7% | 48,87 | 35,71 | 13,16 | 27,82 | 8,27 | 2,26 | | 3,38 | | 3,76 | 2,63 | | | | 3,01 |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,5% | 27,7 | 17,37 | 10,33 | 13,15 | 7,98 | 11,27 | 9,39 | 5,63 | 4,23 | 5,63 | | 7,04 | | 0,94 | 7,04 |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR | 1706 | 0,4% | 19,21 | 6,78 | 12,43 | 35,59 | 12,99 | 12,99 | 1,13 | | 5,08 | 3,39 | | | | 3,39 | 6,21 |
| | | **ACUM =** | **5,1%** | | | | | | | | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,4% | 38,69 | 35,71 | 2,98 | 13,69 | 1,19 | 16,67 | 8,93 | 2,98 | 3,57 | 3,57 | | | | 5,36 | 5,36 |
| SPADA PABLO CESAR | CRD | 1706 | 0,4% | 29,3 | 24,84 | 4,46 | 12,1 | 3,18 | 15,92 | 5,73 | 0,64 | 1,91 | | 3,82 | | 5,73 | 0,64 | 21,02 |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,3% | 56,3 | 42,22 | 14,07 | 1,48 | 0,74 | 6,67 | | 1,48 | | | | | 25,93 | | 7,41 |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,3% | 30,83 | 20,3 | 10,53 | 27,07 | 12,78 | 8,27 | 4,51 | 0,75 | 6,02 | 1,5 | | | | | 8,27 |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,3% | 15,45 | 5,69 | 9,76 | 25,2 | | 16,26 | 4,88 | 17,89 | | | 1,63 | | | 1,63 | 17,07 |
| | | **ACUM =** | **6,0%** | | | | | | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD | 1708 | 0,3% | 36,84 | 36,84 | | 20,18 | 9,65 | 6,14 | 18,42 | 0,88 | 1,75 | | | | | | 6,14 |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,3% | 28,95 | 21,93 | 7,02 | 15,79 | 6,14 | 18,42 | 7,89 | 1,75 | 2,63 | 1,75 | | 0,88 | 4,39 | | 11,4 |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,3% | 38,53 | 34,86 | 3,67 | 9,17 | 1,83 | 8,26 | 15,6 | 15,6 | | | 2,75 | 0,92 | | | 7,34 |
| BOBBIO ROLANDO ANTONIO | CLM | 1708 | 0,2% | 6,06 | 5,05 | 1,01 | | 9,09 | | | | | | | | | | 84,85 |
| PERUGINI MIRIAM VIVIANA | CRD | 1708 | 0,2% | 31,96 | 24,74 | 7,22 | 27,84 | 11,34 | 9,28 | 3,09 | 8,25 | 3,09 | | | | 2,06 | 2,06 | 1,03 |
| | | **ACUM =** | **6,8%** | | | | | | | | | | | | | | | |
| MARQUEZ ANA KARINA | CLM | 1708 | 0,2% | 9,3 | 9,3 | | 72,09 | 3,49 | | 15,12 | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM | 1708 | 0,2% | 44,19 | 39,53 | 4,65 | 18,6 | | 8,14 | 2,33 | 2,33 | 3,49 | 4,65 | | 1,16 | | | 15,12 |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,2% | 16,67 | 16,67 | | 17,86 | 1,19 | 19,05 | | 26,19 | | 4,76 | 9,52 | | | | 4,76 |
| MARI CRISTINA LILIANA | CIR | 1708 | 0,2% | 16,87 | 9,64 | 7,23 | 16,87 | 39,76 | 20,48 | | | 6,02 | | | | | | |
| BISO NORI ALBERTO | URO | 1706 | 0,2% | 22,97 | 22,97 | | 27,03 | 21,62 | 2,7 | 20,27 | | 1,35 | | | | | | 4,05 |
| | | **ACUM =** | **7,6%** | | | | | | | | | | | | | | | |

| | | | | ALPLAX + DIOCAM #1 | ALPLAX GAD #3 | DIOCAM GAD #4 | CLONAG-IN B+L #2 | NEURYL BAG #5 | RIVOTRIL B7I #7 | TRANQU-INAL BAG #8 | TRAPAX PFZ #6 | VALIUM SIE #9 | LEXOTAN-IL B7I #11 | TENSIUM B+L #14 | LORAZE-PAN SUE #10 | EMOTIVAL TEV #12 | CLONAG-IN SL B+L #13 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NUL DANIEL | CRD | 1708 | 0,2% | 32,31 | 13,85 | 18,46 | 24,62 | | 18,46 | 4,62 | | 6,15 | 3,08 | | | 1,54 | 1,54 | 7,69 |
| LASLAVSKY ADRIANA SILVIA | CLM | 1708 | 0,2% | 6,45 | 6,45 | | 24,19 | 43,55 | | 12,9 | | | | | | | | 12,9 |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,2% | 48,33 | 41,67 | 6,67 | 51,67 | | | | | | | | | | | |
| CAMESELLE MARIO | CRD | 1706 | 0,1% | 58,18 | 54,55 | 3,64 | 18,18 | | 5,45 | 7,27 | | | 3,64 | | | | | 7,27 |
| BALLIVIAN MENACHO WALTER | CLM | 1708 | 0,1% | 22,45 | 22,45 | | 32,65 | 12,24 | | 10,2 | | 2,04 | 8,16 | | | | 4,08 | 8,16 |
| | | | **ACUM =** | **8,0%** | | | | | | | | | | | | | | |
| BORELLO GUSTAVO JOSE | CLM | 1708 | 0,1% | 34,69 | 34,69 | | 16,33 | 2,04 | 24,49 | | 6,12 | | 2,04 | | | | | 14,29 |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,1% | 43,75 | 43,75 | | 29,17 | | | | 16,67 | 8,33 | | | 2,08 | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,1% | 38,3 | 10,64 | 27,66 | 21,28 | 14,89 | 10,64 | | 6,38 | 4,26 | | | | | 4,26 | |
| TERRAZA PAULA VALERIA | CLM | 1708 | 0,1% | 2,27 | | 2,27 | 9,09 | 25,0 | 20,45 | | 4,55 | | | | | | | 38,64 |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,0% | 32,69 | 27,69 | 5,0 | 26,92 | 2,18 | 7,95 | 7,82 | 1,67 | 2,69 | 2,56 | 1,15 | | | 3,85 | 10,51 |
| | | | **ACUM =** | **8,3%** | | | | | | | | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 1,4% | 44,36 | 37,09 | 7,27 | 33,82 | 4,55 | 2,0 | 0,73 | 1,27 | | 3,09 | 1,27 | | 5,27 | | 3,64 |
| VENEGAS PICOLLETT PERCY | PSQ | 1708 | 1,3% | 33,08 | 17,4 | 15,68 | 17,02 | 7,84 | 4,78 | 4,21 | 9,37 | 2,29 | 0,38 | 4,59 | 0,19 | 3,63 | 1,34 | 11,28 |
| HUAMAN DE LA CRUZ JOSE | CRD | 1744 | 0,6% | 22,83 | 17,32 | 5,51 | 32,28 | | 13,78 | 1,18 | 1,57 | 4,72 | | 1,57 | | | 0,79 | 21,26 |
| PINZON SUAREZ ENRIQUE CARLOS | CLM | 1706 | 0,6% | 20,17 | 18,07 | 2,1 | 34,03 | 7,14 | 10,5 | 3,36 | 8,82 | 2,94 | 0,84 | | | 0,84 | 3,78 | 7,56 |
| HEREDIA MONICA ANA | REU | 1708 | 0,1% | 17,07 | 9,76 | 7,32 | 24,39 | 9,76 | 36,59 | 4,88 | | 2,44 | | 4,88 | | | | |
| | | | **ACUM =** | **8,3%** | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TURSI JOSE ALBERTO | CLM | 1708 | 0,1% | 67,5 | 67,5 | | 27,5 | | | | 2,5 | | | | | | | 2,5 |
| SANNA CARLOS HUGO | CLM | 1708 | 0,1% | 86,49 | 81,08 | 5,41 | 8,11 | | | | 5,41 | | | | | | | |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,1% | 23,53 | 11,76 | 11,76 | 41,18 | | | | | | | 5,88 | | | | 29,41 |
| SCAGLIOLA PABLO EDUARDO | CRD | 1708 | 0,1% | 36,36 | 30,3 | 6,06 | 24,24 | 3,03 | 24,24 | 3,03 | 3,03 | | 6,06 | | | | | |
| CANDIA KARINA ALICIA | CLM | 1706 | 0,1% | | | | | | | | | | 100 | | | | | |
| | | | **ACUM =** | **19,4%** | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | ALPLAX + DIOCAM | Mercado: Alplax_Diocam | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,0%

| 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 | #4 | #2 | #5 | #7 | #8 | #6 | #9 | #11 | #14 | #10 | #12 | #13 | |
| EVOLUCION MAT | 96 | 96 | 94 | 105 | 114 | 87 | 107 | 106 | 88 | 132 | 91 | 111 | 101 | 104 | 95 |
| MES | 31,83 | 22,8 | 9,04 | 25,79 | 7,67 | 6,33 | 5,44 | 6,4 | 2,79 | 1,4 | 0,66 | 1,46 | 1,07 | 1,33 | 7,83 |
| TRIM | 32,13 | 23,07 | 9,06 | 25,04 | 7,23 | 6,29 | 5,54 | 6,25 | 2,86 | 1,45 | 0,75 | 1,71 | 1,17 | 1,16 | 8,42 |
| **MAT** | 33,96 | **24,44** | **9,52** | **25,06** | **6,32** | **5,77** | **4,98** | **6,11** | **2,76** | **1,4** | **0,82** | **2,02** | **1,23** | **1,12** | **8,44** |
| MATAA | 35,44 | 25,35 | 10,09 | 23,9 | 5,53 | 6,67 | 4,67 | 5,74 | 3,14 | 1,06 | 0,9 | 1,82 | 1,22 | 1,08 | 8,84 |

VALOR MERCADO: MES = 4.148 TRIM = 11.351 MAT = 42.814 MATAA = 44.831

**PUNTO DE MARKET SHARE = 36 UNIDADES estimadas de ALPLAX + DIOCAM por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,5% | 10,91 | 34,29 | 12,39 | 4,76 | 6,15 | 7,38 | 8,78 | 1,31 | 4,92 | 4,84 | 1,31 | 0,74 | 2,21 | | 0 |
| ALFANO ROBERTO NICOLAS | 3,5% | 11,49 | 31,79 | 15,25 | 7,73 | 4,19 | 6,87 | 3,87 | 0,21 | 4,83 | 2,15 | 3,22 | 0,97 | 6,44 | 0,11 | 0,86 |
| FARMACIA GUERRA SCS | 2,7% | 10,47 | 29,75 | 7,02 | 0,69 | 5,51 | 2,2 | 15,43 | | 4,96 | 1,24 | 3,99 | 0,14 | 18,46 | 0 | 0,14 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,6% | 19,07 | 22,56 | 20,47 | 0,93 | 9,53 | 19,3 | 4,65 | | 2,33 | 0 | 0 | | 1,16 | | 0 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,4% | 14,21 | 32,11 | 16,58 | 2,63 | 5,79 | 6,32 | 6,32 | 0,26 | 7,89 | 0,79 | 2,37 | 0,79 | 3,95 | | 0 |
| **ACUM = 13,7%** | | | | | | | | | | | | | | | | |
| FARMACIA COGLIATI CASTELAR SCS | 1,4% | 17,93 | 21,47 | 20,65 | 2,17 | 10,87 | 2,45 | 15,49 | 2,45 | 2,45 | 2,45 | 0,82 | 0 | 0,82 | | 0 |
| FARMACIA POSAMAY SCS | 0,7% | 6,15 | 9,23 | 14,87 | | 17,44 | 17,95 | 26,67 | | 0 | 3,59 | 2,56 | | | | 1,54 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 21,55 | 27,62 | 5,52 | 14,36 | 5,52 | 3,87 | 4,97 | | 1,66 | 9,94 | 0,55 | 4,42 | | | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 4,48 | 35,82 | 7,46 | 10,45 | 1,49 | 0 | 1,49 | 7,46 | 11,94 | 5,97 | 13,43 | | 0 | | |
| **ACUM = 16,7%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,1% | 21,09 | 26,61 | 22,35 | 2,08 | 4,8 | 6,7 | 2,35 | 0 | 3,44 | 7,15 | 1,36 | 1,18 | 0,36 | 0 | 0,54 |
| B1744FLB - DR ALBERTO VERA 2-100 | 3,1% | 36,25 | 41,12 | 2,07 | 0 | 1,22 | 4,5 | 5,84 | 0 | 1,7 | 0,36 | 1,22 | 3,16 | 1,46 | | 1,09 |
| B1708JDD - 9 DE JULIO 102-200 | 2,9% | 14,56 | 12,66 | 17,34 | 5,95 | 11,77 | 2,53 | 11,52 | 1,39 | 7,85 | 7,09 | 0,38 | 1,01 | 3,16 | | 2,78 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,3% | 13,5 | 13,01 | 16,59 | 4,39 | 12,68 | 12,85 | 7,97 | 0,49 | 5,69 | 3,25 | 2,6 | 2,6 | 4,23 | | 0,16 |
| B1708CHE - INTE AGUERO 1801-1899 | 1,3% | 11,76 | 21,57 | 10,92 | 1,12 | 8,68 | 10,92 | 20,73 | | 7,0 | 3,64 | 1,96 | | 1,12 | | 0,56 |
| **ACUM = 30,4%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | APRIL (GAD) | Mercado: April | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #4 | #2 | #5 | #6 | #7 | #9 | #10 | #8 | #11 | #12 | |
| **PAIS** BASE = 100% | EVOLUCION MAT 103 | 101 | 96 | 101 | 96 | 91 | 104 | 102 | 85 | 90 | 96 | 110 | 0 |
| | 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** GCIA = 29,3% | EVOLUCION MAT 99 | 106 | 91 | 107 | 104 | 86 | 105 | 110 | 96 | 100 | 106 | 119 | 0 |
| | MES 35,4 | 12,88 | 17,35 | 19,91 | 7,61 | 2,41 | 0,97 | 1,3 | 0,74 | 0,47 | 0,36 | 0,6 | 0,0 |
| | TRIM 34,89 | 12,18 | 17,63 | 20,03 | 7,75 | 2,32 | 1,43 | 1,29 | 1,05 | 0,48 | 0,37 | 0,59 | 0,0 |
| | **MAT 34,04** | **12,71** | **19,18** | **18,93** | **7,65** | **2,43** | **1,37** | **1,3** | **0,94** | **0,5** | **0,38** | **0,57** | **0,0** |
| | MATAA 34,22 | 11,96 | 21,12 | 17,68 | 7,39 | 2,83 | 1,31 | 1,18 | 0,98 | 0,5 | 0,36 | 0,48 | 0,0 |
| | | VALOR MERCADO: | MES = 109.377 | | | | TRIM = 328.992 | | | MAT = 1.356.760 | | | MATAA = 1.641.258 |
| **DISTRITO** DIST = 13,0% | EVOLUCION MAT 102 | 102 | 95 | 100 | 101 | 91 | 107 | 113 | 87 | 100 | 89 | 200 | |
| | MES 38,49 | 13,05 | 17,13 | 19,58 | 6,32 | 2,35 | 0,81 | 0,78 | 0,58 | 0,53 | 0,32 | 0,06 | |
| | TRIM 36,86 | 11,97 | 20,26 | 19,05 | 6,28 | 2,36 | 0,95 | 0,74 | 0,58 | 0,58 | 0,3 | 0,05 | |
| | **MAT 37,2** | **12,09** | **19,53** | **18,95** | **6,43** | **2,41** | **1,05** | **0,77** | **0,59** | **0,64** | **0,32** | **0,04** | |
| | MATAA 36,38 | 11,8 | 20,48 | 18,94 | 6,39 | 2,66 | 0,98 | 0,68 | 0,68 | 0,64 | 0,36 | 0,02 | |
| | | VALOR MERCADO: | MES = 15.090 | | | | TRIM = 44.856 | | | MAT = 176.548 | | | MATAA = 199.848 |
| **REP** ZONA = 4,8% | EVOLUCION MAT 105 | 107 | 81 | 101 | 105 | 111 | 118 | 113 | 89 | 116 | 90 | 200 | |
| | MES 34,7 | 16,92 | 15,28 | 21,31 | 6,49 | 2,06 | 0,53 | 0,65 | 0,63 | 0,5 | 0,71 | 0,21 | |
| | TRIM 33,74 ▼ | 16,32 | 17,33 | 20,42 | 5,94 | 2,35 | 1,17 | 0,69 | 0,56 | 0,71 | 0,58 | 0,18 | |
| | **MAT 34,61** | **16,75** | **15,93** | **20,27** | **5,97** | **2,54** | **1,12** | **0,71** | **0,62** | **0,74** | **0,57** | **0,16** | |
| | MATAA 32,95 | 15,59 | 19,77 | 20,08 | 5,71 | 2,29 | 0,95 | 0,63 | 0,7 | 0,64 | 0,63 | 0,08 | |
| | | VALOR MERCADO: | MES = 793 | | | | TRIM = 2.259 | | | MAT = 8.405 | | | MATAA = 9.473 |

**PUNTO DE MARKET SHARE = 7 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 | #3 | #4 | #2 | #5 | #6 | #7 | #9 | #10 | #8 | #11 | #12 | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 102 | 104 | 87 | 105 | 100 | 116 | 97 | 92 | 74 | 108 | 81 | | |
| **17%** % de zona = 59,0% | TRIM 39,86 ▲ | 12,75 | 15,85 | 18,01 | 6,79 | 3,39 | 1,03 | 0,38 | 0,47 | 0,78 | 0,7 | | |
| PMS = 4 | **MAT 38,05** | **14,17** | **16,12** | **18,4** | **6,79** | **3,46** | **0,96** | **0,46** | **0,35** | **0,66** | **0,57** | | |
| **1708 - MORON** | EVOLUCION MAT 110 | 112 | 71 | 99 | 115 | 90 | 151 | 143 | 96 | 126 | 105 | 218 | |
| **17%** % de zona = 33,9% | TRIM 25,28 ▼ | 20,29 | 19,74 | 23,63 | 4,99 | 1,22 | 1,39 | 1,18 | 0,78 | 0,53 | 0,48 | 0,48 | |
| PMS = 2 | **MAT 29,73** | **20,39** | **15,55** | **22,8** | **4,34** | **1,39** | **1,51** | **1,27** | **1,1** | **0,77** | **0,65** | **0,48** | |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 103 | 114 | 84 | 96 | 104 | 57 | 140 | 31 | 161 | 130 | 94 | | |
| **33%** % de zona = 7,1% | TRIM 32,09 ▲ | 23,02 | 15,58 | 21,86 | 4,42 | 0,23 | 0,93 | 0,47 | 0,0 | 1,16 | 0,23 | | |
| PMS = 1 | **MAT 29,36** | **20,78** | **16,19** | **23,81** | **6,95** | **0,28** | **0,56** | **0,11** | **0,5** | **1,29** | **0,17** | | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | 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 | #3 | #4 | #2 | #5 | #6 | #7 | #9 | #10 | #8 | #11 | #12 | |
| **REP** | | | | | | | | | | | | | |
| TRIM | 34,81 | 5,41 | 3,27 | 46,84 | 2,74 | 0,08 | 1,45 | | 0,3 | 4,8 | 0,3 | | |
| **MAT** | **39,19** | **6,84** | **2,45** | **39,61** | **2,45** | **1,01** | **1,27** | | **2,62** | **4,14** | **0,42** | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 24,4% | 17,65 | | 10,38 | 2,42 | 55,36 | 3,46 | | 0,69 | | 8,65 | 1,38 | | | |
| SILVA ROMINA PAOLA | GIN 1708 | 3,0% | 88,89 | | | | 8,33 | | | | | | 2,78 | | | |
| MOISE ELDA KARINA | GIN 1708 | 1,9% | 86,36 | | | | | | | 9,09 | | | 4,55 | | | |
| RODRIGUEZ CAROLINA FLORENCIA | CLM 1708 | 1,9% | 27,27 | | | | 72,73 | | | | | | | | | |
| TORRES EMA AGUSTINA | GIN 1708 | 1,4% | 68,75 | | | | 31,25 | | | | | | | | | |
| | | **ACUM = 30,7%** | | | | | | | | | | | | | | |
| VELAZQUEZ FERNANDA | CLM 1708 | 1,4% | 93,75 | | | | 6,25 | | | | | | | | | |
| VIEIRA CARLOS RAFAEL | GIN 1706 | 1,4% | | | 25,0 | | 18,75 | | 25,0 | | | | | 31,25 | | |
| IRIBARNE DAVALOS LUIS RODOLFO | CIR 1708 | 1,3% | | | | | 60,0 | 40,0 | | | | | | | | |
| PORRECA SILVINA ALEJANDRA | GIN 1708 | 1,3% | 26,67 | | | | 73,33 | | | | | | | | | |
| CUTOLO GISELA SILVIA | CLM 1708 | 1,0% | | | | | 100 | | | | | | | | | |
| | | **ACUM = 37,1%** | | | | | | | | | | | | | | |
| ALVAREZ VIRGINIA ALEJANDRA | GIN 1708 | 0,8% | | | | | 100 | | | | | | | | | |
| OECHSLE ERIKA LILIAN | CLM 1708 | 0,8% | | | | | 55,56 | | | 44,44 | | | | | | |
| CHOCLIN WALDO DAMIAN | GIN 1708 | 0,7% | | | | | 100 | | | | | | | | | |
| FERNANDEZ JIMENA MARIELA | GIN 1708 | 0,7% | | | | | 100 | | | | | | | | | |
| GARCIA VILLAMAYOR MARIA | GIN 1708 | 0,7% | 87,5 | | | | | | | | | | 12,5 | | | |
| | | **ACUM = 40,8%** | | | | | | | | | | | | | | |
| RAMOS LETICIA ANDREA | GIN 1708 | 3,1% | 10,81 | | | | 83,78 | | | | | | 5,41 | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 2,6% | | | 87,1 | | 12,9 | | | | | | | | | |
| RODRIGUEZ MARIA JOSE | CLM 1708 | 2,4% | 65,52 | | | | 27,59 | 6,9 | | | | | | | | |
| RADA GUAMAN GIOVANNI ABEL | GIN 1744 | 2,2% | 53,85 | | | | 23,08 | | | 23,08 | | | | | | |
| FABIAN NOEMI MARIEL | CLM 1744 | 2,0% | 66,67 | | | | 33,33 | | | | | | | | | |
| | | **ACUM = 40,8%** | | | | | | | | | | | | | | |
| | | | APRIL GAD #1 | | NORGES-TREL PL-US BEK #3 | MIRANO-VA BAY #4 | FEMEXIN-28 ELE #2 | FEMEXIN ELE #5 | TRIDEST-AN N GAD #6 | ELEKTRA CVI #7 | NICOLLE BEK #9 | ELEKTRA MAX CVI #10 | DOS DIAS N ELE #8 | NORFEN P0F #11 | FORLADY MIC #12 | NORDET-TE PFZ |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,6% | 100 | | | | | | | | | | | | | |
| PICASSO MARIA AMALIA | CLM 1708 | 0,6% | | | | | | 100 | | | | | | | | |
| MACUA CLAUDIA VIVIANA | CLM 1708 | 0,5% | 100 | | | | | | | | | | | | | |
| NOGUERAS MARIA BELEN | GIN 1708 | 0,5% | 33,33 | | | | 66,67 | | | | | | | | | |
| URDIN MARIA DANIELA | CLM 1706 | 0,5% | | | | | 100 | | | | | | | | | |
| | | **ACUM = 41,4%** | | | | | | | | | | | | | | |
| BERTOLA MARIA ELISA NORMA | GIN 1708 | 0,4% | | | 100 | | | | | | | | | | | |
| COTTA LILIANA MABEL | GIN 1708 | 0,4% | 60,0 | | | | | | | | | | 40,0 | | | |
| GIRETTI LUCIANO ANDRES | GIN 1708 | 0,4% | | | | | 100 | | | | | | | | | |
| GONZALEZ CAROZZI ILLAN DIEGO | CLM 1708 | 0,3% | | | 100 | | | | | | | | | | | |
| BUCETA ANA MARIA | GIN 1706 | 0,3% | 100 | | | | | | | | | | | | | |
| | | **ACUM = 43,2%** | | | | | | | | | | | | | | |
| CARRERA GABRIEL | CRD 1706 | 0,3% | 66,67 | | | | | | 33,33 | | | | | | | |
| CASTELLVI MIGUEL ANGEL | CLM 1708 | 0,3% | 100 | | | | | | | | | | | | | |
| LOPEZ OMAR DANIEL | GIN 1708 | 0,3% | | | | | | | | 33,33 | | | 66,67 | | | |
| COLOME OLIVIERI LAURA | GIN 1708 | 0,2% | 100 | | | | | | | | | | | | | |
| DALLA FONTANA RAUL JAVIER | OBS 1708 | 0,2% | | | | | | 100 | | | | | | | | |
| | | **ACUM = 44,5%** | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,2% | | | | | 100 | | | | | | | | | |
| YUNGER VANESA PAOLA | GIN 1708 | 0,2% | | | | | | | | | | | 100 | | | |
| DE STEFANO YANINA GABRIELA | CLM 1708 | 0,1% | 100 | | | | | | | | | | | | | |
| GARCIA ALBERTO | GIN 1708 | 0,1% | | | | | | | | | | | 100 | | | |
| MARTINEZ EDITH ANALIA | GIN 1708 | 0,1% | | | | | | | | | | | 100 | | | |
| | | **ACUM = 61,5%** | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | APRIL (GAD) | Mercado: April | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,8%

| 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 | #3 | #4 | #2 | #5 | #6 | #7 | #9 | #10 | #8 | #11 | #12 | | | |
| EVOLUCION MAT 105 | 107 | 81 | 101 | 105 | 111 | 118 | 113 | 89 | 116 | 90 | 200 | | | |
| MES 34,7 | 16,92 | 15,28 | 21,31 | 6,49 | 2,06 | 0,53 | 0,65 | 0,63 | 0,5 | 0,71 | 0,21 | | | |
| TRIM 33,74 | 16,32 | 17,33 | 20,42 | 5,94 | 2,35 | 1,17 | 0,69 | 0,56 | 0,71 | 0,58 | 0,18 | | | |
| **MAT 34,61** | **16,75** | **15,93** | **20,27** | **5,97** | **2,54** | **1,12** | **0,71** | **0,62** | **0,74** | **0,57** | **0,16** | | | |
| MATAA 32,95 | 15,59 | 19,77 | 20,08 | 5,71 | 2,29 | 0,95 | 0,63 | 0,7 | 0,64 | 0,63 | 0,08 | | | |

VALOR MERCADO: MES = 793 TRIM = 2.259 MAT = 8.405 MATAA = 9.473

**PUNTO DE MARKET SHARE = 7 UNIDADES estimadas de APRIL (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 4,3% | 0,06 | 38,67 | 18,64 | 5,59 | 12,12 | 8,24 | 5,2 | 5,12 | 0,33 | 1,08 | 3,24 | 0,06 | 0,91 | 0 | 0,75 |
| FARMACIA COGLIATI VICENTE M. | 4,1% | 0,47 | 37,75 | 20,28 | 8,35 | 6,46 | 7,91 | 5,7 | 5,9 | 1,48 | 2,48 | 2,89 | 0,06 | 0,15 | 0,09 | 0,03 |
| FARMACIA GUERRA SCS | 1,9% | 0,57 | 60,94 | 14,66 | 5,56 | 1,9 | 4,61 | 0,76 | 6,76 | 1,52 | 2,65 | 0 | | | | 0,06 |
| FARMACIA COGLIATI CASTELAR SCS | 1,5% | 0,7 | 32,94 | 24,59 | 7,96 | 9,6 | 7,73 | 4,84 | 2,58 | 0 | 4,84 | 3,98 | | 0,08 | | 0,16 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,4% | 1,66 | 31,71 | 32,58 | 7,4 | 6,53 | 7,32 | 4,79 | 4,44 | 0,17 | 0,35 | 2,87 | | 0,17 | | |
| **ACUM = 13,2%** | | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,1% | 0,21 | 52,43 | 19,62 | 4,85 | 9,18 | 1,9 | 4,11 | 4,64 | | 3,06 | | | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 0 | 36,35 | 17,07 | 14,06 | 7,63 | 8,43 | 3,61 | 9,84 | 0,8 | 2,01 | | | | | 0,2 |
| FARMACIA POSAMAY SCS | 0,3% | 0 | 48,29 | 31,18 | 3,8 | 0 | 3,04 | 5,32 | 1,52 | | 6,84 | | | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 0 | 20,51 | 60,0 | 0 | 13,33 | 5,13 | 0 | 0,51 | 0,51 | 0 | | | | | |
| **ACUM = 15,4%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 2,8% | 1,61 | 50,09 | 25,46 | 6,7 | 8,09 | 0,83 | 2,35 | 0 | 0,09 | 2,52 | 0,96 | | 1,17 | 0 | 0,13 |
| B1708JDD - 9 DE JULIO 102-200 | 2,6% | 1,5 | 38,77 | 15,62 | 4,77 | 5,14 | 5,0 | 7,67 | 1,96 | 2,25 | 5,61 | 0,65 | 0,65 | 9,96 | 0,23 | 0,19 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,4% | 0,66 | 30,22 | 21,54 | 3,13 | 15,14 | 8,53 | 7,72 | 4,99 | 0,45 | 1,11 | 6,36 | | 0,15 | | |
| B1744ALI | 1,7% | 0,07 | 23,13 | 19,42 | 20,0 | 13,67 | 2,84 | 4,65 | 1,53 | 6,55 | 1,02 | 7,13 | | | | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,6% | 0,6 | 36,13 | 7,18 | 4,19 | 7,55 | 6,66 | 6,88 | 2,84 | 1,42 | 4,11 | 2,77 | 10,62 | 9,05 | | |
| **ACUM = 26,5%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #8 | #1 | #2 | #3 | #5 | #7 | #4 | #6 | #10 | #9 | #11 | #12 |
| **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 = 51,3% — EVOLUCION MAT | 351 | 97 | 110 | 100 | 76 | 86 | 99 | 110 | 76 | 999 | 75 | 76 |
| MES | 3,32 | 47,52 | 16,75 | 6,45 | 9,56 | 4,79 | 5,04 | 4,32 | 0,39 | 1,18 | 0,44 | 0,24 |
| TRIM | 3,39 | 44,19 | 19,56 | 8,39 | 9,23 | 4,66 | 4,72 | 3,79 | 0,4 | 1,04 | 0,42 | 0,22 |
| **MAT** | **2,7** | **45,2** | **20,49** | **9,77** | **7,31** | **4,42** | **4,54** | **3,83** | **0,42** | **0,67** | **0,43** | **0,22** |
| MATAA | 0,77 | 46,56 | 18,56 | 9,74 | 9,67 | 5,14 | 4,6 | 3,49 | 0,55 | 0,05 | 0,57 | 0,29 |
| VALOR MERCADO: | | MES = 126.764 | | | TRIM = 362.877 | | | | MAT = 1.526.753 | | | MATAA = 1.459.086 |
| **DISTRITO** DIST = 12,8% — EVOLUCION MAT | 389 | 99 | 105 | 100 | 76 | 83 | 93 | 114 | 72 | 999 | 79 | 84 |
| MES | 3,9 | 41,67 | 21,68 | 4,79 | 9,39 | 3,6 | 7,85 | 5,15 | 0,38 | 0,94 | 0,27 | 0,37 |
| TRIM | 3,33 | 43,71 | 22,22 | 5,15 | 8,51 | 3,84 | 7,04 | 4,49 | 0,36 | 0,73 | 0,29 | 0,34 |
| **MAT** | **2,53** | **43,92** | **23,82** | **5,78** | **6,94** | **3,66** | **6,81** | **4,9** | **0,43** | **0,57** | **0,31** | **0,32** |
| MATAA | 0,65 | 44,37 | 22,69 | 5,76 | 9,09 | 4,4 | 7,33 | 4,28 | 0,6 | 0,05 | 0,39 | 0,38 |
| VALOR MERCADO: | | MES = 16.096 | | | TRIM = 46.971 | | | | MAT = 194.993 | | | MATAA = 179.260 |
| **REP** ZONA = 4,6% — EVOLUCION MAT | 393 | 100 | 107 | 96 | 69 | 79 | 93 | 101 | 81 | 999 | 75 | 65 |
| MES | 3,98 | 43,89 | 23,5 | 6,52 | 6,03 | 2,8 | 7,4 | 4,04 | 0,28 | 1,2 | 0,21 | 0,16 |
| TRIM | 2,88 | 49,5 | 23,33 | 5,84 | 5,27 | 2,86 | 5,48 | 3,47 | 0,29 | 0,77 | 0,18 | 0,13 |
| **MAT** | **2,28** | **46,99** | **24,89** | **6,98** | **4,68** | **2,72** | **5,68** | **4,46** | **0,35** | **0,63** | **0,21** | **0,13** |
| MATAA | 0,58 | 47,16 | 23,29 | 7,26 | 6,82 | 3,45 | 6,08 | 4,4 | 0,43 | 0,06 | 0,28 | 0,2 |
| VALOR MERCADO: | | MES = 721 | | | TRIM = 2.355 | | | | MAT = 8.966 | | | MATAA = 8.199 |

**PUNTO DE MARKET SHARE = 7 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #8 | #1 | #2 | #3 | #5 | #7 | #4 | #6 | #10 | #9 | #11 | #12 |
| **1708 - MORON** — EVOLUCION MAT | 367 | 92 | 107 | 115 | 85 | 93 | 104 | 104 | 74 | 999 | 79 | 33 |
| **17%** % de zona = 41,5% — TRIM | 3,2 | 43,51 | 24,27 | 6,62 | 6,31 | 3,62 | 6,27 | 5,02 | 0,18 | 0,66 | 0,26 | 0,06 |
| PMS = 3 — **MAT** | **2,57** | **44,69** | **24,57** | **6,62** | **4,85** | **3,08** | **6,65** | **5,85** | **0,28** | **0,47** | **0,31** | **0,07** |
| **1744 - MORENO BARRIO LOS** — EVOLUCION MAT | 371 | 113 | 106 | 76 | 55 | 63 | 88 | 91 | 79 | 800 | 38 | 78 |
| **17%** % de zona = 32,0% — TRIM | 3,72 | 55,45 | 21,71 | 4,96 | 3,97 | 2,84 | 4,18 | 2,04 | 0,21 | 0,71 | 0,06 | 0,15 |
| PMS = 2 — **MAT** | **2,93** | **47,23** | **23,9** | **8,01** | **4,87** | **3,06** | **4,7** | **4,15** | **0,22** | **0,64** | **0,1** | **0,18** |
| **1706 - M.J.HAEDO** — EVOLUCION MAT | 650 | 100 | 108 | 97 | 62 | 76 | 85 | 118 | 95 | 956 | 200 | 94 |
| **33%** % de zona = 26,5% — TRIM | 1,1 | 49,91 | 24,29 | 5,96 | 5,61 | 1,68 | 6,19 | 3,18 | 0,58 | 1,04 | 0,23 | 0,23 |
| PMS = 2 — **MAT** | **1,04** | **50,3** | **26,61** | **6,31** | **4,16** | **1,76** | **5,35** | **2,63** | **0,63** | **0,86** | **0,2** | **0,15** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | ATUREN (GAD) | Mercado: Aturen | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: FLEBOLOGIA | OCTUBRE 2023 |

# 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 | #8 | #1 | #2 | #3 | #5 | #7 | #4 | #6 | #10 | #9 | #11 | #12 |
| **REP** | | | | | | | | | | | | |
| TRIM | 0,28 | 41,46 | 24,97 | 9,91 | 7,62 | 4,25 | 3,71 | 7,34 | 0,09 | 0,0 | 0,13 | 0,24 |
| **MAT** | **2,77** | **40,35** | **24,79** | **11,18** | **6,11** | **3,57** | **4,09** | **6,45** | **0,02** | **0,25** | **0,17** | **0,24** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DIAZ ELISA ANGELA | D-N 1706 | 2,9% | 1,66 | | 43,57 | 20,33 | 9,54 | 6,22 | 1,24 | 6,64 | 10,37 | | | 0,41 | |
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 2,3% | 2,63 | | 35,79 | 25,79 | 8,42 | 3,68 | 3,68 | 3,16 | 12,63 | | 2,11 | 2,11 | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 1,5% | 10,66 | | 42,62 | 12,3 | 15,57 | 1,64 | 10,66 | | 6,56 | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 1,2% | 2,91 | | 58,25 | 17,48 | | | | 5,83 | 15,53 | | | | |
| PONTEL LEONIDAS MIGUEL ANGEL | CIR 1706 | 1,2% | | | 43,0 | 53,0 | | 4,0 | | | | | | | |
| | **ACUM =** | **6,2%** | | | | | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 1,0% | | | 9,88 | 69,14 | 14,81 | | 6,17 | | | | | | |
| MIRANDA ALVARADO ALFREDO | C.C 1706 | 0,8% | | | 13,04 | 5,8 | 78,26 | 1,45 | | | | | 1,45 | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,6% | | | 80,0 | 10,0 | 10,0 | | | | | | | | |
| CANEVARI MARIO | CLM 1706 | 0,6% | | | 10,42 | 87,5 | | 2,08 | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,5% | | | 46,51 | 48,84 | | | | 4,65 | | | | | |
| | **ACUM =** | **9,2%** | | | | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,5% | | | 95,24 | | | | | 4,76 | | | | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,5% | | | 52,5 | 20,0 | 2,5 | | 5,0 | 20,0 | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,5% | | | 67,5 | 12,5 | | 10,0 | 2,5 | 5,0 | 2,5 | | | | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,5% | | | 79,49 | 20,51 | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,4% | | | 82,86 | | 2,86 | | | | 14,29 | | | | |
| | **ACUM =** | **10,1%** | | | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,4% | | | 3,03 | 48,48 | | | | | 48,48 | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,4% | | | 53,33 | 13,33 | | 33,33 | | | | | | | |
| REILLY JORGE ALBERTO | CIR 1708 | 0,4% | | | | 100 | | | | | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,3% | | | 8,33 | 87,5 | | | | | | | | 4,17 | |
| JUAREZ ROMINA CYNTHIA | CLM 1708 | 0,2% | 5,0 | | | 95,0 | | | | | | | | | |
| | **ACUM =** | **11,1%** | | | | | | | | | | | | | |
| MAIER MARCELA ALEJANDRA | CIR 1708 | 0,2% | | | 16,67 | 5,56 | 33,33 | 5,56 | 33,33 | 5,56 | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,2% | | | 27,78 | 27,78 | 22,22 | 5,56 | | 16,67 | | | | | |
| DA SILVA TATIANE KARINA | CLM 1708 | 0,2% | | | 50,0 | | | 37,5 | | | 12,5 | | | | |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,2% | | | 66,67 | | | 33,33 | | | | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 2,3% | | | 20,21 | 58,55 | 3,11 | 3,11 | 0,52 | 0,52 | 12,44 | | 1,55 | | |
| | **ACUM =** | **11,9%** | | | | | | | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,4% | 1,65 | | 42,98 | 42,15 | 8,26 | 4,96 | | | | | | | |
| WHITTINGSLOW HORACIO RICARDO | CIR 1708 | 1,0% | | | 65,48 | | | | 29,76 | | 4,76 | | | | |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 0,8% | 6,15 | | 44,62 | 15,38 | 21,54 | | 7,69 | 3,08 | 1,54 | | | | |
| SANTANDER HECTOR MAURICIO | CIR 1708 | 0,7% | | | 6,45 | 90,32 | | | | | | | 3,23 | | |
| IRIBARNE DAVALOS LUIS RODOLFO | CIR 1708 | 0,2% | | | 42,86 | 7,14 | | | 7,14 | | | | | | 42,86 |
| | **ACUM =** | **12,1%** | | | | | | | | | | | | | |
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,2% | 7,69 | | 61,54 | 30,77 | | | | | | | | | |
| MARTINOI IVANA ELISABET | CLM 1708 | 0,1% | | | | | | 100 | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,1% | | | 41,67 | 8,33 | | 33,33 | 8,33 | 8,33 | | | | | |
| PEREZ MERELES ALBERTO DELFOR | CIR 1708 | 0,1% | 63,64 | | 36,36 | | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,1% | 9,09 | | 54,55 | 36,36 | | | | | | | | | |
| | **ACUM =** | **12,5%** | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,1% | | | 30,0 | 70,0 | | | | | | | | | |
| BISO NORI ALBERTO | URO 1706 | 0,1% | 11,11 | | 22,22 | 22,22 | | 22,22 | | 22,22 | | | | | |
| MARSALLIER MARIA ISABEL | CLM 1708 | 0,1% | | | 55,56 | 44,44 | | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD 1706 | 0,1% | | | 25,0 | | | 75,0 | | | | | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM 1708 | 0,1% | | | 100 | | | | | | | | | | |
| | **ACUM =** | **25,0%** | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | ATUREN (GAD) | Mercado: Aturen | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #8 | #1 | #2 | #3 | #5 | #7 | #4 | #6 | #10 | #9 | #11 | #12 |
| **REP** | EVOLUCION MAT 393 | 100 | 107 | 96 | 69 | 79 | 93 | 101 | 81 | 999 | 75 | 65 |
| ZONA = 4,6% | MES 3,98 | 43,89 | 23,5 | 6,52 | 6,03 | 2,8 | 7,4 | 4,04 | 0,28 | 1,2 | 0,21 | 0,16 |
| | TRIM 2,88 | 49,5 | 23,33 | 5,84 | 5,27 | 2,86 | 5,48 | 3,47 | 0,29 | 0,77 | 0,18 | 0,13 |
| | **MAT 2,28** | **46,99** | **24,89** | **6,98** | **4,68** | **2,72** | **5,68** | **4,46** | **0,35** | **0,63** | **0,21** | **0,13** |
| | MATAA 0,58 | 47,16 | 23,29 | 7,26 | 6,82 | 3,45 | 6,08 | 4,4 | 0,43 | 0,06 | 0,28 | 0,2 |

VALOR MERCADO: MES = 721 TRIM = 2.355 MAT = 8.966 MATAA = 8.199

**PUNTO DE MARKET SHARE = 7 UNIDADES estimadas de ATUREN (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 4,5% | 73,57 | 58,19 | 15,38 | 24,65 | 0,99 | 0,79 | 0 | |
| FARMACIA COGLIATI VICENTE M. | 3,6% | 37,81 | 29,6 | 8,21 | 54,73 | 2,24 | 4,73 | | 0,5 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,5% | 63,48 | 53,55 | 9,93 | 35,46 | 0,71 | 0,35 | | |
| FARMACIA GUERRA SCS | 1,8% | 47,8 | 32,68 | 15,12 | 36,59 | 5,85 | 9,76 | | |
| FARMACIA COGLIATI CASTELAR SCS | 1,3% | 32,41 | 22,07 | 10,34 | 53,1 | 4,83 | 8,28 | 1,38 | |

**ACUM = 13,7%**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,9% | 53,12 | 37,5 | 15,62 | 41,67 | 5,21 | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,4% | 70,0 | 56,0 | 14,0 | 16,0 | 10,0 | 4,0 |
| FARMACIA POSAMAY SCS | 0,4% | 59,52 | 35,71 | 23,81 | 38,1 | 2,38 | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,1% | 100 | 70,0 | 30,0 | 0 | 0 | 0 |

**ACUM = 15,5%**

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 2,8% | 65,8 | 31,27 | 34,53 | 28,66 | 4,89 | 0 | 0,65 | |
| B1708JDD - 9 DE JULIO 102-200 | 2,5% | 50,7 | 29,93 | 20,77 | 38,38 | 3,17 | 4,93 | 2,11 | 0,7 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,4% | 71,06 | 58,24 | 12,82 | 25,27 | 0,73 | 2,2 | 0,73 | |
| B1744AED - GRAL MANUEL BELGRANO 102-2- | 1,8% | 68,78 | 64,39 | 4,39 | 19,51 | 7,32 | 3,41 | 0,49 | 0,49 |
| B1744HKS - ESTANISLAO ZEBALLOS 801-899 | 1,3% | 46,9 | 30,34 | 16,55 | 48,28 | 0,69 | | 1,38 | 2,76 |

**ACUM = 26,3%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #4 | #6 | #2 | #3 | #7 | #8 | #9 | #5 | #10 | #12 | #13 | #11 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 999 | 119 | 65 | 66 | 146 | 61 | 156 | 804 | 126 | 999 | 999 | 204 | 109 | 74 | 396 |
| | 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** GCIA = 44,9% | EVOLUCION MAT | 999 | 119 | 61 | 63 | 147 | 62 | 148 | 702 | 110 | 999 | 999 | 173 | 94 | 76 | 449 |
| | MES | 0,74 | 16,36 | 11,08 | 7,89 | 12,64 | 10,54 | 13,19 | 4,82 | 2,33 | 6,23 | 2,25 | 1,41 | 1,43 | 1,2 | 7,9 |
| | TRIM | 0,73 | 18,39 | 11,9 | 8,44 | 11,89 | 10,95 | 11,81 | 4,22 | 2,35 | 5,87 | 2,07 | 1,24 | 1,54 | 1,16 | 7,47 |
| | **MAT** | **0,47** | **19,07** | **13,61** | **10,09** | **11,6** | **14,37** | **10,2** | **3,44** | **2,44** | **4,42** | **1,65** | **1,14** | **1,72** | **1,28** | **4,49** |
| | MATAA | 0,04 | 16,04 | 22,16 | 15,89 | 7,88 | 23,01 | 6,88 | 0,49 | 2,22 | 0,14 | 0,07 | 0,66 | 1,83 | 1,69 | 1,0 |
| | | | VALOR MERCADO: | | MES = 38.360 | | | TRIM = 112.310 | | | MAT = 417.348 | | | MATAA = 362.089 | | |
| **DISTRITO** DIST = 8,6% | EVOLUCION MAT | 999 | 120 | 64 | 64 | 143 | 54 | 163 | 476 | 101 | 999 | 999 | 221 | 89 | 74 | 265 |
| | MES | 0,53 | 19,58 | 11,92 | 7,09 | 16,69 | 7,72 | 10,23 | 5,6 | 2,35 | 5,27 | 2,52 | 2,05 | 1,6 | 0,96 | 5,89 |
| | TRIM | 0,47 | 21,14 | 12,74 | 8,31 | 15,3 | 7,81 | 9,86 | 4,73 | 2,47 | 4,88 | 2,26 | 1,88 | 1,72 | 0,81 | 5,62 |
| | **MAT** | **0,41** | **22,24** | **13,91** | **10,02** | **14,75** | **10,87** | **8,14** | **4,0** | **2,68** | **3,65** | **1,8** | **1,72** | **1,58** | **0,73** | **3,5** |
| | MATAA | 0,04 | 18,46 | 21,75 | 15,73 | 10,34 | 20,13 | 4,99 | 0,84 | 2,65 | 0,17 | 0,05 | 0,78 | 1,77 | 0,98 | 1,32 |
| | | | VALOR MERCADO: | | MES = 3.294 | | | TRIM = 9.536 | | | MAT = 35.757 | | | MATAA = 30.531 | | |
| **REP** ZONA = 5,0% | EVOLUCION MAT | 867 | 112 | 55 | 76 | 118 | 45 | 191 | 496 | 123 | 999 | 999 | 140 | 50 | 153 | 355 |
| | MES | 0,28 | 24,63 | 7,9 | 6,04 | 13,2 | 6,32 | 10,32 | 5,76 | 2,79 | 9,2 | 2,04 | 1,12 | 0,74 | 1,95 | 7,71 |
| | TRIM | 0,2 | 24,04 | 8,81 | 6,85 | 13,34 | 7,19 | 9,66 | 6,11 | 2,67 | 9,39 | 1,89 | 0,88 | 0,44 | 1,45 | 7,09 |
| | **MAT** | **0,26** | **23,58** | **10,31** | **8,17** | **12,34** | **11,87** | **7,51** | **5,65** | **2,61** | **8,92** | **1,58** | **1,12** | **0,98** | **1,5** | **3,59** |
| | MATAA | 0,03 | 20,97 | 18,66 | 10,79 | 10,44 | 26,61 | 3,94 | 1,14 | 2,12 | 0,51 | 0,02 | 0,8 | 1,97 | 0,98 | 1,01 |
| | | | VALOR MERCADO: | | MES = 179 | | | TRIM = 493 | | | MAT = 1.798 | | | MATAA = 1.579 | | |

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

# 4. PRINCIPALES CODIGOS POSTALES

| | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #14 | | #1 | #4 | #6 | #2 | #3 | #7 | #8 | #9 | #5 | #10 | #12 | #13 | #11 | |
| **1708 - MORON** | EVOLUCION MAT | 514 | 107 | 50 | 80 | 128 | 56 | 206 | 560 | 148 | 999 | 999 | 126 | 27 | 117 | 258 |
| **17%** % de zona = 45,9% | TRIM | 0,36 | 29,41 | 6,94 | 6,58 | 12,64 | 9,68 | 8,38 | 6,43 | 2,89 | 7,08 | 1,88 | 0,72 | 0,29 | 1,3 | 5,42 |
| PMS = 1 | **MAT** | **0,36** | **28,94** | **8,36** | **8,82** | **11,65** | **13,31** | **7,03** | **5,94** | **2,81** | **4,91** | **1,84** | **0,97** | **0,81** | **1,11** | **3,15** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 999 | 104 | 57 | 74 | 114 | 33 | 189 | 999 | 163 | 999 | 999 | 135 | 185 | 179 | 410 |
| **33%** % de zona = 38,6% | TRIM | 0,0 | 17,53 | 8,16 | 6,77 | 13,89 | 5,03 | 10,59 | 6,77 | 2,6 | 14,06 | 1,74 | 0,87 | 0,69 | 1,74 | 9,55 |
| PMS = 1 | **MAT** | **0,05** | **16,53** | **10,0** | **8,02** | **13,21** | **10,86** | **8,02** | **5,0** | **2,5** | **16,15** | **0,62** | **1,11** | **1,11** | **2,35** | **4,47** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 999 | 164 | 62 | 68 | 103 | 54 | 159 | 167 | 52 | 650 | 999 | 185 | 51 | 245 | 999 |
| **17%** % de zona = 15,5% | TRIM | 0,23 | 24,18 | 16,67 | 7,98 | 14,08 | 4,93 | 11,27 | 3,29 | 2,11 | 4,23 | 2,35 | 1,41 | 0,23 | 1,17 | 5,87 |
| PMS = 1 | **MAT** | **0,48** | **25,24** | **16,83** | **6,62** | **12,17** | **10,14** | **7,64** | **6,44** | **2,33** | **2,86** | **3,22** | **1,61** | **1,19** | **0,54** | **2,68** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #4 | #6 | #2 | #3 | #7 | #8 | #9 | #5 | #10 | #12 | #13 | #11 | |
| TRIM | 0,0 | 17,45 | 17,68 | 19,84 | 7,5 | 27,81 | 5,18 | 0,52 | 1,75 | 0,06 | 0,0 | 0,17 | 0,81 | 0,93 | 0,29 |
| **MAT** | **0,15** | **22,07** | **14,35** | **13,26** | **8,45** | **17,12** | **9,03** | **4,15** | **2,04** | **3,35** | **2,04** | **0,51** | **0,0** | **0,87** | **2,62** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | BEXABAN GAD #14 | XAROBAN RF2 #1 | XARELTO BAY #4 | PRADAXA B.I #6 | RIXATYL B+L #2 | ELIQUIS PFZ #3 | REMEXAL CSO #7 | DRINAX R BAG #8 | REMIVOX ELE #9 | PRAXANT ELE #5 | ABAXON RMM #10 | ANTITR-OM LZA #12 | RIBEX EUF #13 | DABIDA-NE ELE #11 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 9,5% | | | 38,93 | 3,82 | 5,34 | 7,63 | 18,32 | 6,11 | 7,63 | | 1,53 | 1,53 | | | 9,16 | |
| MARQUEZ ANA KARINA | CLM 1708 | 2,9% | | | | | 100 | | | | | | | | | | | |
| DIAZ ELISA ANGELA | D-N 1706 | 1,4% | | | 21,05 | 26,32 | | 21,05 | 10,53 | 10,53 | | | 10,53 | | | | | |
| SCAGLIOLA PABLO EDUARDO | CRD 1708 | 1,3% | | | 5,56 | | | 55,56 | 11,11 | 16,67 | | 5,56 | | | | | | 5,56 |
| SPADA PABLO CESAR | CRD 1706 | 1,2% | | | 35,29 | | 47,06 | | 5,88 | 11,76 | | | | | | | | |
| **ACUM = 10,8%** | | | | | | | | | | | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 1,2% | | | | 6,25 | | | 12,5 | | 6,25 | 37,5 | 37,5 | | | | | |
| MEZA MAGALI SOL | CLM 1708 | 0,5% | | | | | | | | 14,29 | 85,71 | | | | | | | |
| QUIROZ FLORES ALEX | CLM 1744 | 2,4% | | | 18,18 | | 3,03 | 9,09 | 66,67 | | | | 3,03 | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,8% | | | 20,0 | | 64,0 | 8,0 | | 8,0 | | | | | | | | |
| SPADA PABLO CESAR | CRD 1708 | 1,2% | | | 35,29 | | 47,06 | | 5,88 | 11,76 | | | | | | | | |
| **ACUM = 10,8%** | | | | | | | | | | | | | | | | | | |
| CARABALLO PABLO CESAR | PED 1708 | 1,0% | | | | | | | | 100 | | | | | | | | |
| PINTO DIEGO EDUARDO | CIR 1744 | 0,9% | | | | 91,67 | | | 8,33 | | | | | | | | | |
| PICASSO MARIA AMALIA | CLM 1708 | 0,4% | | | 100 | | | | | | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD 1708 | 0,4% | | | | | | | 100 | | | | | | | | | |
| MARTINEZ RAMON SANDRO JAVIER | CLM 1708 | 0,4% | | | | | | 60,0 | 20,0 | 20,0 | | | | | | | | |
| **ACUM = 12,0%** | | | | | | | | | | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,4% | | | | | | 100 | | | | | | | | | | |
| BOBBIO ROLANDO ANTONIO | CLM 1708 | 0,3% | | | | | 100 | | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,3% | | | 50,0 | | | | 25,0 | | 25,0 | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,3% | | | | 75,0 | | | 25,0 | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,3% | | | | 100 | | | | | | | | | | | | |
| **ACUM = 13,6%** | | | | | | | | | | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,3% | | | | 25,0 | | | 25,0 | | | | 50,0 | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,3% | | | | | | | 100 | | | | | | | | | |
| DEVOLI ADRIAN PABLO | CLM 1708 | 0,2% | | | | 100 | | | | | | | | | | | | |
| JUAREZ ROMINA CYNTHIA | CLM 1708 | 0,2% | | | | 100 | | | | | | | | | | | | |
| MIGUEL PABLO JAVIER | CLM 1708 | 0,2% | | | | | 100 | | | | | | | | | | | |
| **ACUM = 14,0%** | | | | | | | | | | | | | | | | | | |
| NUL DANIEL | CRD 1708 | 0,2% | | | | | 100 | | | | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD 1706 | 0,1% | | | | | | | | | 100 | | | | | | | |
| BUCETA ANA MARIA | GIN 1706 | 0,1% | | | 100 | | | | | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,1% | | | | | 100 | | | | | | | | | | | |
| LARRAZABAL PAULA ILEANA | CRD 1708 | 0,1% | | | | | | | 50,0 | | 50,0 | | | | | | | |
| **ACUM = 14,4%** | | | | | | | | | | | | | | | | | | |
| LOPEZ NESTOR EDUARDO | CRD 1708 | 0,1% | | | | | | | 100 | | | | | | | | | |
| TRAVETTO CAROLINA MERCEDES | CLM 1708 | 0,1% | | | | | | | 50,0 | | 50,0 | | | | | | | |
| **ACUM = 14,9%** | | | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,1% | | | | | | | 100 | | | | | | | | | |
| CARREON FERRUFINO CAROLINA | CLM 1708 | 0,1% | | | | 100 | | | | | | | | | | | | |
| MANDARANO GUILLERMO RAUL | CLM 1708 | 0,1% | | | | 100 | | | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,1% | | | | 100 | | | | | | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,1% | | | 100 | | | | | | | | | | | | | |
| **ACUM = 30,6%** | | | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | BEXABAN (GAD) | Mercado: Bexaban | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #4 | #6 | #2 | #3 | #7 | #8 | #9 | #5 | #10 | #12 | #13 | #11 | |
| **REP** ZONA = 5,0% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 867 | 112 | 55 | 76 | 118 | 45 | 191 | 496 | 123 | 999 | 999 | 140 | 50 | 153 | 355 |
| MES | 0,28 | 24,63 | 7,9 | 6,04 | 13,2 | 6,32 | 10,32 | 5,76 | 2,79 | 9,2 | 2,04 | 1,12 | 0,74 | 1,95 | 7,71 |
| TRIM | 0,2 | 24,04 | 8,81 | 6,85 | 13,34 | 7,19 | 9,66 | 6,11 | 2,67 | 9,39 | 1,89 | 0,88 | 0,44 | 1,45 | 7,09 |
| **MAT** | **0,26** | **23,58** | **10,31** | **8,17** | **12,34** | **11,87** | **7,51** | **5,65** | **2,61** | **8,92** | **1,58** | **1,12** | **0,98** | **1,5** | **3,59** |
| MATAA | 0,03 | 20,97 | 18,66 | 10,79 | 10,44 | 26,61 | 3,94 | 1,14 | 2,12 | 0,51 | 0,02 | 0,8 | 1,97 | 0,98 | 1,01 |

VALOR MERCADO: MES = 179 TRIM = 493 MAT = 1.798 MATAA = 1.579

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,6% | 10,65 | 10,29 | 0,37 | 48,26 | 9,65 | 11,84 | 3,62 | 3,82 | 2,02 | 4,83 | 2,48 | 0 | | 2,83 |
| ALFANO ROBERTO NICOLAS | 3,9% | 9,18 | 8,85 | 0,33 | 51,39 | 14,74 | 4,14 | 5,18 | 4,95 | 0,97 | 1,75 | 3,43 | 0 | 0 | 4,28 |
| FARMACIA GUERRA SCS | 1,8% | 23,11 | 23,07 | 0,04 | 43,53 | 8,55 | 11,99 | 4,85 | 2,12 | 0,95 | 0,08 | 3,15 | | | 1,66 |
| FARMACIA COGLIATI CASTELAR SCS | 1,7% | 16,55 | 16,38 | 0,18 | 49,48 | 10,59 | 9,15 | 5,79 | 2,83 | 0,67 | 1,48 | 1,62 | | | 1,84 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,3% | 15,55 | 15,38 | 0,17 | 57,35 | 14,18 | 4,61 | 3,64 | 1,14 | 0,8 | 1,77 | 0,34 | | | 0,63 |
| **ACUM = 13,3%** | | | | | | | | | | | | | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,0% | 13,92 | 13,84 | 0,08 | 53,94 | 10,66 | 9,23 | 4,22 | 4,22 | 1,11 | 0,16 | 0,88 | 0,16 | | 1,51 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,8% | 12,52 | 12,52 | | 43,45 | 7,32 | 9,06 | 3,66 | 7,03 | 3,66 | 8,86 | 0,48 | | 0,58 | 3,37 |
| FARMACIA POSAMAY SCS | 0,4% | 15,01 | 14,4 | 0,61 | 49,7 | 7,51 | 9,74 | 16,23 | 0,81 | 0 | | | | | 1,01 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 8,56 | 8,56 | | 62,08 | 11,01 | 7,34 | 0,61 | 4,59 | 0 | | 0,31 | | | 5,5 |
| **ACUM = 15,7%** | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,6% | 11,89 | 11,55 | 0,34 | 31,37 | 11,11 | 17,77 | 11,61 | 1,15 | 10,71 | 1,24 | 0,57 | | | 2,58 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,1% | 26,98 | 26,62 | 0,36 | 35,01 | 13,04 | 0 | 14,91 | 3,46 | 2,63 | 0,22 | 2,23 | 0 | 0 | 1,51 |
| B1744ALI | 1,7% | 13,07 | 12,39 | 0,68 | 53,21 | 12,75 | 6,46 | 5,65 | 0,32 | 0,45 | 3,89 | 0 | | | 4,2 |
| B1708JDD - 9 DE JULIO 102-200 | 1,6% | 12,98 | 12,84 | 0,14 | 24,41 | 9,74 | 3,53 | 9,41 | 17,4 | 1,13 | 6,96 | 1,41 | 0,09 | 2,68 | 10,25 |
| B1744HKS - ESTANISLAO ZEBALLOS 801-899 | 1,3% | 4,34 | 4,34 | | 43,24 | 14,28 | 4,91 | 6,13 | | 0,23 | 3,24 | 1,33 | 7,98 | 0,06 | 9,94 | 4,34 |
| **ACUM = 26,0%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | BISOPIL (GAD) | Mercado: Bisopil | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #4 | #5 | #6 | #9 | #8 | #7 |
| **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 = 48,8% | EVOLUCION MAT 101 | 99 | 139 | 98 | 124 | 74 | 54 | 157 | 50 |
| MES | 4,94 | 82,82 | 4,97 | 2,24 | 2,26 | 1,29 | 0,39 | 0,94 | 0,14 |
| TRIM | 5,67 | 82,05 | 5,01 | 2,28 | 2,27 | 1,37 | 0,23 | 0,98 | 0,14 |
| **MAT** | **5,78** | **82,94** | **3,95** | **2,35** | **1,89** | **1,55** | **0,51** | **0,85** | **0,19** |
| MATAA | 5,72 | 83,58 | 2,84 | 2,39 | 1,52 | 2,09 | 0,94 | 0,54 | 0,38 |
| | | VALOR MERCADO: | MES = 310.020 | | | TRIM = 853.741 | | MAT = 3.221.421 | MATAA = 3.110.967 |
| **DISTRITO** DIST = 12,9% | EVOLUCION MAT 101 | 99 | 158 | 87 | 140 | 77 | 50 | 250 | 47 |
| MES | 5,62 | 80,14 | 7,54 | 2,26 | 2,44 | 1,06 | 0,37 | 0,34 | 0,22 |
| TRIM | 5,93 | 80,09 | 7,45 | 2,06 | 2,58 | 1,12 | 0,23 | 0,35 | 0,19 |
| **MAT** | **5,88** | **82,65** | **5,42** | **2,06** | **1,65** | **1,21** | **0,62** | **0,25** | **0,27** |
| MATAA | 5,83 | 83,71 | 3,43 | 2,37 | 1,18 | 1,57 | 1,23 | 0,1 | 0,58 |
| | | VALOR MERCADO: | MES = 39.355 | | | TRIM = 107.929 | | MAT = 416.708 | MATAA = 418.405 |
| **REP** ZONA = 4,1% | EVOLUCION MAT 93 | 98 | 205 | 107 | 124 | 89 | 53 | 123 | 54 |
| MES | 5,95 | 80,83 | 4,3 | 4,64 | 2,13 | 1,11 | 0,23 | 0,45 | 0,37 |
| TRIM | 6,62 | 78,45 | 6,15 | 4,05 | 2,61 | 1,27 | 0,12 | 0,44 | 0,29 |
| **MAT** | **6,09** | **81,97** | **3,9** | **3,66** | **1,83** | **1,32** | **0,33** | **0,43** | **0,47** |
| MATAA | 6,53 | 83,37 | 1,9 | 3,41 | 1,48 | 1,48 | 0,62 | 0,35 | 0,87 |
| | | VALOR MERCADO: | MES = 1.638 | | | TRIM = 4.474 | | MAT = 17.106 | MATAA = 16.957 |

**PUNTO DE MARKET SHARE = 14 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 | #3 | #4 | #5 | #6 | #9 | #8 | #7 |
| **1708 - MORON** | EVOLUCION MAT 89 | 98 | 230 | 136 | 125 | 85 | 88 | 125 | 58 |
| **17%** % de zona = 41,3% | TRIM 5,99 | 79,05 | 3,57 | 5,12 | 3,38 | 1,44 | 0,16 | 0,97 | 0,33 |
| PMS = 6 | **MAT 6,41** | **80,75** | **2,51** | **4,18** | **2,41** | **1,59** | **0,53** | **0,99** | **0,62** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 90 | 96 | 185 | 143 | 75 | 113 | 13 | 117 | 59 |
| **17%** % de zona = 29,5% | TRIM 10,53 | 66,96 | 15,31 | 3,99 | 1,6 | 0,98 | 0,07 | 0,08 | 0,48 |
| PMS = 4 | **MAT 8,75** | **75,49** | **8,98** | **3,71** | **1,17** | **1,07** | **0,12** | **0,07** | **0,65** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 106 | 101 | 203 | 63 | 220 | 83 | 67 | | 22 |
| **33%** % de zona = 29,2% | TRIM 3,83 | 88,51 | 1,25 | 2,53 | 2,43 | 1,28 | 0,13 | | 0,05 |
| PMS = 4 | **MAT 2,96** | **90,21** | **0,75** | **2,89** | **1,67** | **1,18** | **0,26** | | **0,08** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | BISOPIL (GAD) | Mercado: Bisopil | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | 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 | #3 | #4 | #5 | #6 | #9 | #8 | #7 |
| TRIM | 5,96 | 86,44 | 1,31 | 2,05 | 0,85 | 1,94 | 0,71 | 0,0 | 0,73 |
| **MAT** | **5,98** | 87,17 | **1,24** | **2,07** | **0,86** | **1,45** | **0,49** | **0,02** | **0,73** |

# 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 | #3 | #4 | #5 | #6 | #9 | #8 | #7 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 3,6% | 2,66 | | 93,42 | | | 2,19 | 1,72 | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 2,0% | 2,51 | | 89,39 | 2,79 | 1,68 | 1,4 | 2,23 | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,9% | 9,03 | | 90,32 | 0,65 | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,8% | 1,33 | | 97,33 | | 0,67 | | 0,67 | | | |
| SPADA PABLO CESAR | CRD | 1706 | 0,5% | | | 95,74 | 4,26 | | | | | | |
| | | **ACUM =** | **4,5%** | | | | | | | | | | |
| MARQUEZ ANA KARINA | CLM | 1708 | 0,5% | | | 100 | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,4% | | | 90,91 | | 1,3 | | 7,79 | | | |
| LASLAVSKY ADRIANA SILVIA | CLM | 1708 | 0,4% | 2,82 | | 97,18 | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,4% | | | 100 | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 0,4% | 1,43 | | 98,57 | | | | | | | |
| | | **ACUM =** | **5,7%** | | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,4% | 39,71 | | 58,82 | | | 1,47 | | | | |
| ARGUEYES AMAYA LUIS EDGARDO | CRD | 1708 | 0,3% | 31,67 | | 61,67 | 6,67 | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,3% | | | 100 | | | | | | | |
| CODESAL BLANCO CARLOS | CRD | 1708 | 0,3% | 10,53 | | 87,72 | | 1,75 | | | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,3% | | | 89,09 | | | 3,64 | 7,27 | | | |
| | | **ACUM =** | **7,0%** | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,3% | | | 100 | | | | | | | |
| MEZA MAGALI SOL | CLM | 1708 | 0,3% | | | 98,08 | | 1,92 | | | | | |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,3% | | | 98,0 | | | 2,0 | | | | |
| SCAGLIOLA PABLO EDUARDO | CRD | 1708 | 0,3% | | | 87,5 | | 10,42 | | | | | 2,08 |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,3% | 17,02 | | 80,85 | | 2,13 | | | | | |
| | | **ACUM =** | **8,2%** | | | | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,2% | | | 93,02 | | 6,98 | | | | | |
| VISSER MIGUEL | CRD | 1708 | 0,2% | | | 100 | | | | | | | |
| LAURIA MARTIN DEMIAN | CLM | 1708 | 0,2% | | | 97,62 | | 2,38 | | | | | |
| D'AMICO ANDRES EDUARDO | CRD | 1708 | 0,2% | 2,56 | | 97,44 | | | | | | | |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,2% | 12,82 | | 79,49 | | | 5,13 | 2,56 | | | |
| | | **ACUM =** | **8,4%** | | | | | | | | | | |
| ROSSENDY ALMARAZ JHONNY | CRD | 1708 | 0,2% | | | 100 | | | | | | | |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,2% | 47,22 | | 52,78 | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,2% | | | 91,18 | | 8,82 | | | | | |
| NUL DANIEL | CRD | 1708 | 0,2% | 6,06 | | 90,91 | | | | | 3,03 | | |
| BOBBIO ROLANDO ANTONIO | CLM | 1708 | 0,2% | | | 75,0 | | 21,88 | | | 3,12 | | |
| | | **ACUM =** | **9,0%** | | | | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,2% | 3,23 | | 90,32 | | | | 6,45 | | | |
| GRAVANO ELIANA VANINA | CLM | 1706 | 0,2% | | | 100 | | | | | | | |
| SALIVA FERNANDO ANDRES | CRD | 1706 | 0,2% | | | 86,21 | | | | | | | 13,79 |
| TRAVETTO CAROLINA MERCEDES | CLM | 1708 | 0,2% | | | 100 | | | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,6% | 6,85 | | 66,81 | 1,71 | 1,28 | 6,64 | 6,42 | 9,85 | | 0,43 |
| | | **ACUM =** | **9,8%** | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 1,1% | 9,27 | | 87,8 | | | 2,93 | | | | |
| SPADA PABLO CESAR | CRD | 1708 | 0,5% | | | 95,74 | 4,26 | | | | | | |
| MISCHENER JESICA DEBORA | CLM | 1708 | 0,5% | 8,89 | | 80,0 | | 6,67 | | 4,44 | | | |
| RODRIGUEZ MONTI CARLOS | ANE | 1744 | 0,5% | 1,14 | | 94,32 | 2,27 | 2,27 | | | | | |
| BALLIVIAN MENACHO WALTER | CLM | 1708 | 0,1% | 11,54 | | 80,77 | | | 7,69 | | | | |
| | | **ACUM =** | **21,1%** | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **BISOPIL (GAD)** | **Mercado: Bisopil** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | AP. CIRCULATORIO | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,1%

| | 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 | #3 | #4 | #5 | #6 | #9 | #8 | #7 |
| EVOLUCION MAT | 93 | 98 | 205 | 107 | 124 | 89 | 53 | 123 | 54 |
| MES | 5,95 | 80,83 | 4,3 | 4,64 | 2,13 | 1,11 | 0,23 | 0,45 | 0,37 |
| TRIM | 6,62 | 78,45 | 6,15 | 4,05 | 2,61 | 1,27 | 0,12 | 0,44 | 0,29 |
| **MAT** | **6,09** | **81,97** | **3,9** | **3,66** | **1,83** | **1,32** | **0,33** | **0,43** | **0,47** |
| MATAA | 6,53 | 83,37 | 1,9 | 3,41 | 1,48 | 1,48 | 0,62 | 0,35 | 0,87 |

VALOR MERCADO: MES = 1.638 TRIM = 4.474 MAT = 17.106 MATAA = 16.957

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | |
|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 28,0% | 100 |
| FARMACIA GUERRA SCS | 21,6% | 100 |
| FARMACIA POSAMAY SCS | 1,6% | 100 |

**ACUM = 51,2%**

## No Asignadas

| | | |
|---|---|---|
| B1708FEP - AV EVA PERON 1602-1700 | 3,5% | 100 |
| B1744HSK - CATAMARCA 501-599 | 0,0% | |

**ACUM = 54,7%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | | | |
| **PAIS** BASE = 100% | EVOLUCION MAT 102 | 103 | 98 | 102 | 85 | 71 | 62 | 162 | 82 | 100 | 0 | 0 |
| | 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** GCIA = 59,8% | EVOLUCION MAT 99 | 100 | 98 | 105 | 83 | 75 | 70 | 150 | 88 | 75 | | 0 |
| | MES 42,65 | 27,23 | 15,42 | 50,79 | 4,68 | 0,95 | 0,46 | 0,28 | 0,2 | 0,0 | | 0,0 |
| | TRIM 46,2 | 31,34 | 14,86 | 45,88 | 4,17 | 2,74 | 0,48 | 0,32 | 0,21 | 0,0 | | 0,0 |
| | **MAT 46,27** | **32,06** | **14,21** | **46,18** | **3,43** | **3,03** | **0,62** | **0,24** | **0,21** | **0,03** | | **0,0** |
| | MATAA 46,58 | 32,06 | 14,52 | 43,88 | 4,14 | 4,06 | 0,89 | 0,16 | 0,24 | 0,04 | | 0,0 |
| | | VALOR MERCADO: | | MES = 35.538 | | | TRIM = 104.409 | | | MAT = 394.432 | | MATAA = 388.535 |
| **DISTRITO** DIST = 11,6% | EVOLUCION MAT 106 | 107 | 103 | 100 | 72 | 70 | 39 | 97 | 58 | 33 | | |
| | MES 47,31 | 32,36 | 14,94 | 47,41 | 4,1 | 0,79 | 0,12 | 0,14 | 0,15 | 0,0 | | |
| | TRIM 51,51 | 36,41 | 15,09 | 41,5 | 3,5 | 2,88 | 0,16 | 0,3 | 0,16 | 0,0 | | |
| | **MAT 52,19** | **37,32** | **14,87** | **40,97** | **2,95** | **3,2** | **0,2** | **0,33** | **0,14** | **0,01** | | |
| | MATAA 49,33 | 34,9 | 14,43 | 40,9 | 4,09 | 4,57 | 0,51 | 0,34 | 0,24 | 0,03 | | |
| | | VALOR MERCADO: | | MES = 4.375 | | | TRIM = 12.615 | | | MAT = 45.709 | | MATAA = 43.518 |
| **REP** ZONA = 4,8% | EVOLUCION MAT 109 | 109 | 111 | 94 | 91 | 74 | 41 | 106 | 68 | | | |
| | MES 54,31 | 38,65 | 15,66 | 39,48 | 5,62 | 0,37 | 0,07 | 0,15 | 0,0 | | | |
| | TRIM 54,28 ≈ | 37,62 | 16,66 | 37,16 | 4,54 | 3,48 | 0,19 | 0,22 | 0,14 | | | |
| | **MAT 55,25** | **38,87** | **16,38** | **36,52** | **3,91** | **3,28** | **0,54** | **0,35** | **0,15** | | | |
| | MATAA 50,5 | 35,7 | 14,8 | 38,94 | 4,28 | 4,43 | 1,31 | 0,33 | 0,22 | | | |
| | | VALOR MERCADO: | | MES = 222 | | | TRIM = 613 | | | MAT = 2.209 | | MATAA = 1.999 |

**PUNTO DE MARKET SHARE = 2 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 | | | |
| **1708 - MORON** | EVOLUCION MAT 114 | 115 | 113 | 91 | 84 | 100 | 47 | 124 | 67 | | | |
| **17%** % de zona = 42,6% | TRIM 49,29 ≈ | 33,5 | 15,79 | 38,51 | 6,32 | 5,2 | 0,31 | 0,12 | 0,25 | | | |
| PMS = 1 | **MAT 48,9** | **34,38** | **14,53** | **38,92** | **5,59** | **4,69** | **1,11** | **0,46** | **0,32** | | | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 105 | 104 | 107 | 104 | 88 | 48 | 19 | 85 | 167 | | | |
| **17%** % de zona = 29,0% | TRIM 56,06 ≈ | 35,35 | 20,71 | 37,78 | 3,64 | 1,87 | 0,0 | 0,56 | 0,09 | | | |
| PMS = 1 | **MAT 56,84** | **36,29** | **20,55** | **36,37** | **3,17** | **2,86** | **0,18** | **0,52** | **0,05** | | | |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 108 | 107 | 109 | 89 | 150 | 59 | 45 | | | | | |
| **33%** % de zona = 28,4% | TRIM 60,48 ▼ | 46,77 | 13,71 | 34,27 | 2,62 | 2,42 | 0,2 | | | | | |
| PMS = 1 | **MAT 63,16** | **48,27** | **14,89** | **33,07** | **2,13** | **1,59** | **0,05** | | | | | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | | | |
| TRIM | 78,77 | 56,5 | 22,27 | 4,66 | 6,87 | 7,3 | 1,04 | 1,17 | | | | 0,18 |
| **MAT** | 78,33 | **49,35** | **28,99** | **8,04** | **6,45** | **6,67** | **0,0** | **0,43** | | | | **0,07** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | CALCIMAX TOTAL | CALCIMAX FORTE GAD | CALCIMAX GAD | CALCIO - BASE SIE | CALCIONAL CITRATO ARI | CALCIONAL ARI |
|---|---|---|---|---|---|---|---|---|---|---|
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 4,1% | | 69,64 | 69,64 | | 3,57 | 16,07 | 10,71 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 3,0% | | 95,24 | 50,0 | 45,24 | | | 4,76 |
| DIAZ ELISA ANGELA | D-N | 1706 | 1,3% | | 94,44 | 27,78 | 66,67 | | 5,56 | |
| SANNA CARLOS HUGO | CLM | 1708 | 1,3% | | 11,11 | 11,11 | | | | 88,89 |
| KATOVSKY DEBORA JUDIT | GIN | 1708 | 0,9% | | | | | | 100 | |
| **ACUM =** | | | **9,3%** | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,4% | | 33,33 | 33,33 | | | 66,67 | |
| BENSUSAN TERESA CRISTINA | CLM | 1708 | 0,4% | | 100 | | 100 | | | |
| CORINO MIRTA SUSANA | END | 1708 | 4,2% | | 98,28 | 98,28 | | | | |
| CANTO ALAN CHRISTIAN | CLM | 1708 | 1,7% | | 100 | 66,67 | 33,33 | | | |
| REINHOLD AUGUSTO MIGUEL | CLM | 1708 | 1,7% | | 100 | 100 | | | | |
| **ACUM =** | | | **9,3%** | | | | | | | |
| SALVAI MARIA EUGENIA | CLM | 1744 | 1,6% | | 95,45 | 45,45 | 50,0 | | | 4,55 |
| YUCRA MARTINEZ ELMER | END | 1708 | 1,5% | | 100 | 100 | | | | |
| CANDIA KARINA ALICIA | CLM | 1706 | 0,3% | | 100 | 100 | | | | |
| COGO ADRIANA KARINA | CIR | 1706 | 0,3% | | | | | 100 | | |
| GATTI MARIA SOL | CLM | 1708 | 0,3% | | | | | | 100 | |
| **ACUM =** | | | **10,2%** | | | | | | | |
| HARGUINTEGUY MARIA VICTORIA | CIR | 1708 | 0,3% | | 100 | | 100 | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM | 1708 | 0,3% | | 100 | | 100 | | | |
| LASLAVSKY ADRIANA SILVIA | CLM | 1708 | 0,3% | | | | | | | 100 |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,3% | | 50,0 | 50,0 | | | 50,0 | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,3% | | 100 | 25,0 | 75,0 | | | |
| **ACUM =** | | | **11,1%** | | | | | | | |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM | 1708 | 0,2% | | 100 | 33,33 | 66,67 | | | |
| BUCETA ANA MARIA | GIN | 1706 | 0,1% | | | | | 100 | | |
| CHAPEZONI LUZ | CLM | 1708 | 0,1% | | | | | 100 | | |
| CHAR RUTH ELIZABET | CIR | 1708 | 0,1% | | | | | | | 100 |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,1% | | 100 | 100 | | | | |
| **ACUM =** | | | **11,5%** | | | | | | | |
| DEL VECCHIO ANTONIO | PED | 1708 | 0,1% | | 100 | | 100 | | | |
| GARCIA ALBERTO | GIN | 1708 | 0,1% | | 100 | 100 | | | | |
| GIACOBONI AYELEN MAITEN | CLM | 1708 | 0,1% | | 100 | | 100 | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,1% | | | | | 100 | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,1% | | 100 | 100 | | | | |
| **ACUM =** | | | **11,9%** | | | | | | | |
| FERNANDEZ JIMENA MARIELA | GIN | 1708 | 0,1% | | | | | | | 100 |
| FRANCICA CAROLINA ALEJANDRA | CLM | 1708 | 0,1% | | 100 | | 100 | | | |
| GONZALEZ GUSTAVO | GIN | 1708 | 0,1% | | 100 | | 100 | | | |
| LOPEZ OMAR DANIEL | GIN | 1708 | 0,1% | | 100 | | 100 | | | |
| **ACUM =** | | | **12,4%** | | | | | | | |

## No Cruzados

| | | | | | CALCIMAX TOTAL | CALCIMAX FORTE GAD | CALCIMAX GAD | CALCIO - BASE SIE | CALCIONAL CITRATO ARI | CALCIONAL ARI |
|---|---|---|---|---|---|---|---|---|---|---|
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | | 100 | 100 | | | | |
| POLLINI VALERIA | CLM | 1708 | 0,1% | | | | | | 100 | |
| SALOMON SANCHEZ MARTIN | CRD | 1706 | 0,1% | | 100 | 100 | | | | |
| SCAGLIOLA PABLO EDUARDO | CRD | 1708 | 0,1% | | 100 | 100 | | | | |
| SILVA ROMINA PAOLA | GIN | 1708 | 0,1% | | 100 | | 100 | | | |
| **ACUM =** | | | **26,5%** | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **CALCIMAX TOTAL** | **Mercado: Calcimax** | ≈ |
| **FERNANDO CARLOS BRAVO** | 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 | | | | | | |

**REP**

ZONA = 4,8%

| EVOLUCION MAT | 109 | 109 | 111 | 94 | 91 | 74 | 41 | 106 | 68 |
|---|---|---|---|---|---|---|---|---|---|
| MES | 54,31 | 38,65 | 15,66 | 39,48 | 5,62 | 0,37 | 0,07 | 0,15 | 0,0 |
| TRIM | 54,28 | 37,62 | 16,66 | 37,16 | 4,54 | 3,48 | 0,19 | 0,22 | 0,14 |
| **MAT** | 55,25 | **38,87** | **16,38** | **36,52** | **3,91** | **3,28** | **0,54** | **0,35** | **0,15** |
| MATAA | 50,5 | 35,7 | 14,8 | 38,94 | 4,28 | 4,43 | 1,31 | 0,33 | 0,22 |

VALOR MERCADO: MES = 222 TRIM = 613 MAT = 2.209 MATAA = 1.999

**PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de CALCIMAX TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 4,7% | 16,03 | 25,27 | 32,07 | 13,04 | 10,6 | 2,99 | | |
| FARMACIA COGLIATI VICENTE M. | 4,5% | 8,05 | 34,48 | 19,25 | 8,91 | 13,51 | 14,37 | 0,86 | 0,57 |
| FARMACIA GUERRA SCS | 2,2% | 0 | 58,38 | 0 | 1,73 | 39,31 | | 0,58 | |
| FARMACIA COGLIATI CASTELAR SCS | 2,0% | 2,53 | 17,72 | 36,08 | 5,06 | 23,42 | 15,19 | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,0% | 45,16 | 16,77 | 19,35 | 0 | 18,71 | | | |

**ACUM = 15,4%**

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,4% | 6,48 | 57,41 | 19,44 | 6,48 | 4,63 | | 4,63 | 0,93 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 22,0 | 12,0 | 16,0 | 34,0 | 14,0 | 2,0 | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,6% | 2,33 | 46,51 | 25,58 | | | | 25,58 | |
| FARMACIA POSAMAY SCS | 0,4% | 96,97 | 3,03 | 0 | 0 | | | | |

**ACUM = 18,4%**

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 3,6% | 18,09 | 24,11 | 17,73 | 18,44 | 4,61 | 17,02 | | 0 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,2% | 17,48 | 21,14 | 19,51 | 9,76 | 11,38 | 19,92 | 0,81 | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,9% | 12,44 | 24,44 | 20,89 | 19,56 | 4,89 | 10,67 | | 7,11 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,3% | 41,24 | 1,69 | 16,95 | 22,6 | 15,82 | | 0 | 1,69 |
| B1708AXK - CARMEN DE PATAGONES 1201-1- | 1,8% | 9,86 | 30,99 | 18,31 | 16,2 | 3,52 | 21,13 | | |

**ACUM = 32,2%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | DAMSEL GAD | Mercado: Damsel | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 #4 | #1 | #2 | #3 | #5 | #8 | #7 | #6 | #10 | #9 |
| **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 = 41,7% | EVOLUCION MAT | 100 | 103 | 104 | 82 | 107 | 104 | 91 | 106 | 84 | 421 |
| | MES | 14,04 | 26,48 | 19,4 | 10,3 | 10,02 | 7,69 | 5,09 | 2,83 | 2,07 | 2,07 |
| | TRIM | 14,01 | 26,24 | 18,77 | 11,33 | 10,13 | 7,59 | 4,98 | 2,91 | 2,12 | 1,92 |
| | **MAT** | **14,17** | **26,51** | **18,27** | **12,3** | **8,88** | **7,78** | **5,22** | **3,16** | **2,28** | **1,43** |
| | MATAA | 14,16 | 25,84 | 17,52 | 14,92 | 8,3 | 7,48 | 5,75 | 2,99 | 2,71 | 0,34 |
| | | | VALOR MERCADO: | MES = 188.413 | | TRIM = 564.057 | | | MAT = 2.276.764 | | MATAA = 2.571.691 |
| **DISTRITO** DIST = 10,0% | EVOLUCION MAT | 100 | 98 | 106 | 78 | 109 | 106 | 91 | 114 | 70 | 476 |
| | MES | 11,37 | 19,29 | 28,5 | 9,09 | 9,9 | 4,14 | 6,99 | 5,34 | 1,65 | 3,72 |
| | TRIM | 11,7 | 18,77 | 26,94 | 12,02 | 10,19 | 4,03 | 6,07 | 5,18 | 1,71 | 3,39 |
| | **MAT** | **12,33** | **20,2** | **26,53** | **11,1** | **9,43** | **4,17** | **6,44** | **5,43** | **1,81** | **2,57** |
| | MATAA | 12,37 | 20,69 | 25,11 | 14,24 | 8,64 | 3,93 | 7,09 | 4,78 | 2,6 | 0,54 |
| | | | VALOR MERCADO: | MES = 19.406 | | TRIM = 58.097 | | | MAT = 227.889 | | MATAA = 259.885 |
| **REP** ZONA = 5,6% | EVOLUCION MAT | 99 | 94 | 101 | 82 | 118 | 108 | 86 | 132 | 76 | 539 |
| | MES | 10,23 | 21,89 | 25,25 | 7,95 | 10,44 | 4,58 | 6,26 | 8,27 | 1,62 | 3,5 |
| | TRIM | 9,53 | ≈ 22,21 | 25,46 | 10,63 | 9,71 | 4,28 | 6,02 | 7,91 | 1,61 | 2,64 |
| | **MAT** | **9,73** | **24,35** | **23,92** | **9,8** | **9,44** | **4,78** | **6,89** | **7,1** | **1,8** | **2,21** |
| | MATAA | 9,87 | 26,02 | 23,67 | 11,9 | 7,98 | 4,41 | 7,98 | 5,37 | 2,37 | 0,41 |
| | | | VALOR MERCADO: | MES = 1.203 | | TRIM = 3.457 | | | MAT = 12.870 | | MATAA = 13.716 |

**PUNTO DE MARKET SHARE = 11 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #4 | #1 | #2 | #3 | #5 | #8 | #7 | #6 | #10 | #9 |
| **1708 - MORON** | EVOLUCION MAT | 93 | 91 | 93 | 97 | 127 | 114 | 80 | 149 | 71 | 492 |
| **17%** % de zona = 59,7% | TRIM | 6,7 ▼ | 21,68 | 24,3 | 12,77 | 10,71 | 4,98 | 5,34 | 9,21 | 1,66 | 2,65 |
| PMS = 7 | **MAT** | **7,31** | **24,59** | **22,07** | **10,14** | **11,23** | **5,8** | **6,58** | **7,82** | **2,11** | **2,36** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 104 | 98 | 119 | 59 | 97 | 89 | 102 | 108 | 77 | 720 |
| **17%** % de zona = 30,0% | TRIM | 16,58 ▲ | 21,9 | 29,23 | 6,34 | 6,32 | 2,88 | 6,92 | 5,93 | 0,92 | 2,98 |
| PMS = 3 | **MAT** | **15,1** | **23,28** | **27,66** | **8,82** | **5,2** | **3,04** | **7,31** | **6,5** | **0,94** | **2,16** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 112 | 98 | 97 | 95 | 104 | 114 | 84 | 111 | 100 | 497 |
| **33%** % de zona = 10,3% | TRIM | 8,24 ≈ | 26,65 | 22,38 | 8,65 | 12,82 | 3,56 | 7,93 | 4,88 | 3,26 | 1,63 |
| PMS = 1 | **MAT** | **8,1** | **26,03** | **23,73** | **10,72** | **11,4** | **3,98** | **7,41** | **4,64** | **2,5** | **1,49** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | DAMSEL GAD | DIVINA ELE | KALA BEB | YASMIN BAY | KIRUM RF2 | JADE CVI | ISIS SIE | UMMA BEK | MAXIMA P0F | IFENIL CSO |
|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #1 | #2 | #3 | #5 | #8 | #7 | #6 | #10 | #9 |
| TRIM | 11,38 | 33,07 | 15,74 | 12,79 | 6,52 | 5,06 | 9,8 | 1,81 | 3,69 | 0,13 |
| **MAT** | **9,82** | 30,24 | **17,05** | **12,33** | **9,12** | **5,64** | **9,42** | **1,75** | **2,38** | **2,26** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | #4 | #1 | #2 | #3 | #5 | #8 | #7 | #6 | #10 | #9 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 7,6% | 6,51 | | 27,86 | 16,28 | 19,27 | 11,33 | 3,26 | 5,73 | 3,78 | 3,26 | 2,73 |
| MARTINOI IVANA ELISABET | CLM | 1708 | 1,6% | 4,22 | | 64,46 | 21,69 | 2,41 | 3,01 | 0,6 | | 3,61 | | |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 1,5% | 5,41 | | 36,49 | 5,41 | 16,22 | 8,11 | 12,16 | 8,11 | | | 8,11 |
| GARCIA VILLAMAYOR MARIA | GIN | 1708 | 1,4% | 28,99 | | 27,54 | 10,14 | 5,8 | 7,25 | 5,8 | 2,9 | 2,17 | 5,07 | 4,35 |
| ALVAREZ VIRGINIA ALEJANDRA | GIN | 1708 | 1,1% | 0,91 | | 27,27 | 22,73 | 4,55 | 6,36 | 5,45 | 5,45 | | 27,27 | |
| **ACUM = 13,2%** | | | | | | | | | | | | | | |
| PORRECA SILVINA ALEJANDRA | GIN | 1708 | 1,1% | 8,33 | | 26,85 | | | 63,89 | | | | | 0,93 |
| GIRETTI LUCIANO ANDRES | GIN | 1708 | 0,8% | 25,32 | | 45,57 | 18,99 | 6,33 | | | | 1,27 | 2,53 | |
| GONZALEZ GUSTAVO | GIN | 1708 | 0,8% | | | 100 | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,8% | 7,89 | | 14,47 | 6,58 | 7,89 | 48,68 | | 14,47 | | | |
| CUTOLO GISELA SILVIA | CLM | 1708 | 0,7% | 4,0 | | 12,0 | 16,0 | 32,0 | 4,0 | | 16,0 | | 2,67 | 13,33 |
| **ACUM = 16,6%** | | | | | | | | | | | | | | |
| KOSIR TEODORA ANA MARIA | GIN | 1708 | 0,7% | | | 10,45 | 40,3 | | | 5,97 | | | | 43,28 |
| BUCETA ANA MARIA | GIN | 1706 | 0,6% | | | 20,0 | 10,0 | 8,33 | 25,0 | 20,0 | 16,67 | | | |
| COTTA LILIANA MABEL | GIN | 1708 | 0,5% | 9,26 | | 9,26 | | | 22,22 | | 55,56 | | 3,7 | |
| OECHSLE ERIKA LILIAN | CLM | 1708 | 0,5% | 70,83 | | 6,25 | 8,33 | 12,5 | | 2,08 | | | | |
| VELAZQUEZ FERNANDA | CLM | 1708 | 0,5% | 8,51 | | 55,32 | | | | 34,04 | | 2,13 | | |
| **ACUM = 19,4%** | | | | | | | | | | | | | | |
| FERNANDEZ JIMENA MARIELA | GIN | 1708 | 0,5% | | | 89,13 | | | | 2,17 | | | 8,7 | |
| VIEIRA CARLOS RAFAEL | GIN | 1706 | 0,4% | | | 25,0 | 52,27 | | | | 13,64 | | 4,55 | 4,55 |
| PICASSO MARIA AMALIA | CLM | 1708 | 0,4% | 5,0 | | 55,0 | 35,0 | | | | | 5,0 | | |
| SILVA ROMINA PAOLA | GIN | 1708 | 0,4% | 8,11 | | 24,32 | 37,84 | | 8,11 | 21,62 | | | | |
| SASLAVSKY GABRIEL ALEJANDRO | CLM | 1708 | 0,4% | | | 97,22 | 2,78 | | | | | | | |
| **ACUM = 21,5%** | | | | | | | | | | | | | | |
| LOPEZ OMAR DANIEL | GIN | 1708 | 0,3% | 14,29 | | 37,14 | 17,14 | | | 2,86 | | | 28,57 | |
| MOISE ELDA KARINA | GIN | 1708 | 0,3% | | | 5,71 | 22,86 | 40,0 | 14,29 | | | 8,57 | 8,57 | |
| GONZALEZ CAROZZI ILLAN DIEGO | CLM | 1708 | 0,3% | 5,88 | | 50,0 | 29,41 | | | | 14,71 | | | |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,3% | 8,82 | | | | 11,76 | 17,65 | | 61,76 | | | |
| DESCALZO CARLOS VICTOR | GIN | 1708 | 0,3% | 37,5 | | 28,12 | 25,0 | 3,12 | | | | | 6,25 | |
| **ACUM = 22,7%** | | | | | | | | | | | | | | |
| FRANCICA CAROLINA ALEJANDRA | CLM | 1708 | 0,3% | | | 43,33 | 36,67 | | | 6,67 | 13,33 | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,3% | | | 44,44 | 14,81 | | 3,7 | | | | 37,04 | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,8% | 7,86 | | 11,07 | 21,43 | 17,14 | 19,29 | 3,93 | 19,29 | | | |
| MISCHENER JESICA DEBORA | CLM | 1708 | 1,5% | 3,9 | | 13,64 | 28,57 | | 37,66 | | 13,64 | | 2,6 | |
| FABIAN NOEMI MARIEL | CLM | 1744 | 1,3% | 20,16 | | 24,81 | 22,48 | 3,1 | 7,75 | | 10,85 | 10,85 | | |
| **ACUM = 23,3%** | | | | | | | | | | | | | | |
| PEDROZA TOBAR JOHANA LORENA | CLM | 1708 | 1,2% | 11,76 | | 26,89 | 10,08 | 5,04 | 19,33 | 11,76 | 0,84 | | 14,29 | |
| RIBOLA LUCIO | OBS | 1708 | 1,0% | 3,81 | | 44,76 | 2,86 | 29,52 | 3,81 | 9,52 | 2,86 | 2,86 | | |
| SCHLENKER YESICA NATALIA | GIN | 1708 | 0,2% | | | 40,91 | 22,73 | 36,36 | | | | | | |
| PESSACQ LAURA CONSTANZA | CLM | 1708 | 0,2% | 9,52 | | | | | 57,14 | 33,33 | | | | |
| BELOQUI MARIA PATRICIA | CLM | 1708 | 0,2% | 10,0 | | 80,0 | 5,0 | 5,0 | | | | | | |
| **ACUM = 23,7%** | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BISO NORI ALBERTO | URO | 1706 | 0,2% | 5,26 | | 94,74 | | | | | | | | |
| MARCO MARIA CANDELARIA | CLM | 1708 | 0,2% | | | 5,26 | 42,11 | 31,58 | 10,53 | | 10,53 | | | |
| SORIA LORENA BEATRIZ | GIN | 1708 | 0,2% | | | 5,26 | 15,79 | | 78,95 | | | | | |
| BORELLI FRANCO | CLM | 1708 | 0,2% | 11,11 | | 16,67 | 44,44 | | 16,67 | | | 5,56 | | 5,56 |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,2% | | | 5,88 | | 88,24 | 5,88 | | | | | |
| **ACUM = 33,8%** | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# 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 | #4 | #1 | #2 | #3 | #5 | #8 | #7 | #6 | #10 | #9 |
| **REP** ZONA = 5,6% — EVOLUCION MAT | 99 | 94 | 101 | 82 | 118 | 108 | 86 | 132 | 76 | 539 |
| MES | 10,23 | 21,89 | 25,25 | 7,95 | 10,44 | 4,58 | 6,26 | 8,27 | 1,62 | 3,5 |
| TRIM | 9,53 | 22,21 | 25,46 | 10,63 | 9,71 | 4,28 | 6,02 | 7,91 | 1,61 | 2,64 |
| **MAT** | **9,73** | **24,35** | **23,92** | **9,8** | **9,44** | **4,78** | **6,89** | **7,1** | **1,8** | **2,21** |
| MATAA | 9,87 | 26,02 | 23,67 | 11,9 | 7,98 | 4,41 | 7,98 | 5,37 | 2,37 | 0,41 |

VALOR MERCADO: MES = 1.203 TRIM = 3.457 MAT = 12.870 MATAA = 13.716

**PUNTO DE MARKET SHARE = 11 UNIDADES estimadas de DAMSEL GAD por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | |
|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 6,7% | 42,34 | 57,66 |
| ALFANO ROBERTO NICOLAS | 6,4% | 19,23 | 80,77 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 4,6% | 30,11 | 69,89 |
| FARMACIA COGLIATI CASTELAR SCS | 2,5% | 25,0 | 75,0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 1,2% | 50,0 | 50,0 |

**ACUM = 21,4%**

| | | | |
|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,1% | 59,09 | 40,91 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 28,57 | 71,43 |
| FARMACIA GUERRA SCS | 0,3% | 0 | 100 |
| FARMACIA POSAMAY SCS | 0,1% | 0 | 100 |

**ACUM = 23,6%**

## No Asignadas

| | | | |
|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 3,3% | 10,29 | 89,71 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,0% | 11,48 | 88,52 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,7% | 37,14 | 62,86 |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,7% | 48,57 | 51,43 |
| B1708CGE - INTE AGUERO 501-599 | 1,6% | 66,67 | 33,33 |

**ACUM = 34,9%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | DAMSELLA (GAD) | Mercado: Damsella | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DAMSELLA GAD | DIVA TO-TAL 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 | #8 | #7 | #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 = 45,8% | EVOLUCION MAT 105 | 104 | 90 | 81 | 109 | 111 | 113 | 344 | 100 |
| | MES 20,39 | 25,28 | 18,77 | 10,75 | 9,51 | 7,08 | 3,71 | 2,96 | 1,54 |
| | TRIM 20,57 | 24,89 | 17,63 | 11,13 | 9,16 | 7,49 | 4,69 | 2,72 | 1,73 |
| | **MAT 19,96** | **23,61** | **18,6** | **13,35** | **8,69** | **6,77** | **4,93** | **2,1** | **1,97** |
| | MATAA 19,08 | 22,72 | 20,72 | 16,49 | 7,95 | 6,08 | 4,38 | 0,61 | 1,97 |
| | | VALOR MERCADO: | MES = 54.115 | | | TRIM = 163.631 | | MAT = 665.172 | MATAA = 775.980 |
| **DISTRITO** DIST = 8,5% | EVOLUCION MAT 110 | 98 | 91 | 72 | 110 | 118 | 116 | 467 | 91 |
| | MES 18,81 | 18,21 | 23,47 | 8,82 | 14,11 | 6,33 | 2,9 | 5,98 | 1,37 |
| | TRIM 18,77 | 17,77 | 20,06 | 12,03 | 13,95 | 7,26 | 3,02 | 5,36 | 1,78 |
| | **MAT 18,69** | **17,16** | **21,26** | **12,63** | **13,7** | **7,42** | **3,18** | **4,02** | **1,93** |
| | MATAA 17,02 | 17,58 | 23,48 | 17,44 | 12,47 | 6,29 | 2,74 | 0,86 | 2,12 |
| | | VALOR MERCADO: | MES = 5.003 | | | TRIM = 14.519 | | MAT = 56.263 | MATAA = 65.779 |
| **REP** ZONA = 6,1% | EVOLUCION MAT 120 | 94 | 89 | 70 | 108 | 133 | 109 | 575 | 96 |
| | MES 18,11 | 20,32 | 18,65 | 10,88 | 13,53 | 6,4 | 4,23 | 6,3 | 1,57 |
| | TRIM 18,18 ▲ | 21,24 | 17,04 | 13,06 | 12,34 | 6,95 | 3,91 | 5,2 | 2,08 |
| | **MAT 17,4** | **20,72** | **19,01** | **13,52** | **11,47** | **7,19** | **4,03** | **4,43** | **2,22** |
| | MATAA 14,52 | 22,1 | 21,32 | 19,26 | 10,58 | 5,41 | 3,71 | 0,77 | 2,32 |
| | | VALOR MERCADO: | MES = 338 | | | TRIM = 904 | | MAT = 3.441 | MATAA = 3.941 |

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

# 4. PRINCIPALES CODIGOS POSTALES

| | DAMSELLA GAD | DIVA TO-TAL 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 | #8 | #7 | #9 |
| **1708 - MORON** | EVOLUCION MAT 121 | 94 | 90 | 81 | 103 | 128 | 110 | 516 | 70 |
| **17%** % de zona = 61,6% | TRIM 14,41 ▼ | 22,54 | 15,52 | 17,47 | 11,42 | 7,78 | 5,18 | 3,76 | 1,92 |
| PMS = 2 | **MAT 15,52** | **21,32** | **16,66** | **17,33** | **10,5** | **8,39** | **5,18** | **3,2** | **1,9** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 112 | 98 | 85 | 44 | 121 | 120 | 103 | 632 | 151 |
| **17%** % de zona = 29,2% | TRIM 26,62 ▲ | 20,73 | 21,06 | 2,98 | 14,57 | 4,77 | 1,46 | 6,56 | 1,26 |
| PMS = 1 | **MAT 22,36** | **19,7** | **24,29** | **5,24** | **13,99** | **4,74** | **1,94** | **5,94** | **1,81** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 141 | 82 | 93 | 55 | 97 | 241 | 105 | 674 | 193 |
| **33%** % de zona = 9,2% | TRIM 18,59 ▲ | 13,64 | 15,29 | 13,22 | 11,98 | 7,85 | 2,48 | 11,16 | 5,79 |
| PMS = 1 | **MAT 14,21** | **20,0** | **18,0** | **14,32** | **10,0** | **6,95** | **2,95** | **7,89** | **5,68** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #8 | #7 | #9 |
| TRIM | 9,47 | 31,57 | 27,71 | 13,44 | 6,68 | 2,99 | 5,63 | 0,38 | 2,14 |
| **MAT** | **12,96** | **22,33** | **24,55** | **11,33** | **7,97** | **5,97** | **6,3** | **6,11** | **2,48** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | 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 | #8 | #7 | #9 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 5,4% | 6,06 | | 19,39 | 32,73 | 14,55 | 1,82 | 12,12 | 2,42 | 4,24 | 6,67 |
| GARCIA VILLAMAYOR MARIA | GIN | 1708 | 4,4% | 22,39 | | 29,1 | 14,18 | 5,97 | 2,99 | 20,15 | | | 5,22 |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 1,3% | 12,2 | | 14,63 | 24,39 | 17,07 | | 26,83 | | 4,88 | |
| KOSIR TEODORA ANA MARIA | GIN | 1708 | 1,2% | | | 86,11 | | | | | | 13,89 | |
| CUTOLO GISELA SILVIA | CLM | 1708 | 1,1% | | | 17,65 | 64,71 | 17,65 | | | | | |
| **ACUM = 13,4%** | | | | | | | | | | | | | |
| GONZALEZ GUSTAVO | GIN | 1708 | 0,8% | 61,54 | | | 11,54 | | 26,92 | | | | |
| BUCETA ANA MARIA | GIN | 1706 | 0,8% | 25,0 | | 29,17 | | | 16,67 | | 29,17 | | |
| MARTINOI IVANA ELISABET | CLM | 1708 | 0,8% | | | 4,17 | | 91,67 | | 4,17 | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,7% | 4,76 | | 57,14 | | | | 38,1 | | | |
| CHOCLIN WALDO DAMIAN | GIN | 1708 | 0,7% | | | 60,0 | 30,0 | | 10,0 | | | | |
| **ACUM = 17,2%** | | | | | | | | | | | | | |
| URDIN MARIA DANIELA | CLM | 1706 | 0,5% | 62,5 | | | | | 37,5 | | | | |
| SILVA ROMINA PAOLA | GIN | 1708 | 0,5% | 93,33 | | | | | | | 6,67 | | |
| LOPEZ OMAR DANIEL | GIN | 1708 | 0,5% | | | | 7,14 | 28,57 | | 14,29 | | | 50,0 |
| OECHSLE ERIKA LILIAN | CLM | 1708 | 0,4% | 46,15 | | | 7,69 | 46,15 | | | | | |
| NATALE SALVADOR | GIN | 1744 | 4,9% | 3,31 | | 28,48 | 4,64 | 18,54 | 22,52 | 3,97 | 18,54 | | |
| **ACUM = 18,6%** | | | | | | | | | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,1% | 12,5 | | 29,69 | 28,12 | 4,69 | 12,5 | | 12,5 | | |
| ALBA DORA ESTHER | GIN | 1744 | 1,6% | 12,0 | | 22,0 | 66,0 | | | | | | |
| PEDROZA TOBAR JOHANA LORENA | CLM | 1708 | 1,1% | 6,06 | | | 45,45 | 48,48 | | | | | |
| RIBOLA LUCIO | OBS | 1708 | 0,8% | 16,67 | | 4,17 | 29,17 | 33,33 | | | 16,67 | | |
| SANNA CARLOS HUGO | CLM | 1708 | 0,4% | | | | 100 | | | | | | |
| **ACUM = 19,0%** | | | | | | | | | | | | | |
| GONZALEZ CAROZZI ILLAN DIEGO | CLM | 1708 | 0,4% | | | 100 | | | | | | | |
| FERNANDEZ JIMENA MARIELA | GIN | 1708 | 0,3% | | | 100 | | | | | | | |
| VIEIRA CARLOS RAFAEL | GIN | 1706 | 0,3% | | | 100 | | | | | | | |
| BERTOLA MARIA ELISA NORMA | GIN | 1708 | 0,2% | 66,67 | | 33,33 | | | | | | | |
| FRANCICA CAROLINA ALEJANDRA | CLM | 1708 | 0,2% | 50,0 | | | | | | | | 50,0 | |
| **ACUM = 20,4%** | | | | | | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,2% | | | | 66,67 | 33,33 | | | | | |
| ALVAREZ VIRGINIA ALEJANDRA | GIN | 1708 | 0,2% | | | 40,0 | 20,0 | 40,0 | | | | | |
| CASTELLVI MIGUEL ANGEL | CLM | 1708 | 0,2% | | | 60,0 | | 40,0 | | | | | |
| MARCO MARIA CANDELARIA | CLM | 1708 | 0,2% | 80,0 | | | | 20,0 | | | | | |
| PORRECA SILVINA ALEJANDRA | GIN | 1708 | 0,2% | 60,0 | | 40,0 | | | | | | | |
| **ACUM = 21,2%** | | | | | | | | | | | | | |
| DESCALZO CARLOS VICTOR | GIN | 1708 | 0,1% | | | | | 50,0 | 50,0 | | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 0,1% | 100 | | | | | | | | | |
| GIRETTI LUCIANO ANDRES | GIN | 1708 | 0,1% | | | | 50,0 | 50,0 | | | | | |
| MASCIOTRA HECTOR ANTONIO | CLM | 1706 | 0,1% | | | | 100 | | | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,1% | | | 100 | | | | | | | |
| **ACUM = 21,6%** | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BELOQUI MARIA PATRICIA | CLM | 1708 | 0,1% | | | | 100 | | | | | | |
| CAPPELLO BLAS JESUS | CRD | 1708 | 0,1% | | | | 100 | | | | | | |
| MUZIO CHRISTIAN GABRIEL | GIN | 1708 | 0,1% | | | 100 | | | | | | | |
| SBARBATI SILVIA DELIA | CLM | 1744 | 0,1% | | | | | | | | 100 | | |
| TRICARICO MARIA VICTORIA | CLM | 1744 | 0,1% | 100 | | | | | | | | | |
| **ACUM = 33,4%** | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **DAMSELLA (GAD)** | **Mercado: Damsella** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 6,1%

| | DAMSELLA GAD | DIVA TO-TAL 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 | #8 | #7 | #9 |
| EVOLUCION MAT | 120 | 94 | 89 | 70 | 108 | 133 | 109 | 575 | 96 |
| MES | 18,11 | 20,32 | 18,65 | 10,88 | 13,53 | 6,4 | 4,23 | 6,3 | 1,57 |
| TRIM | 18,18 | 21,24 | 17,04 | 13,06 | 12,34 | 6,95 | 3,91 | 5,2 | 2,08 |
| **MAT** | **17,4** | **20,72** | **19,01** | **13,52** | **11,47** | **7,19** | **4,03** | **4,43** | **2,22** |
| MATAA | 14,52 | 22,1 | 21,32 | 19,26 | 10,58 | 5,41 | 3,71 | 0,77 | 2,32 |

VALOR MERCADO: MES = 338 TRIM = 904 MAT = 3.441 MATAA = 3.941

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 4,2% | 14,53 | 14,53 | 7,81 | 24,79 | 18,44 | 11,97 | 5,01 | 0,12 | 2,81 |
| FARMACIA COGLIATI VICENTE M. | 3,4% | 24,81 | 20,51 | 14,26 | 11,29 | 8,47 | 12,48 | 1,78 | 5,35 | 1,04 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,6% | 11,99 | 11,67 | 14,83 | 29,02 | 5,68 | 18,93 | 6,62 | 1,26 | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,3% | 14,4 | 31,2 | 15,2 | 0,8 | 8,8 | 12,8 | 4,8 | 6,4 | 5,6 |
| ALFANO ROBERTO NICOLAS | 0,8% | 16,56 | 12,74 | 17,83 | 14,65 | 3,18 | 10,83 | 7,01 | 1,91 | 15,29 |

**ACUM = 11,3%**

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI CASTELAR SCS | 0,5% | 26,47 | 10,78 | 32,35 | 3,92 | 12,75 | 6,86 | | 6,86 |
| FARMACIA POSAMAY SCS | 0,2% | 25,0 | 8,33 | 44,44 | | 5,56 | 0 | | 16,67 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,1% | 18,75 | 12,5 | 6,25 | 43,75 | 0 | 18,75 | | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,0% | 25,0 | 25,0 | 0 | | 50,0 | | | 0 |

**ACUM = 12,1%**

## No Asignadas

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 3,5% | 20,12 | 18,81 | 18,38 | 11,87 | 12,88 | 3,18 | 2,6 | 8,68 | 3,47 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 1,6% | 9,81 | 55,7 | 15,82 | 2,53 | 4,11 | 8,54 | 0,63 | 2,85 | 0 |
| B1708JDD - 9 DE JULIO 102-200 | 1,2% | 15,68 | 19,49 | 23,73 | 8,47 | 4,24 | 5,08 | 10,17 | 13,14 | 0 |
| B1744AED - GRAL MANUEL BELGRANO 102-2- | 1,1% | 19,43 | 27,96 | 31,75 | 0 | 15,64 | | 1,9 | 3,32 | |
| B1744HKS - ESTANISLAO ZEBALLOS 801-899 | 1,1% | 1,92 | 38,46 | 28,85 | 0 | 8,17 | 4,33 | 6,73 | 7,69 | 3,85 |

**ACUM = 20,6%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | DESLAFAX (GAD) | Mercado: Deslafax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #4 | #2 | #1 | #5 | #3 | #6 | #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 = 43,5% | EVOLUCION MAT | 113 | 106 | 94 | 101 | 103 | 102 | 60 |
| | MES | 14,12 | 30,12 | 27,96 | 11,3 | 8,45 | 5,55 | 2,5 |
| | TRIM | 13,95 | 29,51 | 29,27 | 10,93 | 8,56 | 5,2 | 2,58 |
| | **MAT** | **13,52** | **28,8** | **30,27** | **11,0** | **8,78** | **5,15** | **2,48** |
| | MATAA | 11,99 | 27,07 | 32,37 | 10,84 | 8,54 | 5,05 | 4,14 |
| | VALOR MERCADO: | | MES = 16.437 | | TRIM = 49.754 | | MAT = 185.232 | MATAA = 176.393 |
| **DISTRITO** DIST = 8,2% | EVOLUCION MAT | 114 | 110 | 92 | 103 | 108 | 88 | 44 |
| | MES | 16,66 | 26,3 | 28,02 | 7,16 | 15,41 | 4,39 | 2,07 |
| | TRIM | 16,8 | 24,84 | 29,88 | 7,47 | 14,57 | 4,3 | 2,13 |
| | **MAT** | **15,45** | **24,78** | **30,25** | **6,84** | **15,89** | **5,14** | **1,65** |
| | MATAA | 13,59 | 22,49 | 38,01 | 6,64 | 14,66 | 5,84 | 3,78 |
| | VALOR MERCADO: | | MES = 1.413 | | TRIM = 4.104 | | MAT = 15.199 | MATAA = 15.303 |
| **REP** ZONA = 5,3% | EVOLUCION MAT | 109 | 102 | 90 | 100 | 124 | 95 | 31 |
| | MES | 14,05 | 21,55 | 28,81 | 6,32 | 23,89 | 4,92 | 0,47 |
| | TRIM | 19,02 | 21,14 | 29,8 | 7,76 | 17,8 | 3,51 | 0,98 |
| | **MAT** | **15,73** | **24,2** | **31,3** | **7,06** | **16,84** | **4,27** | **0,6** |
| | MATAA | 14,38 | 23,62 | 34,94 | 7,04 | 13,57 | 4,5 | 1,95 |
| | VALOR MERCADO: | | MES = 71 | | TRIM = 204 | | MAT = 800 | MATAA = 786 |

**PUNTO DE MARKET SHARE = 1 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 |
|---|---|---|---|---|---|---|---|---|
| | | #4 | #2 | #1 | #5 | #3 | #6 | #7 |
| **1708 - MORON** 17% % de zona = 41,0% PMS = 1 | EVOLUCION MAT | 108 | 121 | 85 | 90 | 118 | 60 | 46 |
| | TRIM | 12,76 | 27,16 | 25,72 | 9,67 | 20,99 | 2,67 | 1,03 |
| | **MAT** | **13,67** | **24,54** | **30,74** | **6,45** | **21,34** | **2,59** | **0,66** |
| **1706 - M.J.HAEDO** 33% % de zona = 36,2% PMS = 1 | EVOLUCION MAT | 127 | 90 | 95 | 106 | 122 | 164 | 19 |
| | TRIM | 22,84 | 20,69 | 28,88 | 5,17 | 15,95 | 5,17 | 1,29 |
| | **MAT** | **15,75** | **31,49** | **28,28** | **6,78** | **13,45** | **3,68** | **0,57** |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 22,8% PMS = 1 | EVOLUCION MAT | 94 | 102 | 91 | 109 | 150 | 98 | 49 |
| | TRIM | 23,64 | 11,27 | 38,55 | 8,73 | 15,27 | 2,18 | 0,36 |
| | **MAT** | **19,42** | **12,03** | **37,1** | **8,57** | **14,13** | **8,2** | **0,55** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **DESLAFAX (GAD)** | **Mercado: Deslafax** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | DESLAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 |
|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #4 | #2 | #1 | #5 | #3 | #6 | #7 |
| **REP** | | | | | | | |
| TRIM | 7,23 | 24,88 | 39,83 | 12,25 | 9,68 | 5,51 | 0,61 |
| **MAT** | **10,56** | **27,3** | **26,24** | **8,9** | **19,16** | **6,49** | **1,36** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | **CLM** | 1708 | 9,2% | 19,67 | 60,66 | | 8,2 | 8,2 | 3,28 |
| DIAZ ELISA ANGELA | **D-N** | 1706 | 2,1% | | 35,71 | 64,29 | | | |
| DOELLO MARIA FERNANDA | **CLM** | 1744 | 2,3% | | 73,33 | | | 26,67 | |
| MONTAÃ□O ALZA RICARDO DAVID | **CLM** | 1708 | 2,0% | | | 100 | | | |
| IVANI NESTOR FERNANDO | **CIR** | 1744 | 1,4% | | 33,33 | | 66,67 | | |
| | | | **ACUM =** | **9,2%** | | | | | |
| MEREU CECILIA LUCIA | **CLM** | 1708 | 1,4% | 100 | | | | | |
| MISCHENER JESICA DEBORA | **CLM** | 1708 | 1,4% | | 100 | | | | |
| SPADA PABLO CESAR | **CRD** | 1706 | 0,9% | | | 100 | | | |
| ZORRAQUIN CARLOS ALCIDES | **CIR** | 1708 | 0,9% | | | 100 | | | |
| FERNANDEZ MARCELA ALEJANDRA | **CLM** | 1708 | 0,8% | 20,0 | 80,0 | | | | |
| | | | **ACUM = 10,9%** | | | | | | |
| COVANTI SANDRA CRISTINA | **GET** | 1706 | 0,6% | | | | | 50,0 | 50,0 |
| GARCIA VANESA EDITH | **CLM** | 1708 | 0,6% | | 100 | | | | |
| GOMEZ MARCELA CRISTINA | **CLM** | 1706 | 0,3% | | 100 | | | | |
| | | | **ACUM = 12,3%** | | | | | | |

## No Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| MAZZOLA NATALIA | **CLM** | 1708 | 0,3% | | 100 | |
| ARGUEYES AMAYA LUIS EDGARDO | **CRD** | 1708 | 0,2% | | 100 | |
| HEREDIA MONICA ANA | **REU** | 1708 | 0,2% | 100 | | |
| MERLETTI DANIEL CHRISTIAN | **CLM** | 1708 | 0,2% | 100 | | |
| SCAGLIOLA PABLO EDUARDO | **CRD** | 1708 | 0,2% | | | 100 |
| | | | **ACUM = 25,0%** | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | DESLAFAX (GAD) | Mercado: Deslafax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #4 | #2 | #1 | #5 | #3 | #6 | #7 |
| **REP** ZONA = 5,3% — EVOLUCION MAT | 109 | 102 | 90 | 100 | 124 | 95 | 31 |
| MES | 14,05 | 21,55 | 28,81 | 6,32 | 23,89 | 4,92 | 0,47 |
| TRIM | 19,02 | 21,14 | 29,8 | 7,76 | 17,8 | 3,51 | 0,98 |
| **MAT** | **15,73** | **24,2** | **31,3** | **7,06** | **16,84** | **4,27** | **0,6** |
| MATAA | 14,38 | 23,62 | 34,94 | 7,04 | 13,57 | 4,5 | 1,95 |

VALOR MERCADO: MES = 71 TRIM = 204 MAT = 800 MATAA = 786

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 5,1% | 65,96 | 58,09 | 7,87 | 5,48 | 3,18 | 3,27 | 8,93 | 4,51 | 2,92 | 2,03 | 1,33 | 1,59 | | 0,53 | 0,27 |
| FARMACIA COGLIATI VICENTE M. | 4,3% | 71,1 | 64,35 | 6,76 | 2,91 | 4,78 | 4,57 | 4,16 | 4,89 | 2,29 | 2,7 | 1,04 | | 1,46 | | 0,1 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,3% | 62,62 | 54,4 | 8,22 | 7,24 | 11,74 | 4,31 | 2,54 | 2,15 | 0,98 | 2,74 | 4,89 | | | 0,59 | 0,2 |
| FARMACIA GUERRA SCS | 2,1% | 88,68 | 79,25 | 9,43 | 1,05 | 1,26 | 1,89 | 4,19 | 1,68 | 0 | | 0,63 | 0 | | 0,63 | 0 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,1% | 63,06 | 56,48 | 6,58 | 4,88 | 5,94 | 4,46 | 4,88 | 4,46 | | 2,55 | 5,31 | | 4,03 | 0,42 | |

**ACUM = 15,9%**

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI CASTELAR SCS | 2,1% | 70,22 | 58,7 | 11,52 | 4,35 | 5,0 | 4,35 | 8,04 | 2,61 | 0,43 | | 0,43 | 2,61 | 1,74 | | 0,22 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,6% | 60,63 | 60,63 | 0 | 10,24 | 0,79 | | 22,83 | 2,36 | 0 | 0,79 | | | | 2,36 | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,5% | 69,16 | 66,36 | 2,8 | 0,93 | 10,28 | 2,8 | 3,74 | | 2,8 | 10,28 | | | 0 | | |
| FARMACIA POSAMAY SCS | 0,4% | 78,75 | 78,75 | 0 | 1,25 | 5,0 | 13,75 | | 0 | | 1,25 | | | | | |

**ACUM = 19,5%**

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 4,7% | 74,74 | 68,42 | 6,32 | 4,59 | 1,82 | 4,78 | 4,59 | 3,44 | 0,19 | 1,82 | 1,82 | | 0,38 | 0,48 | 1,34 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,9% | 70,23 | 62,39 | 7,84 | 1,59 | 3,52 | 3,07 | 5,34 | 2,39 | 5,34 | 1,36 | 0,8 | 0,57 | 5,45 | | 0,34 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,3% | 63,22 | 45,92 | 17,3 | 4,57 | 6,56 | 3,58 | 7,16 | 2,19 | 4,57 | 4,57 | 2,39 | | | | 1,19 |
| B1744ALI | 1,8% | 65,99 | 60,96 | 5,04 | 0 | 0,76 | 10,08 | 16,88 | 6,05 | | 0 | 0,25 | | 0 | | |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,5% | 76,23 | 72,75 | 3,48 | 3,77 | 3,48 | 3,19 | 3,19 | 8,41 | 0 | 1,74 | | | 0 | | 0 |

**ACUM = 33,7%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #6 | #8 | #9 | #11 | #1 | #2 | #3 | #5 | #10 | #12 | #7 | #14 | #13 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 106 | 107 | 111 | 97 | 110 | 96 | 110 | 103 | 104 | 110 | 98 | 93 | 100 | 48 | 227 |
| | 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** GCIA = 43,0% | EVOLUCION MAT | 101 | 100 | 108 | 94 | 105 | 95 | 117 | 103 | 106 | 116 | 100 | 105 | 108 | 50 | 205 |
| | MES | 4,96 | 2,17 | 1,21 | 0,88 | 0,7 | 63,69 | 12,68 | 7,89 | 3,14 | 1,2 | 1,04 | 1,84 | 0,41 | 0,03 | 3,11 |
| | TRIM | 6,16 | 2,77 | 1,48 | 1,09 | 0,82 | 61,31 | 14,01 | 8,03 | 2,99 | 1,22 | 1,08 | 1,72 | 0,43 | 0,02 | 3,03 |
| | **MAT** | **6,72** | **3,09** | **1,58** | **1,2** | **0,85** | **61,19** | **13,44** | **8,18** | **3,03** | **1,24** | **1,13** | **1,7** | **0,43** | **0,59** | **2,34** |
| | MATAA | 6,65 | 3,1 | 1,46 | 1,28 | 0,81 | 64,48 | 11,47 | 7,98 | 2,86 | 1,07 | 1,13 | 1,62 | 0,4 | 1,18 | 1,14 |
| | VALOR MERCADO: | | MES = 388.367 | | | | TRIM = 1.138.665 | | | | MAT = 4.291.725 | | | MATAA = 4.869.114 | | |
| **DISTRITO** DIST = 13,6% | EVOLUCION MAT | 121 | 119 | 128 | 116 | 125 | 93 | 119 | 110 | 109 | 113 | 78 | 115 | 114 | 48 | 141 |
| | MES | 6,62 | 2,91 | 1,52 | 1,35 | 0,83 | 61,73 | 10,19 | 8,48 | 4,51 | 1,71 | 1,05 | 3,4 | 0,27 | 0,14 | 1,9 |
| | TRIM | 7,86 | 3,42 | 1,7 | 1,68 | 1,06 | 60,87 | 10,31 | 8,47 | 4,07 | 1,68 | 1,04 | 3,32 | 0,45 | 0,09 | 1,85 |
| | **MAT** | **8,3** | **3,72** | **1,76** | **1,85** | **0,96** | **60,88** | **10,44** | **8,29** | **3,92** | **1,71** | **0,97** | **3,36** | **0,33** | **0,13** | **1,66** |
| | MATAA | 6,86 | 3,13 | 1,37 | 1,6 | 0,77 | 65,78 | 8,81 | 7,53 | 3,6 | 1,51 | 1,24 | 2,93 | 0,29 | 0,27 | 1,18 |
| | VALOR MERCADO: | | MES = 52.910 | | | | TRIM = 151.342 | | | | MAT = 583.752 | | | MATAA = 706.128 | | |
| **REP** ZONA = 4,2% | EVOLUCION MAT | 148 | 150 | 160 | 123 | 163 | 86 | 137 | 114 | 121 | 112 | 138 | 128 | 112 | 56 | 187 |
| | MES | 7,0 | 2,98 | 1,78 | 1,15 | 1,09 | 59,43 | 12,19 | 9,41 | 3,65 | 1,13 | 1,08 | 3,63 | 0,32 | 0,41 | 1,75 |
| | TRIM | 8,58 | 3,73 | 2,02 | 1,55 | 1,28 | 55,97 | 12,72 | 10,13 | 4,06 | 1,22 | 1,12 | 3,7 | 0,36 | 0,24 | 1,9 |
| | **MAT** | **7,98** | **3,66** | **1,7** | **1,58** | **1,03** | **58,43** | **12,38** | **9,53** | **3,85** | **1,25** | **0,98** | **3,3** | **0,38** | **0,52** | **1,4** |
| | MATAA | 5,41 | 2,44 | 1,06 | 1,28 | 0,63 | 67,58 | 9,03 | 8,37 | 3,17 | 1,12 | 0,71 | 2,58 | 0,34 | 0,93 | 0,75 |
| | VALOR MERCADO: | | MES = 2.365 | | | | TRIM = 6.203 | | | | MAT = 24.398 | | | MATAA = 31.573 | | |

**PUNTO DE MARKET SHARE = 20 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 | | #6 | #8 | #9 | #11 | #1 | #2 | #3 | #5 | #10 | #12 | #7 | #14 | #13 | |
| **1708 - MORON** | EVOLUCION MAT | 104 | 99 | 115 | 97 | 114 | 103 | 99 | 89 | 107 | 87 | 126 | 100 | 89 | 46 | 173 |
| **17%** % de zona = 41,9% | TRIM | 8,28 | 3,34 | 2,06 | 1,62 | 1,27 | 51,84 | 13,01 | 11,06 | 3,94 | 1,37 | 1,46 | 5,13 | 0,44 | 0,42 | 3,06 |
| PMS = 8 | **MAT** | **8,37** | **3,35** | **2,04** | **1,76** | **1,21** | **52,36** | **13,03** | **10,71** | **3,92** | **1,61** | **1,29** | **4,99** | **0,39** | **1,14** | **2,2** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 229 | 240 | 271 | 168 | 265 | 81 | 218 | 164 | 152 | 147 | 146 | 165 | 180 | | 202 |
| **17%** % de zona = 39,3% | TRIM | 11,07 | 4,86 | 2,58 | 1,99 | 1,64 | 61,81 | 9,03 | 7,58 | 4,97 | 0,82 | 0,54 | 2,83 | 0,1 | | 1,24 |
| PMS = 8 | **MAT** | **9,04** | **4,56** | **1,71** | **1,78** | **0,98** | **66,34** | **8,93** | **6,9** | **4,37** | **0,69** | **0,51** | **2,08** | **0,09** | | **1,05** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 109 | 116 | 98 | 89 | 134 | 101 | 109 | 87 | 85 | 96 | 99 | 129 | 88 | 32 | 109 |
| **33%** % de zona = 18,8% | TRIM | 4,6 | 2,51 | 0,87 | 0,6 | 0,63 | 54,25 | 18,95 | 12,8 | 2,64 | 1,63 | 1,47 | 2,15 | 0,65 | 0,3 | 0,54 |
| PMS = 4 | **MAT** | **4,89** | **2,45** | **0,92** | **0,77** | **0,75** | **55,43** | **18,16** | **12,4** | **2,6** | **1,63** | **1,26** | **2,07** | **0,99** | **0,2** | **0,36** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #6 | #8 | #9 | #11 | #1 | #2 | #3 | #5 | #10 | #12 | #7 | #14 | #13 | |
| TRIM | 7,44 | 3,92 | 1,48 | 1,31 | 0,73 | 52,55 | 14,17 | 13,91 | 5,36 | 1,11 | 0,72 | 1,48 | 0,36 | | 2,88 |
| **MAT** | **8,68** | **4,25** | **1,97** | **1,8** | **0,66** | 53,84 | **12,26** | **12,69** | **5,67** | **1,1** | **0,67** | **1,3** | **0,31** | | **3,49** |

# 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 | #6 | #8 | #9 | #11 | #1 | #2 | #3 | #5 | #10 | #12 | #7 | #14 | #13 | |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 4,3% | 7,84 | | 1,55 | 4,59 | 0,81 | 0,89 | 68,05 | 8,28 | 3,85 | 1,63 | 3,99 | | 1,33 | | | 5,03 |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 1,9% | 6,5 | | 4,83 | 1,5 | 0,17 | | 55,33 | 15,67 | 12,83 | | | | | 0,67 | | 9,0 |
| DIAZ ELISA ANGELA | D-N | 1706 | 1,6% | 1,02 | | 0,41 | 0,41 | | 0,2 | 57,84 | 10,18 | 24,85 | 0,61 | | 4,07 | 0,2 | | | 1,22 |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 1,2% | 3,27 | | 1,63 | 1,63 | | | 51,23 | 9,81 | 20,16 | 11,17 | | | 1,36 | | | 3,0 |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM | 1708 | 1,0% | 14,33 | | 2,44 | 11,59 | | 0,3 | 16,46 | 66,77 | 0,61 | 1,22 | 0,61 | | | | | |
| **ACUM =** | | | **7,4%** | | | | | | | | | | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,8% | 42,68 | | 15,06 | 20,5 | 5,44 | 1,67 | 38,49 | 14,23 | 3,77 | 0,84 | | | | | | |
| MARI CRISTINA LILIANA | CIR | 1708 | 0,7% | 1,79 | | | | 0,9 | 0,9 | 47,98 | 29,6 | 10,31 | | 2,69 | | | | | 7,62 |
| HARGUINTEGUY MARIA VICTORIA | CIR | 1708 | 0,7% | 5,02 | | 3,2 | 0,46 | 1,37 | | 42,92 | 38,81 | 10,96 | | | 0,46 | 1,83 | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,5% | 3,14 | | 1,26 | 1,26 | 0,63 | | 51,57 | 33,96 | 8,81 | 0,63 | 0,63 | | | | | 1,26 |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 0,5% | 2,52 | | 2,52 | | | | 69,81 | 7,55 | 11,95 | 5,66 | 0,63 | 0,63 | 1,26 | | | |
| **ACUM =** | | | **10,1%** | | | | | | | | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,4% | 10,0 | | | | 7,69 | 2,31 | 53,08 | 1,54 | 12,31 | | 16,92 | | 6,15 | | | |
| MARQUEZ ANA KARINA | CLM | 1708 | 0,3% | 15,22 | | | 4,35 | 10,87 | | 7,61 | 40,22 | 36,96 | | | | | | | |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,3% | 23,17 | | 4,88 | | 8,54 | 9,76 | 35,37 | 32,93 | | 6,1 | | | 1,22 | 1,22 | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,2% | | | | | | | 29,87 | 18,18 | | 48,05 | | | | | | 3,9 |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,2% | 1,33 | | | 1,33 | | | 44,0 | 42,67 | 12,0 | | | | | | | |
| **ACUM =** | | | **10,5%** | | | | | | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM | 1708 | 0,2% | | | | | | | 60,0 | 2,67 | 14,67 | 16,0 | | | | 6,67 | | |
| LASLAVSKY ADRIANA SILVIA | CLM | 1708 | 0,2% | | | | | | | 66,2 | 11,27 | 11,27 | 5,63 | | 5,63 | | | | |
| GANS GRISELDA MONICA | CLM | 1706 | 0,2% | 42,37 | | 40,68 | 1,69 | | | 44,07 | | 10,17 | | | | 3,39 | | | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,2% | | | | | | | 98,21 | | | 1,79 | | | | | | |
| TROHA ADRIANA ROSANA | CLM | 1708 | 0,2% | | | | | | | 98,21 | | | 1,79 | | | | | | |
| **ACUM =** | | | **11,3%** | | | | | | | | | | | | | | | | |
| SPADA PABLO CESAR | CRD | 1706 | 0,2% | | | | | | | 70,59 | 19,61 | | | | | | 9,8 | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,2% | 1,59 | | 0,29 | 0,72 | 0,14 | 0,43 | 55,49 | 0,87 | 17,92 | 2,89 | 0,14 | 4,48 | | 5,2 | | 11,42 |
| RODRIGUEZ MONTI CARLOS | ANE | 1744 | 1,2% | 6,99 | | 2,69 | | 4,3 | | 73,39 | 3,23 | 9,95 | 0,81 | 1,88 | | 2,96 | | | 0,81 |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 1,1% | 0,85 | | 0,28 | 0,57 | | | 21,65 | 47,01 | 27,64 | 0,57 | 0,85 | | | 1,14 | | 0,28 |
| GAZZE GUSTAVO OSCAR | END | 1708 | 0,5% | 3,38 | | | | | 3,38 | 12,16 | 52,03 | 31,08 | 1,35 | | | | | | |
| **ACUM =** | | | **11,3%** | | | | | | | | | | | | | | | | |
| LOPEZ LUCIA BEATRIZ | | 1708 | 0,4% | | | | | | | 20,15 | 18,66 | 16,42 | | 14,18 | | 21,64 | 8,96 | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,2% | 2,08 | | | 2,08 | | | 41,67 | 41,67 | 14,58 | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | 6,52 | | 6,52 | | | | 23,91 | | 23,91 | 45,65 | | | | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,1% | 17,78 | | 17,78 | | | | 68,89 | 6,67 | 6,67 | | | | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,1% | 27,27 | | 4,55 | 22,73 | | | 31,82 | 36,36 | 4,55 | | | | | | | |
| **ACUM =** | | | **11,5%** | | | | | | | | | | | | | | | | |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,1% | 4,65 | | | 4,65 | | | 60,47 | 13,95 | | 20,93 | | | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR | 1706 | 0,1% | | | | | | | 100 | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,1% | 10,53 | | 5,26 | | | 5,26 | 65,79 | 7,89 | 13,16 | 2,63 | | | | | | |
| LAURIA MARTIN DEMIAN | CLM | 1708 | 0,1% | | | | | | | 11,11 | 83,33 | 5,56 | | | | | | | |
| BENSUSAN TERESA CRISTINA | CLM | 1708 | 0,1% | | | | | | | 60,0 | 17,14 | 2,86 | | | | | | | 20,0 |
| **ACUM =** | | | **11,8%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MANDARANO GUILLERMO RAUL | CLM | 1708 | 0,1% | 5,88 | | | | 5,88 | | 5,88 | | 11,76 | | | 2,94 | 23,53 | | | 50,0 |
| MARTINEZ RAMON SANDRO JAVIER | CLM | 1708 | 0,1% | 12,0 | | 12,0 | | | | 60,0 | 28,0 | | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,1% | 4,55 | | 4,55 | | | | 40,91 | 45,45 | 4,55 | 4,55 | | | | | | |
| CHAR RUTH ELIZABET | CIR | 1708 | 0,1% | | | | | | | 85,71 | 14,29 | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD | 1708 | 0,1% | 15,0 | | | 15,0 | | | 45,0 | | 30,0 | | 10,0 | | | | | |
| **ACUM =** | | | **22,7%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | TOTAL DIABESIL | Mercado: Diabesil | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #6 | #8 | #9 | #11 | #1 | #2 | #3 | #5 | #10 | #12 | #7 | #14 | #13 | |
| **REP** ZONA = 4,2% | EVOLUCION MAT 148 | 150 | 160 | 123 | 163 | 86 | 137 | 114 | 121 | 112 | 138 | 128 | 112 | 56 | 187 |
| | MES 7,0 | 2,98 | 1,78 | 1,15 | 1,09 | 59,43 | 12,19 | 9,41 | 3,65 | 1,13 | 1,08 | 3,63 | 0,32 | 0,41 | 1,75 |
| | TRIM 8,58 | 3,73 | 2,02 | 1,55 | 1,28 | 55,97 | 12,72 | 10,13 | 4,06 | 1,22 | 1,12 | 3,7 | 0,36 | 0,24 | 1,9 |
| | **MAT 7,98** | **3,66** | **1,7** | **1,58** | **1,03** | 58,43 | **12,38** | **9,53** | **3,85** | **1,25** | **0,98** | **3,3** | **0,38** | **0,52** | **1,4** |
| | MATAA 5,41 | 2,44 | 1,06 | 1,28 | 0,63 | 67,58 | 9,03 | 8,37 | 3,17 | 1,12 | 0,71 | 2,58 | 0,34 | 0,93 | 0,75 |

VALOR MERCADO: MES = 2.365 TRIM = 6.203 MAT = 24.398 MATAA = 31.573

**PUNTO DE MARKET SHARE = 20 UNIDADES estimadas de TOTAL DIABESIL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 5,4% | 9,4 | 15,13 | 28,0 | 28,33 | 7,0 | 7,36 | 3,74 | | 0,77 | 0,26 |
| FARMACIA COGLIATI VICENTE M. | 3,6% | 12,2 | 21,18 | 22,67 | 8,63 | 4,47 | 6,31 | 9,88 | 9,53 | 2,04 | 3,1 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,6% | 9,73 | 20,78 | 16,18 | 28,03 | 8,49 | 5,57 | 6,63 | 0,09 | 1,5 | 3,01 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,1% | 7,95 | 29,32 | 26,83 | 3,6 | 10,31 | 5,84 | 8,07 | 0,5 | 1,37 | 6,21 |
| ALFANO ROBERTO NICOLAS | 0,8% | 6,67 | 22,78 | 20,56 | 14,44 | 14,44 | 2,22 | 7,04 | 5,93 | 4,26 | 1,67 |
| **ACUM = 12,5%** | | | | | | | | | | | |
| FARMACIA COGLIATI CASTELAR SCS | 0,7% | 8,03 | 18,39 | 23,04 | 10,99 | 10,99 | 2,75 | 9,51 | 7,61 | 3,59 | 5,07 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,3% | 13,26 | 27,07 | 16,57 | 17,68 | 4,97 | 6,08 | 3,87 | 3,87 | 2,21 | 4,42 |
| FARMACIA POSAMAY SCS | 0,2% | 20,95 | 19,59 | 27,7 | 10,81 | 9,46 | 0 | 10,14 | 0 | | 1,35 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,1% | 1,64 | 24,59 | 21,31 | 1,64 | 21,31 | 0 | 24,59 | | 1,64 | 3,28 |
| **ACUM = 13,8%** | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 3,2% | 15,93 | 29,31 | 26,5 | 13,16 | 7,33 | 0 | 5,18 | 0 | 0,88 | 1,71 |
| B1708JDD - 9 DE JULIO 102-200 | 0,9% | 9,63 | 34,01 | 13,51 | 7,14 | 7,92 | 4,81 | 4,81 | 6,52 | 5,75 | 5,9 |
| B1744AED - GRAL MANUEL BELGRANO 102-2- | 0,8% | 17,59 | 34,83 | 23,16 | 12,21 | 6,28 | 2,33 | 3,59 | 0 | 0 | |
| B1708CZJ - DOMINGO FRENCH 402-500 | 0,8% | 6,15 | 68,54 | 5,97 | 1,27 | 7,78 | 0,72 | 4,88 | 0,72 | 1,45 | 2,53 |
| B1744HKS - ESTANISLAO ZEBALLOS 801-899 | 0,6% | 6,24 | 31,87 | 19,17 | 13,63 | 3,93 | 6,7 | 12,7 | 0,92 | 0,92 | 3,93 |
| **ACUM = 20,1%** | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 = 50,3% | EVOLUCION MAT 122 | 98 | 104 | 132 | 86 | 59 |
| MES | 5,17 | 72,21 | 12,92 | 5,56 | 3,27 | 0,86 |
| TRIM | 5,25 | 72,33 | 13,03 | 5,43 | 3,17 | 0,8 |
| **MAT** | **4,32** | **75,25** | **11,98** | **4,69** | **2,94** | **0,82** |
| MATAA | 3,53 | 76,6 | 11,51 | 3,56 | 3,4 | 1,4 |
| | | VALOR MERCADO: | MES = 36.413 | TRIM = 105.914 | MAT = 441.970 | MATAA = 443.311 |
| **DISTRITO** DIST = 10,4% | EVOLUCION MAT 113 | 96 | 113 | 146 | 84 | 76 |
| MES | 8,61 | 66,59 | 12,57 | 6,47 | 4,47 | 1,3 |
| TRIM | 8,54 | 67,45 | 13,4 | 5,95 | 3,84 | 0,81 |
| **MAT** | **6,0** | **71,95** | **12,52** | **5,24** | **3,6** | **0,69** |
| MATAA | 5,3 | 74,79 | 11,11 | 3,59 | 4,31 | 0,91 |
| | | VALOR MERCADO: | MES = 3.730 | TRIM = 10.934 | MAT = 45.819 | MATAA = 47.483 |
| **REP** ZONA = 6,0% | EVOLUCION MAT 144 | 93 | 147 | 158 | 103 | 56 |
| MES | 8,49 | 70,93 | 9,49 | 7,12 | 3,9 | 0,08 |
| TRIM | 9,08 ▲ | 72,9 | 8,87 | 5,68 | 3,07 | 0,41 |
| **MAT** | **6,1** | **76,51** | **8,49** | **4,99** | **3,37** | **0,54** |
| MATAA | 4,23 | 82,61 | 5,76 | 3,15 | 3,27 | 0,97 |
| | | VALOR MERCADO: | MES = 217 | TRIM = 651 | MAT = 2.727 | MATAA = 3.186 |

**PUNTO DE MARKET SHARE = 2 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 |
| **1708 - MORON** | EVOLUCION MAT 118 | 93 | 203 | 206 | 78 | 65 |
| **17%** % de zona = 68,9% | TRIM 5,37 ▲ | 78,52 | 7,51 | 5,88 | 2,26 | 0,47 |
| PMS = 1 | **MAT 3,67** | **82,12** | **7,05** | **4,67** | **1,99** | **0,5** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 233 | 79 | 124 | 196 | 140 | 52 |
| **17%** % de zona = 15,8% | TRIM 23,92 ▲ | 48,89 | 15,16 | 5,5 | 5,94 | 0,59 |
| PMS = 1 | **MAT 12,78** | **54,92** | **16,15** | **6,66** | **8,21** | **1,28** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 122 | 101 | 92 | 64 | 131 | |
| **33%** % de zona = 15,4% | TRIM 8,38 ▼ | 75,45 | 7,78 | 5,09 | 3,29 | |
| PMS = 1 | **MAT 10,1** | **73,51** | **7,08** | **4,69** | **4,61** | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **DIVALPREX (GAD)** | **Mercado: Divalprex** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 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 | 4,6 | 77,85 | 9,99 | 1,24 | 6,12 | 0,18 |
| **MAT** | **3,73** | **78,43** | **8,67** | **3,58** | **4,94** | **0,66** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | **CLM** | 1708 | 7,1% | 58,57 | 26,43 | | 8,57 | 6,43 |
| TERRAZA PAULA VALERIA | **CLM** | 1708 | 3,1% | 100 | | | | |
| DIAZ ELISA ANGELA | **D-N** | 1706 | 0,8% | 100 | | | | |
| TOLONE CLAUDIA ISABEL | **CLM** | 1708 | 0,7% | 100 | | | | |
| LASLAVSKY ADRIANA SILVIA | **CLM** | 1708 | 0,5% | 100 | | | | |
| | | | **ACUM = 10,7%** | | | | | |
| BISO NORI ALBERTO | **URO** | 1706 | 0,4% | | | 100 | | |
| RIVERA LUIS ELIAS | **PSQ** | 1708 | 4,5% | 88,76 | 10,11 | 1,12 | | |
| VENEGAS PICOLLETT PERCY | **PSQ** | 1708 | 2,9% | 45,61 | 28,07 | 26,32 | | |
| FLORES DANIEL HUGO | **NEU** | 1744 | 2,1% | 95,24 | 4,76 | | | |
| FERDMAN ANDRES ERNESTO | **PSQ** | 1744 | 1,7% | 100 | | | | |
| | | | **ACUM = 11,1%** | | | | | |
| HARLAP ANA MARIA | **PSQ** | 1708 | 1,4% | 85,71 | 10,71 | 3,57 | | |
| SPADA PABLO CESAR | **CRD** | 1706 | 0,4% | 100 | | | | |
| MUZIO CHRISTIAN GABRIEL | **GIN** | 1708 | 0,2% | 100 | | | | |
| HERMIDA SONIA GRISELDA | **CLM** | 1708 | 0,1% | 100 | | | | |
| MERLETTI DANIEL CHRISTIAN | **CLM** | 1708 | 0,1% | 100 | | | | |
| | | | **ACUM = 11,4%** | | | | | |
| VISSER MIGUEL | **CRD** | 1708 | 0,1% | | | 100 | | |
| | | | **ACUM = 11,8%** | | | | | |

## No Cruzados

| | | | | | |
|---|---|---|---|---|---|
| GARCIA RUIZ JORGE ROGER | **CRD** | 1706 | 0,1% | 100 | |
| GUIDO HERNAN VICTOR | **GET** | 1708 | 0,1% | | 100 |
| MIGLIORETTI GABRIELA FERNANDA | **T.I** | 1708 | 0,1% | 100 | |
| ROTRYNG ARIEL | **CLM** | 1706 | 0,1% | | 100 |
| SPANGENBERG VIVIANA BEATRIZ | **CLM** | 1708 | 0,1% | 100 | |
| | | | **ACUM = 26,6%** | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **DIVALPREX (GAD)** | **Mercado: Divalprex** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 6,0%

| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV-AL RMM | EXIBRAL BAG | VALNAR TEV |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #4 | #5 | #6 |
| EVOLUCION MAT | 144 | 93 | 147 | 158 | 103 | 56 |
| MES | 8,49 | 70,93 | 9,49 | 7,12 | 3,9 | 0,08 |
| TRIM | 9,08 | 72,9 | 8,87 | 5,68 | 3,07 | 0,41 |
| **MAT** | **6,1** | **76,51** | **8,49** | **4,99** | **3,37** | **0,54** |
| MATAA | 4,23 | 82,61 | 5,76 | 3,15 | 3,27 | 0,97 |

VALOR MERCADO: MES = 217 TRIM = 651 MAT = 2.727 MATAA = 3.186

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 12,0% | 0,44 | 90,36 | 3,88 | 3,82 | 1,5 | |
| FARMACIA COGLIATI VICENTE M. | 5,1% | 3,41 | 71,52 | 13,78 | 8,66 | 2,1 | 0,52 |
| ALFANO ROBERTO NICOLAS | 2,1% | 12,62 | 66,99 | 11,33 | 7,12 | 1,94 | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,9% | 72,34 | 7,09 | 2,13 | 7,8 | 10,64 | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,6% | 15,05 | 19,35 | 64,52 | 1,08 | | |
| **ACUM = 20,7%** | | | | | | | |
| FARMACIA COGLIATI CASTELAR SCS | 0,5% | 2,94 | 63,24 | 16,18 | 14,71 | 2,94 | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,1% | 53,85 | 15,38 | 7,69 | 23,08 | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,1% | 41,67 | 58,33 | 0 | | | |
| FARMACIA POSAMAY SCS | 0,1% | 0 | 100 | | | | |
| **ACUM = 21,5%** | | | | | | | |

## No Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,0% | 2,67 | 34,67 | 33,33 | 24,67 | 4,67 | 0 |
| B1708JDD - 9 DE JULIO 102-200 | 1,1% | 17,26 | 59,52 | 16,07 | 4,17 | 1,79 | 1,19 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 1,1% | 9,26 | 47,53 | 16,05 | 22,22 | 4,94 | |
| B1744ALI | 1,0% | 0 | 56,69 | 33,12 | 10,19 | | |
| B1744AED - GRAL MANUEL BELGRANO 102-2- | 0,7% | 12,96 | 50,93 | 1,85 | 8,33 | 17,59 | 8,33 |
| **ACUM = 27,4%** | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | DUXETIN (GAD) | Mercado: Duxetin | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #4 | #5 | #3 | #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 = 46,9% | EVOLUCION MAT 90 | 198 | 157 | 104 | 94 | 114 | 41 | 75 |
| | MES 58,61 | 10,86 | 10,51 | 8,35 | 7,33 | 2,81 | 1,4 | 0,14 |
| | TRIM 57,46 | 11,7 | 10,4 | 8,35 | 7,61 | 2,73 | 1,4 | 0,35 |
| | **MAT 59,18** | **11,64** | **8,85** | **7,64** | **7,12** | **3,5** | **1,47** | **0,6** |
| | MATAA 66,12 | 5,88 | 5,62 | 7,33 | 7,57 | 3,07 | 3,61 | 0,8 |
| | | VALOR MERCADO: | MES = 16.981 | | TRIM = 50.310 | | MAT = 195.303 | MATAA = 176.371 |
| **DISTRITO** DIST = 8,5% | EVOLUCION MAT 85 | 181 | 164 | 105 | 94 | 122 | 32 | 95 |
| | MES 52,83 | 12,08 | 12,27 | 8,77 | 10,95 | 2,56 | 0,28 | 0,27 |
| | TRIM 53,73 | 11,2 | 11,88 | 8,53 | 11,25 | 2,88 | 0,15 | 0,37 |
| | **MAT 54,51** | **13,37** | **9,97** | **7,45** | **10,73** | **3,15** | **0,26** | **0,56** |
| | MATAA 64,01 | 7,4 | 6,08 | 7,12 | 11,4 | 2,58 | 0,82 | 0,59 |
| | | VALOR MERCADO: | MES = 1.408 | | TRIM = 4.194 | | MAT = 16.654 | MATAA = 15.650 |
| **REP** ZONA = 4,7% | EVOLUCION MAT 75 | 372 | 202 | 116 | 101 | 123 | 62 | 312 |
| | MES 46,37 | 16,04 | 12,28 | 9,77 | 12,78 | 2,76 | 0,0 | 0,0 |
| | TRIM 47,22 ▼ | 13,3 | 11,03 | 10,86 | 12,79 | 3,7 | 0,0 | 1,09 |
| | **MAT 51,47** | **13,68** | **9,59** | **8,27** | **11,13** | **4,2** | **0,85** | **0,81** |
| | MATAA 68,44 | 3,68 | 4,74 | 7,1 | 10,99 | 3,42 | 1,37 | 0,26 |
| | | VALOR MERCADO: | MES = 66 | | TRIM = 198 | | MAT = 785 | MATAA = 706 |

**PUNTO DE MARKET SHARE = 1 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 | #4 | #5 | #3 | #6 | #7 | #8 |
| **1708 - MORON** | EVOLUCION MAT 83 | 215 | 238 | 90 | 95 | 216 | 145 | 50 |
| **17%** % de zona = 40,2% | TRIM 46,33 ▼ | 10,62 | 13,71 | 10,42 | 15,25 | 3,47 | 0,0 | 0,19 |
| PMS = 1 | **MAT 52,27** | **7,81** | **11,56** | **11,09** | **13,99** | **2,85** | **0,32** | **0,11** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 82 | 234 | 222 | 224 | 237 | 96 | 68 | 999 |
| **33%** % de zona = 32,2% | TRIM 61,03 ▼ | 8,21 | 7,18 | 12,31 | 4,62 | 3,59 | 0,0 | 3,08 |
| PMS = 1 | **MAT 65,61** | **4,61** | **8,17** | **6,19** | **5,01** | **6,19** | **2,24** | **1,98** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 55 | 495 | 133 | 166 | 77 | 151 | 0 | 60 |
| **17%** % de zona = 27,6% | TRIM 29,64 ▼ | 25,36 | 11,43 | 9,64 | 19,64 | 4,29 | 0,0 | 0,0 |
| PMS = 1 | **MAT 33,84** | **32,77** | **8,37** | **6,6** | **14,12** | **3,84** | **0,0** | **0,46** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #4 | #5 | #3 | #6 | #7 | #8 |
| **REP** | | | | | | | | |
| TRIM | 56,41 | 4,44 | 6,17 | 3,95 | 19,0 | 4,24 | 5,69 | 0,1 |
| **MAT** | **54,23** | **5,47** | **8,79** | **6,97** | **18,44** | **4,39** | **1,39** | **0,32** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | DUXETIN GAD | OPTIBRAL MTP | DULOXIN EUF | DOXALINE BET | DUERIX ARI | NITIDEX TEV | CYMBAL-TA RF2 | ALACIR MLB |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEREDIA MONICA ANA | REU | 1708 | 14,4% | 30,6 | | 1,49 | 0,75 | | 67,16 | | | |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 6,0% | 69,64 | | 7,14 | 3,57 | 19,64 | | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 5,1% | 66,67 | | 14,58 | 6,25 | | 12,5 | | | |
| COGO ADRIANA KARINA | CIR | 1706 | 1,3% | 66,67 | | | | | 33,33 | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 1,1% | 80,0 | | | | 20,0 | | | | |
| | | **ACUM =** | **7,3%** | | | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 2,7% | 72,0 | | 4,0 | 16,0 | | 8,0 | | | |
| BOU SEBASTIAN OCTAVIO | PSQ | 1708 | 2,0% | 84,21 | | | | | 15,79 | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 1,8% | 29,41 | | | | | | | 70,59 | |
| FANARI LUCIA EDITH | CIR | 1708 | 1,7% | 75,0 | | | | 25,0 | | | | |
| VALENTE MARCELO VICENTE | NCI | 1744 | 1,2% | 72,73 | | | | | 27,27 | | | |
| | | **ACUM =** | **7,3%** | | | | | | | | | |
| TROHA ADRIANA ROSANA | CLM | 1708 | 0,5% | 80,0 | | | | | 20,0 | | | |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,4% | 100 | | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,3% | 100 | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD | 1708 | 0,2% | | | | | | 100 | | | |
| PERUGINI MIRIAM VIVIANA | CRD | 1708 | 0,2% | 50,0 | | | | | 50,0 | | | |
| | | **ACUM =** | **8,4%** | | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,2% | 50,0 | | | | | 50,0 | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,1% | | | | | 100 | | | | |
| | | **ACUM =** | **8,7%** | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MIGUEL PABLO JAVIER | CLM | 1708 | 0,1% | 100 | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,1% | 100 | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM | 1708 | 0,1% | | | | | | 100 | | | |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,1% | 100 | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,1% | 100 | | | | | | | | |
| | | **ACUM =** | **39,7%** | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | DUXETIN (GAD) | Mercado: Duxetin | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #4 | #5 | #3 | #6 | #7 | #8 | | | | | | | |
| **REP** | EVOLUCION MAT 75 | 372 | 202 | 116 | 101 | 123 | 62 | 312 | | | | | | | |
| ZONA = 4,7% | MES 46,37 | 16,04 | 12,28 | 9,77 | 12,78 | 2,76 | 0,0 | 0,0 | | | | | | | |
| | TRIM 47,22 | 13,3 | 11,03 | 10,86 | 12,79 | 3,7 | 0,0 | 1,09 | | | | | | | |
| | **MAT 51,47** | **13,68** | **9,59** | **8,27** | **11,13** | **4,2** | **0,85** | **0,81** | | | | | | | |
| | MATAA 68,44 | 3,68 | 4,74 | 7,1 | 10,99 | 3,42 | 1,37 | 0,26 | | | | | | | |

VALOR MERCADO: MES = 66 TRIM = 198 MAT = 785 MATAA = 706

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,7% | 11,74 | 8,33 | 3,35 | 0,05 | 10,23 | 10,17 | 13,04 | 4,27 | 11,15 | 8,82 | 5,25 | 1,19 | 16,56 | 0,54 | 7,03 |
| FARMACIA GUERRA SCS | 4,7% | 22,0 | 10,29 | 11,38 | 0,33 | 9,36 | 23,65 | 14,89 | 4,0 | 8,54 | 5,04 | 6,35 | 0,16 | 4,93 | 0 | 1,09 |
| ALFANO ROBERTO NICOLAS | 2,6% | 8,6 | 5,0 | 3,6 | | 10,0 | 16,6 | 21,3 | 7,8 | 6,5 | 12,8 | 7,9 | 2,1 | 2,5 | 0,6 | 3,3 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,0% | 39,29 | 18,11 | 20,54 | 0,64 | 10,2 | 5,1 | 14,16 | 1,53 | 13,39 | 6,12 | 1,15 | 5,74 | 0,89 | 0 | 2,42 |
| FARMACIA COGLIATI CASTELAR SCS | 1,8% | 18,62 | 8,83 | 9,79 | 0 | 17,1 | 13,38 | 9,52 | 5,1 | 6,48 | 7,72 | 3,17 | 2,07 | 11,59 | 0,83 | 4,41 |

**ACUM = 15,8%**

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA POSAMAY SCS | 0,9% | 22,85 | 7,8 | 15,05 | | 20,97 | 15,86 | 2,69 | | 21,77 | 1,61 | 6,72 | 5,91 | 1,61 | | 0 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,9% | 3,27 | 0,82 | 2,45 | | 7,63 | 29,16 | 16,89 | 6,81 | 4,09 | 16,62 | 6,81 | 3,54 | 1,63 | | 3,54 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 10,93 | 3,64 | 4,05 | 3,24 | 6,88 | 14,57 | 31,17 | 5,67 | 4,45 | 4,86 | 2,43 | 5,67 | 11,34 | | 2,02 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 23,73 | 23,73 | 0 | | 0 | 57,63 | | 0 | | 18,64 | 0 | | | | 0 |

**ACUM = 18,4%**

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,4% | 19,72 | 7,24 | 11,35 | 1,12 | 6,57 | 11,28 | 14,49 | 3,96 | 12,47 | 10,38 | 1,49 | 5,68 | 7,32 | 1,34 | 5,3 |
| B1708JDD - 9 DE JULIO 102-200 | 2,6% | 18,5 | 7,5 | 10,5 | 0,5 | 8,5 | 6,3 | 24,2 | 5,2 | 11,6 | 3,0 | 12,8 | 2,7 | 1,5 | 0 | 5,7 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,3% | 21,4 | 9,12 | 11,6 | 0,68 | 9,57 | 17,34 | 6,42 | 5,97 | 14,64 | 8,9 | 6,53 | 4,17 | 0,79 | | 4,28 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,2% | 43,38 | 13,95 | 29,31 | 0,12 | 6,03 | 8,39 | 10,4 | 2,6 | 12,29 | 5,2 | 6,03 | 0,59 | 0,12 | | 4,96 |
| B1708CHE - INTE AGUERO 1801-1899 | 1,2% | 21,46 | 17,29 | 4,17 | | 12,08 | 13,75 | 11,67 | 6,25 | 15,83 | 5,42 | 12,08 | 0,21 | 0,21 | | 1,04 |

**ACUM = 30,1%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #6 | #5 | #7 | #8 | #10 | #9 | #11 | #12 | #13 | #14 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 100 | 103 | 102 | 110 | 93 | 98 | 99 | 99 | 98 | 100 | 101 | 90 | 98 | 85 | 101 |
| | 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** GCIA = 44,3% | EVOLUCION MAT | 97 | 105 | 101 | 110 | 89 | 100 | 98 | 97 | 98 | 102 | 107 | 92 | 95 | 77 | 102 |
| | MES | 14,83 | 16,47 | 10,25 | 7,87 | 6,12 | 5,85 | 4,8 | 4,56 | 2,86 | 2,69 | 2,77 | 2,1 | 1,41 | 0,78 | 16,66 |
| | TRIM | 15,23 | 15,89 | 10,2 | 7,52 | 6,1 | 6,04 | 4,71 | 4,74 | 2,87 | 2,74 | 2,84 | 2,04 | 1,53 | 0,86 | 16,68 |
| | **MAT** | **15,68** | **16,02** | **9,93** | **7,27** | **5,94** | **6,0** | **4,77** | **4,64** | **2,98** | **2,63** | **2,8** | **2,06** | **1,63** | **1,01** | **16,64** |
| | MATAA | 16,11 | 15,32 | 9,82 | 6,63 | 6,7 | 5,98 | 4,88 | 4,78 | 3,04 | 2,59 | 2,62 | 2,23 | 1,72 | 1,32 | 16,25 |
| | VALOR MERCADO: | MES = 7.222.735 | TRIM = 20.673.891 | MAT = 79.004.938 | MATAA = 81.653.141 | | | | | | | | | | | |
| **DISTRITO** DIST = 12,2% | EVOLUCION MAT | 96 | 103 | 107 | 109 | 82 | 100 | 102 | 98 | 99 | 104 | 107 | 91 | 99 | 76 | 102 |
| | MES | 14,32 | 16,22 | 11,91 | 8,66 | 5,97 | 4,83 | 5,19 | 4,0 | 2,78 | 2,85 | 2,22 | 1,85 | 1,33 | 0,66 | 17,22 |
| | TRIM | 14,95 | 15,75 | 11,54 | 8,67 | 5,83 | 4,82 | 4,99 | 4,26 | 2,7 | 2,83 | 2,27 | 2,04 | 1,37 | 0,84 | 17,13 |
| | **MAT** | **15,44** | **16,34** | **11,31** | **8,54** | **5,93** | **4,87** | **4,91** | **4,23** | **2,74** | **2,66** | **2,26** | **1,93** | **1,4** | **0,84** | **16,59** |
| | MATAA | 16,12 | 15,87 | 10,56 | 7,82 | 7,23 | 4,87 | 4,83 | 4,31 | 2,77 | 2,55 | 2,11 | 2,13 | 1,41 | 1,11 | 16,31 |
| | VALOR MERCADO: | MES = 884.440 | TRIM = 2.512.333 | MAT = 9.614.970 | MATAA = 10.071.215 | | | | | | | | | | | |
| **REP** ZONA = 4,2% | EVOLUCION MAT | 99 | 106 | 107 | 106 | 79 | 100 | 99 | 96 | 97 | 100 | 96 | 108 | 98 | 73 | 102 |
| | MES | 14,3 | 15,64 | 11,14 | 7,11 | 5,68 | 6,15 | 5,71 | 3,84 | 2,74 | 3,12 | 2,27 | 1,71 | 1,55 | 0,81 | 18,23 |
| | TRIM | 14,71 ≈ | 15,14 | 11,05 | 6,84 | 5,24 | 6,37 | 5,5 | 4,09 | 2,77 | 3,18 | 2,23 | 1,61 | 1,63 | 1,0 | 18,65 |
| | **MAT** | **14,73** | **15,71** | **10,96** | **7,04** | **5,75** | **6,39** | **5,18** | **3,98** | **2,82** | **2,94** | **2,29** | **1,68** | **1,65** | **0,95** | **17,93** |
| | MATAA | 14,82 | 14,82 | 10,24 | 6,62 | 7,31 | 6,39 | 5,22 | 4,14 | 2,9 | 2,94 | 2,39 | 1,56 | 1,69 | 1,31 | 17,66 |
| | VALOR MERCADO: | MES = 39.329 | TRIM = 107.117 | MAT = 408.075 | MATAA = 420.717 | | | | | | | | | | | |

**PUNTO DE MARKET SHARE = 340 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 | #6 | #5 | #7 | #8 | #10 | #9 | #11 | #12 | #13 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 96 | 102 | 105 | 113 | 101 | 103 | 97 | 99 | 101 | 97 | 100 | 103 | 99 | 75 | 97 |
| **17%** % de zona = 44,1% | TRIM | 13,36 ▼ | 14,4 | 10,12 | 6,68 | 4,44 | 7,14 | 5,49 | 4,18 | 3,01 | 3,92 | 1,99 | 1,79 | 1,92 | 1,4 | 20,16 |
| PMS = 150 | **MAT** | **13,94** | **14,68** | **10,6** | **6,59** | **4,53** | **6,91** | **5,32** | **4,09** | **3,15** | **3,44** | **2,07** | **1,86** | **1,97** | **1,17** | **19,67** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 108 | 113 | 113 | 94 | 64 | 93 | 100 | 95 | 96 | 112 | 88 | 127 | 101 | 71 | 117 |
| **17%** % de zona = 30,6% | TRIM | 18,1 ▲ | 13,5 | 11,71 | 6,01 | 7,39 | 6,39 | 5,66 | 3,23 | 2,66 | 2,55 | 2,19 | 1,19 | 1,31 | 0,91 | 17,19 |
| PMS = 104 | **MAT** | **16,88** | **15,14** | **10,31** | **6,98** | **8,9** | **6,82** | **4,74** | **3,3** | **2,58** | **2,45** | **2,19** | **1,36** | **1,34** | **1,05** | **15,96** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 95 | 104 | 104 | 111 | 99 | 106 | 102 | 92 | 92 | 94 | 99 | 100 | 92 | 66 | 97 |
| **33%** % de zona = 25,3% | TRIM | 13,19 ≈ | 18,36 | 11,94 | 8,1 | 4,15 | 4,95 | 5,34 | 4,92 | 2,47 | 2,6 | 2,71 | 1,78 | 1,48 | 0,38 | 17,63 |
| PMS = 86 | **MAT** | **13,52** | **18,19** | **12,36** | **7,89** | **4,07** | **4,97** | **5,46** | **4,6** | **2,53** | **2,65** | **2,81** | **1,74** | **1,48** | **0,44** | **17,28** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GADOR | Mercado: ENTRY MARKET | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: GENERAL | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,2%

| | GADOR | ROEMM-ERS | BALIARDA | CASASCO | MONTPE-LLIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 | #4 | #6 | #5 | #7 | #8 | #10 | #9 | #11 | #12 | #13 | #14 | |
| EVOLUCION MAT | 99 | 106 | 107 | 106 | 79 | 100 | 99 | 96 | 97 | 100 | 96 | 108 | 98 | 73 | 102 |
| MES | 14,3 | 15,64 | 11,14 | 7,11 | 5,68 | 6,15 | 5,71 | 3,84 | 2,74 | 3,12 | 2,27 | 1,71 | 1,55 | 0,81 | 18,23 |
| TRIM | 14,71 | 15,14 | 11,05 | 6,84 | 5,24 | 6,37 | 5,5 | 4,09 | 2,77 | 3,18 | 2,23 | 1,61 | 1,63 | 1,0 | 18,65 |
| **MAT** | **14,73** | **15,71** | **10,96** | **7,04** | **5,75** | **6,39** | **5,18** | **3,98** | **2,82** | **2,94** | **2,29** | **1,68** | **1,65** | **0,95** | **17,93** |
| MATAA | 14,82 | 14,82 | 10,24 | 6,62 | 7,31 | 6,39 | 5,22 | 4,14 | 2,9 | 2,94 | 2,39 | 1,56 | 1,69 | 1,31 | 17,66 |

VALOR MERCADO: MES = 39.329 TRIM = 107.117 MAT = 408.075 MATAA = 420.717

**PUNTO DE MARKET SHARE = 340 UNIDADES estimadas de GADOR por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,4% | 14,36 | 17,22 | 11,1 | 6,59 | 6,27 | 5,18 | 4,89 | 3,31 | 2,71 | 2,59 | 2,22 | 1,47 | 1,67 | 0,58 | 15,15 |
| ALFANO ROBERTO NICOLAS | 3,5% | 12,55 | 17,86 | 12,58 | 8,52 | 3,58 | 4,64 | 6,33 | 4,19 | 2,09 | 2,33 | 2,93 | 1,73 | 1,46 | 0,35 | 14,92 |
| FARMACIA GUERRA SCS | 2,4% | 15,02 | 11,03 | 12,26 | 3,75 | 5,52 | 6,16 | 3,03 | 2,92 | 2,21 | 4,28 | 2,87 | 0,98 | 2,16 | 4,46 | 19,0 |
| FARMACIA COGLIATI CASTELAR SCS | 1,6% | 14,99 | 15,91 | 11,29 | 8,16 | 4,07 | 5,35 | 5,24 | 3,98 | 2,71 | 2,04 | 2,98 | 1,4 | 1,96 | 0,39 | 15,29 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,4% | 15,9 | 16,2 | 12,9 | 6,52 | 3,41 | 7,0 | 4,9 | 5,89 | 3,15 | 1,91 | 2,22 | 1,26 | 2,51 | 0,28 | 12,43 |
| **ACUM = 13,3%** | | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,3% | 16,79 | 16,95 | 11,79 | 9,17 | 4,81 | 4,51 | 4,21 | 4,7 | 2,45 | 2,64 | 2,2 | 0,83 | 1,11 | 3,31 | 9,57 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 13,53 | 18,67 | 10,54 | 6,17 | 5,16 | 4,24 | 6,71 | 3,7 | 2,05 | 2,28 | 2,17 | 2,02 | 1,6 | 0,61 | 16,21 |
| FARMACIA POSAMAY SCS | 0,4% | 15,58 | 20,43 | 16,68 | 6,34 | 7,05 | 5,57 | 3,85 | 4,09 | 1,53 | 1,39 | 1,32 | 0,46 | 0,34 | 0,37 | 9,46 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,3% | 16,37 | 19,31 | 14,28 | 6,32 | 3,39 | 4,7 | 7,32 | 6,14 | 2,15 | 0,9 | 2,48 | 1,18 | 1,84 | 0,03 | 9,59 |
| **ACUM = 15,9%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,0% | 15,34 | 14,5 | 7,65 | 8,47 | 2,98 | 8,73 | 4,29 | 3,88 | 1,78 | 1,76 | 0,91 | 6,88 | 1,37 | 0,08 | 16,54 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,4% | 19,49 | 7,87 | 14,74 | 8,32 | 3,05 | 9,58 | 5,55 | 4,65 | 2,44 | 3,22 | 2,8 | 1,97 | 1,42 | 1,28 | 7,08 |
| B1708JDD - 9 DE JULIO 102-200 | 2,4% | 14,31 | 8,18 | 15,76 | 6,14 | 2,78 | 5,95 | 11,79 | 3,93 | 2,23 | 2,46 | 2,12 | 1,4 | 1,66 | 0,3 | 17,26 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,8% | 14,39 | 8,13 | 13,3 | 8,46 | 3,18 | 5,16 | 6,7 | 3,28 | 2,6 | 2,04 | 1,61 | 1,5 | 1,64 | 0,55 | 22,25 |
| B1744ALI | 1,3% | 14,7 | 20,86 | 9,69 | 10,22 | 6,05 | 4,6 | 3,72 | 3,46 | 2,75 | 1,68 | 2,41 | 1,45 | 1,47 | 0,46 | 11,96 |
| **ACUM = 26,8%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | ELAFAX (GAD) | Mercado: Elafax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #5 | #4 | #3 | #6 | #7 | #8 | #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 = 49,2% | EVOLUCION MAT 102 | 105 | 125 | 64 | 104 | 107 | 82 | 89 | 0 |
| | MES 44,15 | 36,12 | 6,79 | 4,53 | 4,94 | 2,48 | 0,67 | 0,31 | 0,01 |
| | TRIM 46,04 | 36,6 | 6,69 | 1,75 | 5,27 | 2,64 | 0,62 | 0,39 | 0,01 |
| | **MAT 42,21** | **36,03** | **5,97** | **7,38** | **4,67** | **2,65** | **0,68** | **0,41** | **0,0** |
| | MATAA 41,3 | 34,18 | 4,78 | 11,48 | 4,49 | 2,48 | 0,83 | 0,46 | 0,01 |
| | | VALOR MERCADO: | MES = 46.545 | | | TRIM = 133.491 | | MAT = 497.419 | MATAA = 480.920 |
| **DISTRITO** DIST = 8,8% | EVOLUCION MAT 102 | 107 | 116 | 58 | 109 | 84 | 104 | 104 | 100 |
| | MES 49,57 | 29,94 | 6,6 | 2,54 | 7,02 | 2,1 | 1,46 | 0,73 | 0,05 |
| | TRIM 50,64 | 30,34 | 6,24 | 1,02 | 7,0 | 2,27 | 1,47 | 1,0 | 0,02 |
| | **MAT 47,82** | **29,43** | **5,32** | **5,53** | **6,4** | **2,96** | **1,57** | **0,96** | **0,01** |
| | MATAA 46,69 | 27,4 | 4,58 | 9,5 | 5,85 | 3,53 | 1,51 | 0,92 | 0,01 |
| | | VALOR MERCADO: | MES = 4.190 | | | TRIM = 11.858 | | MAT = 43.644 | MATAA = 41.649 |
| **REP** ZONA = 4,3% | EVOLUCION MAT 101 | 104 | 112 | 54 | 139 | 87 | 122 | 142 | 300 |
| | MES 49,79 | 31,34 | 3,29 | 2,19 | 10,7 | 2,02 | 0,42 | 0,25 | 0,0 |
| | TRIM 50,24 ▲ | 30,6 | 3,72 | 1,07 | 10,02 | 2,68 | 0,69 | 0,98 | 0,0 |
| | **MAT 46,78** | **29,46** | **4,52** | **5,36** | **8,56** | **2,87** | **1,31** | **1,11** | **0,03** |
| | MATAA 46,24 | 28,39 | 4,04 | 10,01 | 6,17 | 3,29 | 1,07 | 0,78 | 0,01 |
| | | VALOR MERCADO: | MES = 197 | | | TRIM = 528 | | MAT = 1.898 | MATAA = 1.889 |

**PUNTO DE MARKET SHARE = 2 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 | #5 | #4 | #3 | #6 | #7 | #8 | #9 |
| **1708 - MORON** | EVOLUCION MAT 100 | 99 | 112 | 43 | 136 | 75 | 119 | 168 | |
| **17%** % de zona = 44,7% | TRIM 44,4 ≈ | 34,24 | 4,55 | 1,26 | 11,97 | 1,61 | 0,84 | 1,12 | |
| PMS = 1 | **MAT 44,84** | **31,94** | **4,5** | **2,46** | **11,71** | **1,87** | **1,34** | **1,36** | |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 98 | 109 | 123 | 60 | 164 | 133 | 101 | 110 | |
| **33%** % de zona = 34,7% | TRIM 48,35 ▲ | 31,99 | 3,68 | 1,29 | 12,13 | 0,55 | 0,74 | 1,29 | |
| PMS = 1 | **MAT 41,7** | **31,93** | **6,22** | **9,36** | **8,2** | **0,4** | **0,91** | **1,27** | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 108 | 109 | 71 | 52 | 78 | 92 | 156 | 231 | 325 |
| **17%** % de zona = 20,6% | TRIM 66,06 ▲ | 20,4 | 1,98 | 0,3 | 2,28 | 8,52 | 0,3 | 0,15 | 0,0 |
| PMS = 1 | **MAT 59,55** | **19,91** | **1,71** | **4,94** | **2,34** | **9,21** | **1,92** | **0,3** | **0,13** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | ELAFAX (GAD) | Mercado: Elafax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #5 | #4 | #3 | #6 | #7 | #8 | #9 |
| **REP** | | | | | | | | | |
| TRIM | 44,39 | 28,11 | 4,28 | 14,35 | 6,03 | 0,36 | 1,93 | 0,54 | |
| **MAT** | 49,87 | **29,27** | **2,57** | **8,28** | **5,33** | **2,57** | **1,09** | **1,03** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 7,9% | 38,21 | 21,95 | 15,45 | 6,5 | 16,26 | 1,63 | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 1,9% | 53,33 | 13,33 | 20,0 | 10,0 | 3,33 | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 1,2% | 27,78 | 38,89 | | 5,56 | 22,22 | | | 5,56 | |
| BISO NORI ALBERTO | URO | 1706 | 0,9% | | | | | | | | 100 | |
| SPANGENBERG VIVIANA BEATRIZ | CLM | 1708 | 0,9% | 100 | | | | | | | | |
| **ACUM =** | | | **9,7%** | | | | | | | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,8% | 33,33 | 33,33 | | 33,33 | | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,6% | 100 | | | | | | | | |
| PINZON SUAREZ ENRIQUE CARLOS | CLM | 1706 | 4,4% | 14,71 | 64,71 | | 14,71 | 5,88 | | | | |
| HARLAP ANA MARIA | PSQ | 1708 | 2,3% | 97,22 | 2,78 | | | | | | | |
| VENEGAS PICOLLETT PERCY | PSQ | 1708 | 2,3% | 44,44 | 16,67 | | 38,89 | | | | | |
| **ACUM = 10,3%** | | | | | | | | | | | | |
| MATOS SUSANA INES | CLM | 1708 | 1,7% | 100 | | | | | | | | |
| TOLOSA MYRIAM ROSANA | CLM | 1708 | 1,6% | 24,0 | 64,0 | | 12,0 | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,4% | 100 | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,4% | 100 | | | | | | | | |
| COVANTI SANDRA CRISTINA | GET | 1706 | 0,4% | | 16,67 | | | | | 83,33 | | |
| **ACUM = 11,1%** | | | | | | | | | | | | |
| SBARBATI SILVIA DELIA | CLM | 1744 | 0,3% | | 100 | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,3% | | 100 | | | | | | | |
| GARCIA VANESA EDITH | CLM | 1708 | 0,2% | 100 | | | | | | | | |
| MIRANDA ALVARADO ALFREDO | C.C | 1706 | 0,2% | | 100 | | | | | | | |
| CHOCLIN WALDO DAMIAN | GIN | 1708 | 0,1% | | | | 100 | | | | | |
| **ACUM = 11,9%** | | | | | | | | | | | | |

| | 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 | #5 | #4 | #3 | #6 | #7 | #8 | #9 |
| FERREÃ□O SEBASTIAN EZEQUIEL | | | | 100 | | | | | |
| MERLETTI DANIEL CHRISTIAN | 100 | | | | | | | | |
| **ACUM = 12,2%** | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | | 100 | | | | | | | |
| CORBELLA OSVALDO HORACIO | GIN | 1708 | 0,1% | | 100 | | | | | | | |
| NUL DANIEL | CRD | 1708 | 0,1% | 100 | | | | | | | | |
| PARENTE EDUARDO DANIEL | CIR | 1706 | 0,1% | 100 | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM | 1708 | 0,1% | 100 | | | | | | | | |
| **ACUM = 29,5%** | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | ELAFAX (GAD) | Mercado: Elafax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,3%

| | 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 | #5 | #4 | #3 | #6 | #7 | #8 | #9 |
| EVOLUCION MAT | 101 | 104 | 112 | 54 | 139 | 87 | 122 | 142 | 300 |
| MES | 49,79 | 31,34 | 3,29 | 2,19 | 10,7 | 2,02 | 0,42 | 0,25 | 0,0 |
| TRIM | 50,24 | 30,6 | 3,72 | 1,07 | 10,02 | 2,68 | 0,69 | 0,98 | 0,0 |
| **MAT** | 46,78 | **29,46** | **4,52** | **5,36** | **8,56** | **2,87** | **1,31** | **1,11** | **0,03** |
| MATAA | 46,24 | 28,39 | 4,04 | 10,01 | 6,17 | 3,29 | 1,07 | 0,78 | 0,01 |

VALOR MERCADO: MES = 197 TRIM = 528 MAT = 1.898 MATAA = 1.889

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,1% | 29,3 | 26,01 | 8,53 | 13,22 | 17,9 | 2,27 | 0 | 1,79 | | 0,15 | | 0,84 | | |
| ALFANO ROBERTO NICOLAS | 3,6% | 20,57 | 36,82 | 5,72 | 19,74 | 14,89 | 0,83 | 0,03 | 1,14 | | 0,21 | | 0,03 | 0 | 0 |
| FARMACIA GUERRA SCS | 1,9% | 47,11 | 11,57 | 2,27 | 16,18 | 21,51 | 0,19 | | | | | | 1,1 | | 0,06 |
| FARMACIA COGLIATI CASTELAR SCS | 1,6% | 26,62 | 22,48 | 15,61 | 16,47 | 13,9 | 3,2 | | 1,56 | | 0,16 | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,3% | 39,09 | 20,77 | 4,91 | 23,23 | 9,92 | 1,04 | | | | 0,85 | | 0,09 | 0 | 0,09 |
| **ACUM = 12,5%** | | | | | | | | | | | | | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,7% | 26,6 | 28,5 | 1,9 | 17,44 | 21,59 | 3,63 | | 0,17 | 0 | | | | | 0,17 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 31,13 | 34,23 | 9,48 | 10,1 | 13,81 | 0,82 | | 0 | | 0 | | 0,41 | | |
| FARMACIA POSAMAY SCS | 0,5% | 50,0 | 6,72 | 2,96 | 13,17 | 26,88 | 0,27 | | | | | | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 5,14 | 39,43 | 16,57 | 1,14 | 33,14 | 4,57 | | | | | | | | |
| **ACUM = 14,5%** | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 3,7% | 41,22 | 17,86 | 0,86 | 17,66 | 14,01 | 8,13 | | 0,1 | | | | | 0,03 | 0,13 |
| B1708JDD - 9 DE JULIO 102-200 | 3,4% | 16,31 | 51,71 | 6,43 | 9,47 | 11,13 | 3,75 | 0,04 | 0,88 | 0,15 | 0,07 | | 0,07 | | 0 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,8% | 32,87 | 22,08 | 8,8 | 18,04 | 7,55 | 5,86 | 0 | 2,53 | | 1,07 | 0,09 | 0,58 | | 0,53 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,2% | 21,85 | 31,31 | 7,22 | 22,53 | 11,7 | 3,73 | | 1,15 | 0,17 | 0,06 | | | 0,29 | |
| B1708CHE - INTE AGUERO 1801-1899 | 1,5% | 24,3 | 32,74 | 12,02 | 13,47 | 13,73 | 1,19 | | 2,05 | | 0,34 | | 0,09 | | 0,09 |
| **ACUM = 28,1%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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 | #14 | #1 | #3 | #2 | #4 | #5 | #6 | #13 | #9 | #7 | #11 | #10 | #12 | #8 | |
| **PAIS** | EVOLUCION MAT | 999 | 94 | 106 | 98 | 79 | 116 | 112 | 106 | 90 | 134 | 135 | 92 | 99 | 318 | 113 |
| BASE = 100% | 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** | EVOLUCION MAT | 999 | 98 | 111 | 95 | 70 | 100 | 119 | 105 | 86 | 125 | 114 | 81 | 100 | 420 | 115 |
| GCIA = 42,2% | MES | 0,59 | 36,2 | 22,24 | 15,55 | 5,1 | 3,78 | 4,05 | 2,28 | 1,4 | 2,23 | 1,85 | 0,65 | 1,29 | 2,31 | 0,47 |
| | TRIM | 0,58 | 39,1 | 21,38 | 14,88 | 5,48 | 3,74 | 3,52 | 2,02 | 1,55 | 2,06 | 1,78 | 0,68 | 1,15 | 1,67 | 0,42 |
| | **MAT** | **0,3** | **38,91** | **21,36** | **15,45** | **6,21** | **3,75** | **3,36** | **2,13** | **1,53** | **1,96** | **1,59** | **0,76** | **1,04** | **1,26** | **0,39** |
| | MATAA | 0,0 | 39,67 | 19,18 | 16,26 | 8,92 | 3,74 | 2,83 | 2,03 | 1,78 | 1,57 | 1,4 | 0,94 | 1,04 | 0,3 | 0,34 |
| | VALOR MERCADO: | | MES = 26.722 | | | | TRIM = 81.675 | | | | MAT = 308.501 | | | MATAA = 309.258 | | |
| **DISTRITO** | EVOLUCION MAT | 999 | 90 | 112 | 111 | 67 | 114 | 105 | 87 | 101 | 148 | 82 | 90 | 97 | 204 | 116 |
| DIST = 10,1% | MES | 0,72 | 29,92 | 21,78 | 23,74 | 5,08 | 3,94 | 2,9 | 1,68 | 1,84 | 2,64 | 1,18 | 1,0 | 1,17 | 1,97 | 0,45 |
| | TRIM | 0,79 | 30,27 | 21,17 | 23,63 | 6,16 | 4,11 | 2,37 | 1,74 | 1,89 | 2,56 | 1,2 | 0,93 | 1,09 | 1,69 | 0,42 |
| | **MAT** | **0,4** | **29,79** | **21,99** | **24,51** | **6,41** | **4,22** | **2,36** | **2,04** | **1,58** | **2,34** | **1,2** | **0,83** | **0,88** | **1,08** | **0,37** |
| | MATAA | 0,0 | 33,08 | 19,64 | 22,13 | 9,6 | 3,69 | 2,24 | 2,34 | 1,56 | 1,58 | 1,46 | 0,92 | 0,91 | 0,53 | 0,32 |
| | VALOR MERCADO: | | MES = 2.829 | | | | TRIM = 8.271 | | | | MAT = 31.246 | | | MATAA = 31.259 | | |
| **REP** | EVOLUCION MAT | 999 | 92 | 110 | 113 | 78 | 137 | 172 | 35 | 143 | 142 | 83 | 45 | 115 | 132 | 74 |
| ZONA = 5,2% | MES | 1,51 | 34,41 | 17,04 | 22,98 | 7,01 | 2,48 | 3,88 | 0,32 | 1,19 | 2,16 | 0,97 | 1,94 | 1,19 | 2,05 | 0,86 |
| | TRIM | 1,51 | 36,95 | 15,18 | 22,25 | 8,14 | 3,38 | 2,7 | 0,44 | 2,07 | 2,22 | 0,91 | 0,95 | 1,31 | 1,59 | 0,4 |
| | **MAT** | **0,52** | **36,79** | **16,02** | **22,75** | **8,82** | **3,23** | **2,85** | **0,62** | **1,43** | **2,65** | **0,77** | **1,0** | **0,76** | **1,62** | **0,17** |
| | MATAA | 0,0 | 40,18 | 14,55 | 20,07 | 11,24 | 2,35 | 1,66 | 1,79 | 1,0 | 1,87 | 0,93 | 2,24 | 0,66 | 1,23 | 0,23 |
| | VALOR MERCADO: | | MES = 154 | | | | TRIM = 419 | | | | MAT = 1.622 | | | MATAA = 1.683 | | |

**PUNTO DE MARKET SHARE = 1 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #14 | | #1 | #3 | #2 | #4 | #5 | #6 | #13 | #9 | #7 | #11 | #10 | #12 | #8 | |
| **1708 - MORON** | EVOLUCION MAT | | 95 | 125 | 110 | 50 | 139 | 81 | 19 | 130 | 113 | 50 | 100 | 193 | 316 | 140 |
| **17%** % de zona = 50,2% | TRIM | | 44,47 | 12,42 | 21,9 | 4,59 | 3,76 | 1,73 | 0,3 | 1,35 | 2,71 | 0,6 | 1,13 | 2,41 | 2,11 | 0,53 |
| PMS = 1 | **MAT** | | **44,85** | **12,6** | **23,27** | **3,87** | **3,85** | **1,84** | **0,23** | **1,25** | **3,23** | **0,74** | **1,17** | **1,39** | **1,58** | **0,14** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 999 | 81 | 111 | 136 | 92 | 188 | 999 | 72 | 150 | 216 | 214 | 21 | 8 | 89 | 114 |
| **33%** % de zona = 26,7% | TRIM | 3,06 | 33,03 | 12,54 | 16,82 | 15,6 | 3,67 | 6,73 | 0,0 | 3,06 | 1,83 | 0,61 | 1,22 | 0,0 | 1,83 | 0,0 |
| PMS = 1 | **MAT** | **0,77** | **33,26** | **13,75** | **16,59** | **16,9** | **3,61** | **5,38** | **0,46** | **1,61** | **2,61** | **0,77** | **1,23** | **0,08** | **2,92** | **0,08** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 999 | 99 | 96 | 105 | 100 | 74 | 108 | 37 | 157 | 270 | 212 | 277 | 138 | 71 | 51 |
| **17%** % de zona = 23,1% | TRIM | 3,37 | 23,03 | 25,28 | 29,78 | 7,87 | 2,06 | 0,19 | 1,31 | 2,62 | 1,5 | 2,06 | 0,19 | 0,19 | 0,0 | 0,56 |
| PMS = 1 | **MAT** | **1,38** | **23,34** | **26,1** | **28,78** | **10,24** | **1,43** | **2,09** | **1,65** | **1,6** | **1,43** | **0,85** | **0,36** | **0,18** | **0,22** | **0,36** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | ETABYX (GAD) | Mercado: Etabyx | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #14 | #1 | #3 | #2 | #4 | #5 | #6 | #13 | #9 | #7 | #11 | #10 | #12 | #8 | |
| TRIM | 37,94 | 22,98 | 25,55 | 3,89 | 3,56 | 1,28 | 2,23 | 1,23 | 0,09 | 0,0 | 1,0 | 0,14 | 0,09 | 0,0 | |
| **MAT** | **40,12** | **17,21** | **27,47** | **3,42** | **2,33** | **1,74** | **2,01** | **2,61** | **1,09** | **0,76** | **0,76** | **0,38** | **0,0** | **0,11** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 5,9% | 28,44 | 42,2 | 19,27 | 6,42 | | | | | | 1,83 | | | | 1,83 |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 1,1% | 80,0 | | 20,0 | | | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,5% | | | 100 | | | | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,4% | 25,0 | | 75,0 | | | | | | | | | | | |
| TERRAZA PAULA VALERIA | CLM | 1708 | 0,4% | | 50,0 | 12,5 | 12,5 | | | | | 25,0 | | | | | |
| | | ACUM = | 6,8% | | | | | | | | | | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 3,1% | | | 100 | | | | | | | | | | | |
| AGUILERA PABLO NORBERTO | NCI | 1706 | 2,4% | 100 | | | | | | | | | | | | | |
| SOKIRANSKY MATIAS GABRIEL | PED | 1708 | 2,2% | 46,34 | | 9,76 | | 43,9 | | | | | | | | | |
| ALMANZA MARINA PAULA | PED | 1708 | 1,8% | 100 | | | | | | | | | | | | | |
| TACCHI ROMINA FLAVIA | CLM | 1708 | 1,8% | 17,65 | | 82,35 | | | | | | | | | | | |
| | | ACUM = | 6,8% | | | | | | | | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,3% | 83,33 | | | 16,67 | | | | | | | | | | |
| GHANEM AHMED ALEJANDRO YAMIL | CIR | 1708 | 0,3% | | | | 100 | | | | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 0,3% | | 20,0 | 80,0 | | | | | | | | | | | |
| BERTOLA MARIA ELISA NORMA | GIN | 1708 | 0,2% | | 100 | | | | | | | | | | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 0,2% | | | | 100 | | | | | | | | | | |
| | | ACUM = | 7,9% | | | | | | | | | | | | | | |
| SPANGENBERG VIVIANA BEATRIZ | CLM | 1708 | 0,2% | | | | 100 | | | | | | | | | | |
| COVANTI SANDRA CRISTINA | GET | 1706 | 0,1% | | | 100 | | | | | | | | | | | |
| CANDIA KARINA ALICIA | CLM | 1706 | 0,1% | 100 | | | | | | | | | | | | | |
| | | ACUM = | 8,4% | | | | | | | | | | | | | | |

| 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| #14 | #1 | #3 | #2 | #4 | #5 | #6 | #13 | #9 | #7 | #11 | #10 | #12 | #8 | |

## No Cruzados

| | | | | KEPPRA GSK | CALLEXE CSO |
|---|---|---|---|---|---|
| DEL VECCHIO ANTONIO | PED | 1708 | 0,1% | 100 | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,1% | | 100 |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM | 1708 | 0,1% | 100 | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,1% | | 100 |
| PALLAVICINO NATALIA | CLM | 1708 | 0,1% | 100 | |
| | | ACUM = | 21,8% | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | ETABYX (GAD) | Mercado: Etabyx | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 5,2%

| | 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 | #14 | #1 | #3 | #2 | #4 | #5 | #6 | #13 | #9 | #7 | #11 | #10 | #12 | #8 | |
| EVOLUCION MAT | 999 | 92 | 110 | 113 | 78 | 137 | 172 | 35 | 143 | 142 | 83 | 45 | 115 | 132 | 74 |
| MES | 1,51 | 34,41 | 17,04 | 22,98 | 7,01 | 2,48 | 3,88 | 0,32 | 1,19 | 2,16 | 0,97 | 1,94 | 1,19 | 2,05 | 0,86 |
| TRIM | 1,51 | 36,95 | 15,18 | 22,25 | 8,14 | 3,38 | 2,7 | 0,44 | 2,07 | 2,22 | 0,91 | 0,95 | 1,31 | 1,59 | 0,4 |
| **MAT** | **0,52** | 36,79 | **16,02** | **22,75** | **8,82** | **3,23** | **2,85** | **0,62** | **1,43** | **2,65** | **0,77** | **1,0** | **0,76** | **1,62** | **0,17** |
| MATAA | 0,0 | 40,18 | 14,55 | 20,07 | 11,24 | 2,35 | 1,66 | 1,79 | 1,0 | 1,87 | 0,93 | 2,24 | 0,66 | 1,23 | 0,23 |

VALOR MERCADO: MES = 154 TRIM = 419 MAT = 1.622 MATAA = 1.683

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | KEPPRA | CALLEXE | LEVECOM | VECETAM | LEVRON | LEVAXON | CALLEXE XR | LEVECO-M XR | RACETAM | EQUILEA | MOLIVAL | LEVITAL | LEPTAM | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 8,0% | 0 | 45,78 | 20,6 | 20,03 | 3,43 | 0,29 | 2,29 | 0 | 1,14 | 3,43 | 0,43 | 1,57 | | 1,0 | 0 |
| FARMACIA GUERRA SCS | 7,3% | 0 | 74,88 | 3,79 | 9,64 | 6,95 | 0,32 | 2,05 | 0,95 | 0,32 | 0 | 0,16 | 0 | 0,95 | 0 | 0 |
| ALFANO ROBERTO NICOLAS | 4,3% | 1,87 | 14,4 | 6,93 | 21,07 | 49,87 | 1,07 | 2,4 | 0 | 0,8 | 0,8 | 0,53 | | 0 | | 0,27 |
| FARMACIA COGLIATI CASTELAR SCS | 3,1% | 0 | 15,61 | 31,23 | 30,11 | | 10,04 | 2,23 | 1,86 | 4,46 | 3,72 | | | 0,74 | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,0% | 0 | 33,53 | 25,88 | 8,82 | 6,47 | 1,18 | 11,76 | 0 | 5,29 | | | | | 7,06 | |
| **ACUM = 24,7%** | | | | | | | | | | | | | | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,7% | 8,11 | 71,62 | 0 | 10,81 | | | | | | | 6,76 | 2,03 | 0,68 | | |
| FARMACIA POSAMAY SCS | 0,2% | 0 | | | 21,05 | 10,53 | | | | 63,16 | 5,26 | | 0 | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 6,67 | 46,67 | | 33,33 | 6,67 | | | | | | | 6,67 | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,0% | 0 | | | | | | | | | | | | | | |
| **ACUM = 26,8%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 3,6% | 1,94 | 61,29 | 20,32 | 10,32 | 3,23 | 0,65 | | 0,65 | | 1,61 | | | | | |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,2% | 0 | 62,43 | 0 | 28,04 | 1,06 | 6,88 | | | | 1,06 | 0 | | | 0,53 | |
| B1708JDD - 9 DE JULIO 102-200 | 1,3% | 0 | 28,44 | 9,17 | 22,02 | 17,43 | 12,84 | 0 | 0 | | 0,92 | 0 | 9,17 | 0 | 0 | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 0,9% | 0 | 2,44 | 34,15 | 41,46 | 7,32 | 7,32 | | | | 1,22 | 3,66 | 1,22 | | 1,22 | |
| B1708AXK - CARMEN DE PATAGONES 1201-1- | 0,6% | 0 | 42,59 | | 0 | | 20,37 | | | 33,33 | 3,7 | | | | | |
| **ACUM = 35,4%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | FEMIDEN (GAD) | Mercado: Femiden | ≈ |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #1 | #2 | #4 | #5 | #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 = 49,6% | EVOLUCION MAT 89 | 96 | 110 | 141 | 101 | 0 | 0 |
| | MES 20,36 | 45,32 | 14,89 | 12,26 | 7,18 | 0,0 | 0,0 |
| | TRIM 19,81 | 43,55 | 14,62 | 13,54 | 8,48 | 0,0 | 0,0 |
| | **MAT 20,38** | **45,38** | **13,9** | **10,62** | **9,71** | **0,0** | **0,0** |
| | MATAA 22,82 | 47,15 | 12,64 | 7,52 | 9,59 | 0,28 | 0,0 |
| | | VALOR MERCADO: | MES = 48.388 | | TRIM = 150.605 | MAT = 587.354 | MATAA = 640.213 |
| **DISTRITO** DIST = 8,8% | EVOLUCION MAT 79 | 99 | 111 | 159 | 102 | 0 | |
| | MES 20,48 | 39,11 | 22,07 | 14,31 | 4,03 | 0,0 | |
| | TRIM 21,3 | 38,1 | 22,09 | 14,07 | 4,44 | 0,0 | |
| | **MAT 21,99** | **40,52** | **21,17** | **11,83** | **4,48** | **0,0** | |
| | MATAA 27,83 | 40,96 | 19,12 | 7,42 | 4,41 | 0,25 | |
| | | VALOR MERCADO: | MES = 4.530 | | TRIM = 13.088 | MAT = 51.516 | MATAA = 58.535 |
| **REP** ZONA = 6,8% | EVOLUCION MAT 86 | 94 | 96 | 179 | 105 | 0 | |
| | MES 16,77 | 42,44 | 16,72 | 18,76 | 5,32 | 0,0 | |
| | TRIM 16,16 ≈ | 43,16 | 17,5 | 17,28 | 5,91 | 0,0 | |
| | **MAT 16,37** | **45,83** | **16,71** | **14,9** | **6,19** | **0,0** | |
| | MATAA 19,04 | 48,89 | 17,47 | 8,34 | 5,88 | 0,38 | |
| | | VALOR MERCADO: | MES = 335 | | TRIM = 945 | MAT = 3.494 | MATAA = 3.767 |

**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 |
|---|---|---|---|---|---|---|---|
| | #3 | #1 | #2 | #4 | #5 | #6 | |
| **1708 - MORON** | EVOLUCION MAT 82 | 95 | 90 | 187 | 101 | 0 | |
| **17%** % de zona = 68,0% | TRIM 14,19 ▼ | 43,61 | 15,62 | 20,28 | 6,3 | 0,0 | |
| PMS = 2 | **MAT 15,26** | **46,41** | **14,28** | **17,57** | **6,48** | **0,0** | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 92 | 87 | 118 | 204 | 98 | 0 | |
| **17%** % de zona = 17,8% | TRIM 30,23 ▲ | 36,16 | 24,51 | 6,13 | 2,96 | 0,0 | |
| PMS = 1 | **MAT 26,23** | **36,19** | **25,72** | **7,91** | **3,94** | **0,0** | |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 98 | 97 | 89 | 122 | 133 | 0 | |
| **33%** % de zona = 14,2% | TRIM 8,4 ▼ | 49,62 | 18,07 | 16,29 | 7,63 | 0,0 | |
| PMS = 1 | **MAT 9,38** | **55,09** | **17,02** | **10,86** | **7,64** | **0,0** | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #3 | #1 | #2 | #4 | #5 | #6 | |
| TRIM | 13,89 | 61,52 | 10,53 | 5,85 | 6,7 | 0,68 | 0,83 |
| **MAT** | **17,89** | 46,1 | **14,14** | **12,32** | **8,34** | **0,69** | **0,53** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | FEMIDEN GAD | MIRANDA ELE | AMAPOLI BEB | FEMALVI RF2 | SIGNORI-NA CVI | ZOELY MSD | SUANEL BAG |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GARCIA VILLAMAYOR MARIA | GIN | 1708 | 6,0% | | 35,16 | 41,21 | | 23,63 | | | |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 5,1% | | 16,67 | 45,51 | 11,54 | 12,82 | 13,46 | | |
| ALVAREZ VIRGINIA ALEJANDRA | GIN | 1708 | 3,4% | | 14,56 | 66,99 | 7,77 | | | 10,68 | |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 2,7% | | 12,2 | 78,05 | 2,44 | 7,32 | | | |
| MARTINOI IVANA ELISABET | CLM | 1708 | 2,6% | | | 100 | | | | | |
| **ACUM = 19,8%** | | | | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 1,8% | | 14,55 | 40,0 | 27,27 | 12,73 | | 5,45 | |
| OECHSLE ERIKA LILIAN | CLM | 1708 | 1,4% | | 85,37 | 14,63 | | | | | |
| CUTOLO GISELA SILVIA | CLM | 1708 | 1,3% | | 34,21 | 55,26 | | 10,53 | | | |
| GONZALEZ GUSTAVO | GIN | 1708 | 0,9% | | | 55,56 | | 44,44 | | | |
| BUCETA ANA MARIA | GIN | 1706 | 0,8% | | 36,0 | | | 64,0 | | | |
| **ACUM = 24,2%** | | | | | | | | | | | |
| FERNANDEZ JIMENA MARIELA | GIN | 1708 | 0,8% | | | 45,83 | 54,17 | | | | |
| SANNA CARLOS HUGO | CLM | 1708 | 0,8% | | | 100 | | | | | |
| ROVERE CARLA | GIN | 1708 | 0,7% | | 50,0 | 50,0 | | | | | |
| FRANCICA CARLOS ALEJANDRA | CLM | 1708 | 0,6% | | 11,11 | 83,33 | 5,56 | | | | |
| SCHLENKER YESICA NATALIA | GIN | 1708 | 0,5% | | | 31,25 | | 62,5 | | 6,25 | |
| **ACUM = 27,6%** | | | | | | | | | | | |
| NATALE SALVADOR | GIN | 1744 | 1,8% | | | 78,18 | 12,73 | 3,64 | | 5,45 | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 1,1% | | 36,36 | 48,48 | 15,15 | | | | |
| LEDESMA MAURICIO CARLOS | GIN | 1744 | 1,0% | | | | 100 | | | | |
| RIBOLA LUCIO | OBS | 1708 | 0,8% | | | 100 | | | | | |
| DARDANO JOSE LUIS | GIN | 1708 | 0,7% | | | 33,33 | | | 66,67 | | |
| **ACUM = 27,6%** | | | | | | | | | | | |
| MOISE ELDA KARINA | GIN | 1708 | 0,5% | | 28,57 | | | | 14,29 | | 57,14 |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,4% | | | | 100 | | | | |
| SILVA ROMINA PAOLA | GIN | 1708 | 0,4% | | 15,38 | 30,77 | | 53,85 | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,4% | | 54,55 | 45,45 | | | | | |
| CHOCLIN WALDO DAMIAN | GIN | 1708 | 0,3% | | | 75,0 | 25,0 | | | | |
| **ACUM = 28,7%** | | | | | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,3% | | 100 | | | | | | |
| GIRETTI LUCIANO ANDRES | GIN | 1708 | 0,3% | | 50,0 | 50,0 | | | | | |
| GOMEZ MARCELA CRISTINA | CLM | 1706 | 0,3% | | | | | | 100 | | |
| CASTELLVI MIGUEL ANGEL | CLM | 1708 | 0,2% | | 33,33 | 16,67 | 50,0 | | | | |
| IRIBARNE DAVALOS LUIS RODOLFO | CIR | 1708 | 0,2% | | | 100 | | | | | |
| **ACUM = 30,0%** | | | | | | | | | | | |
| KATOVSKY DEBORA JUDIT | GIN | 1708 | 0,2% | | | 33,33 | | 66,67 | | | |
| MARTINEZ RAMON SANDRO JAVIER | CLM | 1708 | 0,2% | | | 100 | | | | | |
| SORIA LORENA BEATRIZ | GIN | 1708 | 0,2% | | 100 | | | | | | |
| VIEIRA CARLOS RAFAEL | GIN | 1706 | 0,2% | | | 100 | | | | | |
| BERTOLA MARIA ELISA NORMA | GIN | 1708 | 0,2% | | | 100 | | | | | |
| **ACUM = 31,0%** | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CASTRO BRIZUELA FACUNDO | URO | 1706 | 0,2% | | | 60,0 | 40,0 | | | | |
| BELOQUI MARIA PATRICIA | CLM | 1708 | 0,1% | | | 25,0 | 75,0 | | | | |
| DESCALZO CARLOS VICTOR | GIN | 1708 | 0,1% | | | 100 | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,1% | | | 100 | | | | | |
| PESSACQ LAURA CONSTANZA | CLM | 1708 | 0,1% | | | | 50,0 | | 50,0 | | |
| **ACUM = 39,7%** | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | FEMIDEN (GAD) | Mercado: Femiden | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #1 | #2 | #4 | #5 | #6 | |

**REP**

ZONA = 6,8%

| EVOLUCION MAT | 86 | 94 | 96 | 179 | 105 | 0 |
|---|---|---|---|---|---|---|
| MES | 16,77 | 42,44 | 16,72 | 18,76 | 5,32 | 0,0 |
| TRIM | 16,16 | ≈ 43,16 | 17,5 | 17,28 | 5,91 | 0,0 |
| **MAT** | **16,37** | **45,83** | **16,71** | **14,9** | **6,19** | **0,0** |
| MATAA | 19,04 | 48,89 | 17,47 | 8,34 | 5,88 | 0,38 |

VALOR MERCADO: MES = 335 TRIM = 945 MAT = 3.494 MATAA = 3.767

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,3% | 30,24 | 21,52 | 8,72 | 30,49 | 5,89 | 5,95 | 3,32 | 6,89 | 4,76 | 0,57 | 0,63 | 0,99 | 1,2 | 1,66 | 7,43 |
| ALFANO ROBERTO NICOLAS | 4,0% | 33,69 | 26,36 | 7,33 | 25,33 | 6,94 | 7,61 | 5,56 | 6,03 | 2,41 | 1,82 | 0,85 | 0,89 | 1,82 | 0,85 | 6,19 |
| FARMACIA GUERRA SCS | 2,3% | 34,82 | 28,93 | 5,89 | 28,75 | 3,63 | 2,88 | 3,13 | 7,27 | 2,58 | 0,73 | 0,69 | 1,28 | 1,48 | 0,97 | 11,79 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,9% | 31,08 | 20,41 | 10,67 | 28,19 | 7,2 | 6,44 | 4,58 | 4,65 | 3,16 | 2,13 | 0,95 | 0,91 | 0,76 | 2,35 | 7,61 |
| FARMACIA COGLIATI CASTELAR SCS | 1,8% | 38,39 | 27,86 | 10,53 | 20,78 | 4,06 | 8,89 | 4,03 | 6,68 | 2,23 | 2,03 | 1,0 | 0,87 | 1,93 | 0,92 | 8,19 |

**ACUM = 14,3%**

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,7% | 32,71 | 21,82 | 10,88 | 31,16 | 5,79 | 4,98 | 1,88 | 10,38 | 2,73 | 1,32 | 0,31 | 1,88 | 0,34 | 1,43 | 5,09 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,5% | 41,35 | 30,8 | 10,55 | 25,82 | 4,98 | 9,62 | 2,62 | 2,62 | 2,62 | 0,68 | 0,59 | 0,93 | 0,34 | 1,1 | 6,75 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,4% | 31,82 | 25,4 | 6,43 | 24,13 | 12,01 | 6,11 | 6,01 | 5,37 | 3,27 | 0,42 | 1,69 | 0,53 | 0,42 | 4,53 | 3,69 |
| FARMACIA POSAMAY SCS | 0,3% | 32,35 | 28,71 | 3,64 | 40,7 | 2,83 | 1,75 | 0,81 | 7,41 | 2,16 | 3,91 | 0 | 0,4 | 0,54 | 0,67 | 6,47 |

**ACUM = 17,2%**

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 4,1% | 30,77 | 25,68 | 5,09 | 26,23 | 11,37 | 4,5 | 7,91 | 6,37 | 1,84 | 0,83 | 1,03 | 1,52 | 0,28 | 1,01 | 6,35 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,1% | 40,91 | 31,34 | 9,56 | 15,9 | 6,92 | 6,6 | 5,61 | 1,69 | 2,16 | 1,0 | 1,3 | 1,32 | 9,0 | 0,94 | 6,66 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,7% | 32,63 | 24,63 | 8,0 | 28,24 | 5,04 | 7,65 | 4,07 | 4,31 | 1,37 | 1,7 | 1,36 | 1,22 | 0,73 | 0,89 | 10,78 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,4% | 33,79 | 26,71 | 7,07 | 30,88 | 5,36 | 4,67 | 7,54 | 4,52 | 2,63 | 1,53 | 0,08 | 0,2 | 0,39 | 0,47 | 7,94 |
| B1744ALI | 1,6% | 36,79 | 25,98 | 10,81 | 21,81 | 6,6 | 6,84 | 3,79 | 6,95 | 3,33 | 2,17 | 0,43 | 1,22 | 2,69 | 0,61 | 6,75 |

**ACUM = 31,1%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | FILTEN (GAD) | Mercado: Filten | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #1 | #2 | #5 | #3 | #4 | #6 | #9 | #7 | #12 | #14 | #10 | #11 | #8 | #13 | |
| **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 = 44,0% | EVOLUCION MAT 90 | 101 | 109 | 112 | 99 | 96 | 159 | 86 | 110 | 84 | 999 | 37 | 105 | 83 | 183 |
| | MES 26,86 | 23,96 | 14,26 | 17,28 | 10,21 | 3,01 | 1,0 | 0,93 | 0,84 | 0,13 | 0,52 | 0,03 | 0,15 | 0,14 | 0,69 |
| | TRIM 27,51 | 23,35 | 14,83 | 16,32 | 10,58 | 3,09 | 0,86 | 0,94 | 0,72 | 0,14 | 0,55 | 0,05 | 0,19 | 0,17 | 0,7 |
| | **MAT 27,48** | **23,36** | **14,89** | **15,85** | **10,86** | **3,18** | **0,65** | **1,2** | **0,65** | **0,21** | **0,4** | **0,38** | **0,21** | **0,15** | **0,55** |
| | MATAA 30,43 | 23,24 | 13,61 | 14,11 | 10,95 | 3,32 | 0,41 | 1,39 | 0,59 | 0,25 | 0,0 | 1,02 | 0,2 | 0,18 | 0,3 |
| | | VALOR MERCADO: | MES = 205.358 | | | | TRIM = 588.073 | | | MAT = 2.324.619 | | | MATAA = 2.677.443 | | |
| **DISTRITO** DIST = 16,5% | EVOLUCION MAT 93 | 101 | 104 | 108 | 103 | 105 | 165 | 83 | 96 | 62 | 999 | 33 | 90 | 100 | 124 |
| | MES 26,53 | 24,4 | 10,74 | 18,26 | 13,1 | 2,97 | 0,66 | 1,68 | 0,53 | 0,15 | 0,06 | 0,0 | 0,21 | 0,14 | 0,57 |
| | TRIM 27,91 | 23,1 | 11,14 | 17,91 | 13,03 | 2,93 | 0,64 | 1,55 | 0,48 | 0,17 | 0,09 | 0,04 | 0,22 | 0,19 | 0,6 |
| | **MAT 28,4** | **22,32** | **11,07** | **17,87** | **13,29** | **3,03** | **0,43** | **1,86** | **0,46** | **0,2** | **0,06** | **0,07** | **0,19** | **0,15** | **0,57** |
| | MATAA 30,62 | 22,04 | 10,68 | 16,6 | 12,85 | 2,89 | 0,26 | 2,23 | 0,48 | 0,32 | 0,0 | 0,21 | 0,21 | 0,15 | 0,46 |
| | | VALOR MERCADO: | MES = 33.910 | | | | TRIM = 96.900 | | | MAT = 383.398 | | | MATAA = 426.006 | | |
| **REP** ZONA = 4,1% | EVOLUCION MAT 95 | 105 | 96 | 108 | 100 | 89 | 325 | 85 | 68 | 47 | 999 | 27 | 186 | 107 | 148 |
| | MES 24,8 | 29,23 | 7,54 | 18,66 | 12,24 | 3,25 | 0,4 | 2,0 | 0,13 | 0,07 | 0,28 | 0,02 | 0,52 | 0,15 | 0,69 |
| | TRIM 26,42 ≈ | 27,61 | 7,9 | 17,52 | 12,09 | 3,64 | 0,52 | 1,95 | 0,16 | 0,09 | 0,43 | 0,01 | 0,53 | 0,2 | 0,92 |
| | **MAT 26,68** | **25,32** | **7,65** | **18,55** | **12,54** | **4,3** | **0,39** | **2,23** | **0,23** | **0,14** | **0,31** | **0,26** | **0,39** | **0,15** | **0,86** |
| | MATAA 28,21 | 24,04 | 7,99 | 17,16 | 12,48 | 4,83 | 0,12 | 2,61 | 0,34 | 0,3 | 0,0 | 0,98 | 0,21 | 0,14 | 0,58 |
| | | VALOR MERCADO: | MES = 1.464 | | | | TRIM = 4.007 | | | MAT = 15.774 | | | MATAA = 17.228 | | |

**PUNTO DE MARKET SHARE = 13 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | #2 | #5 | #3 | #4 | #6 | #9 | #7 | #12 | #14 | #10 | #11 | #8 | #13 | |
| **1708 - MORON** | EVOLUCION MAT 89 | 106 | 101 | 113 | 103 | 107 | 280 | 80 | 31 | 55 | 999 | 26 | 178 | 122 | 176 |
| **17%** % de zona = 42,9% | TRIM 22,87 ▼ | 30,2 | 8,91 | 15,7 | 10,98 | 4,37 | 0,45 | 2,97 | 0,04 | 0,2 | 0,97 | 0,01 | 1,15 | 0,33 | 0,86 |
| PMS = 6 | **MAT 24,8** | **28,17** | **9,29** | **14,95** | **11,81** | **3,95** | **0,28** | **3,23** | **0,04** | **0,22** | **0,71** | **0,58** | **0,87** | **0,28** | **0,81** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 108 | 92 | 85 | 99 | 108 | 80 | 190 | 88 | 81 | 20 | | 999 | 999 | 14 | 175 |
| **17%** % de zona = 32,4% | TRIM 35,75 ▲ | 20,33 | 4,2 | 18,3 | 14,01 | 4,28 | 0,4 | 0,89 | 0,25 | 0,0 | | 0,03 | 0,04 | 0,01 | 1,53 |
| PMS = 4 | **MAT 33,59** | **16,66** | **3,83** | **22,21** | **13,49** | **6,36** | **0,4** | **1,48** | **0,47** | **0,01** | | **0,04** | **0,06** | **0,01** | **1,4** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 85 | 112 | 91 | 120 | 86 | 92 | 999 | 114 | 64 | 31 | | | 999 | 112 | 49 |
| **33%** % de zona = 24,7% | TRIM 21,34 ≈ | 31,9 | 10,66 | 19,83 | 11,73 | 1,55 | 0,81 | 1,45 | 0,27 | 0,0 | | | 0,0 | 0,2 | 0,27 |
| PMS = 3 | **MAT 20,86** | **31,74** | **9,84** | **20,02** | **12,57** | **2,19** | **0,57** | **1,47** | **0,23** | **0,15** | | | **0,01** | **0,09** | **0,24** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #1 | #2 | #5 | #3 | #4 | #6 | #9 | #7 | #12 | #14 | #10 | #11 | #8 | #13 | |
| TRIM | 31,97 | 20,38 | 7,03 | 20,11 | 10,85 | 5,35 | 0,33 | 1,01 | 1,13 | 0,21 | | 0,12 | 0,1 | 0,02 | 1,37 |
| **MAT** | **29,54** | **19,28** | **7,8** | **21,4** | **10,54** | **6,73** | **0,62** | **1,15** | **1,31** | **0,15** | | **0,07** | **0,07** | **0,01** | **1,31** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | FILTEN GAD #1 | CARVEDIL BAG #2 | DILATRE-ND SIE #5 | ISOBLOC CSO #3 | BIDECAR B+L #4 | VERATEN ELE #6 | CARVEDI-LOL RIC-HET RH. #9 | VEDILEP LEP #7 | CARDIO-NORM DEN #12 | CORAFEN BEB #14 | NEXOCA-RDIL NEX #10 | VICARD-OL RC5 #11 | ANTIBLOC CVI #8 | CORUBIN LZA #13 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 2,5% | | 26,32 | 28,15 | 7,55 | 15,1 | 7,32 | 1,37 | 10,76 | | 2,29 | 0,69 | | | 0,46 | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 1,7% | | 28,76 | 9,7 | 6,35 | 37,79 | 13,38 | 0,67 | | | 2,34 | | | | | | 1,0 |
| DIAZ ELISA ANGELA | D-N 1706 | 1,6% | | 14,84 | 25,44 | 7,07 | 45,23 | 5,65 | 0,35 | 0,35 | | | | | | | | 1,06 |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,9% | | 4,35 | 14,29 | 1,24 | 42,86 | 35,4 | | | | 1,86 | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,5% | | 20,69 | 21,84 | 12,64 | 5,75 | 32,18 | | | 1,15 | | 2,3 | | | | | 3,45 |
| **ACUM =** | | **5,1%** | | | | | | | | | | | | | | | | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,5% | | 22,5 | 58,75 | | | | | | | 13,75 | | | | | | 5,0 |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,5% | | 2,5 | 53,75 | 10,0 | 5,0 | 25,0 | | | | 3,75 | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,4% | | 55,26 | 2,63 | | | 42,11 | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,4% | | 11,29 | 70,97 | | | 17,74 | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,3% | | 9,09 | 7,27 | 32,73 | 5,45 | 21,82 | 20,0 | | | | | | | | | 3,64 |
| **ACUM =** | | **6,3%** | | | | | | | | | | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,3% | | 35,19 | 51,85 | 3,7 | 5,56 | 1,85 | | | | | | | | 1,85 | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,3% | | 17,31 | 17,31 | 1,92 | 32,69 | 23,08 | | | 1,92 | | 5,77 | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,3% | | 32,69 | 23,08 | 1,92 | 23,08 | 13,46 | | | 1,92 | | 1,92 | | | | | 1,92 |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,3% | | 12,5 | 25,0 | 4,17 | 22,92 | 20,83 | | | | | | | | 14,58 | | |
| TROHA ADRIANA ROSANA | CLM 1708 | 0,3% | | 14,58 | 16,67 | 68,75 | | | | | | | | | | | | |
| **ACUM =** | | **7,2%** | | | | | | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,3% | | 72,92 | 6,25 | 8,33 | | 12,5 | | | | | | | | | | |
| VISSER MIGUEL | CRD 1708 | 0,3% | | 10,42 | | | 85,42 | | 4,17 | | | | | | | | | |
| DA SILVA TATIANE KARINA | CLM 1708 | 0,3% | | 57,45 | | 23,4 | 19,15 | | | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,2% | | 11,63 | 44,19 | 6,98 | 27,91 | | 2,33 | | 4,65 | | | | | | | 2,33 |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,2% | | 38,46 | 15,38 | 23,08 | | 23,08 | | | | | | | | | | |
| **ACUM =** | | **7,5%** | | | | | | | | | | | | | | | | |
| CANDIA KARINA ALICIA | CLM 1706 | 0,2% | | 100 | | | | | | | | | | | | | | |
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,2% | | 48,57 | 8,57 | 17,14 | 17,14 | 8,57 | | | | | | | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,2% | | | 100 | | | | | | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,2% | | 48,57 | 8,57 | 17,14 | 22,86 | 2,86 | | | | | | | | | | |
| SALIVA FERNANDO ANDRES | CRD 1706 | 0,2% | | | 35,29 | 5,88 | | | | | | 58,82 | | | | | | |
| **ACUM =** | | **8,5%** | | | | | | | | | | | | | | | | |
| SANNA CARLOS HUGO | CLM 1708 | 0,2% | | 5,88 | 38,24 | 14,71 | 20,59 | 20,59 | | | | | | | | | | |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 1,5% | | 16,35 | 7,6 | 2,28 | 39,16 | 19,39 | 15,21 | | | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,4% | | 41,49 | 15,35 | 21,58 | 4,15 | 9,96 | 4,98 | | | | | | | | | 2,49 |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,3% | | 29,36 | 21,28 | 5,53 | 2,13 | 10,64 | 6,81 | 0,43 | | 9,79 | | | 5,11 | | | 8,94 |
| MISCHENER JESICA DEBORA | CLM 1708 | 0,5% | | 25,29 | 25,29 | 3,45 | 17,24 | 28,74 | | | | | | | | | | |
| **ACUM =** | | **8,7%** | | | | | | | | | | | | | | | | |
| WHITTINGSLOW HORACIO RICARDO | CIR 1708 | 0,4% | | 52,86 | 32,86 | | | 14,29 | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | | 37,04 | | 44,44 | 18,52 | | | | | | | | | | | |
| MARI CRISTINA LILIANA | CIR 1708 | 0,1% | | 46,15 | 11,54 | | 38,46 | 3,85 | | | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD 1708 | 0,1% | | 21,74 | 21,74 | | 43,48 | 13,04 | | | | | | | | | | |
| LARRAZABAL PAULA ILEANA | CRD 1708 | 0,1% | | 13,04 | 65,22 | | | 13,04 | | | | | | | | | 8,7 | |
| **ACUM =** | | **9,2%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ROMANO ANGEL MARIO | CLM 1708 | 0,1% | | 65,22 | | | | 34,78 | | | | | | | | | | |
| GARCIA VANESA EDITH | CLM 1708 | 0,1% | | 100 | | | | | | | | | | | | | | |
| CRUDO JESICA VANESA | CLM 1708 | 0,1% | | 85,71 | | | | 14,29 | | | | | | | | | | |
| EVANGELISTA OLIVEIRA GILDENIA | CLM 1708 | 0,1% | | | | 100 | | | | | | | | | | | | |
| GENTILE SILVIA ALEJANDRA | CRD 1708 | 0,1% | | 4,76 | | 90,48 | | | 4,76 | | | | | | | | | |
| **ACUM =** | | **19,4%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | FILTEN (GAD) | Mercado: Filten | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,1%

| | 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 | #1 | #2 | #5 | #3 | #4 | #6 | #9 | #7 | #12 | #14 | #10 | #11 | #8 | #13 | |
| EVOLUCION MAT | 95 | 105 | 96 | 108 | 100 | 89 | 325 | 85 | 68 | 47 | 999 | 27 | 186 | 107 | 148 |
| MES | 24,8 | 29,23 | 7,54 | 18,66 | 12,24 | 3,25 | 0,4 | 2,0 | 0,13 | 0,07 | 0,28 | 0,02 | 0,52 | 0,15 | 0,69 |
| TRIM | 26,42 | 27,61 | 7,9 | 17,52 | 12,09 | 3,64 | 0,52 | 1,95 | 0,16 | 0,09 | 0,43 | 0,01 | 0,53 | 0,2 | 0,92 |
| **MAT** | 26,68 | **25,32** | **7,65** | **18,55** | **12,54** | **4,3** | **0,39** | **2,23** | **0,23** | **0,14** | **0,31** | **0,26** | **0,39** | **0,15** | **0,86** |
| MATAA | 28,21 | 24,04 | 7,99 | 17,16 | 12,48 | 4,83 | 0,12 | 2,61 | 0,34 | 0,3 | 0,0 | 0,98 | 0,21 | 0,14 | 0,58 |

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VALOR MERCADO: MES = 1.464 TRIM = 4.007 MAT = 15.774 MATAA = 17.228

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 7,2% | 61,72 | 4,14 | 10,69 | 5,86 | 4,83 | 2,07 | 5,86 | 4,83 |
| FARMACIA COGLIATI VICENTE M. | 4,7% | 72,63 | 1,58 | 11,05 | 7,37 | 2,63 | 1,58 | 3,16 | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 3,1% | 64,52 | 5,65 | 25,0 | 0,81 | | 2,42 | | 1,61 |
| FARMACIA GUERRA SCS | 2,8% | 48,21 | 22,32 | 3,57 | 16,07 | 8,93 | 0,89 | | |
| FARMACIA COGLIATI CASTELAR SCS | 2,0% | 48,78 | | 21,95 | 28,05 | | 1,22 | | |

**ACUM = 19,8%**

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,2% | 91,67 | 4,17 | 2,08 | 2,08 | 0 | | | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,7% | 60,71 | 35,71 | 3,57 | | | | | |
| FARMACIA POSAMAY SCS | 0,2% | 0 | 0 | 100 | | | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,1% | 66,67 | | | 33,33 | | | | |

**ACUM = 22,0%**

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,7% | 89,86 | 4,05 | 2,03 | 0,68 | 2,7 | 0,68 | | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 3,5% | 53,57 | 1,43 | 22,14 | 21,43 | 1,43 | | | |
| B1708JDD - 9 DE JULIO 102-200 | 2,9% | 31,9 | 3,45 | 15,52 | 9,48 | 31,9 | 7,76 | | 0 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,3% | 57,14 | 14,29 | 3,3 | 5,49 | 19,78 | | | |
| B1744ALI | 1,7% | 39,71 | 2,94 | 36,76 | 4,41 | 2,94 | 13,24 | | |

**ACUM = 36,1%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #2 | #3 | #5 | #4 | #6 | #8 | #7 |
| **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 = 47,5% — EVOLUCION MAT | 100 | 99 | 103 | 94 | 141 | 91 | 56 | 150 |
| MES | 80,24 | 8,02 | 4,91 | 1,71 | 2,39 | 1,4 | 1,18 | 0,14 |
| TRIM | 80,55 | 8,47 | 4,84 | 1,64 | 1,94 | 1,38 | 1,04 | 0,14 |
| **MAT** | **81,42** | **9,05** | **4,66** | **1,48** | **1,49** | **1,36** | **0,31** | **0,21** |
| MATAA | 81,49 | 9,16 | 4,54 | 1,57 | 1,06 | 1,5 | 0,55 | 0,14 |
| | | VALOR MERCADO: | MES = 42.262 | | | TRIM = 122.455 | MAT = 469.964 | MATAA = 452.386 |
| **DISTRITO** DIST = 9,1% — EVOLUCION MAT | 100 | 82 | 102 | 93 | 241 | 118 | 50 | 208 |
| MES | 77,79 | 8,84 | 4,8 | 3,32 | 3,41 | 0,91 | 0,77 | 0,16 |
| TRIM | 77,8 | 7,8 | 4,99 | 3,17 | 4,44 | 1,07 | 0,59 | 0,14 |
| **MAT** | **79,4** | **7,85** | **4,72** | **3,09** | **3,4** | **1,11** | **0,18** | **0,25** |
| MATAA | 79,65 | 9,57 | 4,63 | 3,31 | 1,41 | 0,94 | 0,36 | 0,12 |
| | | VALOR MERCADO: | MES = 3.916 | | | TRIM = 11.408 | MAT = 42.642 | MATAA = 42.154 |
| **REP** ZONA = 4,4% — EVOLUCION MAT | 95 | 101 | 133 | 81 | 309 | 96 | 25 | 182 |
| MES | 69,94 | 11,33 | 6,6 | 3,21 | 7,85 | 0,89 | 0,09 | 0,09 |
| TRIM | 69,17 | 8,79 | 7,4 | 3,15 | 9,78 | 1,29 | 0,32 | 0,1 |
| **MAT** | **75,4** | **7,78** | **5,99** | **3,9** | **4,64** | **1,57** | **0,12** | **0,6** |
| MATAA | 79,0 | 7,74 | 4,5 | 4,81 | 1,5 | 1,64 | 0,48 | 0,33 |
| | | VALOR MERCADO: | MES = 186 | | | TRIM = 517 | MAT = 1.874 | MATAA = 1.802 |

**PUNTO DE MARKET SHARE = 2 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 | #2 | #3 | #5 | #4 | #6 | #8 | #7 |
| **1708 - MORON** 17% % de zona = 40,6% PMS = 1 — EVOLUCION MAT | 98 | 129 | 80 | 81 | 213 | 118 | 56 | 218 |
| TRIM | 71,45 | 12,91 | 6,01 | 4,01 | 2,17 | 2,73 | 0,48 | 0,24 |
| **MAT** | **72,64** | **10,66** | **5,01** | **5,71** | **2,19** | **3,24** | **0,18** | **0,37** |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 37,2% PMS = 1 — EVOLUCION MAT | 91 | 60 | 199 | 83 | 444 | 50 | 11 | 143 |
| TRIM | 60,1 | 3,69 | 11,94 | 2,24 | 21,23 | 0,48 | 0,32 | 0,0 |
| **MAT** | **73,27** | **4,35** | **9,58** | **1,39** | **9,41** | **0,69** | **0,12** | **1,19** |
| **1706 - M.J.HAEDO** 33% % de zona = 22,2% PMS = 1 — EVOLUCION MAT | 99 | 112 | 117 | 103 | 71 | 0 | 0 | 0 |
| TRIM | 83,01 | 10,78 | 0,98 | 3,27 | 1,96 | 0,0 | 0,0 | 0,0 |
| **MAT** | **84,03** | **8,27** | **1,77** | **4,82** | **1,12** | **0,0** | **0,0** | **0,0** |

ACUM=100%

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | 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 | #2 | #3 | #5 | #4 | #6 | #8 | #7 |
| **REP** | | | | | | | | |
| TRIM | 84,37 | 8,65 | 1,73 | 2,97 | 1,14 | 0,35 | 0,1 | 0,69 |
| **MAT** | 86,48 | **5,94** | **3,15** | **2,85** | **0,42** | **0,42** | **0,12** | **0,61** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 3,3% | 63,64 | 18,18 | | 9,09 | 5,45 | | | 3,64 |
| DIAZ ELISA ANGELA | D-N | 1706 | 2,1% | 100 | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 1,4% | 56,52 | | | 43,48 | | | | |
| MARI CRISTINA LILIANA | CIR | 1708 | 0,9% | 100 | | | | | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,7% | 50,0 | 50,0 | | | | | | |
| | | **ACUM =** | **4,2%** | | | | | | | | |
| SPADA PABLO CESAR | CRD | 1706 | 0,5% | 66,67 | 33,33 | | | | | | |
| BOBBIO ROLANDO ANTONIO | CLM | 1708 | 0,5% | | | 100 | | | | | |
| NUL DANIEL | CRD | 1708 | 0,5% | 100 | | | | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,4% | 100 | | | | | | | |
| PARRAGA MEZA DAVID ALFONSO | CRD | 1708 | 0,4% | | | 100 | | | | | |
| | | **ACUM =** | **5,5%** | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,4% | 33,33 | | | 66,67 | | | | |
| MORELLO RAUL ANTONIO | PED | 1744 | 4,5% | 94,67 | 5,33 | | | | | | |
| VENEGAS PICOLLETT PERCY | PSQ | 1708 | 1,7% | 53,57 | 28,57 | | | 3,57 | 14,29 | | |
| BOU SEBASTIAN OCTAVIO | PSQ | 1708 | 1,6% | 61,54 | 38,46 | | | | | | |
| PINZON SUAREZ ENRIQUE CARLOS | CLM | 1706 | 1,2% | 95,0 | 5,0 | | | | | | |
| | | **ACUM =** | **5,9%** | | | | | | | | |
| FABIAN NOEMI MARIEL | CLM | 1744 | 0,8% | 100 | | | | | | | |
| BISO NORI ALBERTO | URO | 1706 | 0,3% | 100 | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,2% | 100 | | | | | | | |
| BORELLO GUSTAVO JOSE | CLM | 1708 | 0,2% | 100 | | | | | | | |
| GARCIA VANESA EDITH | CLM | 1708 | 0,2% | 100 | | | | | | | |
| | | **ACUM =** | **6,8%** | | | | | | | | |
| LOPEZ MENDEZ SILVIA | GIN | 1706 | 0,2% | 100 | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,2% | 66,67 | 33,33 | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,1% | 100 | | | | | | | |
| FACIANO GISELE ALEJANDRA | CLM | 1708 | 0,1% | 100 | | | | | | | |
| MIGLIORETTI GABRIELA FERNANDA | T.I | 1708 | 0,1% | 100 | | | | | | | |
| | | **ACUM =** | **7,3%** | | | | | | | | |
| CARRERA GABRIEL | CRD | 1706 | 0,1% | 100 | | | | | | | |
| CHAPEZONI LUZ | CLM | 1708 | 0,1% | 100 | | | | | | | |
| | | **ACUM =** | **7,8%** | | | | | | | | |

## No Cruzados

| | | | | |
|---|---|---|---|---|
| CHAR RUTH ELIZABET | CIR | 1708 | 0,1% | 100 |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | 100 |
| RECIO BUCARDO JOSEFA | CLM | 1708 | 0,1% | 100 |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,1% | 100 |
| TROHA ADRIANA ROSANA | CLM | 1708 | 0,1% | 100 |
| | | **ACUM =** | **23,2%** | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **FOXETIN (GAD)** | **Mercado: Foxetin** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,4%

| | 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 | #2 | #3 | #5 | #4 | #6 | #8 | #7 |
| EVOLUCION MAT | 95 | 101 | 133 | 81 | 309 | 96 | 25 | 182 |
| MES | 69,94 | 11,33 | 6,6 | 3,21 | 7,85 | 0,89 | 0,09 | 0,09 |
| TRIM | 69,17 | 8,79 | 7,4 | 3,15 | 9,78 | 1,29 | 0,32 | 0,1 |
| **MAT** | 75,4 | **7,78** | **5,99** | **3,9** | **4,64** | **1,57** | **0,12** | **0,6** |
| MATAA | 79,0 | 7,74 | 4,5 | 4,81 | 1,5 | 1,64 | 0,48 | 0,33 |

VALOR MERCADO: MES = 186 TRIM = 517 MAT = 1.874 MATAA = 1.802

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,9% | 88,3 | 5,54 | 0,62 | 3,29 | | | | 2,26 |
| ALFANO ROBERTO NICOLAS | 3,2% | 84,23 | 8,52 | 0,32 | 6,62 | 0,32 | | | |
| FARMACIA GUERRA SCS | 2,6% | 72,66 | 10,16 | 7,81 | | 7,81 | | 1,56 | |
| FARMACIA COGLIATI CASTELAR SCS | 1,3% | 95,28 | 3,94 | 0,79 | | 0 | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,2% | 67,24 | 3,45 | 29,31 | | | | 0 | |
| **ACUM = 13,2%** | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,0% | 82,83 | 1,01 | 14,14 | | | | | 2,02 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,8% | 78,05 | 2,44 | 19,51 | | | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,4% | 94,87 | 2,56 | | | 2,56 | | | |
| FARMACIA POSAMAY SCS | 0,1% | 100 | | | | | | | |
| **ACUM = 15,5%** | | | | | | | | | |

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 3,2% | 60,38 | 23,27 | 11,32 | 0,94 | 2,52 | 0,31 | 1,26 | |
| B1744ALI | 2,5% | 95,62 | 0 | 4,38 | | 0 | | 0 | |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,4% | 76,57 | 1,26 | 4,6 | 7,11 | 6,28 | 4,18 | | |
| B1708JNF - MENDOZA 202-300 | 2,0% | 75,26 | 2,58 | 19,07 | | 3,09 | | | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,5% | 62,67 | 30,0 | 6,0 | | | 1,33 | | 0 |
| **ACUM = 27,1%** | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **FUCSIA S/ESTROGENO (GAD)** | **Mercado: Fucsia** | |
| **FERNANDO CARLOS BRAVO** | 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 | #2 | #1 | #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 = 50,5% | | | | |
| EVOLUCION MAT | 999 | 78 | 107 | 556 |
| MES | 12,51 | 40,22 | 41,73 | 5,54 |
| TRIM | 12,08 | 43,0 | 39,95 | 4,96 |
| **MAT** | **8,73** | **46,72** | **41,05** | **3,5** |
| MATAA | 0,67 | 60,18 | 38,52 | 0,63 |
| VALOR MERCADO: | | MES = 58.602 | TRIM = 168.681 | MAT = 585.028 | MATAA = 418.862 |
| **DISTRITO** DIST = 10,1% | | | | |
| EVOLUCION MAT | 999 | 73 | 104 | 548 |
| MES | 11,31 | 34,96 | 47,22 | 6,51 |
| TRIM | 11,93 | 34,57 | 47,25 | 6,25 |
| **MAT** | **8,87** | **37,75** | **48,46** | **4,93** |
| MATAA | 0,62 | 51,38 | 46,65 | 0,9 |
| VALOR MERCADO: | | MES = 6.194 | TRIM = 17.224 | MAT = 59.087 | MATAA = 40.221 |
| **REP** ZONA = 6,8% | | | | |
| EVOLUCION MAT | 999 | 73 | 107 | 376 |
| MES | 11,74 | 39,81 | 43,91 | 4,54 |
| TRIM | 11,25 | 38,97 | 45,26 | 4,53 |
| **MAT** | **8,59** | **39,24** | **47,88** | **4,29** |
| MATAA | 0,39 | 53,61 | 44,86 | 1,14 |
| VALOR MERCADO: | | MES = 451 | TRIM = 1.192 | MAT = 3.992 | MATAA = 2.759 |

**PUNTO DE MARKET SHARE = 3 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 | #2 | #1 | #4 |
| **1708 - MORON** 17% % de zona = 65,6% PMS = 2 | | | | |
| EVOLUCION MAT | 999 | 73 | 109 | 921 |
| TRIM | 10,14 | 43,81 | 41,76 | 4,28 |
| **MAT** | **8,55** | **41,11** | **47,21** | **3,13** |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 22,0% PMS = 1 | | | | |
| EVOLUCION MAT | 999 | 73 | 98 | 164 |
| TRIM | 16,42 | 25,79 | 54,14 | 3,65 |
| **MAT** | **10,49** | **32,6** | **49,6** | **7,31** |
| **1706 - M.J.HAEDO** 33% % de zona = 12,4% PMS = 1 | | | | |
| EVOLUCION MAT | 999 | 77 | 106 | 999 |
| TRIM | 6,93 | 37,07 | 48,0 | 8,0 |
| **MAT** | **5,46** | **41,13** | **48,35** | **5,06** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #2 | #1 | #4 |
| TRIM | 0,05 | 53,51 | 46,45 | 0,0 |
| **MAT** | **7,88** | **41,88** | **46,95** | **3,29** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | FUCSIA S-/ESTRO-GENO GAD | SLINDA ELE | ISIS FRE-E S/EST-ROG SIE | KALI BEB |
|---|---|---|---|---|---|---|---|---|
| | | | | | #3 | #2 | #1 | #4 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 10,5% | 8,79 | | 63,19 | 23,78 | 4,23 |
| GARCIA VILLAMAYOR MARIA | GIN | 1708 | 6,8% | 27,64 | | 52,26 | 20,1 | |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 3,4% | 8,08 | | 51,52 | 40,4 | |
| MARTINOI IVANA ELISABET | CLM | 1708 | 1,9% | | | 100 | | |
| VIEIRA CARLOS RAFAEL | GIN | 1706 | 0,8% | 8,33 | | 66,67 | 25,0 | |
| **ACUM = 23,4%** | | | | | | | | |
| ALVAREZ VIRGINIA ALEJANDRA | GIN | 1708 | 0,7% | 19,05 | | 66,67 | 14,29 | |
| OECHSLE ERIKA LILIAN | CLM | 1708 | 0,7% | 28,57 | | 33,33 | 38,1 | |
| FRANCICA CAROLINA ALEJANDRA | CLM | 1708 | 0,6% | | | | 100 | |
| MARCO MARIA CANDELARIA | CLM | 1708 | 0,6% | | | 52,94 | 47,06 | |
| RIBOLA LUCIO | OBS | 1708 | 4,5% | | | 16,67 | 81,82 | 1,52 |
| **ACUM = 26,0%** | | | | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 2,5% | 15,07 | | 21,92 | 63,01 | |
| MUSSO ANA GABRIELA | GIN | 1708 | 0,8% | | | 87,5 | 12,5 | |
| DARDANO JOSE LUIS | GIN | 1708 | 0,6% | | | 16,67 | 83,33 | |
| NATALE SALVADOR | GIN | 1744 | 0,6% | 33,33 | | | 66,67 | |
| BUCETA ANA MARIA | GIN | 1706 | 0,5% | | | 20,0 | 80,0 | |
| **ACUM = 26,5%** | | | | | | | | |
| SANNA CARLOS HUGO | CLM | 1708 | 0,5% | | | 100 | | |
| CUTOLO GISELA SILVIA | CLM | 1708 | 0,5% | | | 14,29 | 85,71 | |
| MOISE ELDA KARINA | GIN | 1708 | 0,5% | | | 21,43 | 78,57 | |
| KATOVSKY DEBORA JUDIT | GIN | 1708 | 0,4% | | | | 100 | |
| PESSACQ LAURA CONSTANZA | CLM | 1708 | 0,4% | 16,67 | | 66,67 | 16,67 | |
| **ACUM = 27,9%** | | | | | | | | |
| COTTA LILIANA MABEL | GIN | 1708 | 0,3% | | 60,0 | 20,0 | 20,0 | |
| ROVERE CARLA | GIN | 1708 | 0,3% | | 80,0 | | 20,0 | |
| VELAZQUEZ FERNANDA | CLM | 1708 | 0,3% | | 60,0 | | 40,0 | |
| FERNANDEZ JIMENA MARIELA | GIN | 1708 | 0,3% | | | 33,33 | 66,67 | |
| DI RANNI DANIELA DENISE | CLM | 1708 | 0,3% | | | 37,5 | 62,5 | |
| **ACUM = 29,1%** | | | | | | | | |
| GONZALEZ CAROZZI ILLAN DIEGO | CLM | 1708 | 0,3% | | | 100 | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,3% | | | 62,5 | 37,5 | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,3% | | | 50,0 | 50,0 | |
| NOGUERAS MARIA BELEN | GIN | 1708 | 0,3% | 12,5 | | | 87,5 | |
| PITRA NATASHA YAZMIN | GIN | 1708 | 0,3% | | | | 100 | |
| **ACUM = 29,7%** | | | | | | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 0,2% | | | 100 | | |
| GIRETTI LUCIANO ANDRES | GIN | 1708 | 0,2% | | | 42,86 | 57,14 | |
| LAURIA MARTIN DEMIAN | CLM | 1708 | 0,2% | | | 100 | | |
| MARSALLIER MARIA ISABEL | CLM | 1708 | 0,2% | | | | 100 | |
| MARTINEZ EDITH ANALIA | GIN | 1708 | 0,2% | | | | 100 | |
| **ACUM = 30,1%** | | | | | | | | |

## No Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| SCHLENKER YESICA NATALIA | GIN | 1708 | 0,1% | | 100 | | | |
| BORELLI FRANCO | CLM | 1708 | 0,1% | | | | 100 | |
| COSTA MARCELO PABLO | GIN | 1708 | 0,1% | | | | 100 | |
| DE BENEDETTO LAURA EDITH | GIN | 1708 | 0,1% | | 33,33 | 66,67 | | |
| DE STEFANO YANINA GABRIELA | CLM | 1708 | 0,1% | | | 100 | | |
| **ACUM = 42,3%** | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | FUCSIA S/ESTROGENO (GAD) | Mercado: Fucsia | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #2 | #1 | #4 | | | | | | | | | | |

**REP**

ZONA = 6,8%

| EVOLUCION MAT | 999 | 73 | 107 | 376 |
|---|---|---|---|---|
| MES | 11,74 | 39,81 | 43,91 | 4,54 |
| TRIM | 11,25 | 38,97 | 45,26 | 4,53 |
| **MAT** | **8,59** | **39,24** | **47,88** | **4,29** |
| MATAA | 0,39 | 53,61 | 44,86 | 1,14 |

VALOR MERCADO: MES = 451 TRIM = 1.192 MAT = 3.992 MATAA = 2.759

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de FUCSIA S/ESTROGENO (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 4,1% | 5,83 | 2,91 | 2,91 | 31,39 | 39,6 | 7,81 | 3,58 | 1,19 | 0,66 | 5,17 | 0,93 | 2,91 | 0,66 | 0 | 0,26 |
| FARMACIA COGLIATI VICENTE M. | 3,4% | 4,42 | 3,0 | 1,42 | 25,59 | 36,02 | 15,96 | 3,16 | 2,84 | 0,79 | 9,32 | | 1,9 | 0 | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,8% | 0,19 | 0,19 | | 46,15 | 31,35 | 5,0 | | 0 | 3,27 | 13,65 | 0,19 | | 0,19 | | |
| FARMACIA COGLIATI CASTELAR SCS | 1,9% | 13,18 | 5,73 | 7,45 | 31,52 | 38,68 | 1,43 | 1,43 | 0 | 0,57 | 5,16 | | 2,87 | 5,16 | | |
| FARMACIA GUERRA SCS | 1,3% | 2,11 | 0 | 2,11 | 20,25 | 50,21 | 18,14 | 1,69 | 4,22 | 3,38 | 0 | | | | | |
| **ACUM = 13,5%** | | | | | | | | | | | | | | | | |
| FARMACIA POSAMAY SCS | 1,1% | 4,78 | | 4,78 | 63,16 | 28,23 | 0,48 | 0,96 | 0,96 | 1,44 | | | | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,9% | 7,43 | 4,57 | 2,86 | 34,86 | 41,14 | 6,29 | 1,71 | 2,86 | 1,14 | 0 | | 4,57 | 0 | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,5% | 0 | 0 | | 13,95 | 22,09 | 16,28 | 4,65 | 0 | | 43,02 | | | 0 | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,4% | 5,13 | 5,13 | | 41,03 | 47,44 | 1,28 | | 0 | | 2,56 | | 2,56 | | | |
| **ACUM = 16,4%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 4,2% | 4,16 | 3,64 | 0,52 | 18,05 | 38,83 | 16,23 | 7,79 | 2,6 | 1,17 | 8,7 | | 0,52 | 1,95 | | |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,9% | 8,13 | 2,96 | 5,18 | 43,81 | 20,15 | 9,61 | 3,51 | 0,18 | 4,81 | 6,47 | | 1,48 | 1,85 | | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,4% | 2,48 | 1,35 | 1,13 | 33,86 | 20,77 | 3,84 | 25,28 | 7,0 | 1,81 | 4,97 | | | | | |
| B1708CHE - INTE AGUERO 1801-1899 | 2,3% | 1,18 | 0,94 | 0,24 | 54,01 | 26,65 | 11,56 | 0 | 0 | 3,07 | 3,07 | 0 | 0,24 | 0,24 | | 0 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,3% | 0,24 | 0 | 0,24 | 29,09 | 59,13 | 3,85 | 0,24 | 0 | 7,45 | 0 | | | | 0 | |
| **ACUM = 30,5%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GADOCOR (GAD) | Mercado: Gadocor | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #2 | #5 | #4 | #3 | #8 | #9 | #7 | #11 | #10 | #12 |
| **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 = 42,1% | | | | | | | | | | | | |
| EVOLUCION MAT | 116 | 93 | 136 | 94 | 91 | 98 | 107 | 115 | 96 | 100 | 123 | 120 |
| MES | 6,12 | 36,34 | 12,12 | 10,19 | 9,51 | 8,81 | 5,61 | 3,96 | 3,87 | 1,88 | 0,86 | 0,74 |
| TRIM | 6,25 | 37,31 | 11,73 | 10,14 | 8,89 | 8,95 | 5,45 | 3,9 | 3,94 | 1,93 | 0,78 | 0,73 |
| **MAT** | **6,06** | **37,93** | **11,06** | **10,59** | **9,16** | **8,79** | **5,36** | **3,79** | **3,93** | **1,89** | **0,74** | **0,71** |
| MATAA | 5,24 | 40,89 | 8,12 | 11,25 | 10,02 | 8,97 | 5,02 | 3,3 | 4,1 | 1,89 | 0,6 | 0,59 |
| VALOR MERCADO: | | MES = 105.766 | | | TRIM = 308.537 | | | MAT = 1.169.526 | | | MATAA = 1.192.054 | |
| **DISTRITO** DIST = 10,8% | | | | | | | | | | | | |
| EVOLUCION MAT | 120 | 93 | 126 | 92 | 89 | 96 | 103 | 116 | 95 | 102 | 117 | 91 |
| MES | 8,18 | 29,37 | 15,09 | 8,48 | 8,8 | 8,99 | 5,57 | 4,87 | 6,81 | 2,06 | 1,55 | 0,23 |
| TRIM | 8,26 | 31,01 | 13,74 | 7,79 | 10,29 | 8,26 | 5,42 | 4,64 | 7,03 | 1,93 | 1,43 | 0,19 |
| **MAT** | **7,98** | **32,55** | **13,34** | **7,84** | **9,38** | **8,38** | **5,63** | **4,19** | **7,23** | **1,73** | **1,54** | **0,21** |
| MATAA | 6,63 | 35,06 | 10,59 | 8,52 | 10,56 | 8,7 | 5,44 | 3,62 | 7,64 | 1,69 | 1,32 | 0,23 |
| VALOR MERCADO: | | MES = 11.538 | | | TRIM = 33.822 | | | MAT = 126.624 | | | MATAA = 127.701 | |
| **REP** ZONA = 3,8% | | | | | | | | | | | | |
| EVOLUCION MAT | 116 | 89 | 125 | 90 | 114 | 101 | 103 | 97 | 88 | 130 | 118 | 73 |
| MES | 7,65 | 27,23 | 17,35 | 7,61 | 8,8 | 10,61 | 5,49 | 5,98 | 5,98 | 2,19 | 0,66 | 0,45 |
| TRIM | 7,68 | 29,22 | 16,55 | 6,95 | 9,2 | 9,63 | 5,01 | 5,4 | 7,03 | 1,78 | 1,07 | 0,47 |
| **MAT** | **7,4** | **29,63** | **15,61** | **7,66** | **9,56** | **9,96** | **5,04** | **4,7** | **7,05** | **1,29** | **1,47** | **0,62** |
| MATAA | 6,38 | 33,48 | 12,49 | 8,53 | 8,39 | 9,89 | 4,88 | 4,85 | 8,03 | 0,99 | 1,25 | 0,85 |
| VALOR MERCADO: | | MES = 479 | | | TRIM = 1.289 | | | MAT = 4.783 | | | MATAA = 4.550 | |

**PUNTO DE MARKET SHARE = 4 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 | #2 | #5 | #4 | #3 | #8 | #9 | #7 | #11 | #10 | #12 |
| **1708 - MORON** | | | | | | | | | | | | |
| **17%** % de zona = 39,4% PMS = 2 | | | | | | | | | | | | |
| EVOLUCION MAT | 120 | 91 | 122 | 96 | 90 | 100 | 90 | 119 | 97 | 156 | 79 | 75 |
| TRIM | 7,75 | 26,29 | 15,94 | 8,89 | 7,85 | 7,72 | 4,29 | 7,99 | 7,52 | 3,26 | 1,3 | 1,2 |
| **MAT** | **6,72** | **28,55** | **14,74** | **9,49** | **7,96** | **8,03** | **4,01** | **7,22** | **7,3** | **2,59** | **1,81** | **1,57** |
| **1706 - M.J.HAEDO** | | | | | | | | | | | | |
| **33%** % de zona = 35,3% PMS = 1 | | | | | | | | | | | | |
| EVOLUCION MAT | 106 | 93 | 118 | 93 | 106 | 100 | 124 | 81 | 91 | 43 | 148 | |
| TRIM | 3,45 | 34,24 | 19,5 | 6,4 | 10,14 | 8,71 | 5,68 | 2,95 | 7,27 | 0,58 | 1,08 | |
| **MAT** | **4,48** | **33,72** | **18,71** | **7,4** | **8,92** | **9,36** | **5,45** | **2,68** | **7,86** | **0,24** | **1,18** | |
| **1744 - MORENO BARRIO LOS** | | | | | | | | | | | | |
| **17%** % de zona = 25,3% PMS = 1 | | | | | | | | | | | | |
| EVOLUCION MAT | 113 | 79 | 160 | 73 | 171 | 99 | 96 | 69 | 69 | 148 | 794 | |
| TRIM | 13,57 | 26,57 | 13,31 | 4,76 | 9,93 | 13,88 | 5,17 | 4,92 | 5,94 | 1,23 | 0,72 | |
| **MAT** | **12,53** | **25,61** | **12,63** | **5,19** | **12,93** | **13,82** | **6,07** | **3,61** | **5,52** | **0,74** | **1,35** | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GADOCOR (GAD) | Mercado: Gadocor | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #2 | #5 | #4 | #3 | #8 | #9 | #7 | #11 | #10 | #12 |
| **REP** | | | | | | | | | | | | |
| TRIM | 6,05 | 35,46 | 11,39 | 12,26 | 11,07 | 8,35 | 5,71 | 3,04 | 4,65 | 0,53 | 1,44 | 0,05 |
| **MAT** | **7,05** | **35,36** | **17,34** | **7,26** | **9,53** | **8,06** | **4,7** | **3,65** | **4,41** | **0,85** | **1,79** | **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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 6,2% | | | 51,33 | 8,33 | 7,0 | 4,33 | 4,33 | 19,33 | | | 3,33 | 2,0 | |
| DIAZ ELISA ANGELA | D-N 1706 | 2,7% | 12,88 | | 45,45 | 6,06 | 10,61 | 6,82 | 11,36 | 1,52 | 3,79 | 0,76 | 0,76 | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 1,6% | 2,6 | | 33,77 | 15,58 | | 45,45 | 2,6 | | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 1,2% | 1,79 | | | 26,79 | | 64,29 | 3,57 | | | 3,57 | | | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 1,1% | 1,82 | | 34,55 | 25,45 | 9,09 | 5,45 | 12,73 | | | 7,27 | | 3,64 | |
| **ACUM =** | | **7,8%** | | | | | | | | | | | | | |
| SCAGLIOLA PABLO EDUARDO | CRD 1708 | 1,1% | | | 1,89 | 75,47 | 9,43 | 5,66 | 1,89 | 3,77 | 1,89 | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,9% | 47,83 | | 19,57 | 6,52 | 6,52 | | 2,17 | | 17,39 | | | | |
| BISO NORI ALBERTO | URO 1706 | 0,6% | | | 13,79 | 3,45 | | 75,86 | 6,9 | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,6% | | | 57,14 | 25,0 | 7,14 | 3,57 | 3,57 | | 3,57 | | | | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,5% | | | | 73,08 | | | | | | 26,92 | | | |
| **ACUM =** | | **10,4%** | | | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,5% | | | 38,46 | | | | | | | 61,54 | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,5% | 66,67 | | | 33,33 | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,4% | | | 94,74 | | | 5,26 | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,4% | | | 66,67 | 16,67 | | | | | 5,56 | | | 11,11 | |
| ROSSENDY ALMARAZ JHONNY | CRD 1708 | 0,4% | | | | | | 100 | | | | | | | |
| **ACUM =** | | **11,7%** | | | | | | | | | | | | | |
| BOBBIO ROLANDO ANTONIO | CLM 1708 | 0,3% | | | 25,0 | | 12,5 | | | 37,5 | 25,0 | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,3% | 40,0 | | | | 6,67 | | | | 53,33 | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 2,9% | | | 51,77 | 14,89 | 13,48 | 3,55 | 5,67 | 0,71 | 3,55 | 3,55 | | 2,84 | |
| SPADA PABLO CESAR | CRD 1708 | 1,2% | 1,79 | | | 26,79 | | 64,29 | 3,57 | | | 3,57 | | | |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 1,1% | 18,18 | | 5,45 | 38,18 | 25,45 | | 5,45 | | 5,45 | | | 1,82 | |
| **ACUM =** | | **12,3%** | | | | | | | | | | | | | |
| FERRARI MIGUEL ANGEL | CLM 1708 | 0,8% | | | 20,0 | | | 30,0 | 20,0 | | | 30,0 | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 0,7% | 6,25 | | 25,0 | 46,88 | 9,38 | | | | 12,5 | | | | |
| MARCO MARIA CANDELARIA | CLM 1708 | 0,3% | | | 100 | | | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM 1708 | 0,3% | | | 53,85 | 23,08 | | | | | | | | 23,08 | |
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,2% | | | 66,67 | | | | 33,33 | | | | | | |
| **ACUM =** | | **12,9%** | | | | | | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,2% | | | 50,0 | 8,33 | 8,33 | 25,0 | 8,33 | | | | | | |
| MARI CRISTINA LILIANA | CIR 1708 | 0,2% | 9,09 | | 90,91 | | | | | | | | | | |
| ARGUEYES AMAYA LUIS EDGARDO | CRD 1708 | 0,2% | 10,0 | | 90,0 | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | 60,0 | | | | | 20,0 | | 10,0 | | 10,0 | | | |
| IRIBARNE DAVALOS LUIS RODOLFO | CIR 1708 | 0,2% | | | 100 | | | | | | | | | | |
| **ACUM =** | | **13,7%** | | | | | | | | | | | | | |
| GENTILE SILVIA ALEJANDRA | CRD 1708 | 0,2% | | | | | 66,67 | | 33,33 | | | | | | |
| D'AMICO ANDRES EDUARDO | CRD 1708 | 0,2% | | | | 75,0 | | | 12,5 | | | | 12,5 | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,2% | | | 50,0 | 50,0 | | | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,2% | | | 100 | | | | | | | | | | |
| VELAZQUEZ FERNANDA | CLM 1708 | 0,2% | | | | 100 | | | | | | | | | |
| **ACUM =** | | **14,3%** | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,1% | | | 42,86 | | | | 57,14 | | | | | | |
| FUNES ALEJANDRA PATRICIA | CRD 1708 | 0,1% | 42,86 | | | 42,86 | | | 14,29 | | | | | | |
| TURSI JOSE ALBERTO | CLM 1708 | 0,1% | | | | | 100 | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,1% | | | 71,43 | | | | 28,57 | | | | | | |
| VISSER MIGUEL | CRD 1708 | 0,1% | | | 71,43 | | | | | | 28,57 | | | | |
| **ACUM =** | | **29,3%** | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | GADOCOR (GAD) | Mercado: Gadocor | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #2 | #5 | #4 | #3 | #8 | #9 | #7 | #11 | #10 | #12 | | | |
| **REP** | EVOLUCION MAT 116 | 89 | 125 | 90 | 114 | 101 | 103 | 97 | 88 | 130 | 118 | 73 | | | |
| ZONA = 3,8% | MES 7,65 | 27,23 | 17,35 | 7,61 | 8,8 | 10,61 | 5,49 | 5,98 | 5,98 | 2,19 | 0,66 | 0,45 | | | |
| | TRIM 7,68 | 29,22 | 16,55 | 6,95 | 9,2 | 9,63 | 5,01 | 5,4 | 7,03 | 1,78 | 1,07 | 0,47 | | | |
| | **MAT 7,4** | **29,63** | **15,61** | **7,66** | **9,56** | **9,96** | **5,04** | **4,7** | **7,05** | **1,29** | **1,47** | **0,62** | | | |
| | MATAA 6,38 | 33,48 | 12,49 | 8,53 | 8,39 | 9,89 | 4,88 | 4,85 | 8,03 | 0,99 | 1,25 | 0,85 | | | |

VALOR MERCADO: MES = 479 TRIM = 1.289 MAT = 4.783 MATAA = 4.550

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 4,6% | 4,17 | 33,43 | 13,54 | 9,94 | 11,55 | 10,13 | 5,59 | 5,68 | 5,87 | 0,09 | 0 |
| FARMACIA COGLIATI VICENTE M. | 3,5% | 4,8 | 27,81 | 18,96 | 7,84 | 7,21 | 8,85 | 9,86 | 4,42 | 6,83 | 3,41 | |
| FARMACIA COGLIATI CASTELAR SCS | 1,8% | 6,33 | 28,71 | 13,38 | 14,84 | 4,38 | 11,44 | 3,65 | 8,52 | 8,76 | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,7% | 5,1 | 33,16 | 34,95 | 6,89 | 10,97 | 0,51 | 5,1 | 2,3 | 1,02 | 0 | |
| FARMACIA GUERRA SCS | 1,0% | 0,42 | 54,62 | 2,52 | 11,76 | 5,88 | 7,98 | 2,1 | 7,98 | 6,72 | | |
| **ACUM = 12,6%** | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,9% | 6,6 | 64,47 | 5,08 | 4,06 | 1,52 | 0,51 | 12,18 | 1,02 | 4,57 | 0 | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,8% | 4,0 | 27,43 | 19,43 | 14,29 | 14,29 | 12,0 | | 3,43 | 5,14 | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,3% | 0 | 87,01 | 11,69 | | | | | | | 1,3 | |
| FARMACIA POSAMAY SCS | 0,2% | 33,33 | 22,92 | 0 | | | 22,92 | 2,08 | 2,08 | 0 | 16,67 | |
| **ACUM = 14,8%** | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,2% | 5,7 | 29,99 | 24,56 | 7,73 | 19,27 | 2,31 | 1,22 | 4,61 | 4,48 | | 0,14 |
| B1708JDD - 9 DE JULIO 102-200 | 3,0% | 10,56 | 25,9 | 17,66 | 5,35 | 5,07 | 7,67 | 4,2 | 15,05 | 7,38 | 0,29 | 0,87 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,4% | 10,89 | 34,64 | 2,86 | 1,07 | 13,93 | 12,14 | 8,39 | 8,21 | 0,54 | | 7,32 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,6% | 5,14 | 21,08 | 31,62 | 9,19 | 4,86 | 5,95 | 6,76 | 6,22 | 8,11 | 0,54 | 0,54 |
| B1708CHE - INTE AGUERO 1801-1899 | 1,5% | 5,06 | 33,04 | 15,18 | 6,85 | 4,76 | 22,02 | 5,65 | 6,25 | 1,19 | | |
| **ACUM = 26,5%** | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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 | #10 | #14 | #13 | #1 | #2 | #6 | #5 | #3 | #9 | #4 | #8 | #7 | #12 | #11 | |
| **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 | 123 | 100 | 179 | 107 | 84 | 100 | 88 | 105 | 114 | 127 | 102 | 109 | 101 | 181 | 81 |
| GCIA = 54,0% | MES | 3,59 | 1,7 | 1,89 | 23,97 | 16,71 | 7,83 | 9,68 | 5,46 | 5,57 | 5,54 | 5,8 | 4,43 | 3,16 | 2,78 | 5,49 |
| | TRIM | 4,21 | 2,24 | 1,97 | 24,58 | 17,55 | 8,23 | 5,09 | 5,8 | 5,6 | 5,92 | 6,07 | 4,82 | 3,57 | 2,92 | 5,63 |
| | **MAT** | **3,99** | **2,31** | **1,68** | **23,02** | **16,69** | **9,21** | **8,49** | **5,54** | **5,08** | **5,38** | **5,7** | **4,55** | **3,52** | **2,52** | **6,29** |
| | MATAA | 3,24 | 2,3 | 0,94 | 21,52 | 19,92 | 9,25 | 9,68 | 5,27 | 4,47 | 4,24 | 5,59 | 4,17 | 3,5 | 1,39 | 7,76 |
| | VALOR MERCADO: | MES = 406.064 | TRIM = 1.119.527 | MAT = 3.853.793 | MATAA = 4.021.092 | | | | | | | | | | | |
| **DISTRITO** | EVOLUCION MAT | 114 | 80 | 209 | 104 | 74 | 95 | 85 | 111 | 123 | 135 | 105 | 118 | 122 | 219 | 73 |
| DIST = 10,8% | MES | 4,02 | 1,54 | 2,48 | 20,53 | 12,02 | 7,68 | 8,98 | 9,1 | 6,98 | 7,83 | 6,88 | 6,31 | 2,77 | 2,72 | 4,18 |
| | TRIM | 4,66 | 2,11 | 2,55 | 21,42 | 12,59 | 8,45 | 4,77 | 9,87 | 6,52 | 8,06 | 7,01 | 6,57 | 3,13 | 2,69 | 4,24 |
| | **MAT** | **4,36** | **2,25** | **2,11** | **19,96** | **12,89** | **9,51** | **8,18** | **9,23** | **5,74** | **7,6** | **6,19** | **6,07** | **3,03** | **2,41** | **4,81** |
| | MATAA | 3,82 | 2,81 | 1,01 | 19,23 | 17,49 | 9,97 | 9,63 | 8,33 | 4,68 | 5,64 | 5,88 | 5,14 | 2,49 | 1,1 | 6,59 |
| | VALOR MERCADO: | MES = 44.265 | TRIM = 119.725 | MAT = 414.846 | MATAA = 424.896 | | | | | | | | | | | |
| **REP** | EVOLUCION MAT | 149 | 95 | 237 | 92 | 94 | 88 | 88 | 99 | 117 | 126 | 107 | 115 | 122 | 210 | 70 |
| ZONA = 4,2% | MES | 4,44 | 1,36 | 3,08 | 17,54 | 10,35 | 7,21 | 9,55 | 9,92 | 7,44 | 9,03 | 6,5 | 5,22 | 2,8 | 4,41 | 5,59 |
| | TRIM | 4,7 | 1,72 | 2,97 | 17,96 | 10,83 | 7,27 | 5,75 | 11,22 | 7,06 | 9,36 | 7,03 | 5,89 | 3,19 | 3,9 | 5,84 |
| | **MAT** | **3,52** | **1,39** | **2,13** | **17,77** | **12,93** | **7,28** | **8,62** | **10,55** | **5,84** | **8,81** | **6,09** | **6,39** | **2,93** | **3,27** | **6,0** |
| | MATAA | 2,36 | 1,46 | 0,9 | 19,37 | 13,79 | 8,3 | 9,77 | 10,62 | 5,01 | 7,0 | 5,68 | 5,55 | 2,41 | 1,56 | 8,57 |
| | VALOR MERCADO: | MES = 1.905 | TRIM = 5.015 | MAT = 17.576 | MATAA = 17.787 | | | | | | | | | | | |

**PUNTO DE MARKET SHARE = 15 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #10 | #14 | #13 | #1 | #2 | #6 | #5 | #3 | #9 | #4 | #8 | #7 | #12 | #11 | |
| **1708 - MORON** | EVOLUCION MAT | 152 | 96 | 213 | 91 | 90 | 88 | 85 | 105 | 107 | 122 | 113 | 116 | 119 | 245 | 68 |
| **17%** % de zona = 45,2% | TRIM | 4,99 | 1,54 | 3,45 | 21,6 | 6,34 | 8,19 | 5,79 | 8,5 | 7,14 | 9,61 | 8,43 | 5,73 | 3,61 | 4,64 | 5,43 |
| PMS = 7 | **MAT** | **4,11** | **1,34** | **2,77** | **23,48** | **6,76** | **8,2** | **7,93** | **8,6** | **5,79** | **9,72** | **7,0** | **5,93** | **3,2** | **3,7** | **5,58** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 122 | 69 | 203 | 94 | 110 | 81 | 78 | 103 | 125 | 140 | 92 | 117 | 112 | 168 | 69 |
| **33%** % de zona = 28,9% | TRIM | 3,01 | 0,86 | 2,16 | 17,05 | 11,36 | 7,74 | 6,12 | 11,19 | 6,71 | 9,6 | 4,78 | 9,23 | 3,62 | 4,09 | 5,49 |
| PMS = 4 | **MAT** | **2,42** | **0,83** | **1,58** | **15,37** | **10,85** | **7,93** | **9,61** | **11,5** | **5,95** | **9,32** | **4,73** | **9,96** | **3,38** | **3,17** | **5,82** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 171 | 115 | 471 | 90 | 91 | 101 | 112 | 91 | 127 | 118 | 113 | 103 | 151 | 201 | 74 |
| **17%** % de zona = 25,9% | TRIM | 5,96 | 3,01 | 2,95 | 12,07 | 18,7 | 5,01 | 5,25 | 16,39 | 7,28 | 8,63 | 6,82 | 2,62 | 1,93 | 2,32 | 7,01 |
| PMS = 4 | **MAT** | **3,71** | **2,1** | **1,6** | **10,47** | **26,04** | **4,93** | **8,74** | **12,9** | **5,81** | **6,65** | **6,02** | **3,21** | **1,96** | **2,63** | **6,95** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GADOFEROL TOTAL | Mercado: Gadoferol | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | GADOFEROL TOTAL | GADOFEROL | GADOFEROL CB | ORAVIL | OSTEODYN | DEBLAX | RAQUIFEROL D3 | DEVISAL | SUBICAL CB | DEVISAL CB | SUBICAL | CRADA | TRIP D3 | TESTRI - CB | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | GAD | GAD | TPQ | MTP | RF2 | RMM | B+L | BEB | B+L | BEB | CSO | CVI | ELE | |
| RANKING TERRITORIO | #10 | #14 | #13 | #1 | #2 | #6 | #5 | #3 | #9 | #4 | #8 | #7 | #12 | #11 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 2,91 | 2,34 | 0,57 | 19,65 | 8,83 | 10,36 | 11,33 | 11,51 | 3,44 | 7,53 | 5,18 | 3,95 | 3,49 | 2,08 | 9,75 |
| **MAT** | **3,84** | **2,06** | **1,78** | **19,07** | **8,95** | **8,33** | **11,0** | **11,76** | **3,8** | **7,02** | **5,81** | **4,24** | **4,71** | **3,65** | **7,83** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | GADOFEROL | GADOFEROL CB | ORAVIL | OSTEODYN | DEBLAX | RAQUIFEROL D3 | DEVISAL | SUBICAL CB | DEVISAL CB | SUBICAL | CRADA | TRIP D3 | TESTRI - CB | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | GAD | GAD | TPQ | MTP | RF2 | RMM | B+L | BEB | B+L | BEB | CSO | CVI | ELE | |
| | | | | | #10 | #14 | #13 | #1 | #2 | #6 | #5 | #3 | #9 | #4 | #8 | #7 | #12 | #11 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 4,2% | 2,36 | 0,29 | 2,06 | 24,59 | 4,27 | 10,31 | 10,46 | 8,25 | 3,09 | 13,55 | 4,12 | 6,48 | 3,83 | 6,48 | 2,21 |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM | 1708 | 2,8% | 13,6 | 3,73 | 9,87 | 18,2 | 0,66 | 40,13 | 1,54 | 5,04 | 0,66 | 7,46 | 3,51 | 0,88 | | 2,63 | 5,7 |
| DIAZ ELISA ANGELA | D-N | 1706 | 2,1% | | | | 24,71 | 8,72 | 8,14 | 17,44 | 0,87 | 6,4 | | 6,69 | 0,87 | 18,9 | 0,58 | 6,69 |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,8% | | | | 16,79 | 10,69 | 1,53 | 35,11 | 16,03 | | 4,58 | 3,05 | 12,21 | | | |
| GARCIA VILLAMAYOR MARIA | GIN | 1708 | 0,7% | 28,32 | 7,08 | 21,24 | 11,5 | 1,77 | 38,94 | | | | 17,7 | | | 0,88 | 0,88 | |
| **ACUM =** | | | **5,7%** | | | | | | | | | | | | | | | |
| CUTOLO GISELA SILVIA | CLM | 1708 | 0,5% | | | | 1,27 | | 31,65 | | 1,27 | | 58,23 | 3,8 | 2,53 | | | 1,27 |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,5% | | | | 30,67 | 6,67 | | 4,0 | 14,67 | 12,0 | 1,33 | 21,33 | | | 4,0 | 5,33 |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,5% | | | | 6,76 | | | 37,84 | | 29,73 | | 8,11 | | 1,35 | | 16,22 |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,4% | | | | 52,78 | 13,89 | 5,56 | 8,33 | 1,39 | | 2,78 | 6,94 | | 5,56 | | 2,78 |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,4% | 29,17 | 9,72 | 19,44 | 12,5 | | 2,78 | | 9,72 | 6,94 | 29,17 | | 5,56 | | 1,39 | 2,78 |
| **ACUM =** | | | **7,2%** | | | | | | | | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM | 1708 | 0,4% | 10,0 | 10,0 | | 7,14 | 4,29 | 4,29 | 5,71 | 2,86 | | | 30,0 | | | | 35,71 |
| COGO ADRIANA KARINA | CIR | 1706 | 0,4% | | | | 75,38 | | | | 4,62 | | | | 20,0 | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,3% | 7,14 | 7,14 | | 37,5 | 8,93 | 5,36 | | 5,36 | 5,36 | 17,86 | 3,57 | | 5,36 | | 3,57 |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,3% | | | | 7,41 | 9,26 | 7,41 | 1,85 | 11,11 | 16,67 | 25,93 | | 7,41 | 11,11 | 1,85 | |
| BORELLO GUSTAVO JOSE | CLM | 1708 | 0,3% | | | | 11,32 | | 3,77 | 15,09 | 11,32 | 1,89 | 56,6 | | | | | |
| **ACUM =** | | | **8,6%** | | | | | | | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,3% | | | | 28,0 | 10,0 | 26,0 | | | | | | | | | 36,0 |
| PERUGINI MIRIAM VIVIANA | CRD | 1708 | 0,3% | | | | 47,83 | 13,04 | | | 26,09 | | | 6,52 | | 4,35 | | 2,17 |
| MARQUEZ ANA KARINA | CLM | 1708 | 0,3% | | | | 75,56 | | | 8,89 | | | | | 15,56 | | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,2% | 28,95 | 28,95 | | 2,63 | 21,05 | 39,47 | 5,26 | | | 2,63 | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 0,2% | 2,63 | | 2,63 | | | 39,47 | | 7,89 | | 23,68 | | | | | 26,32 |
| **ACUM =** | | | **9,3%** | | | | | | | | | | | | | | | |
| MARTINOI IVANA ELISABET | CLM | 1708 | 0,2% | | | | | | 2,78 | | 55,56 | | | | | | 41,67 | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,2% | | | | | 2,86 | 17,14 | 48,57 | | | 2,86 | | 28,57 | | | |
| BERTOLA MARIA ELISA NORMA | GIN | 1708 | 0,2% | | | | 2,94 | | 55,88 | | 35,29 | | 5,88 | | | | | |
| BUCETA ANA MARIA | GIN | 1706 | 0,2% | | | | 68,75 | 9,38 | 9,38 | | | | | | | 3,12 | | 9,38 |
| COLOME OLIVIERI LAURA | GIN | 1708 | 0,2% | | | | | | | | | 6,25 | | 93,75 | | | | |
| **ACUM =** | | | **10,3%** | | | | | | | | | | | | | | | |
| COTTA LILIANA MABEL | GIN | 1708 | 0,2% | 75,86 | 55,17 | 20,69 | 3,45 | | | | 6,9 | | | 6,9 | | 6,9 | | |
| DE BENEDETTO LAURA EDITH | GIN | 1708 | 0,2% | 10,71 | 10,71 | | | | | | 75,0 | | 14,29 | | | | | |
| TROHA ADRIANA ROSANA | CLM | 1708 | 0,2% | | | | 46,43 | 28,57 | | | | | | 25,0 | | | | |
| URDIN MARIA DANIELA | CLM | 1706 | 0,2% | | | | 7,41 | | | | | | | | 85,19 | 7,41 | | |
| OECHSLE ERIKA LILIAN | CLM | 1708 | 0,2% | 76,92 | 23,08 | 53,85 | 3,85 | | 3,85 | | 3,85 | 3,85 | | | 7,69 | | | |
| **ACUM =** | | | **11,1%** | | | | | | | | | | | | | | | |
| HEREDIA MONICA ANA | REU | 1708 | 0,2% | | | | 80,0 | | 20,0 | | | | | | | | | |
| KATOVSKY DEBORA JUDIT | GIN | 1708 | 0,2% | | | | | | 20,0 | | | | | | | | | 80,0 |
| MARTINEZ EDITH ANALIA | GIN | 1708 | 0,2% | 8,0 | 8,0 | | | | | | | | 20,0 | 16,0 | 8,0 | 16,0 | 20,0 | 12,0 |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 0,2% | | | | | | 44,0 | 16,0 | | 4,0 | | | | 4,0 | 32,0 | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,1% | | | | 12,5 | 4,17 | 8,33 | 8,33 | 45,83 | | 20,83 | | | | | |
| **ACUM =** | | | **11,7%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 1,4% | 0,44 | | 0,44 | 5,29 | 3,96 | 9,69 | 2,2 | 14,98 | | 8,37 | | 37,0 | | 9,25 | 8,81 |
| SALVAI MARIA EUGENIA | CLM | 1744 | 1,0% | | | | 13,1 | 75,6 | | 3,57 | 2,38 | | 3,57 | | | 1,79 | | |
| RODRIGUEZ MONTI CARLOS | ANE | 1744 | 1,0% | | | | 19,51 | | 1,22 | 61,59 | 5,49 | | 1,83 | | | | | 10,37 |
| IVANI NESTOR FERNANDO | CIR | 1744 | 0,8% | | | | 27,41 | 10,37 | 10,37 | 11,85 | | 11,85 | 6,67 | 4,44 | | 5,93 | 2,96 | 8,15 |
| GARABITO MARIANO ERNESTO | CLM | 1708 | 0,7% | | | | 14,04 | 2,63 | | 3,51 | 2,63 | | 1,75 | | | 71,93 | | 3,51 |
| **ACUM =** | | | **23,7%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | GADOFEROL TOTAL | Mercado: Gadoferol | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: MUSCULO ESQ. | OCTUBRE 2023 |

# 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 | #10 | #14 | #13 | #1 | #2 | #6 | #5 | #3 | #9 | #4 | #8 | #7 | #12 | #11 | |
| **REP** | EVOLUCION MAT 149 | 95 | 237 | 92 | 94 | 88 | 88 | 99 | 117 | 126 | 107 | 115 | 122 | 210 | 70 |
| ZONA = 4,2% | MES 4,44 | 1,36 | 3,08 | 17,54 | 10,35 | 7,21 | 9,55 | 9,92 | 7,44 | 9,03 | 6,5 | 5,22 | 2,8 | 4,41 | 5,59 |
| | TRIM 4,7 | 1,72 | 2,97 | 17,96 | 10,83 | 7,27 | 5,75 | 11,22 | 7,06 | 9,36 | 7,03 | 5,89 | 3,19 | 3,9 | 5,84 |
| | **MAT 3,52** | **1,39** | **2,13** | **17,77** | **12,93** | **7,28** | **8,62** | **10,55** | **5,84** | **8,81** | **6,09** | **6,39** | **2,93** | **3,27** | **6,0** |
| | MATAA 2,36 | 1,46 | 0,9 | 19,37 | 13,79 | 8,3 | 9,77 | 10,62 | 5,01 | 7,0 | 5,68 | 5,55 | 2,41 | 1,56 | 8,57 |

VALOR MERCADO: MES = 1.905 TRIM = 5.015 MAT = 17.576 MATAA = 17.787

**PUNTO DE MARKET SHARE = 15 UNIDADES estimadas de GADOFEROL TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | |
|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 3,5% | 9,5 | 49,5 | 33,38 | 7,62 |
| FARMACIA COGLIATI VICENTE M. | 3,0% | 10,03 | 43,02 | 45,78 | 1,16 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,4% | 3,44 | 34,0 | 60,22 | 2,35 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,2% | 4,49 | 40,07 | 55,43 | |
| ALFANO ROBERTO NICOLAS | 1,0% | 4,17 | 36,57 | 52,78 | 6,48 |

**ACUM = 11,1%**

| | | | | | |
|---|---|---|---|---|---|
| FARMACIA COGLIATI CASTELAR SCS | 0,9% | 3,59 | 38,97 | 56,92 | 0,51 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 25,0 | 27,08 | 47,92 | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,2% | 6,98 | 0 | 93,02 | |
| FARMACIA POSAMAY SCS | 0,1% | 4,35 | 78,26 | 17,39 | |

**ACUM = 12,5%**

## No Asignadas

| | | | | | |
|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 4,1% | 8,28 | 27,07 | 37,9 | 26,75 |
| B1708JDD - 9 DE JULIO 102-200 | 1,5% | 7,46 | 57,31 | 33,73 | 1,49 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 1,3% | 20,0 | 45,57 | 31,48 | 2,95 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 0,7% | 4,4 | 41,51 | 49,06 | 5,03 |
| B1744ALI | 0,5% | 10,91 | 28,18 | 60,91 | |

**ACUM = 20,6%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GADOLIP (GAD) | Mercado: Gadolip | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | 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 | #2 | #1 | #3 | #10 | #6 | #5 | #4 | #11 | #7 | #8 | #12 | #13 | #9 | #14 | |
| **PAIS** | EVOLUCION MAT | 102 | 101 | 96 | 92 | 106 | 106 | 97 | 93 | 97 | 113 | 88 | 79 | 92 | 157 | 108 |
| BASE = 100% | 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** | EVOLUCION MAT | 99 | 102 | 97 | 92 | 109 | 105 | 98 | 92 | 100 | 116 | 86 | 73 | 88 | 157 | 119 |
| GCIA = 47,7% | MES | 15,57 | 29,26 | 16,59 | 5,26 | 5,4 | 6,42 | 4,83 | 2,41 | 2,74 | 3,08 | 1,74 | 1,19 | 1,36 | 1,66 | 2,47 |
| | TRIM | 17,18 | 27,74 | 16,87 | 5,51 | 5,33 | 6,16 | 4,65 | 2,45 | 3,3 | 3,05 | 1,68 | 0,95 | 1,37 | 1,41 | 2,35 |
| | **MAT** | **18,21** | **25,93** | **17,18** | **5,56** | **5,47** | **6,0** | **4,43** | **2,81** | **4,14** | **2,84** | **1,91** | **1,17** | **1,28** | **1,08** | **1,99** |
| | MATAA | 18,41 | 25,31 | 17,74 | 6,02 | 5,02 | 5,69 | 4,52 | 3,07 | 4,13 | 2,44 | 2,21 | 1,61 | 1,45 | 0,69 | 1,67 |
| | | | VALOR MERCADO: | | MES = 89.744 | | | TRIM = 264.750 | | | MAT = 1.010.349 | | | MATAA = 1.023.844 | | |
| **DISTRITO** | EVOLUCION MAT | 100 | 106 | 97 | 66 | 116 | 107 | 103 | 88 | 101 | 115 | 90 | 67 | 88 | 162 | 93 |
| DIST = 12,7% | MES | 13,08 | 25,73 | 15,89 | 3,33 | 7,23 | 8,0 | 7,51 | 2,5 | 2,65 | 3,44 | 3,44 | 0,97 | 2,96 | 1,81 | 1,44 |
| | TRIM | 15,56 | 25,8 | 15,2 | 3,25 | 6,96 | 8,1 | 7,16 | 2,16 | 2,93 | 3,42 | 3,03 | 0,89 | 2,66 | 1,27 | 1,61 |
| | **MAT** | **17,03** | **23,63** | **15,44** | **3,72** | **7,3** | **8,36** | **6,77** | **2,59** | **3,45** | **3,22** | **2,76** | **1,11** | **2,13** | **0,97** | **1,52** |
| | MATAA | 17,07 | 22,26 | 15,85 | 5,6 | 6,31 | 7,78 | 6,6 | 2,93 | 3,41 | 2,81 | 3,07 | 1,65 | 2,42 | 0,6 | 1,63 |
| | | | VALOR MERCADO: | | MES = 11.439 | | | TRIM = 33.645 | | | MAT = 128.025 | | | MATAA = 130.389 | | |
| **REP** | EVOLUCION MAT | 101 | 106 | 86 | 77 | 117 | 103 | 96 | 138 | 108 | 111 | 95 | 77 | 120 | 91 | 93 |
| ZONA = 4,0% | MES | 13,78 | 28,01 | 14,75 | 3,57 | 5,54 | 5,78 | 6,44 | 3,08 | 3,57 | 4,57 | 2,42 | 1,21 | 5,75 | 0,31 | 1,21 |
| | TRIM | 16,07 | 24,6 | 15,3 | 3,61 | 5,41 | 5,8 | 6,32 | 2,11 | 4,34 | 4,66 | 2,92 | 2,01 | 4,94 | 0,37 | 1,53 |
| | **MAT** | **16,18** | **23,24** | **15,9** | **3,52** | **5,54** | **5,74** | **5,94** | **3,11** | **5,49** | **4,39** | **2,78** | **1,96** | **4,28** | **0,2** | **1,74** |
| | MATAA | 16,08 | 21,88 | 18,58 | 4,56 | 4,74 | 5,56 | 6,19 | 2,25 | 5,09 | 3,94 | 2,92 | 2,55 | 3,56 | 0,22 | 1,87 |
| | | | VALOR MERCADO: | | MES = 481 | | | TRIM = 1.308 | | | MAT = 5.070 | | | MATAA = 5.014 | | |

**PUNTO DE MARKET SHARE = 4 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #2 | #1 | #3 | #10 | #6 | #5 | #4 | #11 | #7 | #8 | #12 | #13 | #9 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 95 | 106 | 83 | 99 | 118 | 108 | 99 | 104 | 105 | 116 | 107 | 85 | 136 | 93 | 84 |
| **17%** % de zona = 49,2% | TRIM | 11,87 | 22,05 | 17,16 | 4,15 | 7,35 | 7,27 | 7,76 | 2,13 | 4,93 | 5,51 | 1,82 | 1,3 | 4,26 | 0,23 | 2,21 |
| PMS = 2 | **MAT** | **13,24** | **21,13** | **16,72** | **3,64** | **7,25** | **6,82** | **7,78** | **2,13** | **6,45** | **5,26** | **1,79** | **1,49** | **3,81** | **0,14** | **2,34** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 101 | 111 | 92 | 28 | 138 | 92 | 111 | 230 | 93 | 101 | 84 | 70 | 100 | 208 | 101 |
| **17%** % de zona = 27,6% | TRIM | 25,94 | 26,22 | 11,87 | 1,33 | 3,31 | 4,0 | 5,01 | 2,39 | 3,91 | 2,02 | 5,2 | 3,68 | 3,31 | 0,55 | 1,24 |
| PMS = 1 | **MAT** | **22,72** | **24,51** | **13,41** | **1,36** | **3,71** | **4,58** | **3,97** | **6,12** | **4,13** | **2,37** | **5,04** | **3,55** | **2,9** | **0,25** | **1,38** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 108 | 102 | 87 | 94 | 104 | 107 | 80 | 72 | 142 | 110 | 97 | 70 | 117 | 58 | 191 |
| **33%** % de zona = 23,2% | TRIM | 13,16 | 28,07 | 15,46 | 5,15 | 3,84 | 4,82 | 4,82 | 1,75 | 3,62 | 6,03 | 2,52 | 1,54 | 8,33 | 0,44 | 0,44 |
| PMS = 1 | **MAT** | **14,62** | **26,2** | **17,11** | **5,84** | **4,08** | **4,82** | **4,39** | **1,61** | **5,07** | **4,93** | **2,18** | **1,05** | **6,94** | **0,28** | **0,88** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | #2 | #1 | #3 | #10 | #6 | #5 | #4 | #11 | #7 | #8 | #12 | #13 | #9 | #14 | |
| TRIM | 17,76 | 20,51 | 17,96 | 3,82 | 4,45 | 4,3 | 6,12 | 1,37 | 8,24 | 3,28 | 2,52 | 4,41 | 2,3 | 0,13 | 2,84 |
| **MAT** | **17,04** | **21,71** | **16,03** | **4,03** | **6,43** | **5,5** | **5,32** | **0,96** | **7,66** | **2,42** | **4,28** | **3,74** | **2,45** | **0,31** | **2,11** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #2 | #1 | #3 | #10 | #6 | #5 | #4 | #11 | #7 | #8 | #12 | #13 | #9 | #14 | |
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 3,3% | 3,41 | | 10,73 | 23,9 | 11,71 | 5,85 | 14,63 | 13,66 | 1,95 | 2,44 | 8,29 | | | | | 3,41 |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM 1708 | 2,2% | 12,88 | | 19,7 | 2,27 | 2,27 | | | 27,27 | 1,52 | | 2,27 | | | 5,3 | | 26,52 |
| DIAZ ELISA ANGELA | D-N 1706 | 2,1% | 6,11 | | 25,95 | 4,58 | | 5,34 | 15,27 | 4,58 | | 19,85 | 7,63 | 5,34 | | | | 5,34 |
| HERMIDA SONIA GRISELDA | CLM 1708 | 1,6% | 7,14 | | 8,16 | 5,1 | 1,02 | | 5,1 | | | 67,35 | | | 6,12 | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 1,0% | 15,25 | | 5,08 | 44,07 | 6,78 | | 1,69 | 23,73 | 3,39 | | | | | | | |
| **ACUM =** | | **5,9%** | | | | | | | | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,9% | 23,21 | | 7,14 | 3,57 | 39,29 | 16,07 | | | | 5,36 | 5,36 | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,8% | 17,65 | | 7,84 | 5,88 | 1,96 | 35,29 | | 21,57 | 3,92 | | 3,92 | | | | | 1,96 |
| ROMANO ANGEL MARIO | CLM 1708 | 0,8% | 54,0 | | 20,0 | | | | | 12,0 | 4,0 | | | | 2,0 | | | 8,0 |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,8% | 14,29 | | 34,69 | 20,41 | 6,12 | 4,08 | 4,08 | 8,16 | | 2,04 | | | | | | 6,12 |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,7% | 9,09 | | 2,27 | 75,0 | 2,27 | | | | | 2,27 | | | | | | 9,09 |
| **ACUM =** | | **7,5%** | | | | | | | | | | | | | | | | |
| MARI CRISTINA LILIANA | CIR 1708 | 0,6% | 35,14 | | 24,32 | 2,7 | | 2,7 | 10,81 | | | 8,11 | | | 8,11 | 8,11 | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,6% | | | 77,78 | 16,67 | 5,56 | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,6% | | | 33,33 | | 2,78 | 41,67 | 19,44 | | | | | 2,78 | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,5% | 43,75 | | 12,5 | 43,75 | | | | | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,5% | 6,67 | | 16,67 | 6,67 | | 43,33 | | 10,0 | 6,67 | | 6,67 | | | | | 3,33 |
| **ACUM =** | | **8,6%** | | | | | | | | | | | | | | | | |
| HARGUINTEGUY MARIA VICTORIA | CIR 1708 | 0,5% | | | 31,03 | 13,79 | 3,45 | | | 10,34 | | | | | | 20,69 | | 20,69 |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,4% | 85,19 | | | | | 11,11 | | | 3,7 | | | | | | | |
| TROHA ADRIANA ROSANA | CLM 1708 | 0,4% | | | 16,0 | 8,0 | | | | | | | | 76,0 | | | | |
| BORELLO GUSTAVO JOSE | CLM 1708 | 0,4% | | | 26,09 | 60,87 | | | | | | | 13,04 | | | | | |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,4% | 63,64 | | 13,64 | 22,73 | | | | | | | | | | | | |
| **ACUM = 10,7%** | | | | | | | | | | | | | | | | | | |
| MANDARANO GUILLERMO RAUL | CLM 1708 | 0,3% | 68,75 | | | 12,5 | | | | | | | | | | | | 18,75 |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | 13,33 | | 33,33 | 13,33 | 6,67 | 6,67 | 26,67 | | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD 1708 | 0,2% | | | 100 | | | | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,2% | | | | 66,67 | | | | | 33,33 | | | | | | | |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 2,1% | 1,55 | | 10,08 | 9,3 | | | 1,55 | | | 9,3 | 2,33 | 65,89 | | | | |
| **ACUM = 11,6%** | | | | | | | | | | | | | | | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 2,0% | 8,94 | | 31,71 | 25,2 | 1,63 | | 8,94 | 7,32 | | 5,69 | | | | 4,07 | | 6,5 |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,1% | 16,18 | | 38,24 | 29,41 | | 14,71 | 1,47 | | | | | | | | | |
| FERNANDEZ SELENE YANINA | CLM 1708 | 1,0% | 29,51 | | 1,64 | 8,2 | 14,75 | 9,84 | | 18,03 | | | | | 18,03 | | | |
| ROMERO FERNANDO JULIAN | CRD 1708 | 0,9% | | | 5,56 | | | 87,04 | 7,41 | | | | | | | | | |
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,2% | 54,55 | | 27,27 | | | | | | 9,09 | | | | | | | 9,09 |
| **ACUM = 11,6%** | | | | | | | | | | | | | | | | | | |
| D'AMICO ANDRES EDUARDO | CRD 1708 | 0,2% | | | | 80,0 | | | | | | 20,0 | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,2% | | | 90,0 | 10,0 | | | | | | | | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,2% | 20,0 | | 80,0 | | | | | | | | | | | | | |
| SANNA CARLOS HUGO | CLM 1708 | 0,1% | | | 100 | | | | | | | | | | | | | |
| BENSUSAN TERESA CRISTINA | CLM 1708 | 0,1% | 75,0 | | | | | | | | | 25,0 | | | | | | |
| **ACUM = 11,9%** | | | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CONCI FRANCO MATIAS JAVIER | CLM 1706 | 0,1% | 75,0 | | 12,5 | | | | | 12,5 | | | | | | | | |
| LOPEZ NESTOR EDUARDO | CRD 1708 | 0,1% | 100 | | | | | | | | | | | | | | | |
| MIGUEL PABLO JAVIER | CLM 1708 | 0,1% | | | 25,0 | | | | | | | 75,0 | | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,1% | 14,29 | | 14,29 | | | | | | | | | | | 28,57 | 42,86 | |
| FACIANO GISELE ALEJANDRA | CLM 1708 | 0,1% | | | | 14,29 | 71,43 | | 14,29 | | | | | | | | | |
| **ACUM = 28,6%** | | | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | GADOLIP (GAD) | Mercado: Gadolip | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | 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 | #2 | #1 | #3 | #10 | #6 | #5 | #4 | #11 | #7 | #8 | #12 | #13 | #9 | #14 | |
| **REP** ZONA = 4,0% | EVOLUCION MAT 101 | 106 | 86 | 77 | 117 | 103 | 96 | 138 | 108 | 111 | 95 | 77 | 120 | 91 | 93 |
| | MES 13,78 | 28,01 | 14,75 | 3,57 | 5,54 | 5,78 | 6,44 | 3,08 | 3,57 | 4,57 | 2,42 | 1,21 | 5,75 | 0,31 | 1,21 |
| | TRIM 16,07 | 24,6 | 15,3 | 3,61 | 5,41 | 5,8 | 6,32 | 2,11 | 4,34 | 4,66 | 2,92 | 2,01 | 4,94 | 0,37 | 1,53 |
| | **MAT 16,18** ≈ | **23,24** | **15,9** | **3,52** | **5,54** | **5,74** | **5,94** | **3,11** | **5,49** | **4,39** | **2,78** | **1,96** | **4,28** | **0,2** | **1,74** |
| | MATAA 16,08 | 21,88 | 18,58 | 4,56 | 4,74 | 5,56 | 6,19 | 2,25 | 5,09 | 3,94 | 2,92 | 2,55 | 3,56 | 0,22 | 1,87 |

VALOR MERCADO: MES = 481 TRIM = 1.308 MAT = 5.070 MATAA = 5.014

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 5,1% | 3,02 | 27,67 | 11,05 | 8,02 | 7,79 | 2,33 | 1,98 | 0,93 | 4,88 | 3,72 | 4,88 | 1,51 | 3,84 | 3,14 | 15,23 |
| FARMACIA COGLIATI VICENTE M. | 3,6% | 3,93 | 22,3 | 6,07 | 12,46 | 7,7 | 5,08 | 4,26 | 3,77 | 3,28 | 3,93 | 3,44 | 2,95 | 4,75 | 2,3 | 13,77 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,9% | 0,2 | 33,6 | 9,46 | 12,47 | 3,42 | 1,41 | 7,24 | 8,25 | 3,02 | 3,82 | 2,41 | 1,21 | 0,4 | 2,21 | 10,87 |
| FARMACIA COGLIATI CASTELAR SCS | 2,9% | 0,4 | 11,94 | 10,53 | 11,54 | 14,57 | 3,04 | 11,34 | 3,85 | 2,02 | 4,86 | 2,63 | 5,47 | 0,81 | 0,81 | 16,19 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,0% | 2,67 | 12,76 | 17,21 | 10,39 | 2,97 | 3,56 | 15,73 | 2,37 | 5,34 | 4,15 | 8,31 | 0,3 | 0,59 | 0 | 13,65 |

**ACUM = 16,5%**

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI SAN MARTIN SCS | 0,9% | 2,08 | 12,5 | 22,92 | 14,58 | 18,75 | | | | 4,86 | 6,94 | 0 | | 2,08 | 4,86 | 10,42 |
| FARMACIA GUERRA SCS | 0,7% | 9,92 | 25,62 | 0,83 | 6,61 | 5,79 | 3,31 | 0,83 | 0 | 14,88 | 0,83 | 4,13 | | | | 27,27 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,6% | 0 | 52,04 | 20,41 | | 0 | 4,08 | | 0 | | | | | | | 23,47 |
| FARMACIA POSAMAY SCS | 0,3% | 0 | 23,64 | 32,73 | 0 | 1,82 | | 7,27 | 0 | 9,09 | 0 | 3,64 | 1,82 | 3,64 | | 16,36 |

**ACUM = 19,0%**

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,4% | 2,29 | 29,65 | 6,47 | 8,09 | 7,28 | 1,08 | 4,31 | 3,1 | 2,56 | 2,43 | 4,04 | 3,23 | 0 | 4,18 | 21,29 |
| B1708JDD - 9 DE JULIO 102-200 | 2,6% | 2,76 | 21,15 | 11,49 | 7,13 | 6,67 | 5,98 | 7,36 | 3,22 | 0,69 | 0,46 | 2,76 | 3,22 | 4,83 | 4,6 | 17,7 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,8% | 4,04 | 23,57 | 12,46 | 6,06 | 1,68 | 7,74 | 3,7 | 5,39 | 3,03 | 1,68 | 4,04 | 3,7 | 4,38 | 4,38 | 14,14 |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,6% | 2,24 | 40,3 | 7,84 | 4,48 | | 2,24 | 6,34 | 4,48 | 2,99 | 5,22 | 0 | 0,75 | | 3,36 | 19,78 |
| B1706DEK - CONSTITUCION 601-699 | 1,3% | 0 | 24,88 | 35,68 | 0,94 | 8,92 | 10,8 | 5,16 | 0 | 0,47 | 0 | 0,94 | | 0,94 | | 11,27 |

**ACUM = 30,7%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GAVIN (GAD) | Mercado: Gavin | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #1 | #5 | #2 | #9 | #7 | #6 | #4 | #8 | #10 | #12 | #11 | #14 | #13 | |
| **PAIS** | EVOLUCION MAT | 100 | 104 | 87 | 96 | 84 | 126 | 97 | 112 | 123 | 97 | 93 | 87 | 77 | 110 | 100 |
| BASE = 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** | EVOLUCION MAT | 93 | 104 | 93 | 94 | 79 | 125 | 96 | 113 | 130 | 92 | 95 | 89 | 72 | 106 | 102 |
| GCIA = 43,0% | MES | 7,54 | 38,88 | 9,63 | 6,08 | 3,76 | 6,37 | 5,23 | 3,18 | 3,65 | 2,36 | 2,41 | 2,7 | 0,76 | 1,07 | 6,39 |
| | TRIM | 7,51 | 38,46 | 9,89 | 6,44 | 3,93 | 6,04 | 5,19 | 3,13 | 3,75 | 2,42 | 2,45 | 3,07 | 0,88 | 1,06 | 5,77 |
| | **MAT** | **7,33** | **38,59** | **9,87** | **6,28** | **3,71** | **5,64** | **5,36** | **3,05** | **4,17** | **2,33** | **2,6** | **3,42** | **1,01** | **1,03** | **5,6** |
| | MATAA | 7,88 | 37,07 | 10,66 | 6,68 | 4,72 | 4,51 | 5,57 | 2,71 | 3,2 | 2,54 | 2,73 | 3,86 | 1,4 | 0,97 | 5,51 |
| | | | VALOR MERCADO: | | MES = 113.997 | | | | TRIM = 326.092 | | | MAT = 1.235.693 | | | MATAA = 1.216.967 | |
| **DISTRITO** | EVOLUCION MAT | 78 | 110 | 94 | 97 | 81 | 126 | 91 | 101 | 124 | 100 | 77 | 79 | 84 | 122 | 104 |
| DIST = 11,6% | MES | 8,94 | 35,0 | 5,84 | 8,72 | 2,31 | 7,54 | 6,36 | 6,31 | 4,19 | 2,59 | 1,28 | 1,62 | 0,5 | 1,41 | 7,4 |
| | TRIM | 8,48 | 34,59 | 6,03 | 9,21 | 2,9 | 7,05 | 6,41 | 5,57 | 3,62 | 2,44 | 1,86 | 2,35 | 0,65 | 1,42 | 7,41 |
| | **MAT** | **8,32** | **34,93** | **6,53** | **9,16** | **2,86** | **6,26** | **6,64** | **5,35** | **3,59** | **2,46** | **1,94** | **2,81** | **0,64** | **1,33** | **7,19** |
| | MATAA | 10,67 | 31,68 | 6,94 | 9,49 | 3,51 | 4,98 | 7,26 | 5,32 | 2,9 | 2,47 | 2,52 | 3,54 | 0,76 | 1,09 | 6,93 |
| | | | VALOR MERCADO: | | MES = 13.088 | | | | TRIM = 37.627 | | | MAT = 142.914 | | | MATAA = 144.204 | |
| **REP** | EVOLUCION MAT | 110 | 108 | 92 | 87 | 60 | 134 | 100 | 87 | 115 | 158 | 124 | 62 | 90 | 117 | 95 |
| ZONA = 4,1% | MES | 10,28 | 33,19 | 5,21 | 7,61 | 1,87 | 7,08 | 6,01 | 5,63 | 6,99 | 2,07 | 1,81 | 0,44 | 0,71 | 1,42 | 9,66 |
| | TRIM | 8,82 | 33,02 | 5,52 | 7,87 | 2,7 | 6,31 | 5,52 | 7,55 | 4,65 | 2,66 | 1,39 | 1,65 | 1,11 | 1,6 | 9,65 |
| | **MAT** | **7,94** | **32,48** | **6,73** | **8,02** | **2,52** | **5,32** | **6,21** | **7,19** | **5,13** | **2,52** | **1,83** | **2,22** | **1,13** | **1,63** | **9,12** |
| | MATAA | 7,22 | 30,18 | 7,3 | 9,24 | 4,23 | 3,97 | 6,18 | 8,31 | 4,48 | 1,59 | 1,47 | 3,6 | 1,25 | 1,39 | 9,6 |
| | | | VALOR MERCADO: | | MES = 562 | | | | TRIM = 1.561 | | | MAT = 5.903 | | | MATAA = 5.564 | |

**PUNTO DE MARKET SHARE = 5 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #3 | | #1 | #5 | #2 | #9 | #7 | #6 | #4 | #8 | #10 | #12 | #11 | #14 | #13 | |
| **1708 - MORON** | EVOLUCION MAT | 111 | 106 | 104 | 80 | 60 | 164 | 117 | 99 | 119 | 119 | 94 | 63 | 94 | 93 | 88 |
| **17%** % de zona = 48,0% | TRIM | 9,05 | 33,41 | 5,67 | 7,96 | 2,92 | 8,66 | 6,17 | 4,26 | 4,78 | 2,45 | 1,3 | 2,6 | 1,21 | 1,17 | 8,4 |
| PMS = 2 | **MAT** | **8,25** | **32,96** | **6,85** | **8,79** | **2,83** | **7,14** | **6,72** | **4,29** | **4,31** | **2,34** | **1,3** | **3,69** | **1,45** | **1,22** | **7,87** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 109 | 110 | 77 | 110 | 64 | 128 | 74 | 80 | 163 | 299 | 185 | 82 | 72 | 153 | 92 |
| **17%** % de zona = 26,3% | TRIM | 9,58 | 20,77 | 6,77 | 8,28 | 3,11 | 4,41 | 3,78 | 18,16 | 6,43 | 2,35 | 2,19 | 0,97 | 0,84 | 1,6 | 10,76 |
| PMS = 1 | **MAT** | **8,24** | **23,15** | **7,97** | **6,86** | **3,0** | **3,15** | **5,09** | **16,7** | **6,98** | **3,2** | **3,87** | **0,95** | **0,79** | **1,58** | **8,45** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 109 | 109 | 96 | 86 | 50 | 87 | 101 | 99 | 77 | 149 | 72 | 39 | 98 | 130 | 109 |
| **33%** % de zona = 25,7% | TRIM | 7,59 | 44,56 | 3,97 | 7,26 | 1,86 | 3,63 | 5,99 | 3,29 | 2,62 | 3,38 | 0,76 | 0,51 | 1,18 | 2,45 | 10,97 |
| PMS = 1 | **MAT** | **7,08** | **41,13** | **5,25** | **7,76** | **1,45** | **4,15** | **6,42** | **2,86** | **4,77** | **2,15** | **0,73** | **0,77** | **0,88** | **2,44** | **12,16** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | #3 | #1 | #5 | #2 | #9 | #7 | #6 | #4 | #8 | #10 | #12 | #11 | #14 | #13 | |
| TRIM | 6,69 | 27,97 | 13,68 | 7,99 | 4,73 | 2,49 | 6,45 | 11,81 | 1,81 | 0,89 | 1,5 | 1,13 | 0,47 | 1,96 | 10,43 |
| **MAT** | **7,78** | **32,35** | **12,3** | **7,19** | **3,14** | **4,26** | **4,9** | **11,02** | **2,26** | **1,23** | **0,68** | **1,14** | **0,28** | **2,21** | **9,27** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 5,4% | 2,26 | | 9,04 | 5,37 | 22,88 | 1,69 | 8,47 | 9,32 | 0,85 | 0,56 | 1,98 | 1,41 | 8,47 | 2,26 | 3,39 | 22,03 |
| DIAZ ELISA ANGELA | D-N 1706 | 2,2% | 0,69 | | 34,72 | 48,06 | 3,47 | | 1,39 | | 6,94 | 5,56 | | | | | | 4,17 |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 1,7% | 19,09 | | 2,73 | | 15,45 | | 5,45 | 10,91 | 39,09 | | | | | | 5,45 | 1,82 |
| HEREDIA MONICA ANA | REU 1708 | 1,2% | 6,25 | | 5,0 | | 18,75 | 58,75 | 2,5 | 1,25 | | 3,75 | 1,25 | | | | | 2,5 |
| SPADA PABLO CESAR | CRD 1706 | 1,2% | 86,67 | | | | 1,33 | 1,33 | | 5,33 | | 5,33 | | | | | | |
| **ACUM =** | | **7,1%** | | | | | | | | | | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,8% | 72,22 | | | 11,11 | 1,85 | | | | | | | | | | | 14,81 |
| MARQUEZ ANA KARINA | CLM 1708 | 0,7% | 4,17 | | 70,83 | 8,33 | | | | 8,33 | 8,33 | | | | | | | |
| COGO ADRIANA KARINA | CIR 1706 | 0,7% | | | 8,7 | | | | 47,83 | 21,74 | | 15,22 | | | | | | 6,52 |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,4% | | | 100 | | | | | | | | | | | | | |
| TERRAZA PAULA VALERIA | CLM 1708 | 0,4% | | | 12,0 | | | | 12,0 | 36,0 | 12,0 | | | | 20,0 | | | 8,0 |
| **ACUM =** | | **9,0%** | | | | | | | | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,4% | | | 39,13 | | 26,09 | | | | 4,35 | 13,04 | 4,35 | | | | | 13,04 |
| RECIO BUCARDO JOSEFA | CLM 1708 | 0,3% | | | 50,0 | | | | | | | | | | | | | 50,0 |
| SANNA CARLOS HUGO | CLM 1708 | 0,3% | | | 61,11 | | 5,56 | | | | | | | | | | 33,33 | |
| TROHA ADRIANA ROSANA | CLM 1708 | 0,3% | | | | 38,89 | 11,11 | | 22,22 | | 5,56 | | | | | | 11,11 | 11,11 |
| BISO NORI ALBERTO | URO 1706 | 0,2% | 13,33 | | | | 20,0 | 66,67 | | | | | | | | | | |
| **ACUM =** | | **10,5%** | | | | | | | | | | | | | | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM 1708 | 0,2% | | | 7,69 | 15,38 | | | | | | | | | | | | 76,92 |
| VENTIERI ANA KARINA | CLM 1708 | 0,2% | | | 100 | | | | | | | | | | | | | |
| ROMANO ANGEL MARIO | CLM 1708 | 0,2% | | | | | | | | | | 66,67 | | 25,0 | | | | 8,33 |
| OLARTE GABRIEL LEONARDO | CLM 1708 | 2,9% | | | 1,6 | 97,87 | | | | 0,53 | | | | | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,4% | 2,2 | | 25,27 | 9,89 | 6,59 | 5,49 | | 1,1 | 1,1 | | | | | | 36,26 | 12,09 |
| **ACUM =** | | **10,7%** | | | | | | | | | | | | | | | | |
| SPADA PABLO CESAR | CRD 1708 | 1,2% | 86,67 | | | | 1,33 | 1,33 | | 5,33 | | 5,33 | | | | | | |
| VIVIANI NESTOR CARLOS | PED 1708 | 0,9% | | | 100 | | | | | | | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 0,9% | 1,79 | | 10,71 | 17,86 | 10,71 | | 33,93 | | 19,64 | 5,36 | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | | | 81,82 | | | | | | | | 18,18 | | | | | |
| NETEL JACOBO SIMON | CLM 1708 | 0,2% | | | 18,18 | 9,09 | 36,36 | | | | 18,18 | | | | | | | 18,18 |
| **ACUM =** | | **11,1%** | | | | | | | | | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,1% | 11,11 | | 33,33 | | | 11,11 | 44,44 | | | | | | | | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,1% | 50,0 | | 50,0 | | | | | | | | | | | | | |
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,1% | 25,0 | | 50,0 | | | | | | | | | | | | | 25,0 |
| CAMESELLE MARIO | CRD 1706 | 0,1% | | | 62,5 | | 37,5 | | | | | | | | | | | |
| MANDARANO GUILLERMO RAUL | CLM 1708 | 0,1% | | | 12,5 | | 62,5 | | | | | | | 25,0 | | | | |
| **ACUM =** | | **11,4%** | | | | | | | | | | | | | | | | |
| ZUNINO MARIA LUJAN | NEF 1706 | 0,1% | | | | | | 50,0 | | | | | | 25,0 | 25,0 | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,1% | | | | | | | | 100 | | | | | | | | |
| SOSA EDUARDO ANGEL | TRA 1706 | 0,1% | | | | | 57,14 | | | | | | 14,29 | | | | | 28,57 |
| LARRAZABAL PAULA ILEANA | CRD 1708 | 0,1% | 100 | | | | | | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,1% | | | | | 66,67 | | | | 16,67 | | | | | | | 16,67 |
| **ACUM =** | | **11,8%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AGUIRRE NESTOR GUSTAVO | NEF 1706 | 0,1% | | | 100 | | | | | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,1% | | | | | 20,0 | | | | 80,0 | | | | | | | |
| CACEFFO CARLINA JOSEFINA | CLM 1706 | 0,1% | | | 50,0 | | | | | 50,0 | | | | | | | | |
| CARREON FERRUFINO CAROLINA | CLM 1708 | 0,1% | | | | | 100 | | | | | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,1% | | | 100 | | | | | | | | | | | | | |
| **ACUM =** | | **26,0%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| FERNANDO W. SANTARCANGELO | GAVIN (GAD) | Mercado: Gavin | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

REP
ZONA = 4,1%

| | 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 | #3 | #1 | #5 | #2 | #9 | #7 | #6 | #4 | #8 | #10 | #12 | #11 | #14 | #13 | |
| EVOLUCION MAT | 110 | 108 | 92 | 87 | 60 | 134 | 100 | 87 | 115 | 158 | 124 | 62 | 90 | 117 | 95 |
| MES | 10,28 | 33,19 | 5,21 | 7,61 | 1,87 | 7,08 | 6,01 | 5,63 | 6,99 | 2,07 | 1,81 | 0,44 | 0,71 | 1,42 | 9,66 |
| TRIM | 8,82 | 33,02 | 5,52 | 7,87 | 2,7 | 6,31 | 5,52 | 7,55 | 4,65 | 2,66 | 1,39 | 1,65 | 1,11 | 1,6 | 9,65 |
| **MAT** | **7,94** | 32,48 | **6,73** | **8,02** | **2,52** | **5,32** | **6,21** | **7,19** | **5,13** | **2,52** | **1,83** | **2,22** | **1,13** | **1,63** | **9,12** |
| MATAA | 7,22 | 30,18 | 7,3 | 9,24 | 4,23 | 3,97 | 6,18 | 8,31 | 4,48 | 1,59 | 1,47 | 3,6 | 1,25 | 1,39 | 9,6 |

VALOR MERCADO: MES = 562 TRIM = 1.561 MAT = 5.903 MATAA = 5.564

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

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 4,3% | 7,26 | 15,28 | 10,9 | 6,75 | 7,23 | 3,18 | 5,48 | 6,86 | 2,29 | 2,48 | 4,31 | 3,07 | 2,29 | 1,2 | 21,42 |
| FARMACIA COGLIATI VICENTE M. | 4,3% | 8,97 | 11,38 | 13,51 | 6,49 | 4,61 | 1,84 | 7,75 | 5,02 | 2,44 | 3,54 | 1,73 | 7,05 | 1,7 | 0,96 | 23,02 |
| FARMACIA COGLIATI CASTELAR SCS | 1,9% | 10,26 | 12,28 | 11,21 | 7,12 | 4,46 | 3,87 | 6,45 | 5,8 | 1,68 | 4,26 | 2,19 | 4,46 | 1,96 | 0,84 | 23,16 |
| FARMACIA GUERRA SCS | 1,6% | 5,7 | 4,48 | 10,45 | 3,46 | 11,03 | 0,37 | 14,77 | 8,11 | 2,27 | 1,7 | 1,53 | 16,43 | 0,31 | 0,54 | 18,84 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,4% | 13,82 | 19,2 | 9,38 | 10,8 | 6,01 | 4,0 | 4,48 | 2,51 | 1,73 | 2,59 | 1,06 | 4,95 | 1,73 | 4,63 | 13,11 |
| **ACUM = 13,5%** | | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,8% | 13,65 | 14,71 | 12,66 | 11,68 | 7,52 | 6,53 | 7,19 | 0,33 | 1,52 | 3,36 | 1,85 | 3,43 | 1,39 | 3,1 | 11,08 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 8,73 | 14,12 | 9,17 | 5,02 | 5,31 | 1,16 | 5,02 | 5,82 | 3,42 | 5,39 | 3,57 | 4,44 | 1,02 | 2,47 | 25,33 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,3% | 18,14 | 16,64 | 6,32 | 12,65 | 8,15 | 3,16 | 3,99 | 5,99 | 0 | 1,0 | 2,83 | 3,0 | 1,16 | 7,82 | 9,15 |
| FARMACIA POSAMAY SCS | 0,3% | 7,47 | 12,99 | 7,12 | 9,07 | 11,21 | 0,36 | 11,57 | 1,25 | 9,07 | 6,05 | 3,91 | 1,42 | 1,42 | 0,18 | 16,9 |
| **ACUM = 15,6%** | | | | | | | | | | | | | | | | |

### No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,3% | 6,77 | 8,77 | 7,34 | 4,29 | 3,31 | 2,69 | 3,59 | 0,91 | 3,85 | 8,46 | 1,35 | 7,47 | 3,92 | 0,89 | 36,41 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,5% | 11,26 | 7,69 | 10,04 | 6,89 | 3,84 | 2,29 | 12,31 | 6,07 | 3,47 | 16,34 | 1,28 | 0 | 2,52 | 1,7 | 14,3 |
| B1708JDD - 9 DE JULIO 102-200 | 2,5% | 3,36 | 6,93 | 5,31 | 14,04 | 6,68 | 2,18 | 7,23 | 2,61 | 4,47 | 5,09 | 2,25 | 1,37 | 3,34 | 0,56 | 34,58 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,1% | 5,04 | 6,01 | 5,26 | 4,47 | 6,31 | 4,22 | 5,91 | 1,84 | 2,63 | 3,08 | 2,98 | 1,56 | 2,14 | 0,6 | 47,95 |
| B1708CHE - INTE AGUERO 1801-1899 | 1,5% | 2,1 | 10,69 | 15,83 | 6,41 | 5,94 | 3,15 | 11,45 | 5,0 | 4,49 | 4,38 | 4,46 | 3,66 | 1,7 | 0,04 | 20,69 |
| **ACUM = 28,5%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #12 | #1 | #4 | #5 | #6 | #7 | #8 | #10 | #9 | #13 | #11 | #14 | |
| **PAIS** | EVOLUCION MAT | 98 | 98 | 97 | 101 | 111 | 80 | 113 | 125 | 90 | 101 | 140 | 88 | 73 | 95 | 90 |
| BASE = 100% | 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** | EVOLUCION MAT | 94 | 94 | 94 | 101 | 117 | 71 | 116 | 146 | 98 | 105 | 153 | 95 | 70 | 102 | 95 |
| GCIA = 32,9% | MES | 16,94 | 16,38 | 0,57 | 47,88 | 11,35 | 6,07 | 5,93 | 3,96 | 1,61 | 1,14 | 2,45 | 0,55 | 0,42 | 0,53 | 1,18 |
| | TRIM | 17,6 | 16,98 | 0,61 | 47,4 | 10,93 | 6,29 | 6,04 | 4,04 | 1,74 | 1,13 | 2,09 | 0,6 | 0,37 | 0,53 | 1,23 |
| | **MAT** | **17,87** | **17,27** | **0,6** | **47,24** | **10,82** | **7,24** | **5,52** | **3,34** | **1,88** | **1,1** | **1,87** | **0,6** | **0,69** | **0,53** | **1,3** |
| | MATAA | 19,01 | 18,37 | 0,64 | 46,88 | 9,21 | 10,16 | 4,76 | 2,29 | 1,91 | 1,05 | 1,22 | 0,63 | 0,98 | 0,52 | 1,37 |
| | VALOR MERCADO: | MES = 156.971 | | | TRIM = 443.549 | | | | | | MAT = 1.727.986 | | | | MATAA = 2.002.969 | |
| **DISTRITO** | EVOLUCION MAT | 91 | 91 | 86 | 103 | 120 | 55 | 116 | 139 | 91 | 116 | 141 | 80 | 85 | 119 | 95 |
| DIST = 13,9% | MES | 16,3 | 15,75 | 0,55 | 51,08 | 11,63 | 3,28 | 4,23 | 5,93 | 1,94 | 1,14 | 2,85 | 0,23 | 0,6 | 0,51 | 0,27 |
| | TRIM | 18,04 | 17,43 | 0,61 | 49,13 | 12,04 | 3,23 | 4,32 | 6,06 | 2,13 | 1,06 | 2,55 | 0,23 | 0,44 | 0,48 | 0,3 |
| | **MAT** | **18,46** | **17,87** | **0,59** | **50,58** | **12,22** | **4,22** | **3,47** | **4,02** | **2,23** | **0,85** | **2,22** | **0,24** | **0,77** | **0,37** | **0,35** |
| | MATAA | 20,31 | 19,62 | 0,69 | 49,28 | 10,18 | 7,7 | 2,99 | 2,89 | 2,45 | 0,73 | 1,57 | 0,3 | 0,91 | 0,31 | 0,37 |
| | VALOR MERCADO: | MES = 22.270 | | | TRIM = 60.481 | | | | | | MAT = 240.023 | | | | MATAA = 270.073 | |
| **REP** | EVOLUCION MAT | 102 | 102 | 96 | 103 | 118 | 60 | 98 | 152 | 93 | 105 | 87 | 80 | 91 | 121 | 90 |
| ZONA = 3,8% | MES | 22,29 | 21,01 | 1,28 | 47,42 | 11,87 | 3,59 | 4,14 | 3,08 | 2,1 | 2,12 | 1,08 | 0,63 | 0,22 | 0,63 | 0,82 |
| | TRIM | 23,4 | 22,35 | 1,06 | 45,55 | 11,23 | 3,94 | 4,62 | 3,65 | 2,15 | 1,88 | 1,32 | 0,56 | 0,2 | 0,71 | 0,79 |
| | **MAT** | **21,45** | **20,66** | **0,8** | **46,88** | **11,86** | **5,71** | **3,55** | **2,5** | **2,15** | **1,37** | **1,66** | **0,6** | **0,92** | **0,52** | **0,84** |
| | MATAA | 21,04 | 20,21 | 0,83 | 45,61 | 10,02 | 9,45 | 3,61 | 1,64 | 2,31 | 1,3 | 1,91 | 0,75 | 1,01 | 0,43 | 0,93 |
| | VALOR MERCADO: | MES = 817 | | | TRIM = 2.221 | | | | | | MAT = 9.237 | | | | MATAA = 10.084 | |

**PUNTO DE MARKET SHARE = 8 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 | #12 | #1 | #4 | #5 | #6 | #7 | #8 | #10 | #9 | #13 | #11 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 98 | 99 | 87 | 94 | 120 | 77 | 113 | 385 | 89 | 114 | 102 | 83 | 71 | 142 | 88 |
| **17%** % de zona = 45,0% | TRIM | 24,81 | 23,31 | 1,5 | 41,8 | 11,91 | 2,04 | 4,63 | 5,2 | 2,31 | 2,72 | 1,84 | 0,53 | 0,08 | 1,02 | 1,1 |
| PMS = 4 | **MAT** | **23,34** | **22,28** | **1,07** | **45,78** | **11,5** | **3,18** | **3,41** | **3,16** | **2,56** | **2,01** | **1,83** | **0,59** | **0,65** | **0,75** | **1,23** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 109 | 110 | 80 | 119 | 106 | 58 | 111 | 80 | 133 | 41 | 75 | 86 | 95 | 50 | 86 |
| **17%** % de zona = 31,8% | TRIM | 24,41 | 23,92 | 0,49 | 48,09 | 9,89 | 8,05 | 4,22 | 2,15 | 1,07 | 0,12 | 0,7 | 0,35 | 0,16 | 0,21 | 0,58 |
| PMS = 3 | **MAT** | **21,18** | **20,78** | **0,4** | **43,13** | **13,03** | **11,88** | **3,13** | **2,42** | **0,92** | **0,07** | **1,85** | **0,31** | **1,41** | **0,07** | **0,6** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 100 | 99 | 159 | 102 | 143 | 53 | 74 | 106 | 86 | 93 | 83 | 73 | 152 | 103 | 125 |
| **33%** % de zona = 23,3% | TRIM | 19,24 | 18,26 | 0,98 | 49,35 | 11,78 | 1,9 | 5,17 | 2,75 | 3,34 | 2,68 | 1,18 | 0,92 | 0,46 | 0,79 | 0,46 |
| PMS = 2 | **MAT** | **18,17** | **17,36** | **0,81** | **54,11** | **10,93** | **2,19** | **4,39** | **1,32** | **3,04** | **1,89** | **1,09** | **1,02** | **0,76** | **0,7** | **0,4** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | GASTROMAX TOTAL | Mercado: L. Gastromax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: AP. DIGESTIVO | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

**REP**

| | 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 | #12 | #1 | #4 | #5 | #6 | #7 | #8 | #10 | #9 | #13 | #11 | #14 | |
| TRIM | 15,58 | 15,14 | 0,45 | 45,49 | 14,26 | 3,35 | 4,58 | 2,41 | 2,1 | 1,74 | 4,28 | 1,91 | 0,92 | 0,57 | 2,82 |
| **MAT** | **14,93** | **14,27** | **0,66** | **46,85** | **13,28** | **3,66** | **3,91** | **2,52** | **2,64** | **1,51** | **6,69** | **1,4** | **0,37** | **0,39** | **1,84** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 4,3% | 9,64 | 7,95 | 1,69 | 24,34 | 7,71 | | 2,89 | 0,96 | 0,48 | 1,93 | 50,6 | 0,96 | | | | 0,48 |
| DIAZ ELISA ANGELA | D-N 1706 | 2,0% | 29,59 | 29,59 | | 14,29 | 29,08 | 11,73 | 4,59 | 6,12 | 1,02 | 0,51 | 0,51 | | | | | 2,55 |
| GUIDO HERNAN VICTOR | GET 1708 | 1,6% | 8,67 | 4,67 | 4,0 | 10,0 | 1,33 | | | | 4,0 | | 2,67 | 38,67 | | | 0,67 | 34,0 |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,9% | 41,38 | 40,23 | 1,15 | 24,14 | | | 3,45 | | 6,9 | 1,15 | | 2,3 | | | 2,3 | 18,39 |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,8% | 9,88 | 3,7 | 6,17 | 48,15 | 20,99 | 7,41 | | 4,94 | | 3,7 | 3,7 | | | | | 1,23 |
| | **ACUM =** | **6,7%** | | | | | | | | | | | | | | | | |
| CANDIA KARINA ALICIA | CLM 1706 | 0,8% | 55,7 | 55,7 | | 44,3 | | | | | | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,8% | 16,67 | 16,67 | | 3,85 | 1,28 | 28,21 | | | 39,74 | | 7,69 | | 2,56 | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,5% | 2,04 | 2,04 | | 75,51 | 8,16 | | 14,29 | | | | | | | | | |
| GENTILE SILVIA ALEJANDRA | CRD 1708 | 0,5% | | | | | | | | 100 | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD 1706 | 0,5% | 17,78 | 17,78 | | 77,78 | | 2,22 | | | | | | | | | | 2,22 |
| | **ACUM =** | **9,3%** | | | | | | | | | | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,5% | 51,11 | 46,67 | 4,44 | 22,22 | 2,22 | 8,89 | | 2,22 | 4,44 | | | 4,44 | | | | 4,44 |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,4% | 43,59 | 43,59 | | 53,85 | 2,56 | | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,4% | 68,57 | 68,57 | | 31,43 | | | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,3% | | | | 81,25 | 9,38 | 9,38 | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,3% | 34,38 | 34,38 | | 34,38 | 9,38 | | 3,12 | | | | 15,62 | | 3,12 | | | |
| | **ACUM = 10,4%** | | | | | | | | | | | | | | | | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,3% | | | | 51,85 | 7,41 | | | | | 40,74 | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,2% | 16,67 | 16,67 | | 79,17 | | | | | | | 4,17 | | | | | |
| ROMANO ANGEL MARIO | CLM 1708 | 0,2% | 22,73 | 22,73 | | 68,18 | 4,55 | | | | | | | 4,55 | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,2% | | | | 47,62 | 9,52 | | | | | | | 23,81 | 19,05 | | | |
| RECIO BUCARDO JOSEFA | CLM 1708 | 0,2% | 42,86 | 42,86 | | 14,29 | | | | | | 4,76 | | 19,05 | | | | 19,05 |
| | **ACUM = 10,8%** | | | | | | | | | | | | | | | | | |

| | | | GASTRO-MAX TO-TAL #2 | GASTRO-MAX GAD #3 | GASTRO-MAX MA-GNES GAD #12 | PANTUS B+L #1 | PANTOC-AS( CSO) #4 | PEPTAZ-OL MTP #5 | PANTOP RF2 #6 | PANGEST BET #7 | PANTUS-EC B+L #8 | PANTOM-ETYL 40 S+N #10 | PANTOP-RAZOL D-ENV F DEN #9 | TECTA RF2 #13 | PANTOP-RAZOL T-EVA TEV #11 | PANTOM-ETYL 20 S+N #14 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CODESAL BLANCO CARLOS | CRD 1708 | 0,2% | 21,05 | 21,05 | | 21,05 | | | | | 5,26 | 26,32 | 5,26 | | | 21,05 | |
| KNEETEMAN GUILLERMO FERNANDO | CLM 1708 | 0,2% | 27,78 | 27,78 | | 72,22 | | | | | | | | | | | |
| VISSER MIGUEL | CRD 1708 | 0,2% | 66,67 | 66,67 | | | | | 27,78 | | | | | | | 5,56 | |
| CACERES FRANCISCO JAVIER | CLM 1706 | 0,2% | | | | 11,76 | | | 64,71 | | | | | | 17,65 | | 5,88 |
| MARTINEZ RAMON SANDRO JAVIER | CLM 1708 | 0,2% | | | | 35,29 | 41,18 | | | | 17,65 | 5,88 | | | | | |
| | **ACUM = 11,6%** | | | | | | | | | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD 1708 | 0,2% | 20,0 | 20,0 | | | 53,33 | | 26,67 | | | | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,2% | 46,67 | 46,67 | | 53,33 | | | | | | | | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,6% | 23,33 | 22,67 | 0,67 | 28,0 | 3,33 | 14,67 | 1,33 | 0,67 | | 6,0 | 21,33 | | | 1,33 | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,2% | | | | 55,17 | 44,83 | | | | | | | | | | |
| WHITTINGSLOW HORACIO RICARDO | CIR 1708 | 0,8% | | | | 50,62 | 41,98 | | | | | | 7,41 | | | | |
| | **ACUM = 11,8%** | | | | | | | | | | | | | | | | |
| GENTILE TERESA NORMA | NEO 1708 | 0,8% | 11,39 | 11,39 | | 43,04 | 2,53 | | 20,25 | | 22,78 | | | | | | |
| SOCAS MAXIMILIANO NICOLAS | CLM 1708 | 0,7% | 15,87 | 15,87 | | 19,05 | 12,7 | 3,17 | | | | 46,03 | | | | 3,17 | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,1% | 15,38 | 15,38 | | 76,92 | | | | | | 7,69 | | | | | |
| BISO NORI ALBERTO | URO 1706 | 0,1% | 8,33 | 8,33 | | 66,67 | | 25,0 | | | | | | | | | |
| MARI CRISTINA LILIANA | CIR 1708 | 0,1% | 25,0 | 16,67 | 8,33 | 75,0 | | | | | | | | | | | |
| | **ACUM = 12,1%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,1% | 8,33 | 8,33 | | 83,33 | 8,33 | | | | | | | | | | |
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,1% | 45,45 | 45,45 | | 27,27 | | | 27,27 | | | | | | | | |
| FASOLINO LUIS MARIO JOSE | GET 1706 | 0,1% | | | | 63,64 | | | | | 36,36 | | | | | | |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM 1708 | 0,1% | 18,18 | 18,18 | | 9,09 | 18,18 | | | | 36,36 | 9,09 | | 9,09 | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,1% | | | | 100 | | | | | | | | | | | |
| | **ACUM = 23,0%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | GASTROMAX TOTAL | Mercado: L. Gastromax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #12 | #1 | #4 | #5 | #6 | #7 | #8 | #10 | #9 | #13 | #11 | #14 | |
| **REP** ZONA = 3,8% — EVOLUCION MAT 102 | 102 | 96 | 103 | 118 | 60 | 98 | 152 | 93 | 105 | 87 | 80 | 91 | 121 | 90 |
| MES 22,29 | 21,01 | 1,28 | 47,42 | 11,87 | 3,59 | 4,14 | 3,08 | 2,1 | 2,12 | 1,08 | 0,63 | 0,22 | 0,63 | 0,82 |
| TRIM 23,4 | 22,35 | 1,06 | 45,55 | 11,23 | 3,94 | 4,62 | 3,65 | 2,15 | 1,88 | 1,32 | 0,56 | 0,2 | 0,71 | 0,79 |
| **MAT 21,45** | **20,66** | **0,8** | **46,88** | **11,86** | **5,71** | **3,55** | **2,5** | **2,15** | **1,37** | **1,66** | **0,6** | **0,92** | **0,52** | **0,84** |
| MATAA 21,04 | 20,21 | 0,83 | 45,61 | 10,02 | 9,45 | 3,61 | 1,64 | 2,31 | 1,3 | 1,91 | 0,75 | 1,01 | 0,43 | 0,93 |

VALOR MERCADO: MES = 817 TRIM = 2.221 MAT = 9.237 MATAA = 10.084

**PUNTO DE MARKET SHARE = 8 UNIDADES estimadas de GASTROMAX TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | GASTROMAX TOTAL | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 6,9% | 0 | 18,17 | 9,32 | 9,0 | 9,0 | 2,09 | 2,09 | 6,59 | 2,41 | 33,12 | 0,96 | 0,32 | 1,93 | 1,61 | 3,38 |
| FARMACIA COGLIATI VICENTE M. | 5,1% | 0,44 | 25,55 | 6,99 | 3,06 | 17,9 | 14,19 | 14,85 | 6,11 | 1,53 | 4,15 | 0,44 | 1,53 | 1,31 | 0,44 | 1,53 |
| FARMACIA GUERRA SCS | 3,4% | 0 | 1,99 | 15,89 | 16,23 | 17,88 | 25,17 | 5,63 | 7,62 | | 5,3 | 3,97 | | 0,33 | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,8% | 0 | 5,12 | 3,54 | 7,87 | 18,9 | 28,74 | 7,09 | 1,57 | 0,39 | 0,79 | 12,2 | | | 3,94 | 9,84 |
| FARMACIA COGLIATI CASTELAR SCS | 2,1% | 0 | 31,77 | 5,73 | 17,19 | 9,9 | 3,12 | 21,88 | 3,12 | 1,56 | 0,52 | 0,52 | 3,12 | 0,52 | | 1,04 |
| **ACUM = 20,3%** | | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,4% | 0 | 37,69 | 14,62 | 3,85 | 3,08 | 16,15 | 3,08 | | 5,38 | 10,0 | 3,08 | 0 | 0,77 | | 2,31 |
| FARMACIA POSAMAY SCS | 0,5% | 0 | 2,44 | | 7,32 | 43,9 | 4,88 | 29,27 | | | | | | 12,2 | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,4% | 0 | 56,76 | 13,51 | 27,03 | 0 | | 2,7 | | | | | | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,4% | 0 | 22,22 | 2,78 | | 61,11 | 2,78 | 8,33 | 2,78 | | | | | | | |
| **ACUM = 23,0%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | GASTROMAX TOTAL | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 5,3% | 0 | 15,69 | 4,39 | 5,44 | 7,74 | 26,78 | 9,83 | 0,63 | 8,58 | 9,83 | 1,26 | 0,84 | 0 | 0,21 | 8,79 |
| B1708JDD - 9 DE JULIO 102-200 | 2,9% | 0 | 25,1 | 7,6 | 19,77 | 19,77 | 7,98 | 10,65 | 1,9 | 2,66 | 1,14 | 0,38 | 1,9 | 0,76 | 0,38 | |
| B1708CHE - INTE AGUERO 1801-1899 | 1,6% | 0 | 60,0 | 19,29 | 17,14 | 1,43 | | 0 | 0,71 | | | | | 0,71 | | 0,71 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,4% | 0 | 29,92 | 21,26 | 4,72 | 18,9 | 0 | 3,15 | 1,57 | | | 19,69 | | 0 | 0,79 | |
| B1744ALI | 1,2% | 0 | 13,33 | 50,48 | 1,9 | 0,95 | 18,1 | 10,48 | | | 1,9 | | 0,95 | | 1,9 | |
| **ACUM = 35,4%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **LAPENAX GADOR (GAD)** | **Mercado: Lapenax** | ≈ |
| **FERNANDO CARLOS BRAVO** | 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% | 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 = 51,1% | EVOLUCION MAT 100 | 97 |
| MES | 98,67 | 1,33 |
| TRIM | 98,07 | 1,93 |
| **MAT** | **98,09** | **1,91** |
| MATAA | 98,04 | 1,96 |
| | | VALOR MERCADO: MES = 4.892 / TRIM = 15.402 / MAT = 56.588 / MATAA = 68.507 |
| **DISTRITO** DIST = 9,1% | EVOLUCION MAT 100 | 103 |
| MES | 99,8 | 0,2 |
| TRIM | 99,93 | 0,07 |
| **MAT** | **99,63** | **0,37** |
| MATAA | 99,64 | 0,36 |
| | | VALOR MERCADO: MES = 498 / TRIM = 1.449 / MAT = 5.125 / MATAA = 7.241 |
| **REP** ZONA = 5,8% | EVOLUCION MAT 100 | 0 |
| MES | 100 | 0,0 |
| TRIM | 100 ≈ | 0,0 |
| **MAT** | **100** | **0,0** |
| MATAA | 99,7 | 0,3 |
| | | VALOR MERCADO: MES = 30 / TRIM = 87 / MAT = 298 / MATAA = 441 |

**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 |
| **1708 - MORON** **17%** % de zona = 77,2% PMS = 1 | EVOLUCION MAT 100 | |
| | TRIM 100 ≈ | |
| | **MAT 100** | |
| **1744 - MORENO BARRIO LOS** **17%** % de zona = 18,3% PMS = 1 | EVOLUCION MAT 102 | 0 |
| | TRIM 100 ≈ | 0,0 |
| | **MAT 100** | **0,0** |
| **1706 - M.J.HAEDO** **33%** % de zona = 4,6% PMS = 1 | EVOLUCION MAT 100 | |
| | TRIM 100 ≈ | |
| | **MAT 100** | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | LAPENAX GADOR GAD | CLOZAPINA FABRA FBR | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | | | | | | | | | | | | |
| **REP** | | | | | | | | | | | | | | |
| TRIM | 92,71 | 7,29 | | | | | | | | | | | | |
| **MAT** | 89,23 | **10,77** | | | | | | | | | | | | |

# 2. MARKET SHARE PRESCRIPTORES

**Cruzados**

| | | | | |
|---|---|---|---|---|
| BISO NORI ALBERTO | **URO** | 1706 | 23,1% | 100 |
| BLECHMAN SOFIA | **CLM** | 1708 | 13,8% | 100 |

**ACUM = 23,9%**

**No Cruzados**

| | | | | |
|---|---|---|---|---|
| VENEGAS PICOLLETT PERCY | **PSQ** | 1708 | 11,5% | 100 |
| TOLOSA MYRIAM ROSANA | **CLM** | 1708 | 6,2% | 100 |
| HERMIDA SONIA GRISELDA | **CLM** | 1708 | 0,8% | 100 |
| CASTIARENA RICARDO GUILLERMO | **PSQ** | 1708 | 4,6% | 100 |
| CONTE ERNESTO DANIEL | **PED** | 1744 | 4,6% | 100 |

**ACUM = 64,6%**

CPs de la ZONA: 1706 - 1708 - 1744

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

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

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

**REP**

ZONA = 5,8%

| EVOLUCION MAT | 100 | 0 |
|---|---|---|
| MES | 100 | 0,0 |
| TRIM | 100 | 0,0 |
| **MAT** | **100** | **0,0** |
| MATAA | 99,7 | 0,3 |

VALOR MERCADO: MES = 30 TRIM = 87 MAT = 298 MATAA = 441

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 3,7% | 20,68 | 37,03 | 24,46 | 11,89 | 5,95 | |
| FARMACIA COGLIATI VICENTE M. | 3,3% | 22,15 | 34,6 | 25,34 | 10,17 | 7,74 | 0 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,2% | 21,4 | 52,56 | 17,21 | 8,6 | 0,23 | |
| ALFANO ROBERTO NICOLAS | 1,5% | 14,29 | 60,28 | 5,23 | 11,5 | 8,71 | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,9% | 54,49 | 19,1 | 17,98 | 8,43 | 0 | |

**ACUM = 11,6%**

| | | | | | | |
|---|---|---|---|---|---|---|
| FARMACIA COGLIATI CASTELAR SCS | 0,8% | 44,91 | 34,13 | 2,99 | 17,37 | 0,6 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,3% | 12,7 | 65,08 | | 1,59 | 20,63 |
| FARMACIA POSAMAY SCS | 0,3% | 2,0 | 26,0 | 46,0 | 24,0 | 2,0 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,2% | 8,16 | 46,94 | 20,41 | 24,49 | 0 |

**ACUM = 13,2%**

## No Asignadas

| | | | | | | |
|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 2,9% | 16,18 | 51,81 | 20,48 | 10,67 | 0,86 |
| B1708JDD - 9 DE JULIO 102-200 | 1,3% | 6,74 | 55,43 | 22,1 | 12,36 | 3,37 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 1,0% | 20,79 | 56,44 | 7,43 | 14,85 | 0,5 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 0,8% | 26,67 | 39,33 | 12,67 | 19,33 | 2,0 |
| B1706DEK - CONSTITUCION 601-699 | 0,6% | 18,03 | 48,36 | 18,03 | 10,66 | 4,92 |

**ACUM = 19,8%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #3 | #1 | #4 | #2 | #7 | #5 | #6 | |
| **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 = 49,4% | EVOLUCION MAT 101 | 90 | 88 | 102 | 166 | 135 | 121 | 0 |
| | MES 27,05 | 21,5 | 21,7 | 14,0 | 5,61 | 5,48 | 4,66 | 0,0 |
| | TRIM 27,0 | 22,36 | 19,51 | 14,31 | 7,72 | 5,38 | 3,73 | 0,0 |
| | **MAT 26,71** | **24,38** | **18,13** | **15,63** | **6,93** | **4,94** | **3,28** | **0,0** |
| | MATAA 26,41 | 26,97 | 20,58 | 15,34 | 4,18 | 3,66 | 2,72 | 0,14 |
| | | VALOR MERCADO: | MES = 3.028 | | TRIM = 9.134 | | MAT = 34.026 | MATAA = 28.413 |
| **DISTRITO** DIST = 8,2% | EVOLUCION MAT 93 | 95 | 72 | 106 | 120 | 172 | 243 | 0 |
| | MES 31,0 | 18,02 | 14,35 | 19,26 | 3,61 | 7,32 | 6,44 | 0,0 |
| | TRIM 29,32 | 20,05 | 11,79 | 21,47 | 5,58 | 5,69 | 6,1 | 0,0 |
| | **MAT 25,83** | **17,3** | **13,75** | **24,25** | **7,19** | **5,72** | **5,96** | **0,0** |
| | MATAA 27,9 | 18,16 | 19,17 | 22,88 | 6,01 | 3,33 | 2,45 | 0,1 |
| | | VALOR MERCADO: | MES = 256 | | TRIM = 694 | | MAT = 2.787 | MATAA = 2.305 |
| **REP** ZONA = 5,0% | EVOLUCION MAT 105 | 87 | 70 | 86 | 208 | 289 | 372 | |
| | MES 14,12 | 15,29 | 30,59 | 20,0 | 0,0 | 5,88 | 14,12 | |
| | TRIM 16,35 | 20,67 | 22,12 | 21,63 | 0,0 | 8,17 | 11,06 | |
| | **MAT 17,93** | **23,87** | **16,15** | **21,62** | **5,11** | **8,43** | **6,89** | |
| | MATAA 17,08 | 27,54 | 22,92 | 25,23 | 2,46 | 2,92 | 1,85 | |
| | | VALOR MERCADO: | MES = 14 | | TRIM = 34 | | MAT = 140 | MATAA = 108 |

**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 |
|---|---|---|---|---|---|---|---|---|
| | #3 | #1 | #4 | #2 | #7 | #5 | #6 | |
| **1708 - MORON** | EVOLUCION MAT 91 | 103 | 72 | 95 | 0 | 74 | 999 | |
| **17%** % de zona = 44,2% | TRIM 18,37 | 39,8 | 18,37 | 13,27 | 0,0 | 0,0 | 10,2 | |
| PMS = 1 | **MAT 18,28** | **31,99** | **14,52** | **23,39** | **0,0** | **2,42** | **9,41** | |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 105 | 83 | 111 | 70 | | 999 | 229 | |
| **33%** % de zona = 30,2% | TRIM 13,33 | 0,0 | 33,33 | 33,33 | | 3,33 | 16,67 | |
| PMS = 1 | **MAT 17,32** | **20,47** | **22,83** | **24,41** | | **7,87** | **7,09** | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 274 | 70 | 29 | 232 | 139 | 253 | 35 | |
| **17%** % de zona = 25,7% | TRIM 16,0 | 8,0 | 16,0 | 24,0 | 0,0 | 30,0 | 6,0 | |
| PMS = 1 | **MAT 18,06** | **13,89** | **11,11** | **15,28** | **19,91** | **19,44** | **2,31** | |

ACUM=100%

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **LURADON (GAD)** | **Mercado: Luradon** | |
| **FERNANDO CARLOS BRAVO** | 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 | #3 | #1 | #4 | #2 | #7 | #5 | #6 | |
| **REP** | | | | | | | | |
| TRIM | 21,88 | 34,38 | 6,25 | 3,12 | 15,62 | 6,25 | 12,5 | 0,0 |
| **MAT** | **41,54** | **15,38** | **4,62** | **15,38** | **10,0** | **0,77** | **11,54** | **0,77** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | |
|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | **CLM** | 1708 | 13,8% | 66,67 | 33,33 |
| MORELLO RAUL ANTONIO | **PED** | 1744 | 11,5% | 100 | |

**ACUM = 13,8%**

## No Cruzados

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| HARLAP ANA MARIA | **PSQ** | 1708 | 10,0% | | 69,23 | | 30,77 | |
| PINZON SUAREZ ENRIQUE CARLOS | **CLM** | 1706 | 6,2% | 25,0 | 12,5 | | 25,0 | 37,5 |
| FUENTES GASTON ALBERTO | **CLM** | 1744 | 3,8% | | | | | 100 |
| DIAZ ELISA ANGELA | **D-N** | 1706 | 1,5% | | | 100 | | |
| LUZURIAGA FERNANDO GUILLERMO | **GIN** | 1708 | 3,1% | | 25,0 | 75,0 | | |

**ACUM = 49,9%**

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | LURADON (GAD) | Mercado: Luradon | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 5,0%

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR-ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV |
|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #4 | #2 | #7 | #5 | #6 | |
| EVOLUCION MAT | 105 | 87 | 70 | 86 | 208 | 289 | 372 | |
| MES | 14,12 | 15,29 | 30,59 | 20,0 | 0,0 | 5,88 | 14,12 | |
| TRIM | 16,35 | 20,67 | 22,12 | 21,63 | 0,0 | 8,17 | 11,06 | |
| **MAT** | **17,93** | 23,87 | **16,15** | **21,62** | **5,11** | **8,43** | **6,89** | |
| MATAA | 17,08 | 27,54 | 22,92 | 25,23 | 2,46 | 2,92 | 1,85 | |

VALOR MERCADO: MES = 14 TRIM = 34 MAT = 140 MATAA = 108

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 3,4% | 36,54 | 21,23 | 7,88 | 23,58 | 4,17 | 1,06 | 1,14 | 1,36 | 0,99 | 0,68 | 1,36 |
| FARMACIA GUERRA SCS | 3,2% | 21,31 | | 62,39 | 13,32 | 2,18 | 0,73 | | | 0 | 0,08 | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,8% | 27,58 | | 59,12 | 9,34 | 3,96 | | | | 0 | | |
| FARMACIA COGLIATI CASTELAR SCS | 0,5% | 29,13 | 35,92 | 8,74 | 13,59 | 6,8 | 2,43 | 3,4 | | | | |
| ALFANO ROBERTO NICOLAS | 0,5% | 31,12 | 16,33 | 22,45 | 17,86 | 6,12 | 0 | 0 | | 3,06 | 2,04 | 1,02 |

**ACUM = 9,4%**

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA POSAMAY SCS | 0,5% | 47,73 | 0 | 4,55 | 44,32 | 3,41 | 0 | | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,4% | 39,88 | | 4,76 | 50,0 | 2,98 | 0 | 1,79 | | 0 | 0,6 | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,2% | 47,83 | 20,29 | 13,04 | 14,49 | 1,45 | | | 2,9 | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,0% | 69,23 | | | 30,77 | | | | | | | |

**ACUM = 10,5%**

## No Asignadas

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 3,7% | 47,14 | | 14,8 | 23,11 | 7,96 | 5,1 | 1,19 | | 0,56 | 0,14 | 0 |
| B1708FKD - AV DON BOSCO 6201-6299 | 2,3% | 25,48 | 36,48 | 15,26 | 15,49 | 4,04 | 1,12 | 1,46 | 0,22 | 0,11 | 0,22 | 0,11 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,7% | 33,38 | 11,85 | 16,62 | 22,15 | 4,0 | 6,31 | 1,85 | 1,54 | 0,46 | 1,08 | 0,77 |
| B1744DOU - JULIAN ALVAREZ 2301-2399 | 1,3% | 39,73 | 0,19 | 18,81 | 21,11 | 9,6 | 7,29 | 0,77 | | 1,92 | 0,58 | 0 |
| B1708JDD - 9 DE JULIO 102-200 | 1,2% | 26,82 | 3,43 | 12,02 | 46,57 | 3,65 | 0,21 | 1,72 | 1,72 | 1,72 | 2,15 | |

**ACUM = 20,7%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #4 | #2 | #5 | #3 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #14 | #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 = 49,8% | EVOLUCION MAT | 102 | 123 | 94 | 81 | 107 | 101 | 67 | 79 | 64 | 127 | 80 | 350 | 100 | 50 |
| | MES | 58,16 | 13,39 | 10,23 | 4,77 | 6,7 | 2,63 | 1,12 | 1,15 | 0,66 | 0,76 | 0,07 | 0,33 | 0,04 | 0,01 |
| | TRIM | 57,02 | 13,15 | 10,43 | 4,84 | 7,28 | 2,85 | 1,38 | 1,23 | 0,79 | 0,66 | 0,09 | 0,24 | 0,05 | 0,0 |
| | **MAT** | **55,79** | **12,08** | **10,87** | **4,8** | **7,5** | **3,37** | **2,6** | **1,27** | **0,83** | **0,57** | **0,12** | **0,14** | **0,03** | **0,01** |
| | MATAA | 54,77 | 9,86 | 11,58 | 5,96 | 7,01 | 3,33 | 3,89 | 1,61 | 1,3 | 0,45 | 0,15 | 0,04 | 0,03 | 0,02 |
| | | | VALOR MERCADO: | | MES = 28.128 | | | TRIM = 80.631 | | | MAT = 302.588 | | | MATAA = 286.058 | |
| **DISTRITO** DIST = 9,4% | EVOLUCION MAT | 100 | 112 | 104 | 82 | 105 | 120 | 74 | 88 | 51 | 113 | 178 | 800 | 100 | 67 |
| | MES | 55,03 | 7,87 | 19,96 | 3,99 | 5,92 | 2,87 | 0,92 | 0,46 | 1,03 | 0,69 | 0,18 | 1,07 | 0,0 | 0,0 |
| | TRIM | 53,96 | 7,55 | 19,78 | 4,07 | 7,71 | 2,79 | 0,98 | 0,65 | 1,03 | 0,89 | 0,18 | 0,4 | 0,01 | 0,01 |
| | **MAT** | **53,68** | **7,46** | **18,45** | **4,69** | **7,93** | **3,2** | **1,9** | **0,58** | **0,83** | **0,93** | **0,16** | **0,16** | **0,01** | **0,02** |
| | MATAA | 53,79 | 6,68 | 17,75 | 5,71 | 7,56 | 2,66 | 2,57 | 0,66 | 1,63 | 0,82 | 0,09 | 0,02 | 0,01 | 0,03 |
| | | | VALOR MERCADO: | | MES = 2.497 | | | TRIM = 7.492 | | | MAT = 28.444 | | | MATAA = 28.952 | |
| **REP** ZONA = 4,6% | EVOLUCION MAT | 101 | 89 | 107 | 99 | 94 | 117 | 85 | 62 | 60 | 127 | 999 | 67 | 999 | 27 |
| | MES | 53,4 | 7,74 | 24,03 | 4,41 | 5,34 | 2,94 | 0,67 | 0,4 | 0,93 | 0,0 | 0,0 | 0,13 | 0,0 | 0,0 |
| | TRIM | 55,69 ≈ | 5,78 | 23,13 | 4,02 | 6,01 | 1,85 | 1,26 | 0,63 | 1,31 | 0,14 | 0,14 | 0,05 | 0,0 | 0,0 |
| | **MAT** | **55,81** | **5,84** | **20,16** | **5,61** | **6,15** | **3,23** | **1,35** | **0,53** | **0,88** | **0,19** | **0,16** | **0,04** | **0,01** | **0,03** |
| | MATAA | 55,33 | 6,57 | 18,91 | 5,69 | 6,51 | 2,76 | 1,58 | 0,86 | 1,47 | 0,15 | 0,0 | 0,06 | 0,0 | 0,11 |
| | | | VALOR MERCADO: | | MES = 124 | | | TRIM = 369 | | | MAT = 1.321 | | | MATAA = 1.329 | |

**PUNTO DE MARKET SHARE = 1 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 | #4 | #2 | #5 | #3 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #14 | #13 |
| **1708 - MORON** | EVOLUCION MAT | 104 | 90 | 114 | 75 | 64 | 110 | 45 | 68 | 125 | 180 | 999 | 29 | 999 | 0 |
| **17%** % de zona = 51,1% | TRIM | 55,97 ▼ | 6,8 | 23,45 | 3,23 | 4,45 | 2,27 | 1,05 | 0,17 | 2,01 | 0,26 | 0,26 | 0,09 | 0,0 | 0,0 |
| PMS = 1 | **MAT** | **59,03** | **6,98** | **19,84** | **3,97** | **4,1** | **3,16** | **0,64** | **0,42** | **1,21** | **0,27** | **0,32** | **0,02** | **0,02** | **0,0** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 93 | 97 | 125 | 114 | 131 | 0 | 83 | | 23 | | | | | |
| **33%** % de zona = 28,9% | TRIM | 58,75 ≈ | 5,04 | 24,04 | 5,34 | 5,34 | 0,0 | 0,59 | | 0,89 | | | | | |
| PMS = 1 | **MAT** | **57,5** | **4,1** | **19,9** | **10,21** | **6,2** | **0,0** | **1,48** | | **0,61** | | | | | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 103 | 80 | 81 | 130 | 125 | 136 | 177 | 62 | 42 | 71 | | 108 | | 217 |
| **17%** % de zona = 20,0% | TRIM | 49,62 ▲ | 4,07 | 20,61 | 4,07 | 11,7 | 3,82 | 3,05 | 3,05 | 0,0 | 0,0 | | 0,0 | | 0,0 |
| PMS = 1 | **MAT** | **45,15** | **5,42** | **21,37** | **3,15** | **11,35** | **8,07** | **2,96** | **1,58** | **0,44** | **0,25** | | **0,13** | | **0,13** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | MIDAX (GAD) | Mercado: Midax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 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 | #4 | #2 | #5 | #3 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #14 | #13 |
| **REP** | | | | | | | | | | | | | | |
| TRIM | 54,56 | 7,92 | 23,15 | 0,95 | 5,51 | 3,53 | 0,95 | 2,75 | 0,26 | 0,43 | 0,0 | | | |
| **MAT** | 51,91 | **6,71** | **22,39** | **3,72** | **7,12** | **5,06** | **1,14** | **1,24** | **0,1** | **0,52** | **0,1** | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | **CLM** 1708 | 13,6% | 65,91 | 4,55 | 19,7 | 1,52 | 4,55 | 3,79 | | | | |
| FERDMAN ANDRES ERNESTO | **PSQ** 1744 | 4,9% | 38,3 | | 6,38 | 6,38 | 21,28 | 27,66 | | | | |
| VENEGAS PICOLLETT PERCY | **PSQ** 1708 | 3,4% | 12,12 | 6,06 | 60,61 | 9,09 | | | 12,12 | | | |
| FABIAN NOEMI MARIEL | **CLM** 1744 | 3,1% | | | 100 | | | | | | | |

**ACUM = 13,6%**

## No Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BOU SEBASTIAN OCTAVIO | **PSQ** 1708 | 2,8% | 88,89 | 7,41 | | | | | | 3,7 | | |
| FLORES DANIEL HUGO | **NEU** 1744 | 2,3% | 100 | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | **CRD** 1706 | 0,8% | 12,5 | | | | 75,0 | 12,5 | | | | |
| HERMIDA SONIA GRISELDA | **CLM** 1708 | 0,3% | 100 | | | | | | | | | |
| DIAZ ELISA ANGELA | **D-N** 1706 | 0,1% | | | 100 | | | | | | | |

**ACUM = 31,3%**

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | MIDAX (GAD) | Mercado: Midax | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #4 | #2 | #5 | #3 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #14 | #13 |
| **REP** ZONA = 4,6% — EVOLUCION MAT | 101 | 89 | 107 | 99 | 94 | 117 | 85 | 62 | 60 | 127 | 999 | 67 | 999 | 27 |
| MES | 53,4 | 7,74 | 24,03 | 4,41 | 5,34 | 2,94 | 0,67 | 0,4 | 0,93 | 0,0 | 0,0 | 0,13 | 0,0 | 0,0 |
| TRIM | 55,69 | 5,78 | 23,13 | 4,02 | 6,01 | 1,85 | 1,26 | 0,63 | 1,31 | 0,14 | 0,14 | 0,05 | 0,0 | 0,0 |
| **MAT** | 55,81 | **5,84** | **20,16** | **5,61** | **6,15** | **3,23** | **1,35** | **0,53** | **0,88** | **0,19** | **0,16** | **0,04** | **0,01** | **0,03** |
| MATAA | 55,33 | 6,57 | 18,91 | 5,69 | 6,51 | 2,76 | 1,58 | 0,86 | 1,47 | 0,15 | 0,0 | 0,06 | 0,0 | 0,11 |

VALOR MERCADO: MES = 124 TRIM = 369 MAT = 1.321 MATAA = 1.329

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | |
|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 38,2% | 0 | 100 |
| FARMACIA GUERRA SCS | 8,5% | 0 | 100 |
| FARMACIA COGLIATI CASTELAR SCS | 2,4% | 100 | 0 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,0% | 0 | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,0% | 0 | |

**ACUM = 49,1%**

## No Asignadas

| | | | |
|---|---|---|---|
| B1708JNF - MENDOZA 202-300 | 6,1% | 0 | 100 |
| B1706DEK - CONSTITUCION 601-699 | 1,8% | 33,33 | 66,67 |
| B1744ALI | 1,2% | 0 | 100 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 0,6% | 0 | 100 |
| B1744FID - DR EUGENIO ASCONAPE 102-200 | 0,6% | 100 | |

**ACUM = 59,4%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

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

| | | MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. |
|---|---|---|---|---|
| **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 = 54,9% | EVOLUCION MAT | 87 | 114 | 133 |
| | MES | 55,04 | 26,56 | 18,39 |
| | TRIM | 51,75 | 25,16 | 23,09 |
| | **MAT** | **54,99** | **23,78** | **21,22** |
| | MATAA | 63,2 | 20,91 | 15,9 |
| | VALOR MERCADO: | MES = 3.539 | TRIM = 11.118 | MAT = 39.713 | MATAA = 35.176 |
| **DISTRITO** DIST = 7,0% | EVOLUCION MAT | 88 | 93 | 138 |
| | MES | 46,7 | 26,16 | 27,13 |
| | TRIM | 44,01 | 26,99 | 29,0 |
| | **MAT** | **43,7** | **26,93** | **29,37** |
| | MATAA | 49,66 | 29,0 | 21,34 |
| | VALOR MERCADO: | MES = 240 | TRIM = 817 | MAT = 2.786 | MATAA = 2.663 |
| **REP** ZONA = 5,5% | EVOLUCION MAT | 80 | 113 | 127 |
| | MES | 57,35 | 23,53 | 19,12 |
| | TRIM | 40,52 ▲ | 30,11 | 29,37 |
| | **MAT** | **38,89** | **31,05** | **30,07** |
| | MATAA | 48,81 | 27,43 | 23,75 |
| | VALOR MERCADO: | MES = 11 | TRIM = 44 | MAT = 153 | MATAA = 140 |

**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 |
| **1708 - MORON** 17% % de zona = 44,1% PMS = 1 | EVOLUCION MAT | 74 | 129 | 126 |
| | TRIM | 35,54 ▼ | 33,88 | 30,58 |
| | **MAT** | **37,53** | **36,54** | **25,93** |
| **1706 - M.J.HAEDO** 33% % de zona = 42,3% PMS = 1 | EVOLUCION MAT | 84 | 113 | 117 |
| | TRIM | 44,64 ▲ | 33,93 | 21,43 |
| | **MAT** | **39,69** | **32,99** | **27,32** |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 13,6% PMS = 1 | EVOLUCION MAT | 91 | 42 | 136 |
| | TRIM | 44,44 ▲ | 5,56 | 50,0 |
| | **MAT** | **40,8** | **7,2** | **52,0** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | MYRBETRIC GAD | UROVAL CSO | URGISTAT PB. | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #1 | #2 | #3 | | | | | | | | | | | | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 76,39 | 16,74 | 6,87 | | | | | | | | | | | | |
| **MAT** | **61,35** | **21,74** | **16,91** | | | | | | | | | | | | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | **CLM** | 1708 | 7,2% | 73,33 | 13,33 | 13,33 |
| CASTRO BRIZUELA FACUNDO | **URO** | 1706 | 5,3% | 36,36 | | 63,64 |
| MERLETTI DANIEL CHRISTIAN | **CLM** | 1708 | 3,9% | 37,5 | | 62,5 |
| ANTUNEZ CARLOS MARIA | **CRD** | 1706 | 1,9% | | | 100 |
| ANTOLA HECTOR DANIEL | **URO** | 1706 | 6,8% | 100 | | |
| | **ACUM = 12,5%** | | | | | |
| GIUSIANO ANALIA CARINA | **CRD** | 1706 | 4,8% | | 100 | |
| MERIP GABRIELA MARIA | **PED** | 1706 | 4,3% | 100 | | |
| BARROS DIEGO ENRIQUE | **URO** | 1708 | 3,9% | | 87,5 | 12,5 |
| GAZZE GUSTAVO OSCAR | **END** | 1708 | 3,4% | 100 | | |
| | **ACUM = 13,5%** | | | | | |

## No Cruzados

| | | | | | |
|---|---|---|---|---|---|
| BIANCO HERNAN ARIEL | **URO** | 1706 | 1,0% | | 100 |
| CHOCLIN WALDO DAMIAN | **GIN** | 1708 | 1,0% | 100 | |
| PERUGINI MIRIAM VIVIANA | **CRD** | 1708 | 1,0% | 100 | |
| MARI CRISTINA LILIANA | **CIR** | 1708 | 0,5% | 100 | |
| TURSI JOSE ALBERTO | **CLM** | 1708 | 0,5% | 100 | |
| | **ACUM = 45,5%** | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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 = 5,5%

| EVOLUCION MAT | 80 | 113 | 127 |
|---|---|---|---|
| MES | 57,35 | 23,53 | 19,12 |
| TRIM | 40,52 | 30,11 | 29,37 |
| **MAT** | 38,89 | **31,05** | **30,07** |
| MATAA | 48,81 | 27,43 | 23,75 |

VALOR MERCADO: MES = 11 TRIM = 44 MAT = 153 MATAA = 140

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | |
|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 8,0% | 45,76 | 20,34 | 33,9 |
| ALFANO ROBERTO NICOLAS | 4,2% | 35,48 | 3,23 | 61,29 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 3,8% | 25,0 | 32,14 | 42,86 |
| FARMACIA GUERRA SCS | 1,5% | 45,45 | 0 | 54,55 |
| FARMACIA COGLIATI CASTELAR SCS | 1,4% | 30,0 | 40,0 | 30,0 |

**ACUM = 18,9%**

| | | | | |
|---|---|---|---|---|
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 0 | | 100 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,3% | 50,0 | 50,0 | |

**ACUM = 19,9%**

## No Asignadas

| | | | | |
|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,2% | 16,13 | 83,87 | 0 |
| B1708JDD - 9 DE JULIO 102-200 | 3,3% | 16,67 | 4,17 | 79,17 |
| B1706BND - DEFENSA 202-300 | 2,3% | 5,88 | 94,12 | |
| B1708DLK - CCRA PRESIDENTE H YRIGOYEN - | 1,0% | 0 | 100 | 0 |
| B1744AED - GRAL MANUEL BELGRANO 102-2- | 0,8% | 100 | 0 | |

**ACUM = 31,5%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | NEURO BILETAN (GAD) | Mercado: Neurobiletan 600 | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #5 | #1 | #2 | #4 | #3 | #6 | #7 | #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 = 50,1% | EVOLUCION MAT | 124 | 109 | 81 | 119 | 87 | 79 | 132 | 172 |
| | MES | 10,56 | 32,66 | 24,15 | 16,26 | 0,74 | 7,97 | 6,12 | 1,55 |
| | TRIM | 10,53 | 33,52 | 20,74 | 15,83 | 4,26 | 8,77 | 4,67 | 1,69 |
| | **MAT** | **10,09** | **31,84** | **20,01** | **14,31** | **9,07** | **9,08** | **3,89** | **1,7** |
| | MATAA | 8,17 | 29,22 | 24,69 | 12,06 | 10,44 | 11,49 | 2,94 | 0,99 |
| | | | VALOR MERCADO: | | MES = 20.630 | | | TRIM = 56.359 | MAT = 227.133 / MATAA = 228.803 |
| **DISTRITO** DIST = 15,9% | EVOLUCION MAT | 122 | 105 | 83 | 124 | 104 | 79 | 96 | 150 |
| | MES | 10,71 | 26,48 | 25,95 | 17,61 | 1,64 | 9,81 | 6,44 | 1,35 |
| | TRIM | 10,66 | 25,69 | 22,96 | 17,11 | 6,53 | 11,44 | 4,06 | 1,56 |
| | **MAT** | **10,48** | **23,39** | **21,32** | **16,78** | **12,27** | **11,17** | **2,78** | **1,8** |
| | MATAA | 8,56 | 22,19 | 25,59 | 13,56 | 11,83 | 14,17 | 2,89 | 1,2 |
| | | | VALOR MERCADO: | | MES = 3.483 | | | TRIM = 9.268 | MAT = 36.098 / MATAA = 35.820 |
| **REP** ZONA = 4,1% | EVOLUCION MAT | 120 | 103 | 78 | 130 | 101 | 88 | 148 | 183 |
| | MES | 9,45 | 24,94 | 29,97 | 14,36 | 3,53 | 11,59 | 5,16 | 1,01 |
| | TRIM | 9,77 | 25,93 | 23,48 | 14,39 | 9,55 | 12,94 | 2,85 | 1,09 |
| | **MAT** | **11,52** | **22,73** | **20,31** | **14,83** | **16,54** | **10,84** | **2,38** | **0,86** |
| | MATAA | 9,63 | 22,13 | 26,08 | 11,4 | 16,43 | 12,25 | 1,61 | 0,47 |
| | | | VALOR MERCADO: | | MES = 132 | | | TRIM = 368 | MAT = 1.472 / MATAA = 1.483 |

**PUNTO DE MARKET SHARE = 1 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 |
|---|---|---|---|---|---|---|---|---|---|
| | | #5 | #1 | #2 | #4 | #3 | #6 | #7 | #8 |
| **1708 - MORON** 17% % de zona = 49,8% PMS = 1 | EVOLUCION MAT | 104 | 102 | 82 | 131 | 104 | 80 | 172 | 228 |
| | TRIM | 8,02 | 29,01 | 21,53 | 13,69 | 9,37 | 12,61 | 3,96 | 1,8 |
| | **MAT** | **9,14** | **25,77** | **18,88** | **14,28** | **18,44** | **9,8** | **2,87** | **0,82** |
| **1706 - M.J.HAEDO** 33% % de zona = 26,4% PMS = 1 | EVOLUCION MAT | 119 | 107 | 77 | 159 | 98 | 47 | 55 | 859 |
| | TRIM | 12,86 | 25,0 | 32,14 | 19,29 | 7,5 | 2,86 | 0,36 | 0,0 |
| | **MAT** | **13,28** | **22,36** | **28,11** | **19,97** | **11,14** | **2,48** | **1,2** | **1,46** |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 23,8% PMS = 1 | EVOLUCION MAT | 148 | 107 | 73 | 92 | 94 | 103 | 422 | 24 |
| | TRIM | 10,19 | 20,56 | 18,52 | 10,74 | 12,04 | 24,07 | 3,15 | 0,74 |
| | **MAT** | **14,54** | **16,78** | **14,64** | **10,27** | **18,54** | **22,29** | **2,66** | **0,29** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #5 | #1 | #2 | #4 | #3 | #6 | #7 | #8 |
| **REP** | | | | | | | | |
| TRIM | 14,26 | 21,68 | 34,9 | 10,94 | 6,98 | 8,27 | 1,83 | 1,14 |
| **MAT** | **15,29** | **24,44** | 30,24 | **15,43** | **4,68** | **7,33** | **2,16** | **0,42** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | NEURO B-ILETAN GAD #5 | NEUROT-IOCT TPQ #1 | CIAGEN CVI #2 | TINACTOL CSO #4 | TIOCTAN MLB #3 | TIONEU-ROL 600 RC5 #6 | PRIOTIC MTP #7 | TIOCTIC - TEMIS T.L #8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 4,3% | 4,84 | | 51,61 | 22,58 | | | 6,45 | 14,52 | |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM | 1708 | 2,0% | | | 50,0 | 50,0 | | | | | |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 1,7% | 12,5 | | | 25,0 | 58,33 | | 4,17 | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 1,5% | 9,09 | | | 50,0 | 4,55 | 36,36 | | | |
| LARRAZABAL PAULA ILEANA | CRD | 1708 | 1,3% | | | 77,78 | 22,22 | | | | | |
| **ACUM =** | | | **7,3%** | | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 1,1% | | | 25,0 | 75,0 | | | | | |
| VENTIERI ANA KARINA | CLM | 1708 | 1,1% | | | 18,75 | 25,0 | 56,25 | | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 1,0% | | | 13,33 | 86,67 | | | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 1,0% | 71,43 | | | 14,29 | 14,29 | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 0,6% | 55,56 | | 33,33 | | 11,11 | | | | |
| **ACUM =** | | | **9,4%** | | | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 0,6% | | | 100 | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 2,3% | 69,7 | | 18,18 | 3,03 | 3,03 | | | 6,06 | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 1,3% | | | 31,58 | 42,11 | 21,05 | | 5,26 | | |
| RODRIGUEZ MONTI CARLOS | ANE | 1744 | 1,2% | 35,29 | | 5,88 | 11,76 | | | 47,06 | | |
| MELANO MARTA ESTELA | CLM | 1708 | 0,9% | | | | 38,46 | | | | 61,54 | |
| **ACUM =** | | | **10,0%** | | | | | | | | | |
| BALBI AIDA GRISELDA | OFT | 1708 | 0,6% | | | 37,5 | 62,5 | | | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM | 1708 | 0,4% | | | | | 33,33 | 66,67 | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,4% | | | 16,67 | | | 66,67 | | 16,67 | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,4% | | | 66,67 | | | | 33,33 | | |
| COGO ADRIANA KARINA | CIR | 1706 | 0,3% | | | | | 100 | | | | |
| **ACUM =** | | | **11,1%** | | | | | | | | | |
| BALLIVIAN MENACHO WALTER | CLM | 1708 | 0,2% | | | | 100 | | | | | |
| MAIER MARCELA ALEJANDRA | CIR | 1708 | 0,2% | | | | | | 100 | | | |
| MARI CRISTINA LILIANA | CIR | 1708 | 0,2% | | | 66,67 | | 33,33 | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,2% | | | | 66,67 | | | 33,33 | | |
| BISO NORI ALBERTO | URO | 1706 | 0,1% | | | | | 100 | | | | |
| **ACUM =** | | | **11,8%** | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,1% | | | | 100 | | | | | |
| SANNA CARLOS HUGO | CLM | 1708 | 0,1% | | | 100 | | | | | | |
| TERRAZA PAULA VALERIA | CLM | 1708 | 0,1% | | | | | 100 | | | | |
| CHAR RUTH ELIZABET | CIR | 1708 | 0,1% | | | 100 | | | | | | |
| **ACUM =** | | | **12,3%** | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CIMERMAN LEONARDO MARCELO | CRD | 1708 | 0,1% | | | | | 100 | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,1% | | | | 100 | | | | | |
| HEREDIA MONICA ANA | REU | 1708 | 0,1% | | | | | 100 | | | | |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | | | 100 | | | | | | |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 0,1% | | | 100 | | | | | | |
| **ACUM =** | | | **25,8%** | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **NEURO BILETAN (GAD)** | **Mercado: Neurobiletan 600** | |
| **FERNANDO CARLOS BRAVO** | 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 | #5 | #1 | #2 | #4 | #3 | #6 | #7 | #8 |
| **REP** ZONA = 4,1% — EVOLUCION MAT | 120 | 103 | 78 | 130 | 101 | 88 | 148 | 183 |
| MES | 9,45 | 24,94 | 29,97 | 14,36 | 3,53 | 11,59 | 5,16 | 1,01 |
| TRIM | 9,77 | 25,93 | 23,48 | 14,39 | 9,55 | 12,94 | 2,85 | 1,09 |
| **MAT** | **11,52** | 22,73 | **20,31** | **14,83** | **16,54** | **10,84** | **2,38** | **0,86** |
| MATAA | 9,63 | 22,13 | 26,08 | 11,4 | 16,43 | 12,25 | 1,61 | 0,47 |

VALOR MERCADO: MES = 132 TRIM = 368 MAT = 1.472 MATAA = 1.483

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 5,2% | 70,31 | 10,47 | 4,09 | 9,04 | 1,14 | 2,47 | 2,47 | |
| FARMACIA GUERRA SCS | 3,1% | 73,68 | 7,38 | 9,79 | 3,69 | 1,12 | 3,85 | 0,48 | |
| ALFANO ROBERTO NICOLAS | 2,5% | 61,96 | 12,75 | 6,86 | 7,84 | 0,98 | 9,61 | | 0 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,7% | 64,08 | 22,99 | 1,44 | 10,63 | 0,86 | 0 | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,7% | 79,3 | 2,92 | 6,12 | 7,87 | 1,17 | 1,75 | 0,58 | 0,29 |

**ACUM = 14,2%**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI CASTELAR SCS | 1,6% | 67,27 | 15,02 | 5,11 | 6,91 | 4,5 | 1,2 | 0 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,5% | 75,49 | 9,8 | 4,9 | 1,96 | 0,98 | 6,86 | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,5% | 71,88 | 22,92 | 2,08 | 3,12 | | 0 | |
| FARMACIA POSAMAY SCS | 0,4% | 87,84 | 5,41 | 6,76 | | | 0 | |

**ACUM = 17,2%**

## No Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| B1708EKO - PTE D F SARMIENTO 701-799 | 3,1% | 46,98 | 9,05 | 2,7 | 1,27 | 35,08 | 4,92 | 0 | |
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,0% | 76,87 | 7,82 | 1,79 | 0,33 | 0,81 | 9,45 | 2,93 | |
| B1708JDD - 9 DE JULIO 102-200 | 2,3% | 61,31 | 15,64 | 4,44 | 1,9 | 9,73 | 6,98 | | |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,1% | 80,09 | 9,49 | 0,69 | 6,02 | | 3,7 | | |
| B1744AED - GRAL MANUEL BELGRANO 102-2- | 1,2% | 34,75 | 2,97 | 1,27 | 5,08 | 55,51 | | | 0,42 |

**ACUM = 28,9%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | NEXDIA (GAD) | Mercado: Nexdia | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #2 | #6 | #5 | #7 | #3 | #8 | #9 | #4 | #12 | #10 | #14 | #13 | |
| **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 = 50,9% | EVOLUCION MAT | 115 | 104 | 110 | 90 | 91 | 103 | 105 | 152 | 68 | 88 | 82 | 381 | 90 | 95 | 100 |
| | MES | 0,78 | 23,45 | 23,15 | 11,29 | 9,9 | 7,14 | 5,76 | 5,45 | 3,18 | 3,68 | 2,09 | 0,91 | 0,96 | 0,56 | 1,71 |
| | TRIM | 0,91 | 24,23 | 22,05 | 11,61 | 9,91 | 6,69 | 6,02 | 4,88 | 3,61 | 3,61 | 2,26 | 1,09 | 1,03 | 0,58 | 1,51 |
| | **MAT** | **0,54** | **24,3** | **21,89** | **12,58** | **10,03** | **6,83** | **5,69** | **3,43** | **4,68** | **3,92** | **1,98** | **1,22** | **1,03** | **0,63** | **1,26** |
| | MATAA | 0,47 | 23,29 | 19,94 | 13,93 | 11,01 | 6,6 | 5,41 | 2,26 | 6,84 | 4,45 | 2,42 | 0,32 | 1,15 | 0,66 | 1,26 |
| | | | VALOR MERCADO: | | MES = 133.567 | | | TRIM = 373.028 | | | MAT = 1.394.755 | | | MATAA = 1.352.595 | | |
| **DISTRITO** DIST = 9,3% | EVOLUCION MAT | 186 | 107 | 105 | 91 | 89 | 119 | 115 | 168 | 53 | 96 | 51 | 421 | 81 | 85 | 115 |
| | MES | 1,71 | 21,95 | 21,06 | 6,4 | 9,02 | 5,37 | 10,1 | 8,22 | 3,18 | 5,75 | 2,5 | 1,47 | 1,25 | 0,41 | 1,62 |
| | TRIM | 2,09 | 22,39 | 20,95 | 6,73 | 8,98 | 5,53 | 9,76 | 7,05 | 4,02 | 5,94 | 1,86 | 1,88 | 0,96 | 0,38 | 1,48 |
| | **MAT** | **1,08** | **22,63** | **21,73** | **7,54** | **9,46** | **5,74** | **8,98** | **4,24** | **5,24** | **7,09** | **1,47** | **2,23** | **0,88** | **0,46** | **1,23** |
| | MATAA | 0,58 | 21,24 | 20,72 | 8,29 | 10,63 | 4,83 | 7,82 | 2,53 | 9,86 | 7,41 | 2,86 | 0,53 | 1,08 | 0,54 | 1,07 |
| | | | VALOR MERCADO: | | MES = 12.785 | | | TRIM = 35.189 | | | MAT = 130.317 | | | MATAA = 129.912 | | |
| **REP** ZONA = 5,0% | EVOLUCION MAT | 194 | 103 | 101 | 81 | 84 | 126 | 96 | 200 | 51 | 100 | 111 | 417 | 129 | 104 | 69 |
| | MES | 3,28 | 20,2 | 20,17 | 7,03 | 6,34 | 6,19 | 10,33 | 9,77 | 2,62 | 7,78 | 3,04 | 2,18 | 0,56 | 0,37 | 0,15 |
| | TRIM | 4,0 | 20,59 | 18,1 | 6,99 | 7,19 | 6,86 | 10,88 | 7,87 | 3,82 | 8,0 | 2,04 | 2,53 | 0,61 | 0,32 | 0,21 |
| | **MAT** | **2,0** | **21,23** | **18,52** | **8,34** | **8,82** | **7,05** | **10,1** | **4,35** | **3,96** | **9,26** | **1,96** | **2,88** | **0,49** | **0,5** | **0,52** |
| | MATAA | 1,03 | 20,59 | 18,26 | 10,3 | 10,46 | 5,61 | 10,48 | 2,18 | 7,74 | 9,28 | 1,77 | 0,69 | 0,38 | 0,48 | 0,75 |
| | | | VALOR MERCADO: | | MES = 680 | | | TRIM = 1.853 | | | MAT = 6.570 | | | MATAA = 5.989 | | |

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

# 4. PRINCIPALES CODIGOS POSTALES

| | 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 | #2 | #6 | #5 | #7 | #3 | #8 | #9 | #4 | #12 | #10 | #14 | #13 | |
| **1708 - MORON** | EVOLUCION MAT | 124 | 97 | 126 | 85 | 94 | 88 | 98 | 244 | 38 | 93 | 133 | 417 | 157 | 47 | 58 |
| **17%** % de zona = 41,7% | TRIM | 1,92 | 19,17 | 20,74 | 6,58 | 6,28 | 6,39 | 11,7 | 11,76 | 3,45 | 6,5 | 0,99 | 2,91 | 1,14 | 0,26 | 0,19 |
| PMS = 2 | **MAT** | **1,45** | **19,25** | **20,47** | **8,46** | **6,8** | **7,47** | **10,98** | **6,31** | **4,0** | **8,82** | **0,92** | **3,46** | **1,02** | **0,15** | **0,47** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 104 | 109 | 102 | 74 | 100 | 148 | 100 | 125 | 51 | 111 | 38 | 555 | 100 | 60 | 63 |
| **33%** % de zona = 33,1% | TRIM | 1,99 | 24,97 | 16,83 | 9,52 | 6,87 | 3,82 | 11,96 | 5,32 | 3,43 | 11,02 | 1,22 | 2,77 | 0,11 | 0,17 | 0,0 |
| PMS = 2 | **MAT** | **1,03** | **24,87** | **17,52** | **10,72** | **6,62** | **6,2** | **11,15** | **2,79** | **3,14** | **11,35** | **0,7** | **2,94** | **0,05** | **0,49** | **0,44** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 493 | 105 | 73 | 87 | 73 | 273 | 86 | 217 | 96 | 94 | 154 | 280 | 57 | 367 | 100 |
| **17%** % de zona = 25,2% | TRIM | 9,88 | 17,36 | 15,41 | 4,45 | 9,05 | 11,45 | 8,21 | 4,8 | 4,91 | 6,61 | 4,77 | 1,6 | 0,38 | 0,63 | 0,49 |
| PMS = 1 | **MAT** | **4,19** | **19,73** | **16,62** | **5,01** | **15,08** | **7,48** | **7,27** | **3,17** | **4,98** | **7,26** | **5,33** | **1,85** | **0,2** | **1,1** | **0,72** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | NEXDIA (GAD) | Mercado: Nexdia | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | 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 | #2 | #6 | #5 | #7 | #3 | #8 | #9 | #4 | #12 | #10 | #14 | #13 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 0,18 | 20,41 | 21,69 | 15,48 | 8,2 | 3,45 | 6,94 | 2,11 | 7,67 | 8,7 | 0,81 | 0,32 | 1,32 | 0,23 | 2,5 |
| **MAT** | **0,28** | **21,42** | **22,68** | **13,52** | **8,27** | **4,62** | **7,84** | **2,23** | **4,62** | **8,01** | **1,26** | **3,89** | **0,69** | **0,19** | **0,5** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 6,5% | | 6,25 | 37,78 | 1,7 | 11,36 | 5,97 | 9,09 | 1,42 | 16,19 | 5,11 | 3,12 | 1,42 | | 0,57 |
| DIAZ ELISA ANGELA | D-N 1706 | 2,5% | | 13,24 | 22,79 | 27,21 | 13,24 | 6,62 | | 1,47 | 2,21 | 7,35 | | | 3,68 | 2,21 |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,9% | | | 4,26 | 55,32 | 4,26 | 10,64 | | | 8,51 | 17,02 | | | | |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,6% | | 17,14 | | | | 8,57 | | | | 74,29 | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,4% | | | 9,09 | | 4,55 | | 9,09 | | 77,27 | | | | | |
| | **ACUM =** | **7,1%** | | | | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,4% | | 50,0 | | 50,0 | | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,3% | | | | 100 | | | | | | | | | | |
| D'AMICO ANDRES EDUARDO | CRD 1708 | 0,3% | | | | | | 100 | | | | | | | | |
| CASTIARENA RICARDO GUILLERMO | PSQ 1708 | 2,9% | | 2,56 | | 95,51 | | | 0,64 | | | 1,28 | | | | |
| PINZON SUAREZ ENRIQUE CARLOS | CLM 1706 | 2,6% | | 25,0 | 45,0 | 2,86 | | 0,71 | 14,29 | 0,71 | | 3,57 | | 7,86 | | |
| | **ACUM =** | **7,7%** | | | | | | | | | | | | | | |
| VENEGAS PICOLLETT PERCY | PSQ 1708 | 2,4% | | 20,31 | 8,59 | | 21,09 | | 38,28 | 3,12 | | 3,12 | | | 5,47 | |
| SERRIZUELA MIRIAM SUSANA | PSQ 1706 | 1,9% | | 2,94 | 14,71 | 13,73 | | | 33,33 | 3,92 | | 31,37 | | | | |
| DIAZ TOLOSA PABLO AMILCAR | PSQ 1708 | 1,4% | 1,35 | 6,76 | 35,14 | 29,73 | 25,68 | | | | | | | | 1,35 | |
| BORELLO GUSTAVO JOSE | CLM 1708 | 0,2% | | 8,33 | 16,67 | | | 75,0 | | | | | | | | |
| DA SILVA TATIANE KARINA | CLM 1708 | 0,2% | | | 54,55 | | 36,36 | | | | 9,09 | | | | | |
| | **ACUM =** | **8,1%** | | | | | | | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM 1708 | 0,2% | | 90,91 | | | | 9,09 | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,2% | | 60,0 | | | | | 40,0 | | | | | | | |
| TERRAZA PAULA VALERIA | CLM 1708 | 0,2% | | | | | | | | | 55,56 | 22,22 | | 22,22 | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,1% | | 42,86 | | | 28,57 | | | | | 28,57 | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,1% | | | 28,57 | 14,29 | | | 57,14 | | | | | | | |
| | **ACUM =** | **8,8%** | | | | | | | | | | | | | | |

| | | | NEXDIA GAD #11 | MERIDIAN RMM #1 | LEXTOR CSO #2 | LEXAPRO LUN #6 | ARAMIX ELE #5 | NOVO H-UMORAP BAG #7 | OPTISER B+L #3 | AXIOMAT BET #8 | TALPRAM RC5 #9 | EX3 ARI #4 | REMPEC M(TP) #12 | ELEVOP-RAM LEP #10 | ESCITAL-OPRAN - TEVA TEV #14 | BEAPLEN 10 T.L #13 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,1% | | 42,86 | 57,14 | | | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,1% | | | | | | | | | 83,33 | 16,67 | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,1% | | | 66,67 | 33,33 | | | | | | | | | | | |
| PALLAVICINO NATALIA | CLM 1708 | 0,1% | | | | | | | 40,0 | | | 60,0 | | | | | |
| BISO NORI ALBERTO | URO 1706 | 0,1% | | | | | 100 | | | | | | | | | | |
| | **ACUM =** | **9,2%** | | | | | | | | | | | | | | | |
| CORBELLA OSVALDO HORACIO | GIN 1708 | 0,1% | | | 25,0 | | | | | | | 75,0 | | | | | |
| GARCIA VANESA EDITH | CLM 1708 | 0,1% | | 100 | | | | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,1% | | | 100 | | | | | | | | | | | | |
| MAIER MARCELA ALEJANDRA | CIR 1708 | 0,1% | | 100 | | | | | | | | | | | | | |
| NAVARRO ALICIA MARIA | GIN 1708 | 0,1% | | | | | | | | | | 100 | | | | | |
| | **ACUM =** | **9,7%** | | | | | | | | | | | | | | | |
| SCAGLIOLA PABLO EDUARDO | CRD 1708 | 0,1% | | 25,0 | | | | | | | | 25,0 | | | 50,0 | | |
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,1% | | | | | 100 | | | | | | | | | | |
| MARCO MARIA CANDELARIA | CLM 1708 | 0,1% | | | | | | | | | 100 | | | | | | |
| MIRANDA ALVARADO ALFREDO | C.C 1706 | 0,1% | | | | 100 | | | | | | | | | | | |
| BRUZZESE MARTIN FERNANDO | CRD 1708 | 0,0% | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **10,0%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| COGO ADRIANA KARINA | CIR 1706 | 0,0% | | 100 | | | | | | | | | | | | | |
| DE BENEDETTO LAURA EDITH | GIN 1708 | 0,0% | | 100 | | | | | | | | | | | | | |
| GHANEM AHMED ALEJANDRO YAMIL | CIR 1708 | 0,0% | | | | | | | | | | | | 100 | | | |
| LOPEZ MENDEZ SILVIA | GIN 1706 | 0,0% | | | | | | | 50,0 | | | | | 50,0 | | | |
| ZUNINO MARIA LUJAN | NEF 1706 | 0,0% | | | | | | | | | | 100 | | | | | |
| | **ACUM =** | **25,7%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | NEXDIA (GAD) | Mercado: Nexdia | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 5,0%

| | 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 | #2 | #6 | #5 | #7 | #3 | #8 | #9 | #4 | #12 | #10 | #14 | #13 | |
| EVOLUCION MAT | 194 | 103 | 101 | 81 | 84 | 126 | 96 | 200 | 51 | 100 | 111 | 417 | 129 | 104 | 69 |
| MES | 3,28 | 20,2 | 20,17 | 7,03 | 6,34 | 6,19 | 10,33 | 9,77 | 2,62 | 7,78 | 3,04 | 2,18 | 0,56 | 0,37 | 0,15 |
| TRIM | 4,0 | 20,59 | 18,1 | 6,99 | 7,19 | 6,86 | 10,88 | 7,87 | 3,82 | 8,0 | 2,04 | 2,53 | 0,61 | 0,32 | 0,21 |
| **MAT** | **2,0** | **21,23** | **18,52** | **8,34** | **8,82** | **7,05** | **10,1** | **4,35** | **3,96** | **9,26** | **1,96** | **2,88** | **0,49** | **0,5** | **0,52** |
| MATAA | 1,03 | 20,59 | 18,26 | 10,3 | 10,46 | 5,61 | 10,48 | 2,18 | 7,74 | 9,28 | 1,77 | 0,69 | 0,38 | 0,48 | 0,75 |

VALOR MERCADO: MES = 680 TRIM = 1.853 MAT = 6.570 MATAA = 5.989

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 5,7% | 1,06 | 25,8 | 16,97 | 8,78 | 8,67 | 8,4 | 8,51 | 2,29 | 4,84 | 11,44 | 0,48 | 2,55 | | 0,21 |
| FARMACIA COGLIATI VICENTE M. | 4,4% | 0,55 | 21,81 | 21,81 | 10,84 | 7,09 | 5,59 | 10,7 | 5,45 | 6,88 | 8,45 | 0,48 | 0,07 | | 0,27 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,4% | 0,25 | 30,93 | 14,78 | 11,06 | 6,96 | 12,8 | 16,77 | 1,86 | 0,25 | 2,73 | 1,61 | | | 0 |
| FARMACIA GUERRA SCS | 1,9% | 3,17 | 18,86 | 23,93 | 8,87 | 4,12 | 6,5 | 13,47 | 2,22 | 9,83 | 7,45 | 1,58 | | 0 | 0 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,5% | 0,4 | 19,72 | 27,36 | 5,84 | 14,89 | 5,03 | 8,25 | 6,84 | 7,44 | 3,82 | 0,2 | 0,2 | | |
| **ACUM = 15,9%** | | | | | | | | | | | | | | | |
| FARMACIA COGLIATI CASTELAR SCS | 1,5% | 1,44 | 16,67 | 15,64 | 11,11 | 10,7 | 10,7 | 15,84 | 2,47 | 5,56 | 8,85 | 0,62 | 0,21 | | 0,21 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,8% | 0 | 43,8 | 15,89 | 0 | 3,1 | 13,95 | 17,05 | 3,1 | | 0,78 | 2,33 | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 1,06 | 20,21 | 13,83 | 9,04 | 11,7 | 19,68 | 8,51 | 4,79 | 4,79 | 6,38 | | | | |
| FARMACIA POSAMAY SCS | 0,2% | 1,72 | 1,72 | 34,48 | 0 | 5,17 | 31,03 | 18,97 | 0 | | | 6,9 | | | |
| **ACUM = 19,0%** | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 3,0% | 1,5 | 14,56 | 25,02 | 2,69 | 6,38 | 14,66 | 12,16 | 8,87 | 6,78 | 2,69 | 1,69 | 1,4 | | 1,2 | 0,4 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,7% | 0,22 | 19,46 | 33,56 | 5,15 | 12,42 | 6,6 | 8,28 | 1,68 | 1,34 | 1,9 | | 8,39 | | 0,11 | 0,89 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,3% | 0 | 21,11 | 23,04 | 1,16 | 6,69 | 4,25 | 8,49 | 26,51 | 3,47 | 2,57 | | 0,9 | | 0,77 | 1,03 |
| B1744ALI | 1,5% | 0,39 | 32,09 | 23,68 | 5,48 | 2,54 | 4,5 | 10,57 | | 16,05 | 0,98 | 0,98 | 0,78 | | 1,96 | |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,2% | 1,28 | 16,33 | 33,67 | 8,42 | 10,2 | 0,77 | 12,76 | 0 | 2,81 | 5,1 | 1,53 | 2,3 | 0 | 2,55 | 2,3 |
| **ACUM = 29,7%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **OMECAP 90 (GAD)** | **Mercado: Omecap 90** | |
| **FERNANDO CARLOS BRAVO** | 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 = 48,8%

| | | | |
|---|---|---|---|
| EVOLUCION MAT | 109 | 94 | 0 |
| MES | 48,76 | 51,24 | 0,0 |
| TRIM | 44,71 | 55,29 | 0,0 |
| **MAT** | **43,67** | **56,33** | **0,0** |
| MATAA | 39,94 | 60,06 | 0,01 |

VALOR MERCADO: MES = 12.328 TRIM = 37.905 MAT = 133.243 MATAA = 111.351

**DISTRITO** — DIST = 8,5%

| | | |
|---|---|---|
| EVOLUCION MAT | 114 | 93 |
| MES | 43,87 | 56,13 |
| TRIM | 40,53 | 59,47 |
| **MAT** | **37,31** | **62,69** |
| MATAA | 32,79 | 67,21 |

VALOR MERCADO: MES = 1.026 TRIM = 3.270 MAT = 11.320 MATAA = 9.813

**REP** — ZONA = 3,9%

| | | |
|---|---|---|
| EVOLUCION MAT | 114 | 95 |
| MES | 31,27 | 68,73 |
| TRIM | 29,07 | 70,93 |
| **MAT** | **28,35** | **71,65** |
| MATAA | 24,92 | 75,08 |

VALOR MERCADO: MES = 43 TRIM = 138 MAT = 444 MATAA = 376

**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 | |

**1706 - M.J.HAEDO**
**33%** % de zona = 43,9%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | 94 | 102 |
| TRIM | 24,24 | 75,76 |
| **MAT** | **23,59** | **76,41** |

**1708 - MORON**
**17%** % de zona = 34,3%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | 126 | 90 |
| TRIM | 38,43 | 61,57 |
| **MAT** | **33,73** | **66,27** |

**1744 - MORENO BARRIO LOS**
**17%** % de zona = 21,8%
PMS = 1

| | | |
|---|---|---|
| EVOLUCION MAT | 135 | 90 |
| TRIM | 24,34 | 75,66 |
| **MAT** | **29,43** | **70,57** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **OMECAP 90 (GAD)** | **Mercado: Omecap 90** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | Linea: LIPIDOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

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

**REP**

| | | |
|---|---|---|
| TRIM | 35,3 | 64,7 |
| **MAT** | **29,3** | **70,7** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | |
|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | **CLM** | 1708 | 1,9% | | 100 |
| DIAZ ELISA ANGELA | **D-N** | 1706 | 1,5% | 14,29 | 85,71 |
| DARDANO JOSE LUIS | **GIN** | 1708 | 7,6% | 8,33 | 91,67 |
| LAURIA SILVIA MARIA | **CLM** | 1708 | 6,8% | | 100 |
| MARTINELLI DIEGO FERNANDO | **CLM** | 1706 | 4,9% | | 100 |
| | | **ACUM =** | **1,9%** | | |
| ROMANO FABIAN ALBERTO | **HEM** | 1706 | 1,9% | 100 | |
| BARABINI GECHUIND JULIA VICTORIA | **CLM** | 1744 | 1,5% | | 100 |
| BISO NORI ALBERTO | **URO** | 1706 | 0,4% | | 100 |
| CONCI FRANCO MATIAS JAVIER | **CLM** | 1706 | 0,4% | | 100 |
| FERREÃ□O SEBASTIAN EZEQUIEL | **CIR** | 1706 | 0,4% | | 100 |
| | | **ACUM =** | **3,1%** | | |
| HERRERA RICARDO ROBERTO | **GET** | 1706 | 0,4% | 100 | |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | **CLM** | 1708 | 0,4% | 100 | |
| MERLETTI DANIEL CHRISTIAN | **CLM** | 1708 | 0,4% | | 100 |
| MIGUEZ ALICIA MONICA | **CLM** | 1708 | 0,4% | 100 | |
| SPADA PABLO CESAR | **CRD** | 1706 | 0,4% | 100 | |
| | | **ACUM =** | **3,5%** | | |
| FERNANDEZ MARCELA ALEJANDRA | **CLM** | 1708 | 0,2% | 100 | |
| | | **ACUM =** | **4,1%** | | |

## No Cruzados

| | | | | | |
|---|---|---|---|---|---|
| HARGUINTEGUY MARIA VICTORIA | **CIR** | 1708 | 0,2% | | 100 |
| MARI CRISTINA LILIANA | **CIR** | 1708 | 0,2% | 100 | |
| MOISE ELDA KARINA | **GIN** | 1708 | 0,2% | | 100 |
| MONTEAGUDO RODOLFO AMADOR | **TRA** | 1744 | 0,2% | | 100 |
| RODRIGUEZ CAROLINA FLORENCIA | **CLM** | 1708 | 0,2% | 100 | |
| | | **ACUM =** | **30,5%** | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | OMECAP 90 (GAD) | Mercado: Omecap 90 | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 = 3,9%

| EVOLUCION MAT | 114 | 95 |
|---|---|---|
| MES | 31,27 | 68,73 |
| TRIM | 29,07 | 70,93 |
| **MAT** | **28,35** | 71,65 |
| MATAA | 24,92 | 75,08 |

VALOR MERCADO: MES = 43 TRIM = 138 MAT = 444 MATAA = 376

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,2% | 27,88 | 26,28 | 1,6 | 49,5 | 9,16 | 4,6 | 3,1 | 0,65 | 2,15 | 1,4 | 0 | 0,85 | 0,15 | 0,45 | 0,1 |
| ALFANO ROBERTO NICOLAS | 3,3% | 18,31 | 17,99 | 0,31 | 54,73 | 12,1 | 0,31 | 5,33 | 0,25 | 3,89 | 2,57 | | 1,38 | 0 | 0,44 | 0,69 |
| FARMACIA GUERRA SCS | 1,7% | 15,03 | 13,54 | 1,49 | 71,06 | 8,45 | 3,6 | 0,12 | 0 | 1,37 | | | 0,37 | | | 0 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,6% | 12,38 | 12,25 | 0,13 | 56,39 | 14,8 | 1,21 | 6,86 | 0,13 | 4,85 | 0,67 | | 0,13 | 2,29 | 0,27 | |
| FARMACIA COGLIATI CASTELAR SCS | 1,5% | 27,65 | 26,82 | 0,84 | 45,81 | 11,45 | 2,37 | 8,52 | 0,7 | 3,21 | 0 | | 0,28 | 0 | 0 | |
| **ACUM = 12,3%** | | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,8% | 18,28 | 17,73 | 0,55 | 44,6 | 15,79 | 3,05 | 8,59 | 3,88 | 5,54 | | | | 0,28 | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 18,13 | 16,62 | 1,51 | 51,66 | 17,52 | 4,23 | 2,72 | 0 | 4,23 | 0,3 | | 0,3 | 0,91 | | |
| FARMACIA POSAMAY SCS | 0,5% | 16,31 | 11,16 | 5,15 | 70,82 | 3,0 | | 0 | 3,86 | 6,01 | | | | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,3% | 9,15 | 9,15 | | 66,2 | 7,04 | | 7,04 | 10,56 | 0 | | | 0 | | | |
| **ACUM = 14,6%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 4,0% | 16,13 | 16,03 | 0,11 | 61,78 | 12,34 | 3,8 | 3,22 | 0,74 | 0 | 0 | 0 | 1,21 | 0 | 0 | 0,79 |
| B1708JDD - 9 DE JULIO 102-200 | 3,2% | 11,45 | 10,67 | 0,79 | 53,34 | 10,01 | 3,8 | 3,01 | 5,37 | 6,48 | 1,18 | 3,53 | 0,85 | 0,59 | 0,33 | 0,07 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,8% | 13,94 | 12,6 | 1,34 | 38,4 | 8,58 | 0,37 | 6,79 | 24,38 | 5,29 | 0,22 | 0,75 | | 0,89 | | 0,37 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,4% | 34,59 | 34,25 | 0,34 | 29,79 | 13,96 | 1,8 | 5,31 | 10,1 | 2,05 | 0,26 | 0,17 | 0,43 | 1,46 | 0,09 | |
| B1708CHE - INTE AGUERO 1801-1899 | 2,2% | 13,86 | 13,4 | 0,47 | 60,84 | 14,14 | 3,07 | 4,65 | | 0,65 | | 0,84 | 0,84 | 1,12 | | |
| **ACUM = 29,2%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| FERNANDO W. SANTARCANGELO | OMNIC OCAS (GAD) | Mercado: Omnic Ocas | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: UROLOGIA | OCTUBRE 2023 |

Resumen

Prescriptores

Farmacias

## 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 | #9 | #1 | #2 | #4 | #3 | #6 | #12 | #13 | #7 | #11 | #10 | #5 | #14 | #8 | |
| **PAIS** BASE = 100% | EVOLUCION MAT | 89 | 102 | 92 | 97 | 120 | 100 | 109 | 81 | 99 | 138 | 102 | 106 | 102 | 111 | 90 |
| | 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** GCIA = 45,4% | EVOLUCION MAT | 85 | 102 | 89 | 96 | 125 | 102 | 101 | 77 | 105 | 144 | 105 | 112 | 93 | 107 | 94 |
| | MES | 3,83 | 28,79 | 16,15 | 9,57 | 11,41 | 5,65 | 3,53 | 2,18 | 2,61 | 4,37 | 1,98 | 1,9 | 0,97 | 1,16 | 5,89 |
| | TRIM | 4,12 | 28,0 | 16,55 | 9,69 | 11,0 | 5,93 | 4,42 | 2,29 | 2,43 | 4,1 | 2,11 | 1,91 | 0,98 | 1,41 | 5,07 |
| | **MAT** | **4,66** | **28,33** | **17,09** | **9,63** | **10,51** | **5,62** | **4,22** | **2,45** | **2,73** | **3,39** | **1,95** | **2,12** | **0,98** | **1,32** | **5,01** |
| | MATAA | 5,46 | 27,85 | 19,11 | 10,0 | 8,4 | 5,51 | 4,19 | 3,17 | 2,6 | 2,36 | 1,85 | 1,89 | 1,05 | 1,23 | 5,34 |
| | | | VALOR MERCADO: | | MES = 137.222 | | | TRIM = 391.971 | | | MAT = 1.474.374 | | | MATAA = 1.432.018 | | |
| **DISTRITO** DIST = 13,6% | EVOLUCION MAT | 89 | 103 | 86 | 108 | 128 | 107 | 91 | 76 | 124 | 133 | 85 | 91 | 90 | 97 | 94 |
| | MES | 2,79 | 29,53 | 16,29 | 10,04 | 11,82 | 5,55 | 2,08 | 1,9 | 2,6 | 4,12 | 2,11 | 3,46 | 0,65 | 1,64 | 5,42 |
| | TRIM | 3,18 | 28,72 | 17,42 | 10,29 | 11,89 | 6,01 | 2,29 | 1,97 | 2,17 | 3,46 | 2,12 | 3,43 | 0,72 | 1,78 | 4,56 |
| | **MAT** | **3,73** | **28,89** | **17,89** | **9,97** | **11,53** | **5,35** | **2,54** | **2,06** | **2,16** | **2,82** | **2,1** | **3,53** | **0,85** | **2,01** | **4,58** |
| | MATAA | 4,19 | 28,17 | 20,73 | 9,26 | 9,03 | 5,0 | 2,79 | 2,71 | 1,74 | 2,12 | 2,47 | 3,89 | 0,94 | 2,07 | 4,88 |
| | | | VALOR MERCADO: | | MES = 19.155 | | | TRIM = 53.750 | | | MAT = 200.249 | | | MATAA = 186.312 | | |
| **REP** ZONA = 4,2% | EVOLUCION MAT | 89 | 95 | 88 | 112 | 131 | 94 | 93 | 70 | 168 | 163 | 88 | 85 | 100 | 122 | 88 |
| | MES | 2,33 | 19,7 | 13,49 | 11,12 | 12,17 | 4,49 | 2,16 | 2,55 | 7,64 | 3,07 | 3,62 | 5,17 | 0,25 | 4,16 | 8,07 |
| | TRIM | 3,07 | 20,13 | 14,81 | 11,36 | 12,03 | 4,75 | 2,26 | 2,73 | 5,85 | 3,56 | 3,54 | 5,15 | 0,44 | 4,2 | 6,13 |
| | **MAT** | **3,36** | **21,17** | **16,36** | **10,86** | **11,08** | **4,9** | **2,8** | **2,65** | **4,7** | **2,88** | **3,18** | **5,41** | **0,54** | **4,38** | **5,73** |
| | MATAA | 3,79 | 22,31 | 18,64 | 9,7 | 8,44 | 5,19 | 3,02 | 3,79 | 2,8 | 1,77 | 3,6 | 6,34 | 0,54 | 3,59 | 6,48 |
| | | | VALOR MERCADO: | | MES = 857 | | | TRIM = 2.219 | | | MAT = 8.334 | | | MATAA = 8.230 | | |

**PUNTO DE MARKET SHARE = 7 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #9 | | #1 | #2 | #4 | #3 | #6 | #12 | #13 | #7 | #11 | #10 | #5 | #14 | #8 | |
| **1708 - MORON** | EVOLUCION MAT | 77 | 100 | 84 | 101 | 183 | 102 | 98 | 67 | 179 | 175 | 86 | 88 | 107 | 109 | 87 |
| **17%** % de zona = 43,8% | TRIM | 1,69 | 21,77 | 13,58 | 9,6 | 11,64 | 3,76 | 2,51 | 2,9 | 7,3 | 1,62 | 2,6 | 8,13 | 0,83 | 4,79 | 7,29 |
| PMS = 3 | **MAT** | **1,94** | **23,72** | **14,86** | **9,71** | **10,33** | **4,42** | **2,3** | **2,65** | **4,09** | **1,14** | **2,59** | **8,92** | **0,8** | **5,33** | **7,21** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 113 | 85 | 92 | 125 | 106 | 80 | 95 | 71 | 185 | 116 | 86 | 54 | 174 | 201 | 85 |
| **17%** % de zona = 29,3% | TRIM | 5,03 | 14,89 | 17,28 | 14,19 | 13,38 | 4,57 | 1,93 | 2,02 | 6,29 | 4,78 | 5,97 | 0,43 | 0,08 | 1,64 | 7,52 |
| PMS = 2 | **MAT** | **5,52** | **14,87** | **19,57** | **12,14** | **13,02** | **3,97** | **3,71** | **2,24** | **6,84** | **4,67** | **4,84** | **0,49** | **0,33** | **1,81** | **6,0** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 71 | 96 | 88 | 116 | 114 | 99 | 82 | 74 | 124 | 302 | 94 | 88 | 62 | 132 | 99 |
| **33%** % de zona = 26,9% | TRIM | 3,33 | 22,79 | 14,29 | 11,34 | 11,29 | 6,54 | 2,18 | 3,16 | 3,05 | 5,45 | 2,62 | 5,13 | 0,16 | 5,83 | 2,84 |
| PMS = 2 | **MAT** | **3,3** | **23,9** | **15,29** | **11,34** | **10,18** | **6,71** | **2,62** | **3,11** | **3,36** | **3,77** | **2,32** | **5,06** | **0,36** | **5,66** | **3,02** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #9 | #1 | #2 | #4 | #3 | #6 | #12 | #13 | #7 | #11 | #10 | #5 | #14 | #8 | |
| TRIM | 4,68 | 20,75 | 18,09 | 9,18 | 10,9 | 4,86 | 5,2 | 4,45 | 2,79 | 2,43 | 2,64 | 2,24 | 0,98 | 2,46 | 8,36 |
| **MAT** | **4,4** | **19,07** | **21,25** | **9,82** | **11,71** | **4,46** | **5,06** | **3,48** | **3,24** | **3,26** | **2,16** | **1,36** | **0,55** | **2,1** | **8,08** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 3,4% | | | 23,93 | 9,84 | 3,28 | 2,3 | 6,89 | 5,57 | | | 37,7 | | 1,64 | 2,62 | 1,64 | 4,59 |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 1,8% | | 15,43 | 1,23 | 25,93 | 3,7 | 9,88 | | 4,94 | 8,64 | 16,67 | | | | | | 13,58 |
| BIANCO HERNAN ARIEL | URO 1706 | 1,4% | | 21,14 | 38,21 | 0,81 | 3,25 | | 10,57 | 6,5 | | | | 11,38 | | | | 8,13 |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,9% | | | 32,14 | 14,29 | 5,95 | 13,1 | 32,14 | | | | 2,38 | | | | | |
| DIAZ ELISA ANGELA | D-N 1706 | 0,9% | | 7,23 | 54,22 | 6,02 | 3,61 | 2,41 | 20,48 | 2,41 | | | | | | | 1,2 | 2,41 |
| **ACUM =** | | **7,5%** | | | | | | | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,8% | | | 40,54 | 18,92 | 17,57 | | 18,92 | | | | | | | | 4,05 | |
| VENTIERI ANA KARINA | CLM 1708 | 0,8% | | | | 89,04 | | | | | | 5,48 | | | | | | 5,48 |
| CASTRO BRIZUELA FACUNDO | URO 1706 | 0,8% | | 6,94 | 31,94 | 30,56 | 1,39 | | 1,39 | 11,11 | | | | 4,17 | | | 9,72 | 2,78 |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,7% | | | 4,84 | 9,68 | 1,61 | 6,45 | 8,06 | | | | | 22,58 | 40,32 | | 6,45 | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,7% | | | 30,51 | 27,12 | 10,17 | 23,73 | 3,39 | | | | | 5,08 | | | | |
| **ACUM =** | | **9,1%** | | | | | | | | | | | | | | | | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,6% | | | 9,09 | | 7,27 | 63,64 | | | | | | | | | | 20,0 |
| ROMANO ANGEL MARIO | CLM 1708 | 0,5% | | 2,13 | 4,26 | 29,79 | 10,64 | 8,51 | 4,26 | 8,51 | 2,13 | 4,26 | | 8,51 | | 6,38 | | 10,64 |
| DEHOLLAIN SALAME DIEGO CRUZ | CLM 1706 | 0,4% | | | 16,67 | | | | | 2,78 | | | | | | | | 80,56 |
| SANNA CARLOS HUGO | CLM 1708 | 0,4% | | | 59,38 | 28,12 | | 3,12 | | | | | | | | 3,12 | | 6,25 |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,3% | | | | 93,1 | | | 6,9 | | | | | | | | | |
| **ACUM =** | | **10,2%** | | | | | | | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,3% | | 14,29 | 17,86 | 14,29 | | | 3,57 | | | | | 25,0 | 14,29 | | 10,71 | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,3% | | | 44,44 | 40,74 | 3,7 | | | | | | | | | | 7,41 | 3,7 |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,3% | | 7,69 | 19,23 | 50,0 | | 3,85 | 3,85 | | 7,69 | | | | 7,69 | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,3% | | | 46,15 | 30,77 | 7,69 | 15,38 | | | | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,2% | | | 55,56 | 22,22 | | | 22,22 | | | | | | | | | |
| **ACUM =** | | **11,1%** | | | | | | | | | | | | | | | | |

| | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | #9 | #1 | #2 | #4 | #3 | #6 | #12 | #13 | #7 | #11 | #10 | #5 | #14 | #8 | |
| CODONE JOSE FRANCISCO | URO 1744 | 1,6% | | | 30,56 | 11,11 | 2,08 | 0,69 | 38,19 | | | | 2,78 | 2,78 | | | 4,86 | 6,94 |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,4% | | | 48,41 | 16,67 | 4,76 | 15,87 | 7,14 | | 5,56 | | 0,79 | | | | | 0,79 |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,3% | | 15,25 | 24,58 | 5,93 | 0,85 | 6,78 | 5,93 | 7,63 | | | 11,86 | 2,54 | 1,69 | | | 16,95 |
| BARROS DIEGO ENRIQUE | URO 1708 | 1,3% | | 0,88 | 41,23 | 6,14 | 6,14 | 7,89 | | 16,67 | | 7,02 | | 0,88 | 0,88 | | 2,63 | 9,65 |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 1,3% | | 4,42 | 1,77 | 20,35 | 2,65 | 4,42 | | 7,96 | 7,08 | 48,67 | 2,65 | | | | | |
| **ACUM =** | | **11,1%** | | | | | | | | | | | | | | | | |
| LARRAZABAL PAULA ILEANA | CRD 1708 | 0,2% | | | 88,24 | 11,76 | | | | | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,2% | | | 58,82 | | 23,53 | | | | | | | | 17,65 | | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,2% | | | 57,14 | | 14,29 | 28,57 | | | | | | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,2% | | | 28,57 | | 57,14 | | | | | | | 14,29 | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,1% | | | 45,45 | 36,36 | | | | | | | | | | | 18,18 | |
| **ACUM =** | | **11,6%** | | | | | | | | | | | | | | | | |
| MARTINEZ RAMON SANDRO JAVIER | CLM 1708 | 0,1% | | | 44,44 | | | | 33,33 | | | | | 22,22 | | | | |
| GARCIA MARIO CESAR | CLM 1706 | 0,1% | | | | | | | | | | | | 100 | | | | |
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,1% | | 12,5 | 87,5 | | | | | | | | | | | | | |
| NUL DANIEL | CRD 1708 | 0,1% | | | | | 12,5 | | | 12,5 | 25,0 | 25,0 | | | | | 25,0 | |
| SILVA ROMINA PAOLA | GIN 1708 | 0,1% | | | 100 | | | | | | | | | | | | | |
| **ACUM =** | | **11,9%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BARTLETT ENRIQUE JOSE | CLM 1708 | 0,1% | | | | | | | | 100 | | | | | | | | |
| CHAR RUTH ELIZABET | CIR 1708 | 0,1% | | | 14,29 | | | | 85,71 | | | | | | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,1% | | | | | 57,14 | 28,57 | | | | | 14,29 | | | | | |
| PALLAVICINO NATALIA | CLM 1708 | 0,1% | | | 28,57 | 71,43 | | | | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,1% | | | | | 28,57 | | | | | | | 57,14 | | | 14,29 | |
| **ACUM =** | | **24,6%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,2%

| | 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 | #9 | #1 | #2 | #4 | #3 | #6 | #12 | #13 | #7 | #11 | #10 | #5 | #14 | #8 | |
| EVOLUCION MAT | 89 | 95 | 88 | 112 | 131 | 94 | 93 | 70 | 168 | 163 | 88 | 85 | 100 | 122 | 88 |
| MES | 2,33 | 19,7 | 13,49 | 11,12 | 12,17 | 4,49 | 2,16 | 2,55 | 7,64 | 3,07 | 3,62 | 5,17 | 0,25 | 4,16 | 8,07 |
| TRIM | 3,07 | 20,13 | 14,81 | 11,36 | 12,03 | 4,75 | 2,26 | 2,73 | 5,85 | 3,56 | 3,54 | 5,15 | 0,44 | 4,2 | 6,13 |
| **MAT** | **3,36** | 21,17 | **16,36** | **10,86** | **11,08** | **4,9** | **2,8** | **2,65** | **4,7** | **2,88** | **3,18** | **5,41** | **0,54** | **4,38** | **5,73** |
| MATAA | 3,79 | 22,31 | 18,64 | 9,7 | 8,44 | 5,19 | 3,02 | 3,79 | 2,8 | 1,77 | 3,6 | 6,34 | 0,54 | 3,59 | 6,48 |

VALOR MERCADO: MES = 857 TRIM = 2.219 MAT = 8.334 MATAA = 8.230

**PUNTO DE MARKET SHARE = 7 UNIDADES estimadas de OMNIC OCAS (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,2% | 7,39 | 40,47 | 3,92 | 6,48 | 1,51 | 9,04 | 4,22 | 1,66 | 4,6 | 4,9 | 0,75 | 1,43 | 1,81 | 3,32 | 8,52 |
| ALFANO ROBERTO NICOLAS | 3,9% | 6,05 | 36,06 | 7,44 | 6,95 | 0,82 | 3,35 | 7,85 | 4,99 | 2,45 | 0,25 | 1,47 | 1,55 | 0,74 | 1,96 | 18,07 |
| FARMACIA GUERRA SCS | 3,1% | 5,41 | 30,77 | 15,7 | 8,21 | 3,12 | 7,9 | 7,9 | 4,26 | 9,25 | 3,12 | 0,1 | 0,83 | 1,46 | 0,42 | 1,56 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 3,1% | 14,15 | 32,67 | 1,35 | 18,11 | 7,18 | 7,39 | 7,49 | 6,45 | 1,77 | 1,66 | | | 1,14 | | 0,62 |
| FARMACIA COGLIATI CASTELAR SCS | 1,5% | 3,82 | 47,77 | 3,18 | 6,37 | 4,67 | 7,64 | 8,7 | 5,31 | 3,18 | | | 2,76 | 0 | 1,91 | 4,67 |
| **ACUM = 15,8%** | | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,2% | 1,63 | 34,51 | 6,52 | 30,98 | 1,63 | 0,27 | 11,96 | 1,09 | 1,63 | 0,27 | 3,53 | 0,27 | | 1,36 | 4,35 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,5% | 15,29 | 42,04 | 5,73 | 1,27 | 1,27 | 5,1 | 15,92 | | | | | | | | 13,38 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,5% | 28,29 | 25,66 | 3,95 | 10,53 | 5,92 | 19,08 | 0 | 1,97 | | 3,29 | | | | 0,66 | 0,66 |
| FARMACIA POSAMAY SCS | 0,2% | 16,88 | 44,16 | 15,58 | 10,39 | 2,6 | 7,79 | 1,3 | | | | 1,3 | | | | 0 |
| **ACUM = 18,2%** | | | | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 3,8% | 5,83 | 31,25 | 4,42 | 11,83 | 2,83 | 6,42 | 4,17 | 1,0 | 7,67 | 3,75 | 1,67 | 3,0 | 1,75 | 1,08 | 13,33 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 3,3% | 5,27 | 32,13 | 5,47 | 8,98 | 0,68 | 4,39 | 6,54 | 5,08 | 12,21 | | 5,76 | 1,76 | 1,37 | 0 | 10,35 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,8% | 3,37 | 43,03 | 4,38 | 12,47 | 2,02 | 7,3 | 7,19 | 2,81 | 1,8 | 0,11 | 5,17 | 1,8 | 4,16 | 0,45 | 3,93 |
| B1744FLB - DR ALBERTO VERA 2-100 | 2,2% | 9,68 | 14,6 | 14,16 | 7,37 | 7,23 | 4,62 | 7,37 | 6,79 | 3,9 | 1,01 | 6,36 | | 0 | 0 | 16,91 |
| B1708JNF - MENDOZA 202-300 | 1,7% | 5,54 | 22,18 | 0,57 | 5,93 | 2,87 | | 1,15 | 46,85 | 0,76 | 5,74 | | 0 | 0,19 | 4,4 | 3,82 |
| **ACUM = 32,0%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | PALIAX (GAD) | Mercado: Paliax | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

# 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 | #13 | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #10 | #9 | #8 | #12 | #11 | #14 | |
| **PAIS** | EVOLUCION MAT | 198 | 106 | 93 | 97 | 105 | 96 | 98 | 73 | 76 | 135 | 258 | 479 | 108 | 329 | 129 |
| BASE = 100% | 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** | EVOLUCION MAT | 186 | 105 | 91 | 95 | 108 | 97 | 103 | 71 | 75 | 148 | 273 | 481 | 113 | 340 | 129 |
| GCIA = 44,4% | MES | 1,31 | 27,43 | 22,89 | 11,01 | 9,7 | 8,1 | 5,79 | 4,36 | 1,89 | 1,76 | 1,96 | 1,96 | 0,48 | 1,14 | 0,21 |
| | TRIM | 1,39 | 26,69 | 23,63 | 10,67 | 9,28 | 8,05 | 5,98 | 4,4 | 2,34 | 1,8 | 1,97 | 1,86 | 0,5 | 1,2 | 0,23 |
| | **MAT** | **1,06** | **26,11** | **24,53** | **11,04** | **8,93** | **8,69** | **5,89** | **4,25** | **3,09** | **1,69** | **1,83** | **1,25** | **0,59** | **0,85** | **0,22** |
| | MATAA | 0,57 | 24,82 | 26,85 | 11,67 | 8,3 | 8,94 | 5,73 | 6,01 | 4,11 | 1,14 | 0,67 | 0,26 | 0,52 | 0,25 | 0,17 |
| | | | VALOR MERCADO: | | MES = 285.085 | | | | TRIM = 818.998 | | | MAT = 3.053.328 | | | MATAA = 2.967.538 | |
| **DISTRITO** | EVOLUCION MAT | 198 | 113 | 86 | 89 | 109 | 93 | 105 | 69 | 61 | 155 | 260 | 596 | 110 | 129 | 120 |
| DIST = 12,7% | MES | 1,11 | 34,83 | 18,81 | 8,73 | 8,66 | 5,39 | 5,83 | 5,15 | 1,38 | 2,19 | 3,82 | 2,53 | 1,0 | 0,38 | 0,2 |
| | TRIM | 1,15 | 33,34 | 20,87 | 8,11 | 8,64 | 5,41 | 6,12 | 5,27 | 2,05 | 2,2 | 3,37 | 2,12 | 0,78 | 0,42 | 0,18 |
| | **MAT** | **0,85** | **32,63** | **21,56** | **9,43** | **8,45** | **5,68** | **6,16** | **5,18** | **2,33** | **2,03** | **3,02** | **1,37** | **0,79** | **0,36** | **0,18** |
| | MATAA | 0,43 | 28,77 | 25,2 | 10,62 | 7,77 | 6,14 | 5,89 | 7,52 | 3,82 | 1,31 | 1,16 | 0,23 | 0,72 | 0,28 | 0,15 |
| | | | VALOR MERCADO: | | MES = 36.291 | | | | TRIM = 102.350 | | | MAT = 388.019 | | | MATAA = 368.815 | |
| **REP** | EVOLUCION MAT | 181 | 109 | 79 | 108 | 107 | 87 | 99 | 71 | 50 | 124 | 257 | 999 | 159 | 230 | 100 |
| ZONA = 4,2% | MES | 0,81 | 33,92 | 16,47 | 9,67 | 8,1 | 5,86 | 5,67 | 4,84 | 1,17 | 2,49 | 5,41 | 1,41 | 3,37 | 0,74 | 0,06 |
| | TRIM | 1,07 | 33,21 | 18,37 | 9,81 | 7,72 | 5,57 | 5,92 | 4,53 | 1,48 | 2,81 | 4,87 | 1,64 | 1,96 | 0,91 | 0,14 |
| | **MAT** | **0,76** | **32,55** | **19,11** | **12,5** | **7,9** | **5,8** | **5,65** | **4,4** | **1,65** | **2,42** | **4,26** | **0,95** | **1,3** | **0,62** | **0,14** |
| | MATAA | 0,42 | 29,86 | 24,07 | 11,59 | 7,37 | 6,63 | 5,73 | 6,18 | 3,29 | 1,95 | 1,66 | 0,03 | 0,82 | 0,27 | 0,14 |
| | | | VALOR MERCADO: | | MES = 1.546 | | | | TRIM = 4.268 | | | MAT = 16.479 | | | MATAA = 15.133 | |

**PUNTO DE MARKET SHARE = 14 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #13 | | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #10 | #9 | #8 | #12 | #11 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 281 | 109 | 77 | 82 | 126 | 86 | 121 | 71 | 46 | 189 | 236 | 999 | 329 | 999 | 157 |
| **17%** % de zona = 38,5% | TRIM | 1,4 | 31,9 | 16,34 | 6,25 | 7,11 | 6,65 | 7,15 | 5,22 | 2,54 | 3,36 | 5,91 | 0,92 | 3,2 | 1,92 | 0,13 |
| PMS = 5 | **MAT** | **1,01** | **33,46** | **17,24** | **6,19** | **7,36** | **7,29** | **7,05** | **5,54** | **3,04** | **3,33** | **5,14** | **0,63** | **1,38** | **1,24** | **0,11** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 114 | 113 | 77 | 122 | 91 | 78 | 65 | 52 | 93 | 60 | 232 | 999 | 102 | 60 | 67 |
| **17%** % de zona = 34,4% | TRIM | 0,97 | 39,2 | 16,6 | 16,9 | 5,3 | 1,9 | 3,05 | 3,09 | 1,28 | 2,21 | 4,15 | 3,87 | 1,22 | 0,21 | 0,07 |
| PMS = 5 | **MAT** | **0,58** | **32,81** | **18,18** | **24,21** | **6,02** | **1,75** | **2,98** | **2,57** | **1,17** | **2,06** | **4,08** | **1,9** | **1,2** | **0,37** | **0,12** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 166 | 105 | 85 | 86 | 106 | 96 | 102 | 97 | 27 | 314 | 406 | 999 | 139 | 28 | 111 |
| **33%** % de zona = 27,1% | TRIM | 0,65 | 27,99 | 23,69 | 6,78 | 11,59 | 8,35 | 7,46 | 5,19 | 0,09 | 2,68 | 4,1 | 0,06 | 0,94 | 0,18 | 0,24 |
| PMS = 4 | **MAT** | **0,63** | **30,94** | **22,93** | **6,59** | **11,05** | **8,82** | **7,05** | **5,11** | **0,28** | **1,57** | **3,25** | **0,19** | **1,32** | **0,05** | **0,21** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #13 | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #10 | #9 | #8 | #12 | #11 | #14 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 0,19 | 32,83 | 22,83 | 7,12 | 7,96 | 11,46 | 5,32 | 4,99 | 1,26 | 1,04 | 1,31 | 0,04 | 1,54 | 1,63 | 0,47 |
| **MAT** | **0,64** | **36,42** | **22,21** | **6,92** | **7,51** | **7,41** | **5,33** | **3,73** | **1,28** | **1,84** | **4,7** | **0,13** | **1,18** | **0,61** | **0,09** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 3,7% | | | 34,44 | 37,3 | 5,24 | 3,81 | 6,67 | 3,17 | 1,27 | 3,81 | 0,32 | 2,38 | | 1,59 | | |
| DIAZ ELISA ANGELA | D-N 1706 | 1,9% | 0,6 | | 10,21 | 24,62 | 5,71 | 39,94 | 9,91 | 0,3 | 5,71 | | | | | | 3,0 | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,8% | 0,7 | | 35,66 | 16,08 | 2,1 | 4,2 | 21,68 | 9,09 | 7,69 | | 2,8 | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,8% | | | 60,84 | 3,5 | | | 7,69 | 20,28 | 7,69 | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,8% | | | 34,62 | 47,69 | 5,38 | 7,69 | 4,62 | | | | | | | | | |
| | **ACUM =** | **5,3%** | | | | | | | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,7% | 14,73 | | 33,33 | 0,78 | | 4,65 | 6,2 | 4,65 | 3,1 | 7,75 | 12,4 | 3,1 | 3,88 | | 5,43 | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,6% | | | 96,3 | | | | | | 3,7 | | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,5% | | | 10,87 | 3,26 | | 2,17 | 21,74 | 27,17 | 32,61 | | 2,17 | | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,5% | 3,37 | | 51,69 | 1,12 | 4,49 | | 31,46 | 1,12 | 5,62 | | 1,12 | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,5% | | | 29,63 | 12,35 | | | 43,21 | 9,88 | 4,94 | | | | | | | |
| | **ACUM =** | **6,5%** | | | | | | | | | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD 1706 | 0,4% | | | 20,78 | 19,48 | | | | 57,14 | | | 2,6 | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,4% | | | 35,06 | 15,58 | 18,18 | 7,79 | | 5,19 | 1,3 | 7,79 | 1,3 | 7,79 | | | | |
| VENTIERI ANA KARINA | CLM 1708 | 0,4% | | | | 91,78 | | | 4,11 | | | | | 4,11 | | | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,4% | | | 43,94 | 21,21 | | 9,09 | 3,03 | 3,03 | 4,55 | | | 15,15 | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,4% | | | 65,57 | 26,23 | | 8,2 | | | | | | | | | | |
| | **ACUM =** | **7,7%** | | | | | | | | | | | | | | | | |
| ROMANO ANGEL MARIO | CLM 1708 | 0,3% | 3,51 | | 43,86 | 31,58 | | 14,04 | | 1,75 | | | 3,51 | 1,75 | | | | |
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,3% | 14,81 | | 44,44 | 11,11 | 5,56 | 7,41 | 1,85 | | | 14,81 | | | | | | |
| MEZA MAGALI SOL | CLM 1708 | 0,3% | | | 21,15 | 7,69 | 3,85 | 3,85 | | 51,92 | | | 3,85 | 7,69 | | | | |
| SCAGLIOLA PABLO EDUARDO | CRD 1708 | 0,3% | 43,14 | | 17,65 | 5,88 | 3,92 | 7,84 | 11,76 | | 1,96 | | | 7,84 | | | | |
| CANDIA KARINA ALICIA | CLM 1706 | 0,2% | | | | 100 | | | | | | | | | | | | |
| | **ACUM =** | **8,5%** | | | | | | | | | | | | | | | | |

| | | | PALIAX GAD #13 | SARVAL B+L #1 | ALPERT-AN RF2 #2 | DIAPRES-AN MTP #3 | DILCOR-AN CSO #4 | DIOVAN SIE #5 | RACORV-AL RMM #6 | SIMULTAN LZA #7 | HIPERVAL RC5 #10 | COROSAN ELE #9 | VALSAL-EP LEP #8 | VALSAR-FEC FEC #12 | NICORV-AS T.L #11 | SEMANAR MIC #14 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | | 28,57 | 19,05 | | 40,48 | 9,52 | | 2,38 | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,2% | | 23,08 | 10,26 | | | 41,03 | | 17,95 | 7,69 | | | | | | |
| ROSSENDY ALMARAZ JHONNY | CRD 1708 | 0,2% | | 62,16 | 27,03 | | 5,41 | 2,7 | | | | | 2,7 | | | | |
| TURSI JOSE ALBERTO | CLM 1708 | 0,2% | | | 81,82 | | | | 6,06 | 6,06 | | | | | | | 6,06 |
| VISSER MIGUEL | CRD 1708 | 0,2% | | 50,0 | 9,38 | 31,25 | | | | 9,38 | | | | | | | |
| | **ACUM =** | **9,1%** | | | | | | | | | | | | | | | |
| MAIER MARCELA ALEJANDRA | CIR 1708 | 0,2% | | | 54,84 | 9,68 | | | 35,48 | | | | | | | | |
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,2% | | | | | 13,33 | | | 86,67 | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,2% | | 41,38 | 6,9 | 3,45 | 6,9 | 10,34 | 3,45 | 20,69 | | | 6,9 | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,8% | 0,31 | 23,51 | 31,03 | 1,88 | 0,63 | 24,45 | 3,76 | 6,27 | 1,57 | | 0,94 | 0,31 | | 5,33 | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,7% | | 68,26 | 4,44 | 5,12 | 8,53 | 0,68 | 4,44 | 5,12 | | 3,41 | | | | | |
| | **ACUM =** | **9,5%** | | | | | | | | | | | | | | | |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 0,7% | | 73,6 | 8,0 | 3,2 | 4,8 | | 10,4 | | | | | | | | |
| TAMAGNONE FRANCISCO MARCELO | CLM 1744 | 0,7% | | 10,43 | 43,48 | 6,96 | 1,74 | 32,17 | | | | | 5,22 | | | | |
| GONZALEZ BOTTA LUIS MARIA | CRD 1708 | 0,5% | | 35,96 | 3,37 | 17,98 | | 2,25 | 8,99 | | | | 11,24 | | 20,22 | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,2% | | 48,15 | 22,22 | | | 29,63 | | | | | | | | | |
| FUNES ALEJANDRA PATRICIA | CRD 1708 | 0,1% | 8,0 | 60,0 | | 4,0 | | | 20,0 | | | 8,0 | | | | | |
| | **ACUM =** | **9,5%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GARCIA VANESA EDITH | CLM 1708 | 0,1% | | 91,67 | | 8,33 | | | | | | | | | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM 1708 | 0,1% | | 20,83 | 41,67 | 8,33 | 16,67 | | | | | 12,5 | | | | | |
| LARRAZABAL PAULA ILEANA | CRD 1708 | 0,1% | | 82,61 | | | | | | 4,35 | | 13,04 | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,1% | | 81,82 | | 18,18 | | | | | | | | | | | |
| SALVATI ANA MARIA | CRD 1708 | 0,1% | | 4,55 | 27,27 | | | 40,91 | 18,18 | | 9,09 | | | | | | |
| | **ACUM =** | **22,0%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| | | | |
|---|---|---|---|
| FERNANDO W. SANTARCANGELO | PALIAX (GAD) | Mercado: Paliax | |
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 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 | #13 | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #10 | #9 | #8 | #12 | #11 | #14 | |
| **REP** ZONA = 4,2% — EVOLUCION MAT | 181 | 109 | 79 | 108 | 107 | 87 | 99 | 71 | 50 | 124 | 257 | 999 | 159 | 230 | 100 |
| MES | 0,81 | 33,92 | 16,47 | 9,67 | 8,1 | 5,86 | 5,67 | 4,84 | 1,17 | 2,49 | 5,41 | 1,41 | 3,37 | 0,74 | 0,06 |
| TRIM | 1,07 | 33,21 | 18,37 | 9,81 | 7,72 | 5,57 | 5,92 | 4,53 | 1,48 | 2,81 | 4,87 | 1,64 | 1,96 | 0,91 | 0,14 |
| **MAT** | **0,76** | **32,55** | **19,11** | **12,5** | **7,9** | **5,8** | **5,65** | **4,4** | **1,65** | **2,42** | **4,26** | **0,95** | **1,3** | **0,62** | **0,14** |
| MATAA | 0,42 | 29,86 | 24,07 | 11,59 | 7,37 | 6,63 | 5,73 | 6,18 | 3,29 | 1,95 | 1,66 | 0,03 | 0,82 | 0,27 | 0,14 |

VALOR MERCADO: MES = 1.546 TRIM = 4.268 MAT = 16.479 MATAA = 15.133

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

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 8,2% | 66,27 | 5,85 | 17,04 | 6,54 | 2,75 | 1,55 | 0 | 0 | 0 | | | 0 | 0 |
| FARMACIA GUERRA SCS | 5,8% | 89,54 | 0,49 | 1,46 | 5,11 | 0,49 | 0 | 0 | | 2,92 | | | | |
| ALFANO ROBERTO NICOLAS | 4,9% | 58,67 | 3,18 | 20,81 | 11,56 | 5,78 | | | | 0 | | | | |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 3,4% | 53,72 | 8,68 | 19,83 | 5,79 | 10,74 | 0,83 | 0,41 | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,2% | 71,88 | 15,62 | 5,62 | 5,62 | | | 0 | | | 1,25 | | | |
| **ACUM = 24,5%** | | | | | | | | | | | | | | |
| FARMACIA COGLIATI CASTELAR SCS | 1,4% | 26,21 | 4,85 | 60,19 | 0,97 | 5,83 | | | | 1,94 | | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,6% | 88,64 | 11,36 | | 0 | | | | | | | | | |
| FARMACIA POSAMAY SCS | 0,5% | 100 | 0 | | | | | | | | | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,2% | 46,67 | | 26,67 | | | 26,67 | | | | | | | |
| **ACUM = 27,2%** | | | | | | | | | | | | | | |

### No Asignadas

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708EKO - PTE D F SARMIENTO 701-799 | 4,1% | 58,76 | 4,12 | 22,68 | 0,34 | 1,72 | 8,93 | | | 0,34 | | 3,09 | | |
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,5% | 57,89 | 11,34 | 13,77 | | 7,29 | 9,72 | 0 | | 0 | | | | |
| B1708JDD - 9 DE JULIO 102-200 | 2,7% | 34,72 | 9,33 | 18,13 | 3,11 | 30,57 | 0 | 0 | 1,55 | | 0 | 2,07 | 0,52 | |
| B1744ALI | 1,2% | 67,44 | | 2,33 | | 30,23 | | | | | | | | |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,0% | 94,12 | 0 | 0 | | 5,88 | | 0 | | | | | | |
| **ACUM = 39,7%** | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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 | #14 | #1 | #5 | #4 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #13 | |
| **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 | 92 | 91 | 96 | 106 | 102 | 81 | 95 | 103 | 95 | 75 | 92 | 167 | 161 | 127 | 102 |
| GCIA = 43,3% | MES | 12,35 | 11,58 | 0,77 | 48,33 | 11,04 | 5,52 | 4,59 | 2,79 | 2,34 | 2,64 | 1,34 | 2,85 | 0,87 | 1,74 | 3,6 |
| | TRIM | 12,75 | 11,93 | 0,81 | 47,85 | 10,91 | 5,97 | 4,75 | 2,76 | 2,27 | 2,82 | 1,42 | 2,47 | 1,09 | 1,77 | 3,17 |
| | **MAT** | **13,02** | **12,2** | **0,82** | **47,98** | **10,63** | **7,3** | **4,68** | **2,58** | **2,32** | **3,08** | **1,3** | **1,49** | **1,55** | **1,4** | **2,67** |
| | MATAA | 14,19 | 13,34 | 0,85 | 45,41 | 10,39 | 9,05 | 4,95 | 2,51 | 2,43 | 4,08 | 1,42 | 0,89 | 0,96 | 1,1 | 2,62 |
| | | | VALOR MERCADO: | | MES = 411.198 | | | TRIM = 1.143.217 | | | MAT = 4.352.735 | | | MATAA = 4.473.130 | | |
| **DISTRITO** | EVOLUCION MAT | 94 | 93 | 106 | 106 | 104 | 82 | 100 | 96 | 91 | 78 | 94 | 163 | 155 | 126 | 101 |
| DIST = 14,0% | MES | 12,64 | 11,94 | 0,7 | 44,28 | 12,88 | 8,26 | 4,48 | 3,04 | 2,32 | 2,31 | 1,39 | 2,37 | 0,1 | 2,39 | 3,55 |
| | TRIM | 13,44 | 12,71 | 0,72 | 43,16 | 13,32 | 8,12 | 4,12 | 2,73 | 2,54 | 2,6 | 1,33 | 2,5 | 0,12 | 2,56 | 3,45 |
| | **MAT** | **13,81** | **13,12** | **0,69** | **44,38** | **13,14** | **9,26** | **3,95** | **2,55** | **2,48** | **2,76** | **1,21** | **1,5** | **0,17** | **1,95** | **2,83** |
| | MATAA | 14,69 | 14,04 | 0,65 | 41,76 | 12,68 | 11,29 | 3,95 | 2,66 | 2,72 | 3,56 | 1,29 | 0,92 | 0,11 | 1,55 | 2,81 |
| | | | VALOR MERCADO: | | MES = 55.694 | | | TRIM = 156.504 | | | MAT = 609.792 | | | MATAA = 648.578 | | |
| **REP** | EVOLUCION MAT | 96 | 96 | 96 | 109 | 93 | 83 | 88 | 76 | 134 | 75 | 87 | 285 | 145 | 327 | 106 |
| ZONA = 4,2% | MES | 12,28 | 11,76 | 0,53 | 41,93 | 9,58 | 12,07 | 5,73 | 2,63 | 1,85 | 2,27 | 1,92 | 1,01 | 0,43 | 0,77 | 7,54 |
| | TRIM ≈ | 12,91 | 12,39 | 0,52 | 41,31 | 9,57 | 11,47 | 5,9 | 2,45 | 1,79 | 2,34 | 1,86 | 2,3 | 0,56 | 1,12 | 6,43 |
| | **MAT** | **12,78** | **12,32** | **0,46** | **42,59** | **10,37** | **12,04** | **6,08** | **2,33** | **1,84** | **2,28** | **1,73** | **1,68** | **0,77** | **0,72** | **4,79** |
| | MATAA | 13,25 | 12,77 | 0,48 | 39,03 | 11,11 | 14,42 | 6,88 | 3,05 | 1,37 | 3,02 | 1,98 | 0,59 | 0,53 | 0,22 | 4,54 |
| | | | VALOR MERCADO: | | MES = 2.535 | | | TRIM = 6.664 | | | MAT = 25.789 | | | MATAA = 26.611 | | |

**PUNTO DE MARKET SHARE = 21 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 | #14 | #1 | #5 | #4 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #13 | |
| **1708 - MORON** | EVOLUCION MAT | 101 | 101 | 96 | 105 | 101 | 81 | 123 | 71 | 126 | 61 | 92 | 243 | 152 | 999 | 126 |
| **17%** % de zona = 41,4% | TRIM ≈ | 12,73 | 12,12 | 0,61 | 39,56 | 9,07 | 13,49 | 5,87 | 3,15 | 2,75 | 2,14 | 2,52 | 0,4 | 1,29 | 0,91 | 6,12 |
| PMS = 9 | **MAT** | **12,64** | **12,15** | **0,48** | **41,57** | **9,34** | **13,64** | **5,93** | **2,94** | **2,67** | **2,29** | **2,21** | **0,17** | **1,86** | **0,64** | **4,11** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 91 | 92 | 65 | 114 | 85 | 89 | 62 | 105 | 312 | 106 | 100 | 221 | 0 | 233 | 114 |
| **17%** % de zona = 32,2% | TRIM ▲ | 16,39 | 16,02 | 0,37 | 35,57 | 9,12 | 10,11 | 7,01 | 1,61 | 0,85 | 3,82 | 0,44 | 4,5 | 0,01 | 2,34 | 8,23 |
| PMS = 7 | **MAT** | **14,87** | **14,49** | **0,37** | **38,16** | **10,78** | **11,42** | **7,31** | **1,31** | **1,25** | **3,45** | **0,79** | **3,41** | **0,0** | **1,33** | **5,94** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 97 | 95 | 149 | 110 | 93 | 84 | 109 | 78 | 97 | 56 | 78 | 643 | | 138 | 76 |
| **33%** % de zona = 26,4% | TRIM ▼ | 9,32 | 8,76 | 0,56 | 50,47 | 10,88 | 9,76 | 4,71 | 2,26 | 1,32 | 1,0 | 2,39 | 2,87 | | 0,09 | 4,93 |
| PMS = 6 | **MAT** | **10,46** | **9,94** | **0,52** | **49,61** | **11,47** | **10,29** | **4,8** | **2,64** | **1,26** | **0,85** | **2,12** | **1,93** | | **0,11** | **4,44** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | #14 | #1 | #5 | #4 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #13 | |
| TRIM | 12,9 | 12,48 | 0,42 | 46,28 | 9,66 | 9,43 | 7,84 | 1,71 | 0,5 | 2,47 | 1,49 | 0,64 | 0,03 | 0,74 | 6,3 |
| **MAT** | **12,14** | **11,8** | **0,34** | **49,04** | **9,67** | **8,95** | **7,36** | **1,69** | **0,8** | **2,05** | **1,19** | **0,44** | **0,02** | **0,97** | **5,68** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 2,6% | 9,03 | | 8,34 | 0,69 | 36,46 | 7,2 | 12,57 | 8,34 | 0,91 | 0,91 | 4,57 | 0,23 | 8,46 | 0,23 | | 11,09 |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 1,3% | 11,34 | | 11,11 | 0,23 | 50,69 | 20,37 | 4,4 | 2,08 | | | 2,08 | 0,69 | 1,39 | | 3,01 | 3,94 |
| DIAZ ELISA ANGELA | D-N 1706 | 1,0% | 7,65 | | 7,03 | 0,61 | 66,36 | 4,59 | 6,42 | 3,98 | 0,92 | 0,31 | 1,22 | | 2,45 | | 2,75 | 3,36 |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,7% | 19,92 | | 19,92 | | 33,2 | 30,29 | | | | | | | | | | 16,6 |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,7% | 12,82 | | 12,82 | | 53,85 | 22,65 | 0,43 | 4,7 | | 3,42 | 2,14 | | | | | |
| | **ACUM =** | **5,3%** | | | | | | | | | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,5% | 19,34 | | 19,34 | | 40,33 | 3,31 | 9,94 | 11,6 | 3,31 | | 2,76 | 3,31 | | | | 6,08 |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,5% | 7,56 | | 7,56 | | 41,28 | 9,88 | | 22,09 | 11,63 | | 7,56 | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,5% | 27,27 | | 24,85 | 2,42 | 35,76 | | 5,45 | 10,91 | | | 1,21 | | 3,64 | | | 15,76 |
| SALIVA FERNANDO ANDRES | CRD 1706 | 0,5% | 16,25 | | 16,25 | | 9,38 | 5,0 | 57,5 | | | | | | | | | 11,88 |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,4% | | | | | 100 | | | | | | | | | | | |
| | **ACUM =** | **7,2%** | | | | | | | | | | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,4% | | | | | 52,74 | 2,05 | 2,05 | | | 41,78 | 1,37 | | | | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,4% | | | | | 54,48 | | 26,87 | | 11,19 | 7,46 | | | | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,4% | | | | | 35,43 | 1,57 | 17,32 | 1,57 | | | | | | | | 44,09 |
| ARZEL MARTIN EDUARDO | CRD 1706 | 0,4% | 5,88 | | 5,88 | | 35,29 | 0,84 | | 42,02 | | | | 10,92 | | | | 5,04 |
| MARQUEZ ANA KARINA | CLM 1708 | 0,3% | 29,36 | | 29,36 | | 56,88 | | 6,42 | | | | | | | | | 7,34 |
| | **ACUM =** | **8,0%** | | | | | | | | | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,3% | 9,18 | | 9,18 | | 37,76 | 42,86 | 8,16 | | | 1,02 | 1,02 | | | | | |
| BOBBIO ROLANDO ANTONIO | CLM 1708 | 0,3% | 4,26 | | 4,26 | | 12,77 | 13,83 | 3,19 | 45,74 | | 3,19 | | 4,26 | | | | 12,77 |
| BENSUSAN TERESA CRISTINA | CLM 1708 | 0,3% | | | | | 26,44 | 1,15 | 1,15 | | | 68,97 | | | | | | 2,3 |
| TURSI JOSE ALBERTO | CLM 1708 | 0,2% | | | | | 20,29 | | | | | | | 2,9 | | | | 76,81 |
| ROMANO ANGEL MARIO | CLM 1708 | 0,2% | 31,34 | | 31,34 | | 40,3 | 5,97 | 14,93 | | | | 2,99 | 4,48 | | | | |
| | **ACUM =** | **8,8%** | | | | | | | | | | | | | | | | |

| | | | 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 | #14 | #1 | #5 | #4 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #13 | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,2% | 17,19 | 17,19 | | 42,19 | 9,38 | | 4,69 | 1,56 | | 9,38 | 1,56 | | | | 14,06 |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,2% | 9,52 | 9,52 | | 52,38 | 14,29 | 1,59 | 9,52 | | | 3,17 | 4,76 | | | | 4,76 |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,2% | 26,67 | 26,67 | | 68,33 | | | | 5,0 | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | 14,04 | 14,04 | | 35,09 | 31,58 | | | 3,51 | 8,77 | 3,51 | | | | | 3,51 |
| VENTIERI ANA KARINA | CLM 1708 | 0,2% | 7,27 | 7,27 | | 76,36 | 7,27 | | | | | | | | | | 9,09 |
| | **ACUM =** | **9,0%** | | | | | | | | | | | | | | | |
| GENTILE SILVIA ALEJANDRA | CRD 1708 | 0,2% | 1,85 | 1,85 | | 74,07 | | | | 7,41 | 5,56 | | 11,11 | | | | |
| D'AMICO ANDRES EDUARDO | CRD 1708 | 0,2% | 7,55 | 7,55 | | 52,83 | | 28,3 | | 11,32 | | | | | | | |
| DA SILVA TATIANE KARINA | CLM 1708 | 0,1% | 8,33 | 8,33 | | 37,5 | 6,25 | 16,67 | | 18,75 | | | 12,5 | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,1% | 23,4 | 23,4 | | 17,02 | 8,51 | 21,28 | 23,4 | | | | 4,26 | | | | 2,13 |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,1% | 15,56 | 15,56 | | 37,78 | 4,44 | 6,67 | | | | | | | | | 35,56 |
| | **ACUM =** | **9,4%** | | | | | | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,1% | 11,11 | 11,11 | | 57,78 | | | | | | 15,56 | | | | | 15,56 |
| SANNA CARLOS HUGO | CLM 1708 | 0,1% | 6,67 | 6,67 | | 51,11 | | 17,78 | | | | 8,89 | | | | | 15,56 |
| CAPPELLO BLAS JESUS | CRD 1708 | 0,1% | 18,18 | 18,18 | | 13,64 | 38,64 | 22,73 | | | | | 6,82 | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,3% | 9,57 | 5,92 | 3,64 | 52,62 | 22,78 | 2,05 | 9,34 | 1,14 | | | | | | | 2,51 |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,2% | 9,27 | 5,26 | 4,01 | 36,34 | 5,26 | 7,52 | 12,78 | 0,5 | 1,5 | 0,5 | 1,25 | | | 1,0 | 24,06 |
| | **ACUM =** | **9,7%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 1,1% | 7,36 | 7,36 | | 59,4 | 15,53 | 7,63 | 1,91 | | 1,91 | 1,63 | | | | 3,0 | 1,63 |
| WHITTINGSLOW HORACIO RICARDO | CIR 1708 | 0,9% | | | | 56,19 | 7,69 | | | 33,11 | | | | | | | 3,01 |
| HUAMAN DE LA CRUZ JOSE | CRD 1744 | 0,4% | | | | 68,03 | | 15,65 | | 16,33 | | | | | | | |
| CANDIA KARINA ALICIA | CLM 1706 | 0,1% | 52,5 | 52,5 | | 47,5 | | | | | | | | | | | |
| MEZA MAGALI SOL | CLM 1708 | 0,1% | | | | 12,82 | | 30,77 | | 51,28 | | | | | | | 5,13 |
| | **ACUM =** | **19,0%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | PAXON TOTAL | Mercado: Paxon | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

# 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 | #14 | #1 | #5 | #4 | #6 | #7 | #9 | #8 | #10 | #11 | #12 | #13 | |
| **REP** ZONA = 4,2% | EVOLUCION MAT 96 | 96 | 96 | 109 | 93 | 83 | 88 | 76 | 134 | 75 | 87 | 285 | 145 | 327 | 106 |
| MES | 12,28 | 11,76 | 0,53 | 41,93 | 9,58 | 12,07 | 5,73 | 2,63 | 1,85 | 2,27 | 1,92 | 1,01 | 0,43 | 0,77 | 7,54 |
| TRIM | 12,91 | 12,39 | 0,52 | 41,31 | 9,57 | 11,47 | 5,9 | 2,45 | 1,79 | 2,34 | 1,86 | 2,3 | 0,56 | 1,12 | 6,43 |
| **MAT** | **12,78** | **12,32** | **0,46** | **42,59** | **10,37** | **12,04** | **6,08** | **2,33** | **1,84** | **2,28** | **1,73** | **1,68** | **0,77** | **0,72** | **4,79** |
| MATAA | 13,25 | 12,77 | 0,48 | 39,03 | 11,11 | 14,42 | 6,88 | 3,05 | 1,37 | 3,02 | 1,98 | 0,59 | 0,53 | 0,22 | 4,54 |

VALOR MERCADO: MES = 2.535 TRIM = 6.664 MAT = 25.789 MATAA = 26.611

**PUNTO DE MARKET SHARE = 21 UNIDADES estimadas de PAXON TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | |
|---|---|---|---|---|
| FARMACIA GUERRA SCS | 4,5% | 23,03 | 70,98 | 5,99 |
| FARMACIA COGLIATI VICENTE M. | 4,5% | 37,3 | 34,08 | 28,62 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,1% | 28,77 | 57,53 | 13,7 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,6% | 57,8 | 35,78 | 6,42 |
| FARMACIA COGLIATI CASTELAR SCS | 1,1% | 28,21 | 65,38 | 6,41 |

**ACUM = 13,8%**

| | | | | |
|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 1,0% | 22,22 | 72,22 | 5,56 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 33,33 | 66,67 | 0 |
| FARMACIA POSAMAY SCS | 0,3% | 60,0 | 40,0 | |

**ACUM = 15,7%**

## No Asignadas

| | | | | |
|---|---|---|---|---|
| B1744FLB - DR ALBERTO VERA 2-100 | 3,4% | 60,34 | 35,44 | 4,22 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 0,6% | 42,22 | 31,11 | 26,67 |
| B1708JDD - 9 DE JULIO 102-200 | 0,5% | 40,54 | 35,14 | 24,32 |
| B1706DEK - CONSTITUCION 601-699 | 0,4% | 10,34 | 79,31 | 10,34 |
| B1744ALI | 0,4% | 21,43 | 75,0 | 3,57 |

**ACUM = 21,0%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|
| RANKING TERRITORIO | #3 | #1 | #2 | #5 | #4 | #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 = 45,0% | EVOLUCION MAT 160 | 75 | 115 | 105 | 135 | 154 |
| | MES 23,59 | 0,48 | 36,31 | 26,11 | 13,5 | 0,0 |
| | TRIM 24,93 | 11,17 | 29,58 | 22,68 | 11,63 | 0,01 |
| | **MAT 17,19** | **37,19** | **20,59** | **16,13** | **8,54** | **0,37** |
| | MATAA 10,74 | 49,39 | 17,91 | 15,38 | 6,34 | 0,24 |
| | | VALOR MERCADO: | MES = 5.155 | | TRIM = 15.905 | MAT = 73.765 | MATAA = 97.390 |
| **DISTRITO** DIST = 11,6% | EVOLUCION MAT 172 | 80 | 121 | 111 | 128 | 174 |
| | MES 23,05 | 0,0 | 39,01 | 8,61 | 29,32 | 0,0 |
| | TRIM 21,59 | 16,19 | 30,16 | 7,66 | 24,4 | 0,0 |
| | **MAT 13,59** | **49,11** | **20,01** | **4,24** | **12,57** | **0,47** |
| | MATAA 7,89 | 61,66 | 16,52 | 3,82 | 9,85 | 0,27 |
| | | VALOR MERCADO: | MES = 705 | | TRIM = 1.896 | MAT = 8.529 | MATAA = 11.166 |
| **REP** ZONA = 4,7% | EVOLUCION MAT 196 | 78 | 117 | 75 | 130 | 257 |
| | MES 28,44 | 0,0 | 38,99 | 4,13 | 28,44 | 0,0 |
| | TRIM 27,65 | 14,9 | 27,65 | 3,95 | 25,85 | 0,0 |
| | **MAT 14,4** | **46,17** | **23,02** | **3,06** | **12,77** | **0,59** |
| | MATAA 7,36 | 58,85 | 19,68 | 4,07 | 9,81 | 0,23 |
| | | VALOR MERCADO: | MES = 36 | | TRIM = 92 | MAT = 398 | MATAA = 511 |

**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& |
|---|---|---|---|---|---|---|
| | #3 | #1 | #2 | #5 | #4 | #6 |
| **1708 - MORON** | EVOLUCION MAT 220 | 77 | 121 | 75 | 95 | 275 |
| **17%** % de zona = 44,4% | TRIM 28,03 | 13,84 | 28,37 | 4,5 | 25,26 | 0,0 |
| PMS = 1 | **MAT 16,13** | **39,43** | **26,04** | **4,15** | **13,58** | **0,66** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 184 | 84 | 85 | 78 | 241 | 999 |
| **17%** % de zona = 39,1% | TRIM 19,02 | 17,93 | 26,09 | 3,8 | 33,15 | 0,0 |
| PMS = 1 | **MAT 12,33** | **57,13** | **15,22** | **1,39** | **13,4** | **0,54** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 167 | 68 | 170 | 70 | 100 | 75 |
| **33%** % de zona = 16,6% | TRIM 45,24 | 11,9 | 28,57 | 2,38 | 11,9 | 0,0 |
| PMS = 1 | **MAT 14,65** | **38,38** | **33,33** | **4,04** | **9,09** | **0,51** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | RELIVERAN DOXI (GAD) | Mercado: Reliveran Doxi | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #3 | #1 | #2 | #5 | #4 | #6 |
| **REP** | | | | | | |
| TRIM | 0,89 | 50,13 | 21,45 | 11,8 | 15,74 | 0,0 |
| **MAT** | **5,25** | 36,25 | **26,0** | **15,25** | **16,75** | **0,5** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& |
|---|---|---|---|---|---|---|---|---|---|---|
| CUTOLO GISELA SILVIA | CLM | 1708 | 17,0% | | | | 55,88 | | 44,12 | |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 6,0% | | 33,33 | 8,33 | 25,0 | 16,67 | 16,67 | |
| FRANCICA CAROLINA ALEJANDRA | CLM | 1708 | 5,8% | | 4,35 | 78,26 | | 17,39 | | |
| COSTA MARCELO PABLO | GIN | 1708 | 5,2% | | | | | 100 | | |
| FERNANDEZ JIMENA MARIELA | GIN | 1708 | 5,0% | | | 10,0 | 65,0 | | 25,0 | |
| **ACUM = 39,0%** | | | | | | | | | | |
| BELOQUI MARIA PATRICIA | CLM | 1708 | 3,8% | | | 13,33 | 26,67 | | 60,0 | |
| BERTOLA MARIA ELISA NORMA | GIN | 1708 | 2,5% | | | 30,0 | | | 70,0 | |
| MUZIO CHRISTIAN GABRIEL | GIN | 1708 | 1,5% | | | 83,33 | 16,67 | | | |
| CERIANI PABLO MARTIN | GIN | 1708 | 3,2% | | | 15,38 | 15,38 | | 69,23 | |
| RIBOLA LUCIO | OBS | 1708 | 3,0% | | | | 100 | | | |
| **ACUM = 46,8%** | | | | | | | | | | |
| QUINTANA PATRICIA LIA | CLM | 1706 | 1,5% | | | 100 | | | | |
| MUSSO ANA GABRIELA | GIN | 1708 | 1,2% | | | 40,0 | 20,0 | | | 40,0 |
| KATOVSKY DEBORA JUDIT | GIN | 1708 | 0,8% | | | 66,67 | 33,33 | | | |
| LOPEZ OMAR DANIEL | GIN | 1708 | 0,8% | | | | 33,33 | | 66,67 | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,8% | | 100 | | | | | |
| **ACUM = 48,4%** | | | | | | | | | | |
| BISO NORI ALBERTO | URO | 1706 | 0,5% | | 100 | | | | | |
| DE BENEDETTO LAURA EDITH | GIN | 1708 | 0,5% | | | | | 100 | | |
| MANDARANO GUILLERMO RAUL | CLM | 1708 | 0,5% | | 100 | | | | | |
| ROSSENDIZ MARIA EUGENIA | GIN | 1706 | 0,5% | | | 100 | | | | |
| **ACUM = 50,1%** | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| DESCALZO CARLOS VICTOR | GIN | 1708 | 0,2% | | | | | 100 | | |
| GONZALEZ CAROZZI ILLAN DIEGO | CLM | 1708 | 0,2% | | | 100 | | | | |
| MIGUEL PABLO JAVIER | CLM | 1708 | 0,2% | | | 100 | | | | |
| OECHSLE ERIKA LILIAN | CLM | 1708 | 0,2% | | | 100 | | | | |
| GONZALEZ IVANA MARIA DE LOS | GIN | 1708 | 1,0% | | | 100 | | | | |
| **ACUM = 61,9%** | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **RELIVERAN DOXI (GAD)** | **Mercado: Reliveran Doxi** | |
| **FERNANDO CARLOS BRAVO** | 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 | #3 | #1 | #2 | #5 | #4 | #6 |
| **REP** ZONA = 4,7% — EVOLUCION MAT | 196 | 78 | 117 | 75 | 130 | 257 |
| MES | 28,44 | 0,0 | 38,99 | 4,13 | 28,44 | 0,0 |
| TRIM | 27,65 | 14,9 | 27,65 | 3,95 | 25,85 | 0,0 |
| **MAT** | **14,4** | 46,17 | **23,02** | **3,06** | **12,77** | **0,59** |
| MATAA | 7,36 | 58,85 | 19,68 | 4,07 | 9,81 | 0,23 |

VALOR MERCADO: MES = 36 TRIM = 92 MAT = 398 MATAA = 511

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 8,9% | 4,76 | 84,13 | 1,59 | 9,52 | | |
| ALFANO ROBERTO NICOLAS | 5,7% | 17,5 | 10,0 | 15,0 | 37,5 | 12,5 | 7,5 |
| FARMACIA COGLIATI VICENTE M. | 5,4% | 21,05 | 5,26 | 47,37 | 0 | 2,63 | 23,68 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 2,1% | 0 | 40,0 | 40,0 | 20,0 | 0 | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 1,1% | 50,0 | 50,0 | 0 | | | |

**ACUM = 23,2%**

| | | | | | |
|---|---|---|---|---|---|
| FARMACIA COGLIATI CASTELAR SCS | 0,7% | 100 | 0 | 0 | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,4% | 100 | | | |
| FARMACIA POSAMAY SCS | 0,3% | 50,0 | | 50,0 | |

**ACUM = 24,6%**

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| B1708JDD - 9 DE JULIO 102-200 | 3,3% | 0 | | 21,74 | 4,35 | | | 73,91 |
| B1708JNF - MENDOZA 202-300 | 3,0% | 0 | 80,95 | | | | | 19,05 |
| B1706BND - DEFENSA 202-300 | 1,6% | 0 | 18,18 | 81,82 | | | | |
| B1744FID - DR EUGENIO ASCONAPE 102-200 | 1,6% | 9,09 | 18,18 | | 45,45 | 9,09 | 18,18 | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,4% | 40,0 | | 10,0 | 20,0 | | | 30,0 |

**ACUM = 35,5%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #5 | #4 | #3 | #6 | #8 | #7 | | |
| **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 = 47,9% | EVOLUCION MAT 103 | 93 | 92 | 102 | 87 | 89 | 100 | 106 | 33 | 0 |
| | MES 69,55 | 9,63 | 7,06 | 6,42 | 3,98 | 1,73 | 1,01 | 0,61 | 0,01 | 0,0 |
| | TRIM 69,01 | 9,81 | 7,26 | 6,54 | 3,92 | 1,79 | 1,08 | 0,59 | 0,0 | 0,0 |
| | **MAT 69,86** | **9,6** | **7,03** | **6,07** | **4,1** | **1,77** | **1,01** | **0,54** | **0,01** | **0,0** |
| | MATAA 67,88 | 10,28 | 7,68 | 5,94 | 4,69 | 1,98 | 1,01 | 0,51 | 0,03 | 0,0 |
| | | VALOR MERCADO: | MES = 57.223 | | | TRIM = 167.480 | | MAT = 656.108 | | MATAA = 627.997 |
| **DISTRITO** DIST = 12,4% | EVOLUCION MAT 101 | 103 | 97 | 104 | 86 | 90 | 116 | 174 | 0 | 0 |
| | MES 67,66 | 12,13 | 5,12 | 5,49 | 5,65 | 2,75 | 0,73 | 0,46 | 0,01 | 0,0 |
| | TRIM 68,87 | 11,42 | 4,96 | 5,28 | 5,88 | 2,42 | 0,7 | 0,45 | 0,0 | 0,0 |
| | **MAT 70,76** | **11,21** | **4,54** | **5,08** | **4,9** | **2,47** | **0,71** | **0,33** | **0,0** | **0,0** |
| | MATAA 70,27 | 10,93 | 4,7 | 4,87 | 5,69 | 2,74 | 0,61 | 0,19 | 0,01 | 0,0 |
| | | VALOR MERCADO: | MES = 7.107 | | | TRIM = 20.805 | | MAT = 81.345 | | MATAA = 78.708 |
| **REP** ZONA = 4,5% | EVOLUCION MAT 98 | 100 | 103 | 117 | 97 | 105 | 99 | 147 | | |
| | MES 61,95 | 11,45 | 6,25 | 8,18 | 7,36 | 3,8 | 0,58 | 0,43 | | |
| | TRIM 61,05 ▼ | 11,68 | 5,55 | 7,38 | 9,51 | 3,35 | 0,61 | 0,85 | | |
| | **MAT 64,69** | **10,41** | **4,71** | **6,83** | **8,5** | **3,15** | **0,77** | **0,94** | | |
| | MATAA 65,97 | 10,45 | 4,59 | 5,84 | 8,75 | 2,99 | 0,78 | 0,64 | | |
| | | VALOR MERCADO: | MES = 346 | | | TRIM = 975 | | MAT = 3.700 | | MATAA = 3.448 |

**PUNTO DE MARKET SHARE = 3 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 | #5 | #4 | #3 | #6 | #8 | #7 | | |
| **1708 - MORON** | EVOLUCION MAT 97 | 92 | 105 | 128 | 101 | 105 | 83 | 151 | | |
| **17%** % de zona = 51,0% | TRIM 54,15 ▼ | 11,63 | 5,78 | 7,48 | 15,56 | 3,14 | 0,82 | 1,44 | | |
| PMS = 2 | **MAT 58,38** | **10,42** | **5,07** | **7,29** | **12,67** | **3,31** | **1,11** | **1,75** | | |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 101 | 112 | 114 | 88 | 88 | 64 | 187 | 200 | | |
| **17%** % de zona = 28,7% | TRIM 69,77 ▼ | 10,96 | 6,03 | 6,34 | 3,26 | 2,59 | 0,68 | 0,37 | | |
| PMS = 1 | **MAT 71,56** | **9,5** | **4,98** | **5,38** | **5,41** | **2,44** | **0,58** | **0,16** | | |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 95 | 110 | 81 | 131 | 91 | 220 | 999 | 0 | | |
| **33%** % de zona = 20,3% | TRIM 67,01 ▼ | 12,82 | 4,27 | 8,55 | 2,39 | 4,96 | 0,0 | 0,0 | | |
| PMS = 1 | **MAT 70,82** | **11,7** | **3,43** | **7,74** | **2,4** | **3,74** | **0,18** | **0,0** | | |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

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 | #5 | #4 | #3 | #6 | #8 | #7 | | |
| TRIM | 63,07 | 12,61 | 10,03 | 5,78 | 2,8 | 2,43 | 2,67 | 0,55 | 0,06 | |
| **MAT** | **64,91** | **10,92** | **11,18** | **5,48** | **2,83** | **1,99** | **1,14** | **1,47** | **0,07** | |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 7,7% | 43,54 | | 13,4 | 17,22 | 7,66 | 8,13 | | 6,7 | 3,35 | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 1,4% | 58,97 | | 15,38 | 12,82 | 12,82 | | | | | | |
| LARRAZABAL PAULA ILEANA | CRD | 1708 | 0,7% | 100 | | | | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,4% | 100 | | | | | | | | | | |
| LASLAVSKY ADRIANA SILVIA | CLM | 1708 | 0,4% | 70,0 | | | | | 30,0 | | | | | |
| **ACUM = 10,6%** | | | | | | | | | | | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,4% | 100 | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM | 1708 | 0,4% | 30,0 | | 70,0 | | | | | | | | |
| VENEGAS PICOLLETT PERCY | PSQ | 1708 | 3,9% | 27,62 | | 40,0 | 9,52 | 0,95 | 5,71 | 11,43 | 4,76 | | | |
| MEREU CECILIA LUCIA | CLM | 1708 | 1,7% | 93,62 | | 2,13 | | 4,26 | | | | | | |
| RIVERA LUIS ELIAS | PSQ | 1708 | 1,7% | 48,94 | | | 29,79 | | | | 21,28 | | | |
| **ACUM = 11,0%** | | | | | | | | | | | | | | |
| FERDMAN ANDRES ERNESTO | PSQ | 1744 | 1,6% | 13,64 | | | 84,09 | 2,27 | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 0,8% | 100 | | | | | | | | | | |
| LOPEZ MENDEZ SILVIA | GIN | 1706 | 0,3% | 62,5 | | 37,5 | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,3% | 100 | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,2% | 100 | | | | | | | | | | |
| **ACUM = 11,6%** | | | | | | | | | | | | | | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,1% | 100 | | | | | | | | | | |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,1% | 100 | | | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD | 1708 | 0,1% | 100 | | | | | | | | | | |
| DIAZ ELISA ANGELA | D-N | 1706 | 0,1% | 100 | | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,1% | | | | | | 100 | | | | | |
| **ACUM = 12,0%** | | | | | | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD | 1708 | 0,1% | 50,0 | | | | | 50,0 | | | | | |
| CASTRO BRIZUELA FACUNDO | URO | 1706 | 0,0% | 100 | | | | | | | | | | |
| **ACUM = 12,0%** | | | | | | | | | | | | | | |

## No Cruzados

| | | | | |
|---|---|---|---|---|
| GENTILE SILVIA ALEJANDRA | CRD | 1708 | 0,0% | 100 |
| HARGUINTEGUY MARIA VICTORIA | CIR | 1708 | 0,0% | 100 |
| PARENTE EDUARDO DANIEL | CIR | 1706 | 0,0% | 100 |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,0% | 100 |
| ZORRAQUIN CARLOS ALCIDES | CIR | 1708 | 0,0% | 100 |
| **ACUM = 22,5%** | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **RISPERIN (GAD)** | **Mercado: Risperin** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | PSICOFARMACOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

**REP**

ZONA = 4,5%

| | 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 | #5 | #4 | #3 | #6 | #8 | #7 | | | | | | | |
| EVOLUCION MAT | 98 | 100 | 103 | 117 | 97 | 105 | 99 | 147 | | | | | | | |
| MES | 61,95 | 11,45 | 6,25 | 8,18 | 7,36 | 3,8 | 0,58 | 0,43 | | | | | | | |
| TRIM | 61,05 | 11,68 | 5,55 | 7,38 | 9,51 | 3,35 | 0,61 | 0,85 | | | | | | | |
| **MAT** | 64,69 | **10,41** | **4,71** | **6,83** | **8,5** | **3,15** | **0,77** | **0,94** | | | | | | | |
| MATAA | 65,97 | 10,45 | 4,59 | 5,84 | 8,75 | 2,99 | 0,78 | 0,64 | | | | | | | |

VALOR MERCADO: MES = 346 TRIM = 975 MAT = 3.700 MATAA = 3.448

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | |
|---|---|---|---|---|---|---|
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 10,2% | 6,47 | 33,62 | 32,33 | | 27,59 |
| FARMACIA COGLIATI VICENTE M. | 6,0% | 10,29 | 46,32 | 29,41 | 7,35 | 6,62 |
| FARMACIA GUERRA SCS | 3,1% | 5,71 | 57,14 | 22,86 | 1,43 | 12,86 |
| FARMACIA COGLIATI CASTELAR SCS | 0,9% | 0 | 25,0 | 50,0 | 15,0 | 10,0 |
| ALFANO ROBERTO NICOLAS | 0,6% | 7,14 | 85,71 | 0 | 7,14 | |

**ACUM = 20,8%**

| | | | | | | |
|---|---|---|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,5% | 0 | 33,33 | 50,0 | 0 | 16,67 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,1% | 0 | 0 | | | 100 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,0% | 0 | | | | |
| FARMACIA POSAMAY SCS | 0,0% | 0 | | | | |

**ACUM = 21,4%**

## No Asignadas

| | | | | | | |
|---|---|---|---|---|---|---|
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,6% | 10,81 | 29,73 | 56,76 | 0 | 2,7 |
| B1708FKD - AV DON BOSCO 6201-6299 | 1,6% | 41,67 | 55,56 | 0 | | 2,78 |
| B1708JDD - 9 DE JULIO 102-200 | 1,5% | 5,88 | 29,41 | 41,18 | 2,94 | 20,59 |
| B1708CZJ - DOMINGO FRENCH 402-500 | 1,1% | 30,77 | 57,69 | 11,54 | | 0 |
| B1744GAI - MARIANO Y LUCIANO DE LA VEGA | 0,9% | 10,0 | 85,0 | 5,0 | | |

**ACUM = 28,1%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | RUBI (GAD) | Mercado: Rubi | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: MUJER | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RUBI GAD | QLAIRA BAY | AZUCENA BEB |
|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #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 = 36,6%

| EVOLUCION MAT | 105 | 93 | 119 |
|---|---|---|---|
| MES | 43,01 | 42,84 | 14,16 |
| TRIM | 42,52 | 43,1 | 14,38 |
| **MAT** | **39,39** | **47,29** | **13,32** |
| MATAA | 37,66 | 51,11 | 11,22 |

VALOR MERCADO: MES = 16.105 TRIM = 49.260 MAT = 214.196 MATAA = 259.660

**DISTRITO** — DIST = 9,3%

| EVOLUCION MAT | 124 | 78 | 130 |
|---|---|---|---|
| MES | 43,28 | 38,51 | 18,21 |
| TRIM | 40,87 | 41,52 | 17,61 |
| **MAT** | **40,31** | **42,15** | **17,54** |
| MATAA | 32,61 | 53,93 | 13,46 |

VALOR MERCADO: MES = 1.517 TRIM = 4.848 MAT = 20.002 MATAA = 27.490

**REP** — ZONA = 6,1%

| EVOLUCION MAT | 116 | 86 | 117 |
|---|---|---|---|
| MES | 40,91 | 41,67 | 17,42 |
| TRIM | 39,57 | 44,5 | 15,94 |
| **MAT** | **37,62** | **46,67** | **15,71** |
| MATAA | 32,4 | 54,21 | 13,39 |

VALOR MERCADO: MES = 110 TRIM = 307 MAT = 1.218 MATAA = 1.686

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

# 4. PRINCIPALES CODIGOS POSTALES

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

**1708 - MORON**
**17%** % de zona = 66,2%
PMS = 1

| EVOLUCION MAT | 124 | 89 | 106 |
|---|---|---|---|
| TRIM | 31,52 | 53,45 | 15,03 |
| **MAT** | **31,53** | **53,45** | **15,01** |

**1744 - MORENO BARRIO LOS**
**17%** % de zona = 22,4%
PMS = 1

| EVOLUCION MAT | 105 | 83 | 112 |
|---|---|---|---|
| TRIM | 70,05 | 15,7 | 14,25 |
| **MAT** | **61,35** | **22,63** | **16,02** |

**1706 - M.J.HAEDO**
**33%** % de zona = 11,5%
PMS = 1

| EVOLUCION MAT | 106 | 81 | 237 |
|---|---|---|---|
| TRIM | 26,0 | 49,0 | 25,0 |
| **MAT** | **26,49** | **54,42** | **19,09** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | RUBI GAD | QLAIRA BAY | AZUCENA BEB |
|---|---|---|---|
| RANKING TERRITORIO | #2 | #1 | #3 |
| **REP** | | | |
| TRIM | 37,23 | 54,61 | 8,16 |
| **MAT** | **40,73** | 49,8 | **9,47** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| GARCIA VILLAMAYOR MARIA | GIN | 1708 | 12,5% | 78,74 | 21,26 | |
| ALVAREZ VIRGINIA ALEJANDRA | GIN | 1708 | 3,6% | 5,56 | 94,44 | |
| SCHLENKER YESICA NATALIA | GIN | 1708 | 3,3% | 42,42 | 27,27 | 30,3 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 3,0% | 13,33 | 50,0 | 36,67 |
| GIRETTI LUCIANO ANDRES | GIN | 1708 | 2,3% | | 100 | |
| **ACUM = 24,7%** | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 2,3% | 21,74 | 78,26 | |
| LOPEZ OMAR DANIEL | GIN | 1708 | 2,1% | 100 | | |
| MARTINOI IVANA ELISABET | CLM | 1708 | 1,6% | | 100 | |
| GONZALEZ CAROZZI ILLAN DIEGO | CLM | 1708 | 1,4% | | 100 | |
| MOISE ELDA KARINA | GIN | 1708 | 1,4% | 7,14 | 78,57 | 14,29 |
| **ACUM = 29,8%** | | | | | | |
| CINELLA ELISA | CLM | 1708 | 1,3% | | | 100 |
| CUTOLO GISELA SILVIA | CLM | 1708 | 1,2% | | 100 | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,9% | 55,56 | 22,22 | 22,22 |
| IVANI NESTOR FERNANDO | CIR | 1744 | 3,3% | 100 | | |
| ROSA ALEJANDRO DIEGO | GIN | 1744 | 2,0% | 95,0 | 5,0 | |
| **ACUM = 32,3%** | | | | | | |
| DOMENINO SUSANA BEATRIZ | PED | 1708 | 1,9% | | 100 | |
| IBARRA DANIEL ANTONIO | NEO | 1708 | 1,5% | | 100 | |
| LEDESMA MAURICIO CARLOS | GIN | 1744 | 1,4% | | 100 | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,7% | 71,43 | 28,57 | |
| MARTINEZ RAMON SANDRO JAVIER | CLM | 1708 | 0,6% | 100 | | |
| **ACUM = 32,9%** | | | | | | |

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

| | | | | | | |
|---|---|---|---|---|---|---|
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,4% | 100 | | |
| RODRIGUEZ CAROLINA FLORENCIA | CLM | 1708 | 0,4% | 100 | | |
| DESCALZO CARLOS VICTOR | GIN | 1708 | 0,3% | 100 | | |
| GATTI MARIA SOL | CLM | 1708 | 0,3% | | 100 | |
| DE STEFANO YANINA GABRIELA | CLM | 1708 | 0,2% | | 100 | |
| **ACUM = 34,5%** | | | | | | |

## No Cruzados

| | | | | | | |
|---|---|---|---|---|---|---|
| NAVARRO ALICIA MARIA | GIN | 1708 | 0,2% | | 100 | |
| SBARBATI SILVIA DELIA | CLM | 1744 | 0,2% | 100 | | |
| VELAZQUEZ FERNANDA | CLM | 1708 | 0,2% | | 100 | |
| CASTELLVI MIGUEL ANGEL | CLM | 1708 | 0,1% | 100 | | |
| MARCO MARIA CANDELARIA | CLM | 1708 | 0,1% | | 100 | |
| **ACUM = 50,7%** | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **RUBI (GAD)** | **Mercado: Rubi** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | Linea: MUJER | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

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

**REP**

ZONA = 6,1%

| EVOLUCION MAT | 116 | 86 | 117 |
|---|---|---|---|
| MES | 40,91 | 41,67 | 17,42 |
| TRIM | 39,57 | 44,5 | 15,94 |
| **MAT** | **37,62** | 46,67 | **15,71** |
| MATAA | 32,4 | 54,21 | 13,39 |

VALOR MERCADO: MES = 110 TRIM = 307 MAT = 1.218 MATAA = 1.686

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | |
|---|---|---|
| FARMACIA GUERRA SCS | 16,4% | 100 |
| FARMACIA COGLIATI CASTELAR SCS | 14,9% | 100 |
| FARMACIA COGLIATI VICENTE M. | 10,4% | 100 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 0,0% | |

**ACUM = 41,7%**

## No Asignadas

| | | |
|---|---|---|
| B1708CZR - DOMINGO FRENCH 802-900 | 4,5% | 100 |
| B1708JDD - 9 DE JULIO 102-200 | 1,5% | 0 |
| B1744FLB - DR ALBERTO VERA 2-100 | 0,0% | |

100

**ACUM = 47,7%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #3 | #1 | #2 | #8 | #6 | #10 | #4 | #9 | #11 | #7 | #12 | #5 | #13 | #14 | |
| **PAIS** | EVOLUCION MAT | 100 | 114 | 105 | 103 | 102 | 113 | 96 | 97 | 88 | 92 | 90 | 86 | 100 | 95 | 97 |
| BASE = 100% | 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** | EVOLUCION MAT | 96 | 117 | 106 | 100 | 100 | 112 | 98 | 108 | 85 | 98 | 92 | 84 | 104 | 100 | 97 |
| GCIA = 48,4% | MES | 11,17 | 11,74 | 12,17 | 5,52 | 4,83 | 3,57 | 4,11 | 3,49 | 3,37 | 3,39 | 2,68 | 2,9 | 2,08 | 1,98 | 27,0 |
| | TRIM | 11,32 | 11,44 | 11,34 | 5,45 | 4,78 | 3,73 | 4,06 | 3,65 | 3,5 | 3,47 | 2,76 | 2,78 | 2,22 | 2,37 | 27,14 |
| | **MAT** | **11,61** | **11,22** | **11,24** | **5,46** | **4,56** | **3,88** | **3,94** | **3,7** | **3,37** | **3,5** | **2,94** | **3,15** | **2,24** | **2,45** | **26,74** |
| | MATAA | 12,14 | 9,58 | 10,62 | 5,45 | 4,56 | 3,46 | 4,03 | 3,43 | 3,96 | 3,58 | 3,2 | 3,75 | 2,16 | 2,44 | 27,66 |
| | VALOR MERCADO: | | MES = 718.763 | | | | | TRIM = 2.041.134 | | | MAT = 7.755.204 | | | MATAA = 7.911.840 | | |
| **DISTRITO** | EVOLUCION MAT | 88 | 125 | 105 | 99 | 99 | 113 | 109 | 106 | 85 | 103 | 92 | 81 | 103 | 95 | 97 |
| DIST = 11,5% | MES | 7,5 | 10,32 | 12,95 | 5,44 | 5,17 | 3,78 | 6,55 | 3,2 | 3,09 | 3,13 | 2,29 | 4,14 | 1,46 | 1,03 | 29,96 |
| | TRIM | 8,37 | 10,31 | 13,31 | 5,35 | 5,08 | 3,78 | 6,14 | 3,08 | 3,33 | 3,14 | 2,29 | 3,7 | 1,48 | 1,04 | 29,61 |
| | **MAT** | **8,54** | **10,02** | **13,42** | **5,24** | **5,18** | **3,91** | **6,13** | **3,18** | **3,4** | **3,38** | **2,47** | **4,16** | **1,53** | **1,09** | **28,34** |
| | MATAA | 9,68 | 8,03 | 12,76 | 5,29 | 5,21 | 3,45 | 5,63 | 3,0 | 4,0 | 3,29 | 2,68 | 5,13 | 1,49 | 1,15 | 29,21 |
| | VALOR MERCADO: | | MES = 84.996 | | | | | TRIM = 236.061 | | | MAT = 892.141 | | | MATAA = 919.522 | | |
| **REP** | EVOLUCION MAT | 98 | 141 | 92 | 91 | 101 | 118 | 109 | 96 | 79 | 96 | 98 | 87 | 86 | 91 | 98 |
| ZONA = 4,2% | MES | 7,24 | 12,46 | 9,2 | 5,16 | 4,74 | 2,68 | 5,87 | 3,7 | 2,76 | 4,19 | 2,31 | 6,67 | 1,77 | 1,39 | 29,85 |
| | TRIM | 7,59 | ≈ 12,55 | 9,37 | 4,99 | 4,86 | 2,75 | 5,88 | 3,88 | 2,86 | 4,77 | 2,39 | 5,71 | 1,85 | 1,22 | 29,34 |
| | **MAT** | **7,61** | **11,62** | **9,2** | **4,72** | **5,17** | **3,02** | **6,09** | **4,31** | **2,78** | **5,12** | **2,48** | **5,86** | **2,01** | **1,06** | **28,96** |
| | MATAA | 7,8 | 8,22 | 9,97 | 5,21 | 5,1 | 2,57 | 5,58 | 4,49 | 3,51 | 5,33 | 2,54 | 6,73 | 2,34 | 1,16 | 29,45 |
| | VALOR MERCADO: | | MES = 3.681 | | | | | TRIM = 9.893 | | | MAT = 37.586 | | | MATAA = 37.760 | | |

**PUNTO DE MARKET SHARE = 31 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | #3 | | #1 | #2 | #8 | #6 | #10 | #4 | #9 | #11 | #7 | #12 | #5 | #13 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 99 | 138 | 90 | 83 | 100 | 130 | 112 | 109 | 78 | 119 | 103 | 86 | 114 | 92 | 96 |
| **17%** % de zona = 43,6% | TRIM | 6,24 | ≈ 10,55 | 8,9 | 4,98 | 4,89 | 2,83 | 6,13 | 3,63 | 3,12 | 4,12 | 1,9 | 7,18 | 2,18 | 0,88 | 32,46 |
| PMS = 14 | **MAT** | **6,31** | **9,93** | **8,76** | **4,66** | **5,47** | **3,16** | **6,78** | **3,83** | **3,05** | **4,26** | **1,95** | **7,2** | **2,2** | **0,89** | **31,55** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 95 | 133 | 108 | 79 | 102 | 122 | 108 | 98 | 79 | 103 | 97 | 93 | 109 | 86 | 90 |
| **33%** % de zona = 30,0% | TRIM | 6,95 | ▼ 16,48 | 10,23 | 4,7 | 5,95 | 3,65 | 4,93 | 4,39 | 2,8 | 2,63 | 3,57 | 5,39 | 1,75 | 1,84 | 24,72 |
| PMS = 9 | **MAT** | **7,64** | **15,13** | **9,03** | **4,49** | **6,57** | **3,77** | **5,39** | **5,09** | **2,63** | **2,77** | **3,63** | **5,33** | **2,04** | **1,61** | **24,88** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 98 | 163 | 83 | 126 | 103 | 87 | 105 | 78 | 81 | 82 | 92 | 85 | 46 | 104 | 115 |
| **17%** % de zona = 26,4% | TRIM | 10,87 | ▲ 11,33 | 9,15 | 5,36 | 3,44 | 1,46 | 6,61 | 3,68 | 2,43 | 8,66 | 1,83 | 3,4 | 1,36 | 1,06 | 29,34 |
| PMS = 8 | **MAT** | **9,7** | **10,42** | **10,13** | **5,09** | **3,08** | **1,93** | **5,74** | **4,21** | **2,49** | **9,22** | **2,05** | **4,25** | **1,66** | **0,7** | **29,32** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #3 | #1 | #2 | #8 | #6 | #10 | #4 | #9 | #11 | #7 | #12 | #5 | #13 | #14 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 8,87 | 8,94 | 10,31 | 4,4 | 5,41 | 2,6 | 5,42 | 3,64 | 2,87 | 6,45 | 2,76 | 5,52 | 1,81 | 1,79 | 29,23 |
| **MAT** | **8,33** | 13,08 | **10,75** | **4,66** | **4,62** | **2,88** | **5,61** | **3,63** | **2,3** | **7,65** | **2,83** | **5,39** | **1,16** | **1,37** | **25,76** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 3,2% | 4,88 | | 8,98 | 8,58 | 3,5 | 6,07 | 3,76 | 9,57 | 4,49 | 4,55 | 1,45 | 1,25 | 2,64 | 1,25 | 0,92 | 38,09 |
| DIAZ ELISA ANGELA | D-N 1706 | 2,4% | 9,73 | | 17,32 | 13,75 | 2,41 | 0,62 | 19,91 | 1,52 | 1,25 | 0,54 | 2,05 | 2,86 | 1,61 | 0,8 | 2,95 | 22,68 |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 1,3% | 11,91 | | 19,9 | 18,43 | 2,77 | 8,16 | 1,47 | 6,2 | 3,75 | 1,14 | 6,2 | 0,98 | 0,49 | | | 18,6 |
| RUSCHIONI MARTIN CARLA DANIELA | N-T 1708 | 0,8% | | | 8,93 | 3,57 | 6,12 | 11,48 | 2,55 | 27,04 | 9,44 | | 4,34 | 0,51 | | 3,57 | | 22,45 |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,7% | 14,19 | | 7,42 | 12,58 | 3,23 | 6,45 | 1,29 | 4,19 | 1,94 | 0,97 | 2,26 | 2,9 | 4,19 | 3,55 | 4,19 | 30,65 |
| | **ACUM =** | **5,3%** | | | | | | | | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,5% | 6,9 | | 3,02 | 25,0 | 5,6 | 1,72 | 0,86 | 1,72 | 1,29 | 5,6 | | 1,72 | 0,43 | 0,43 | 2,16 | 43,53 |
| SPADA PABLO CESAR | CRD 1706 | 0,5% | 5,19 | | 9,96 | 0,87 | 10,39 | 12,12 | 1,3 | | 3,9 | | | 16,45 | 5,19 | 5,63 | 3,9 | 25,11 |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,5% | 3,91 | | 42,61 | 2,61 | 3,91 | 3,91 | | 8,7 | 1,3 | 6,96 | | 6,96 | 2,17 | | 0,87 | 16,09 |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,5% | 3,56 | | 1,78 | 10,22 | 3,11 | 9,78 | 1,33 | 8,0 | 4,44 | | 2,22 | 1,78 | 12,0 | | 5,78 | 36,0 |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,4% | 3,05 | | 13,71 | 7,11 | 1,52 | 4,06 | 1,02 | 21,83 | 4,57 | 1,02 | 4,06 | 1,02 | 3,55 | 2,03 | | 31,47 |
| | **ACUM =** | **7,2%** | | | | | | | | | | | | | | | | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,4% | 5,67 | | 23,71 | 2,58 | 9,79 | 28,35 | | 16,49 | | | 6,7 | | | 0,52 | | 6,19 |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,4% | 6,7 | | 3,09 | 12,37 | 3,09 | 7,22 | 4,12 | 8,25 | 7,73 | 2,58 | 1,55 | 2,58 | 4,64 | 1,55 | 13,4 | 21,13 |
| CLAVERO CINTHIA MAGALI | CLM 1708 | 0,4% | 0,54 | | 40,22 | 16,85 | | 0,54 | 4,35 | 3,26 | 1,63 | 1,09 | 3,26 | 1,63 | | | | 26,63 |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,4% | 11,31 | | 5,36 | 3,57 | 5,95 | 4,76 | | 15,48 | 1,79 | 4,76 | 4,17 | 1,19 | 4,17 | 3,57 | | 33,93 |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,4% | | | 8,98 | | | 7,19 | | | 16,17 | 7,78 | 17,96 | 16,17 | | | | 25,75 |
| | **ACUM =** | **8,0%** | | | | | | | | | | | | | | | | |
| ROMANO ANGEL MARIO | CLM 1708 | 0,3% | 8,33 | | 18,59 | | 17,95 | 10,9 | | 8,97 | 2,56 | | 1,28 | | 2,56 | | 2,56 | 26,28 |
| SCAGLIOLA PABLO EDUARDO | CRD 1708 | 0,3% | 27,33 | | 24,67 | 6,0 | 6,0 | 0,67 | 1,33 | 0,67 | 5,33 | | | 1,33 | 7,33 | | 1,33 | 18,0 |
| LASLAVSKY ADRIANA SILVIA | CLM 1708 | 0,3% | 12,03 | | 46,62 | | 14,29 | 7,52 | | | | | | | | | | 19,55 |
| BENSUSAN TERESA CRISTINA | CLM 1708 | 0,3% | | | 3,85 | | | 3,08 | | | 0,77 | 0,77 | | 15,38 | 3,08 | | | 73,08 |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,2% | 11,11 | | 6,84 | 5,13 | 7,69 | 13,68 | | 0,85 | 3,42 | 1,71 | 0,85 | 0,85 | | | 5,13 | 42,74 |
| | **ACUM =** | **8,6%** | | | | | | | | | | | | | | | | |

| | | | SINLIP GAD #3 | ROVART-AL RMM #1 | AMPLIAR CSO #2 | ROSUVA-ST BAG #8 | REOVEX B+L #6 | HIPOLIP-OL CSO #10 | TORIVAS B+L #4 | LIPITOR PFZ #9 | LIPIFEN RF2 #11 | ZARATOR ELE #7 | VASOTE-NAL RMM #12 | NORMOL-IPOL LEP #5 | LIPEX ELE #13 | CRESTOR AZN #14 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,2% | 9,09 | 7,27 | 3,64 | 1,82 | | 7,27 | | 1,82 | | | 5,45 | 20,0 | 3,64 | 9,09 | 30,91 |
| HARGUINTEGUY MARIA VICTORIA | CIR 1708 | 0,2% | 5,5 | 9,17 | 7,34 | | 9,17 | | 0,92 | | 3,67 | | | 10,09 | | | 54,13 |
| VENTIERI ANA KARINA | CLM 1708 | 0,2% | | 2,78 | 29,63 | | 15,74 | 3,7 | 10,19 | | | 12,04 | | | 0,93 | | 25,0 |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,2% | 10,48 | 25,71 | 11,43 | | | 15,24 | 1,9 | 1,9 | | | 9,52 | | | | 23,81 |
| D'AMICO ANDRES EDUARDO | CRD 1708 | 0,2% | 22,12 | 7,69 | | 18,27 | 7,69 | 14,42 | 2,88 | 0,96 | | | 2,88 | 19,23 | | | 3,85 |
| | **ACUM =** | **9,2%** | | | | | | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | 19,8 | 1,98 | 10,89 | 4,95 | 5,94 | 4,95 | 1,98 | 2,97 | 4,95 | 1,98 | 17,82 | 0,99 | | 4,95 | 15,84 |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,2% | 9,0 | | | 15,0 | 22,0 | | 1,0 | 5,0 | 1,0 | | 6,0 | 5,0 | 1,0 | | 35,0 |
| BALLIVIAN MENACHO WALTER | CLM 1708 | 0,2% | 23,4 | 8,51 | 31,91 | | | 18,09 | | 3,19 | 1,06 | | | 2,13 | | 1,06 | 10,64 |
| CANDIA KARINA ALICIA | CLM 1706 | 0,2% | | | 3,57 | | | | 96,43 | | | | | | | | |
| GENTILE SILVIA ALEJANDRA | CRD 1708 | 0,2% | 1,2 | 8,43 | 1,2 | 18,07 | 1,2 | 1,2 | 2,41 | 38,55 | | | 1,2 | 8,43 | | | 18,07 |
| | **ACUM =** | **9,8%** | | | | | | | | | | | | | | | |
| MARI CRISTINA LILIANA | CIR 1708 | 0,2% | 5,13 | 2,56 | 14,1 | | 16,67 | | | 12,82 | | | | 6,41 | | 26,92 | 15,38 |
| PALLAVICINO NATALIA | CLM 1708 | 0,2% | | 19,18 | 10,96 | | 1,37 | 4,11 | 8,22 | | 4,11 | 2,74 | 16,44 | | 1,37 | | 31,51 |
| IVANI NESTOR FERNANDO | CIR 1744 | 2,0% | 12,19 | 5,27 | 0,62 | 1,55 | 10,02 | 1,34 | 1,96 | 3,62 | 1,03 | 1,45 | 5,48 | 4,03 | 2,38 | 2,48 | 46,59 |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 1,5% | 17,92 | 5,34 | 38,93 | 0,68 | 3,56 | 17,78 | 5,61 | 2,19 | 2,6 | 1,78 | | 2,6 | 1,78 | 1,23 | 3,01 |
| RODRIGUEZ MONTI CARLOS | ANE 1744 | 0,9% | 3,35 | 10,05 | 10,53 | 2,87 | 16,75 | | 8,13 | 0,48 | 0,48 | 10,05 | 1,44 | 4,31 | 0,48 | | 31,1 |
| | **ACUM =** | **10,2%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WHITTINGSLOW HORACIO RICARDO | CIR 1708 | 0,6% | 2,46 | | 15,79 | 57,54 | | | | | | 1,75 | 8,07 | | 1,05 | | 13,33 |
| SPADA PABLO CESAR | CRD 1708 | 0,5% | 5,19 | 9,96 | 0,87 | 10,39 | 12,12 | 1,3 | | 3,9 | | | 16,45 | 5,19 | 5,63 | 3,9 | 25,11 |
| ARZEL MARTIN EDUARDO | CRD 1706 | 0,1% | | 58,57 | | | 24,29 | | 5,71 | | 4,29 | | 1,43 | | | | 5,71 |
| DA SILVA TATIANE KARINA | CLM 1708 | 0,1% | 20,29 | 21,74 | 8,7 | 5,8 | 8,7 | 5,8 | | 1,45 | 2,9 | | | | 5,8 | 8,7 | 10,14 |
| SALIVA FERNANDO ANDRES | CRD 1706 | 0,1% | 44,78 | 4,48 | 16,42 | 5,97 | | | | | | | | | | | 28,36 |
| | **ACUM =** | **22,4%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | SINLIP (GAD) | Mercado: Sinlip | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: LIPIDOS | OCTUBRE 2023 | |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | SINLIP GAD | ROVART-AL | AMPLIAR | ROSUVA-ST | REOVEX | HIPOLIP-OL | TORIVAS | LIPITOR | LIPIFEN | ZARATOR | VASOTE-NAL | NORMOL-IPOL | LIPEX | CRESTOR | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | RMM | CSO | BAG | B+L | CSO | B+L | PFZ | RF2 | ELE | RMM | LEP | ELE | AZN | |
| RANKING TERRITORIO | #3 | #1 | #2 | #8 | #6 | #10 | #4 | #9 | #11 | #7 | #12 | #5 | #13 | #14 | |
| **REP** | EVOLUCION MAT 98 | 141 | 92 | 91 | 101 | 118 | 109 | 96 | 79 | 96 | 98 | 87 | 86 | 91 | 98 |
| ZONA = 4,2% | MES 7,24 | 12,46 | 9,2 | 5,16 | 4,74 | 2,68 | 5,87 | 3,7 | 2,76 | 4,19 | 2,31 | 6,67 | 1,77 | 1,39 | 29,85 |
| | TRIM 7,59 | 12,55 | 9,37 | 4,99 | 4,86 | 2,75 | 5,88 | 3,88 | 2,86 | 4,77 | 2,39 | 5,71 | 1,85 | 1,22 | 29,34 |
| | **MAT 7,61** | **11,62** | **9,2** | **4,72** | **5,17** | **3,02** | **6,09** | **4,31** | **2,78** | **5,12** | **2,48** | **5,86** | **2,01** | **1,06** | **28,96** |
| | MATAA 7,8 | 8,22 | 9,97 | 5,21 | 5,1 | 2,57 | 5,58 | 4,49 | 3,51 | 5,33 | 2,54 | 6,73 | 2,34 | 1,16 | 29,45 |

VALOR MERCADO: MES = 3.681 TRIM = 9.893 MAT = 37.586 MATAA = 37.760

**PUNTO DE MARKET SHARE = 31 UNIDADES estimadas de SINLIP (GAD) por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,8% | 4,66 | 86,06 | | 2,19 | 3,41 | 2,74 | 0,02 | | 0,91 |
| ALFANO ROBERTO NICOLAS | 4,0% | 1,32 | 94,16 | | 2,92 | 0,94 | 0,29 | 0,09 | | 0,29 |
| FARMACIA GUERRA SCS | 2,2% | 2,15 | 89,68 | | 3,88 | 3,04 | 1,2 | | | 0,05 |
| FARMACIA COGLIATI CASTELAR SCS | 1,9% | 8,12 | 80,07 | 0,12 | 3,69 | 4,06 | 3,0 | 0,75 | | 0,19 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,7% | 0,91 | 94,79 | | 0,63 | 1,76 | 1,76 | 0,14 | | |
| **ACUM = 14,6%** | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,6% | 4,63 | 93,95 | 0 | 0,21 | 0 | 1,21 | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 5,68 | 93,12 | | 0 | 0 | 0,69 | 0,52 | | |
| FARMACIA POSAMAY SCS | 0,5% | 1,1 | 98,9 | | | | 0 | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,4% | 0 | 100 | | 0 | 0 | 0 | | | |
| **ACUM = 17,8%** | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,2% | 6,89 | 84,88 | 1,3 | 0,97 | 0,65 | 1,84 | 2,35 | | 1,12 |
| B1744ALI | 1,6% | 2,15 | 95,05 | 0,43 | 0,14 | 0,43 | 1,72 | | 0 | 0,07 |
| B1708JDD - 9 DE JULIO 102-200 | 1,3% | 17,82 | 49,55 | 5,18 | 16,36 | 5,64 | 2,36 | 0,27 | | 2,82 |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,2% | 31,91 | 65,38 | 0 | 1,93 | 0,1 | 0,48 | 0,19 | | 0 |
| B1744HKS - ESTANISLAO ZEBALLOS 801-899 | 1,2% | 1,68 | 73,05 | 24,09 | 0,49 | 0,69 | | | | |
| **ACUM = 26,3%** | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | SINLIP EZ (GAD) | Mercado: Sinlip EZ | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #11 | #1 | #2 | #3 | #4 | #6 | #5 | #13 | #10 | #8 | #7 | #14 | #9 | #12 | |
| **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 | 239 | 90 | 89 | 90 | 78 | 153 | 90 | 124 | 95 | 90 | 86 | 578 | 91 | 93 | 116 |
| GCIA = 45,2% | MES | 3,08 | 23,89 | 11,22 | 7,79 | 5,64 | 8,09 | 3,71 | 4,61 | 2,94 | 1,24 | 2,79 | 3,75 | 2,0 | 2,1 | 17,15 |
| | TRIM | 3,73 | 24,06 | 11,45 | 7,08 | 6,09 | 6,66 | 3,9 | 5,0 | 2,98 | 2,15 | 2,89 | 3,6 | 2,06 | 2,12 | 16,24 |
| | **MAT** | **3,15** | **24,65** | **12,57** | **7,47** | **6,81** | **6,56** | **4,28** | **4,07** | **3,28** | **2,52** | **3,21** | **2,37** | **2,21** | **2,24** | **14,6** |
| | MATAA | 1,32 | 27,42 | 14,08 | 8,3 | 8,69 | 4,29 | 4,74 | 3,28 | 3,47 | 2,81 | 3,75 | 0,41 | 2,44 | 2,42 | 12,57 |
| | | | VALOR MERCADO: | | MES = 74.735 | | | | TRIM = 213.912 | | | MAT = 782.770 | | | MATAA = 735.161 | |
| **DISTRITO** | EVOLUCION MAT | 248 | 87 | 88 | 90 | 96 | 174 | 88 | 132 | 88 | 90 | 85 | 999 | 86 | 99 | 116 |
| DIST = 11,1% | MES | 1,77 | 22,09 | 11,08 | 9,32 | 7,9 | 5,35 | 4,02 | 3,75 | 2,92 | 1,51 | 3,07 | 4,4 | 2,07 | 1,76 | 18,98 |
| | TRIM | 2,87 | 21,66 | 10,25 | 8,67 | 8,82 | 4,77 | 4,36 | 3,86 | 3,18 | 2,51 | 2,68 | 4,02 | 2,0 | 1,88 | 18,45 |
| | **MAT** | **2,65** | **23,11** | **11,3** | **9,62** | **7,31** | **4,88** | **4,64** | **3,3** | **3,82** | **3,5** | **3,19** | **2,51** | **2,2** | **1,96** | **16,01** |
| | MATAA | 1,07 | 26,6 | 12,88 | 10,69 | 7,61 | 2,81 | 5,27 | 2,5 | 4,36 | 3,9 | 3,77 | 0,25 | 2,56 | 1,98 | 13,75 |
| | | | VALOR MERCADO: | | MES = 8.217 | | | | TRIM = 24.125 | | | MAT = 87.174 | | | MATAA = 82.298 | |
| **REP** | EVOLUCION MAT | 262 | 90 | 91 | 103 | 85 | 132 | 94 | 142 | 95 | 85 | 86 | 999 | 88 | 76 | 116 |
| ZONA = 4,0% | MES | 3,04 | 23,57 | 10,96 | 7,13 | 5,33 | 5,98 | 4,78 | 2,49 | 1,44 | 1,69 | 4,83 | 4,19 | 3,44 | 1,35 | 19,78 |
| | TRIM | 3,76 | 23,82 | 10,11 | 6,97 | 5,69 | 6,24 | 5,53 | 3,0 | 2,32 | 2,25 | 3,8 | 3,46 | 3,12 | 1,6 | 18,31 |
| | **MAT** | **2,78** | **25,16** | **10,94** | **7,35** | **6,81** | **4,92** | **5,54** | **2,15** | **3,05** | **3,5** | **3,69** | **2,09** | **3,12** | **2,3** | **16,61** |
| | MATAA | 1,06 | 27,99 | 12,03 | 7,11 | 8,0 | 3,72 | 5,87 | 1,51 | 3,21 | 4,11 | 4,29 | 0,2 | 3,53 | 3,03 | 14,36 |
| | | | VALOR MERCADO: | | MES = 334 | | | | TRIM = 939 | | | MAT = 3.448 | | | MATAA = 3.322 | |

**PUNTO DE MARKET SHARE = 3 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #11 | #1 | #2 | #3 | #4 | #6 | #5 | #13 | #10 | #8 | #7 | #14 | #9 | #12 | |
| **1708 - MORON** | EVOLUCION MAT | 293 | 91 | 91 | 92 | 86 | 173 | 97 | 142 | 75 | 91 | 83 | 729 | 97 | 118 | 104 |
| **17%** % de zona = 40,2% | TRIM | 4,18 | 21,49 | 8,98 | 6,32 | 6,8 | 5,49 | 7,15 | 2,92 | 2,27 | 1,7 | 5,75 | 2,92 | 4,05 | 1,39 | 18,57 |
| PMS = 1 | **MAT** | **3,05** | **20,91** | **9,81** | **6,69** | **8,13** | **4,58** | **6,65** | **2,35** | **2,94** | **2,92** | **5,61** | **2,26** | **4,25** | **2,13** | **17,71** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 284 | 85 | 88 | 120 | 85 | 161 | 86 | 176 | 115 | 106 | 85 | 999 | 86 | 79 | 116 |
| **33%** % de zona = 39,5% | TRIM | 2,97 | 24,46 | 12,05 | 8,0 | 6,56 | 6,74 | 3,96 | 2,79 | 2,16 | 2,88 | 1,89 | 4,23 | 3,06 | 1,62 | 16,64 |
| PMS = 1 | **MAT** | **2,13** | **27,55** | **12,71** | **7,8** | **7,58** | **4,82** | **4,47** | **1,88** | **2,32** | **3,42** | **2,4** | **2,13** | **2,84** | **1,81** | **16,16** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 213 | 94 | 95 | 99 | 81 | 80 | 108 | 111 | 118 | 64 | 120 | 999 | 67 | 52 | 163 |
| **17%** % de zona = 20,2% | TRIM | 4,47 | 27,35 | 8,58 | 6,26 | 1,7 | 6,79 | 5,36 | 3,57 | 2,77 | 2,14 | 3,57 | 3,04 | 1,34 | 1,97 | 21,09 |
| PMS = 1 | **MAT** | **3,54** | **28,94** | **9,71** | **7,77** | **2,68** | **5,81** | **5,41** | **2,25** | **4,66** | **4,81** | **2,42** | **1,67** | **1,44** | **3,59** | **15,31** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| | 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 | #11 | #1 | #2 | #3 | #4 | #6 | #5 | #13 | #10 | #8 | #7 | #14 | #9 | #12 | |
| **REP** | | | | | | | | | | | | | | | |
| TRIM | 2,33 | | | | 47,41 | 21,24 | | 11,27 | | | | 1,04 | | | 16,71 |
| **MAT** | **9,24** | | | | 30,95 | **25,06** | | **8,55** | | | | **5,2** | | | **21,02** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 8,2% | 9,86 | | | | | 25,35 | 19,72 | | 11,27 | | | | 22,54 | | | 11,27 |
| MARI CRISTINA LILIANA | CIR 1708 | 2,2% | | | | | | 94,74 | | | | | | | | | | 5,26 |
| SPADA PABLO CESAR | CRD 1706 | 2,2% | | | | | | | 31,58 | | | | | | 10,53 | | | 57,89 |
| DIAZ ELISA ANGELA | D-N 1706 | 2,0% | | | | | | 52,94 | | | | | | | | | | 47,06 |
| SALVATI ANA MARIA | CRD 1708 | 2,0% | | | | | | 100 | | | | | | | | | | |
| **ACUM = 12,4%** | | | | | | | | | | | | | | | | | | |
| ROMANO ANGEL MARIO | CLM 1708 | 1,7% | 26,67 | | | | | 20,0 | | | | | | | 40,0 | | | 13,33 |
| DA SILVA TATIANE KARINA | CLM 1708 | 1,4% | | | | | | | 50,0 | | | | | | | | | 50,0 |
| IVANI NESTOR FERNANDO | CIR 1744 | 4,8% | | | | | | 50,0 | 45,24 | | | | | | | | | 4,76 |
| GAZZE GUSTAVO OSCAR | END 1708 | 2,3% | | | | | | 80,0 | 20,0 | | | | | | | | | |
| SPADA PABLO CESAR | CRD 1708 | 2,2% | | | | | | | 31,58 | | | | | | 10,53 | | | 57,89 |
| **ACUM = 13,8%** | | | | | | | | | | | | | | | | | | |
| GALUPPO CHRISTIAN DAMIAN | CLM 1708 | 1,6% | 50,0 | | | | | | | | | | | | | | | 50,0 |
| OLIVERA DE LA CRUZ MARTIN | CLM 1706 | 1,5% | | | | | | 92,31 | | | | | | | | | | 7,69 |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 0,7% | | | | | | 100 | | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,7% | 50,0 | | | | | | 50,0 | | | | | | | | | |
| IRIBARNE DAVALOS LUIS RODOLFO | CIR 1708 | 0,7% | | | | | | | | | 100 | | | | | | | |
| **ACUM = 15,2%** | | | | | | | | | | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,7% | 16,67 | | | | | 83,33 | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,6% | | | | | | 20,0 | | | 80,0 | | | | | | | |
| D'AMICO ANDRES EDUARDO | CRD 1708 | 0,5% | | | | | | | | | | | | | | | | 100 |
| HARGUINTEGUY MARIA VICTORIA | CIR 1708 | 0,5% | | | | | | 100 | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,5% | | | | | | 100 | | | | | | | | | | |
| **ACUM = 16,8%** | | | | | | | | | | | | | | | | | | |
| NUL DANIEL | CRD 1708 | 0,5% | | | | | | 100 | | | | | | | | | | |
| CAPPELLO BLAS JESUS | CRD 1708 | 0,3% | | | | | | 100 | | | | | | | | | | |
| MERLETTI DANIEL CHRISTIAN | CLM 1708 | 0,3% | | | | | | 100 | | | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,3% | 66,67 | | | | | | | | | | | | | | | 33,33 |
| TOLONE CLAUDIA ISABEL | CLM 1708 | 0,3% | | | | | | 100 | | | | | | | | | | |
| **ACUM = 17,4%** | | | | | | | | | | | | | | | | | | |
| FACIANO GISELE ALEJANDRA | CLM 1708 | 0,2% | | | | | | | 100 | | | | | | | | | |
| MARCO MARIA CANDELARIA | CLM 1708 | 0,2% | | | | | | | 100 | | | | | | | | | |
| BENTANCUR BURGOS MARIA | CLM 1708 | 0,1% | | | | | | 100 | | | | | | | | | | |
| BOBBIO ROLANDO ANTONIO | CLM 1708 | 0,1% | | | | | | 100 | | | | | | | | | | |
| **ACUM = 18,0%** | | | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CONCI FRANCO MATIAS JAVIER | CLM 1706 | 0,1% | | | | | | | | | | | | | 100 | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM 1708 | 0,1% | | | | | | 100 | | | | | | | | | | |
| MARTIN MARIA DEL CARMEN | PED 1708 | 0,1% | | | | | | 100 | | | | | | | | | | |
| MIRANDA ALVARADO ALFREDO | C.C 1706 | 0,1% | | | | | | | 100 | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,1% | | | | | | | 100 | | | | | | | | | |
| **ACUM = 39,8%** | | | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

| FERNANDO W. SANTARCANGELO | SINLIP EZ (GAD) | Mercado: Sinlip EZ | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #11 | #1 | #2 | #3 | #4 | #6 | #5 | #13 | #10 | #8 | #7 | #14 | #9 | #12 | |
| **REP** | EVOLUCION MAT 262 | 90 | 91 | 103 | 85 | 132 | 94 | 142 | 95 | 85 | 86 | 999 | 88 | 76 | 116 |
| ZONA = 4,0% | MES 3,04 | 23,57 | 10,96 | 7,13 | 5,33 | 5,98 | 4,78 | 2,49 | 1,44 | 1,69 | 4,83 | 4,19 | 3,44 | 1,35 | 19,78 |
| | TRIM 3,76 | 23,82 | 10,11 | 6,97 | 5,69 | 6,24 | 5,53 | 3,0 | 2,32 | 2,25 | 3,8 | 3,46 | 3,12 | 1,6 | 18,31 |
| | **MAT 2,78** | **25,16** | **10,94** | **7,35** | **6,81** | **4,92** | **5,54** | **2,15** | **3,05** | **3,5** | **3,69** | **2,09** | **3,12** | **2,3** | **16,61** |
| | MATAA 1,06 | 27,99 | 12,03 | 7,11 | 8,0 | 3,72 | 5,87 | 1,51 | 3,21 | 4,11 | 4,29 | 0,2 | 3,53 | 3,03 | 14,36 |

VALOR MERCADO: MES = 334 TRIM = 939 MAT = 3.448 MATAA = 3.322

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 3,7% | 0,3 | 52,61 | 25,68 | 9,07 | 4,69 | 2,49 | 3,5 | 0,65 | 0,77 | 0 | 0,18 | 0,06 |
| FARMACIA COGLIATI VICENTE M. | 3,6% | 3,7 | 46,0 | 21,98 | 8,6 | 6,09 | 2,21 | 4,42 | 5,14 | 0,18 | 1,37 | 0,18 | 0,12 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,6% | 0 | 34,83 | 41,95 | 16,49 | 2,64 | 0,66 | 2,24 | | 0,53 | 0,66 | 0 | 0 |
| FARMACIA COGLIATI CASTELAR SCS | 1,6% | 3,6 | 47,94 | 23,97 | 10,79 | 4,13 | 1,07 | 2,8 | 3,06 | 0,53 | 2,13 | 0 | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 1,0% | 2,95 | 39,16 | 40,42 | 4,84 | 3,37 | 5,89 | 2,95 | | 0 | | 0,42 | |
| **ACUM = 11,5%** | | | | | | | | | | | | | |
| FARMACIA GUERRA SCS | 0,9% | 3,1 | 37,47 | 27,45 | 6,21 | 0,48 | 0 | 25,3 | | | | 0 | 0 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 3,46 | 51,56 | 25,95 | 5,54 | 1,38 | 5,19 | 3,46 | 0,35 | 0,35 | 1,04 | 1,73 | |
| FARMACIA POSAMAY SCS | 0,3% | 0,68 | 44,22 | 28,57 | 0,68 | 21,77 | 0 | 2,72 | | | | 1,36 | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 2,38 | 44,05 | 35,71 | 1,19 | 5,95 | | 9,52 | | | | | 1,19 |
| **ACUM = 13,5%** | | | | | | | | | | | | | |

## No Asignadas

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 3,1% | 3,53 | 44,03 | 29,82 | 6,64 | 3,32 | 2,61 | 3,46 | 3,89 | 1,27 | 0,49 | 0,92 | |
| B1708JDD - 9 DE JULIO 102-200 | 1,6% | 4,4 | 26,1 | 19,64 | 18,13 | 8,1 | 5,36 | 5,63 | 7,83 | 0,69 | 1,37 | 1,79 | 0,96 |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,4% | 3,69 | 20,15 | 33,54 | 13,08 | 17,54 | 4,31 | 1,69 | 4,62 | | 0,31 | 1,08 | |
| B1744ALI | 1,2% | 1,32 | 32,58 | 24,67 | 14,88 | 4,71 | 6,78 | 5,46 | 8,85 | | 0,75 | | 0 |
| B1708CGX - INTE AGUERO 1402-1500 | 1,1% | 3,67 | 58,16 | 21,84 | 2,45 | 2,65 | 3,47 | 2,86 | 4,29 | 0,41 | 0,2 | | |
| **ACUM = 21,9%** | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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 = 28,6% | | |
| EVOLUCION MAT | 77 | 428 |
| MES | 60,59 | 39,41 |
| TRIM | 66,24 | 33,76 |
| **MAT** | **72,29** | **27,71** |
| MATAA | 93,52 | 6,48 |
| VALOR MERCADO: | MES = 505 | TRIM = 1.623 / MAT = 5.698 / MATAA = 3.781 |
| **DISTRITO** DIST = 6,6% | | |
| EVOLUCION MAT | 65 | 333 |
| MES | 43,91 | 56,09 |
| TRIM | 53,31 | 46,69 |
| **MAT** | **56,58** | **43,42** |
| MATAA | 86,98 | 13,02 |
| VALOR MERCADO: | MES = 46 | TRIM = 137 / MAT = 376 / MATAA = 213 |
| **REP** ZONA = 2,6% | | |
| EVOLUCION MAT | 81 | 267 |
| MES | 66,67 | 33,33 |
| TRIM | 78,57 | 21,43 |
| **MAT** | **72,41** | **27,59** |
| MATAA | 89,66 | 10,34 |
| VALOR MERCADO: | MES = 0 | TRIM = 2 / MAT = 9 / MATAA = 9 |

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

# 4. PRINCIPALES CODIGOS POSTALES

| | SINLIP PREVENT GAD | POLILEP LEP |
|---|---|---|
| | #1 | #2 |
| **1708 - MORON** 17% % de zona = 72,4% PMS = 1 | | |
| EVOLUCION MAT | 81 | 234 |
| TRIM | 87,5 | 12,5 |
| **MAT** | **71,43** | **28,57** |
| **1744 - MORENO BARRIO LOS** 17% % de zona = 27,6% PMS = 1 | | |
| EVOLUCION MAT | 80 | 425 |
| TRIM | 66,67 | 33,33 |
| **MAT** | **75,0** | **25,0** |

ACUM=100%

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **SINLIP PREVENT (GAD)** | **Mercado: Sinlip Prevent** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | Linea: LIPIDOS | **OCTUBRE 2023** |

# 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**

| | | |
|---|---|---|
| VERDI MARIA FLORENCIA | **CLM** 1708100,0% | 100 |

**ACUM =100,0%**

CPs de la ZONA: 1706 - 1708 - 1744

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

| | | | |
|---|---|---|---|
| **FERNANDO W. SANTARCANGELO** | **SINLIP PREVENT (GAD)** | **Mercado: Sinlip Prevent** | |
| **FERNANDO CARLOS BRAVO** | Subdivisión: GENERAL | Linea: LIPIDOS | **OCTUBRE 2023** |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

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

**REP**

ZONA = 2,6%

| EVOLUCION MAT | 81 | 267 |
|---|---|---|
| MES | 66,67 | 33,33 |
| TRIM | 78,57 | 21,43 |
| **MAT** | **72,41** | **27,59** |
| MATAA | 89,66 | 10,34 |

VALOR MERCADO: MES = 0 TRIM = 2 MAT = 9 MATAA = 9

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

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| ALFANO ROBERTO NICOLAS | 6,0% | 17,65 | 44,54 | 27,31 | 6,3 | 3,36 | 0,42 | 0,42 |
| FARMACIA COGLIATI VICENTE M. | 5,1% | 5,88 | 25,98 | 34,31 | 10,29 | 20,59 | 2,45 | 0,49 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 3,1% | 5,69 | 52,03 | 13,01 | 13,82 | 13,01 | 2,44 | 0 |
| FARMACIA COGLIATI CASTELAR SCS | 2,0% | 0 | 61,54 | 26,92 | 2,56 | 8,97 | | 0 |
| FARMACIA GUERRA SCS | 1,3% | 3,77 | 13,21 | 13,21 | 9,43 | 50,94 | 9,43 | |

**ACUM = 17,5%**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,9% | 25,71 | 5,71 | 62,86 | 5,71 | 0 | 0 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,8% | 0 | 0 | 64,52 | | | 35,48 |
| FARMACIA POSAMAY SCS | 0,6% | 0 | 31,82 | 68,18 | | | |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,5% | 45,0 | 5,0 | 30,0 | 0 | 20,0 | |

**ACUM = 20,3%**

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,8% | 38,1 | 9,52 | 32,28 | | 17,99 | 2,12 | |
| B1708JDD - 9 DE JULIO 102-200 | 2,1% | 15,29 | 31,76 | 29,41 | | 20,0 | | 3,53 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,7% | 11,59 | 5,8 | 66,67 | 1,45 | 11,59 | 2,9 | |
| B1744ALI | 1,7% | 0 | 1,49 | 95,52 | 1,49 | 1,49 | | 0 |
| B1708FEZ - AV EVA PERON 2602-2700 | 1,6% | 47,62 | 1,59 | 6,35 | | 44,44 | | |

**ACUM = 32,2%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #3 | #5 | #8 | #6 | #4 | #7 | #9 | #10 | #11 | #13 | #12 | #14 | |
| **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 = 46,7% | EVOLUCION MAT 99 | 99 | 104 | 111 | 109 | 84 | 99 | 107 | 97 | 92 | 95 | 204 | 79 | 197 | 89 |
| | MES 66,76 | 59,13 | 7,63 | 6,53 | 4,79 | 3,01 | 2,91 | 4,07 | 2,54 | 1,44 | 1,59 | 1,27 | 2,13 | 0,64 | 2,33 |
| | TRIM 66,8 | 59,13 | 7,68 | 6,55 | 4,87 | 3,01 | 2,9 | 3,92 | 2,54 | 1,74 | 1,7 | 1,37 | 1,75 | 0,72 | 2,11 |
| | **MAT 68,58** | **61,2** | **7,38** | **6,06** | **4,63** | **2,93** | **2,95** | **3,54** | **2,49** | **1,78** | **1,76** | **1,14** | **1,81** | **0,57** | **1,77** |
| | MATAA 69,04 | 61,96 | 7,08 | 5,44 | 4,26 | 3,47 | 2,97 | 3,32 | 2,57 | 1,93 | 1,85 | 0,56 | 2,3 | 0,29 | 1,99 |
| | | VALOR MERCADO: | MES = 93.164 | | | | TRIM = 275.195 | | | MAT = 1.100.483 | | | MATAA = 1.071.548 | | |
| **DISTRITO** DIST = 9,0% | EVOLUCION MAT 99 | 98 | 112 | 115 | 108 | 100 | 114 | 106 | 97 | 95 | 87 | 188 | 53 | 171 | 96 |
| | MES 65,27 | 58,0 | 7,27 | 4,98 | 4,08 | 4,93 | 4,79 | 4,44 | 2,51 | 2,11 | 1,77 | 0,76 | 0,99 | 0,6 | 2,79 |
| | TRIM 66,68 | 59,45 | 7,22 | 5,06 | 3,82 | 4,56 | 4,19 | 3,95 | 2,79 | 2,19 | 1,93 | 0,87 | 1,03 | 0,88 | 2,05 |
| | **MAT 67,76** | **60,64** | **7,12** | **4,55** | **3,83** | **4,42** | **4,43** | **3,63** | **2,81** | **2,24** | **2,05** | **0,77** | **1,03** | **0,6** | **1,87** |
| | MATAA 68,46 | 62,09 | 6,37 | 3,97 | 3,55 | 4,41 | 3,89 | 3,44 | 2,91 | 2,36 | 2,35 | 0,41 | 1,95 | 0,35 | 1,95 |
| | | VALOR MERCADO: | MES = 8.714 | | | | TRIM = 25.741 | | | MAT = 98.887 | | | MATAA = 98.107 | | |
| **REP** ZONA = 4,5% | EVOLUCION MAT 99 | 98 | 113 | 119 | 104 | 100 | 107 | 99 | 107 | 96 | 95 | 281 | 58 | 142 | 81 |
| | MES 62,17 | 56,44 | 5,73 | 6,27 | 2,98 | 5,65 | 7,39 | 5,22 | 2,01 | 1,74 | 1,43 | 1,2 | 2,09 | 0,54 | 1,32 |
| | TRIM 62,54 ▼ | 55,89 | 6,65 | 7,14 | 3,51 | 5,11 | 5,9 | 4,54 | 2,67 | 1,98 | 1,76 | 0,87 | 1,95 | 0,74 | 1,28 |
| | **MAT 64,92** | **57,91** | **7,01** | **5,49** | **3,56** | **4,63** | **6,78** | **3,72** | **2,58** | **2,13** | **1,86** | **0,73** | **1,66** | **0,54** | **1,41** |
| | MATAA 65,44 | 59,25 | 6,2 | 4,61 | 3,42 | 4,64 | 6,33 | 3,74 | 2,41 | 2,22 | 1,96 | 0,26 | 2,84 | 0,38 | 1,74 |
| | | VALOR MERCADO: | MES = 430 | | | | TRIM = 1.186 | | | MAT = 4.489 | | | MATAA = 4.486 | | |

**PUNTO DE MARKET SHARE = 4 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 | #3 | #5 | #8 | #6 | #4 | #7 | #9 | #10 | #11 | #13 | #12 | #14 | |
| **1708 - MORON** | EVOLUCION MAT 101 | 100 | 110 | 79 | 102 | 105 | 115 | 118 | 98 | 105 | 99 | 244 | 53 | 373 | 87 |
| **17%** % de zona = 40,9% | TRIM 65,81 ≈ | 58,1 | 7,71 | 4,46 | 4,43 | 5,14 | 5,32 | 4,35 | 2,61 | 2,5 | 1,39 | 0,14 | 2,53 | 0,32 | 1,0 |
| PMS = 2 | **MAT 66,43** | **58,39** | **8,04** | **4,72** | **4,31** | **5,88** | **5,52** | **3,22** | **2,42** | **2,28** | **1,38** | **0,44** | **1,8** | **0,41** | **1,2** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT 99 | 96 | 126 | 165 | 102 | 61 | 108 | 87 | 115 | 107 | 85 | 400 | 67 | 59 | 133 |
| **33%** % de zona = 34,2% | TRIM 61,77 ≈ | 55,29 | 6,48 | 7,17 | 2,82 | 2,3 | 6,91 | 4,52 | 3,5 | 2,22 | 2,39 | 1,79 | 2,56 | 0,43 | 1,62 |
| PMS = 1 | **MAT 63,24** | **56,83** | **6,41** | **5,32** | **2,91** | **2,41** | **8,34** | **4,11** | **2,85** | **2,48** | **2,59** | **1,28** | **2,26** | **0,3** | **1,91** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT 96 | 95 | 106 | 165 | 115 | 141 | 95 | 98 | 114 | 64 | 122 | 136 | 59 | 155 | 37 |
| **17%** % de zona = 24,9% | TRIM 58,8 ▼ | 53,48 | 5,33 | 10,91 | 3,04 | 8,42 | 5,53 | 4,82 | 1,78 | 0,96 | 1,52 | 0,81 | 0,41 | 1,73 | 1,27 |
| PMS = 1 | **MAT 64,75** | **58,6** | **6,15** | **7,01** | **3,22** | **5,62** | **6,68** | **4,01** | **2,48** | **1,4** | **1,64** | **0,45** | **0,58** | **1,07** | **1,07** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | TOTAL SOMIT | Mercado: Somit | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | #3 | #5 | #8 | #6 | #4 | #7 | #9 | #10 | #11 | #13 | #12 | #14 | |
| TRIM | 69,54 | 63,32 | 6,23 | 3,23 | 4,71 | 3,38 | 5,01 | 3,17 | 3,62 | 1,22 | 1,48 | 1,18 | 0,92 | 0,06 | 2,49 |
| **MAT** | **67,42** | **61,48** | **5,94** | **4,07** | **5,85** | **3,98** | **5,45** | **2,6** | **4,27** | **1,17** | **1,4** | **0,66** | **0,68** | **0,14** | **2,33** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MEZA VILLALBA MARCELO FABIAN | CLM 1708 | 4,8% | 51,66 | | 45,02 | 6,64 | 8,06 | 4,74 | 9,48 | 8,06 | 4,27 | 9,48 | | | | 3,32 | 0,95 | |
| DIAZ ELISA ANGELA | D-N 1706 | 2,5% | 70,64 | | 70,64 | | | | 5,5 | 2,75 | | | 2,75 | | 17,43 | 0,92 | | |
| ANTUNEZ CARLOS MARIA | CRD 1706 | 1,1% | 67,35 | | 63,27 | 4,08 | | | | 12,24 | | 4,08 | | | 16,33 | | | |
| SPADA PABLO CESAR | CRD 1706 | 0,8% | 71,43 | | 65,71 | 5,71 | | | | 2,86 | | 17,14 | | | | | | 8,57 |
| URDIN MARIA DANIELA | CLM 1706 | 0,5% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **4,8%** | | | | | | | | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD 1706 | 0,5% | 95,24 | | 95,24 | | | | | 4,76 | | | | | | | | |
| PEREYRA ADRIANA ESTER | CLM 1708 | 0,5% | 70,0 | | 70,0 | | 30,0 | | | | | | | | | | | |
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM 1708 | 0,4% | 10,53 | | 10,53 | | 89,47 | | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM 1708 | 0,4% | 43,75 | | 43,75 | | 31,25 | | 25,0 | | | | | | | | | |
| PERUGINI MIRIAM VIVIANA | CRD 1708 | 0,3% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **5,8%** | | | | | | | | | | | | | | | | |
| HARGUINTEGUY MARIA VICTORIA | CIR 1708 | 0,2% | 100 | | 100 | | | | | | | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM 1708 | 0,2% | | | | | | | 100 | | | | | | | | | |
| FERREÃ□O SEBASTIAN EZEQUIEL | CIR 1706 | 0,2% | 100 | | 100 | | | | | | | | | | | | | |
| MONTAÃ□O ALZA RICARDO DAVID | CLM 1708 | 2,3% | 99,01 | | 70,3 | 28,71 | | 0,99 | | | | | | | | | | |
| VENEGAS PICOLLETT PERCY | PSQ 1708 | 2,2% | 23,23 | | 23,23 | | 9,09 | 7,07 | 17,17 | 19,19 | 4,04 | | 6,06 | | | 1,01 | | 13,13 |
| | **ACUM =** | **6,2%** | | | | | | | | | | | | | | | | |
| CASTIARENA RICARDO GUILLERMO | PSQ 1708 | 2,2% | 67,35 | | 67,35 | | 2,04 | 6,12 | | | 14,29 | | 9,18 | 1,02 | | | | |
| IVANI NESTOR FERNANDO | CIR 1744 | 1,6% | 42,03 | | 40,58 | 1,45 | | 2,9 | | | 1,45 | | 11,59 | 26,09 | | | | 15,94 |
| SANCHOLUZ JORGE AUGUSTO | OFT 1744 | 1,3% | 63,16 | | 63,16 | | | | 36,84 | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM 1708 | 0,2% | 100 | | 100 | | | | | | | | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM 1708 | 0,2% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **6,6%** | | | | | | | | | | | | | | | | |

| | | | | TOTAL S-OMIT #1 | SOMIT GAD #2 | SOMIT CR GAD #3 | NOCTE BAG #5 | INDUCTAL RMM #8 | REM CH-OBET SUE #6 | DORMIL-AN B+L #4 | MIAPAX CSO #7 | INSOMNI-UM NF GAD #9 | 8-HORAS ELE #10 | NOVO IN-SOMNIUM GAD #11 | ROHYPN-OL B7I #13 | ZOLODO-RM RC5 #12 | DORCAN MTP #14 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BRITOS ALFREDO RAMON | CLM 1708 | 0,2% | 100 | | 100 | | | | | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET 1706 | 0,2% | 62,5 | | 62,5 | | | | 37,5 | | | | | | | | | |
| ROMANO ANGEL MARIO | CLM 1708 | 0,2% | 87,5 | | 87,5 | | | | 12,5 | | | | | | | | | |
| TERRAZA PAULA VALERIA | CLM 1708 | 0,2% | 100 | | | 100 | | | | | | | | | | | | |
| MANDARANO GUILLERMO RAUL | CLM 1708 | 0,1% | 83,33 | | 66,67 | 16,67 | | | | 16,67 | | | | | | | | |
| | **ACUM =** | **7,3%** | | | | | | | | | | | | | | | | |
| MARQUEZ ANA KARINA | CLM 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| MAZZOLA SANDRA VIVIANA | CLM 1706 | 0,1% | 33,33 | | 33,33 | | | | | 66,67 | | | | | | | | |
| NUL DANIEL | CRD 1708 | 0,1% | 83,33 | | 83,33 | | | | | 16,67 | | | | | | | | |
| BORELLO GUSTAVO JOSE | CLM 1708 | 0,1% | 80,0 | | 80,0 | | | | | 20,0 | | | | | | | | |
| FACIANO GISELE ALEJANDRA | CLM 1708 | 0,1% | 20,0 | | 20,0 | | | | | | | | | 80,0 | | | | |
| | **ACUM =** | **7,6%** | | | | | | | | | | | | | | | | |
| PALLAVICINO NATALIA | CLM 1708 | 0,1% | 80,0 | | 80,0 | | | | | | | | | | | 20,0 | | |
| PORRECA SILVINA ALEJANDRA | GIN 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| LOPEZ MENDEZ SILVIA | GIN 1706 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| GATTI MARIA SOL | CLM 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **8,1%** | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| GENTILE SILVIA ALEJANDRA | CRD 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| LAURIA MARTIN DEMIAN | CLM 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| MARCO MARIA CANDELARIA | CLM 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| MIRANDA ALVARADO ALFREDO | C.C 1706 | 0,1% | 33,33 | | 33,33 | | | | | | | | | | | | 66,67 | |
| RECIO BUCARDO JOSEFA | CLM 1708 | 0,1% | 100 | | 100 | | | | | | | | | | | | | |
| | **ACUM =** | **24,8%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| FERNANDO W. SANTARCANGELO | TOTAL SOMIT | Mercado: Somit | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

Resumen
Prescriptores
DDD

## 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 | #3 | #5 | #8 | #6 | #4 | #7 | #9 | #10 | #11 | #13 | #12 | #14 | |
| **REP** ZONA = 4,5% — EVOLUCION MAT | 99 | 98 | 113 | 119 | 104 | 100 | 107 | 99 | 107 | 96 | 95 | 281 | 58 | 142 | 81 |
| MES | 62,17 | 56,44 | 5,73 | 6,27 | 2,98 | 5,65 | 7,39 | 5,22 | 2,01 | 1,74 | 1,43 | 1,2 | 2,09 | 0,54 | 1,32 |
| TRIM | 62,54 | 55,89 | 6,65 | 7,14 | 3,51 | 5,11 | 5,9 | 4,54 | 2,67 | 1,98 | 1,76 | 0,87 | 1,95 | 0,74 | 1,28 |
| **MAT** | 64,92 | **57,91** | **7,01** | **5,49** | **3,56** | **4,63** | **6,78** | **3,72** | **2,58** | **2,13** | **1,86** | **0,73** | **1,66** | **0,54** | **1,41** |
| MATAA | 65,44 | 59,25 | 6,2 | 4,61 | 3,42 | 4,64 | 6,33 | 3,74 | 2,41 | 2,22 | 1,96 | 0,26 | 2,84 | 0,38 | 1,74 |

VALOR MERCADO: MES = 430 TRIM = 1.186 MAT = 4.489 MATAA = 4.486

**PUNTO DE MARKET SHARE = 4 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 | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 4,2% | 2,63 | 29,05 | 12,23 | 7,37 | 10,34 | 6,15 | 2,35 | 0,78 | 2,01 | 1,45 | 7,6 | 6,26 | 1,45 | 6,54 | 3,8 |
| ALFANO ROBERTO NICOLAS | 3,9% | 3,96 | 26,57 | 17,04 | 13,08 | 10,62 | 5,52 | 2,76 | 4,2 | 1,8 | 1,38 | 2,1 | 3,6 | 0,06 | 5,16 | 2,16 |
| FARMACIA COGLIATI CASTELAR SCS | 1,9% | 3,49 | 26,14 | 18,43 | 8,92 | 10,84 | 7,47 | 0,96 | 0,24 | 2,89 | | 4,46 | 9,28 | 1,33 | 1,93 | 3,61 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,3% | 10,11 | 17,2 | 16,67 | 6,91 | 9,22 | 9,04 | 12,06 | 3,72 | | | 9,57 | 2,66 | | 0 | 2,84 |
| FARMACIA GUERRA SCS | 1,0% | 1,15 | 24,88 | 8,29 | 26,73 | 13,59 | 3,92 | 2,07 | 3,69 | 4,15 | | 4,38 | 5,76 | 0 | 0,23 | 1,15 |
| **ACUM = 12,3%** | | | | | | | | | | | | | | | | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,8% | 0,29 | 21,78 | 22,92 | 11,75 | 10,32 | 4,58 | 0,57 | 1,72 | 0,86 | | 1,43 | 12,61 | 1,72 | 7,74 | 1,72 |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,7% | 0 | 26,96 | 40,44 | 10,97 | 9,4 | 3,76 | 0,31 | 4,39 | | | 2,51 | 0,63 | 0,63 | | |
| FARMACIA POSAMAY SCS | 0,3% | 0 | 26,92 | 23,08 | 30,0 | 5,38 | 0,77 | | | 0 | | | 10,77 | | | 3,08 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 0 | 43,96 | 10,99 | 15,38 | 16,48 | 1,1 | 7,69 | | | | 2,2 | 0 | | 2,2 | 0 |
| **ACUM = 14,3%** | | | | | | | | | | | | | | | | |

### No Asignadas

| | | | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,3% | 2,21 | 32,27 | 17,1 | 4,74 | 10,92 | 2,87 | 3,36 | 4,25 | 0,33 | 0 | 0,28 | 9,82 | 0,66 | 0,99 | 10,2 |
| B1744FLB - DR ALBERTO VERA 2-100 | 3,0% | 3,32 | 19,4 | 24,81 | 14,76 | 13,45 | 1,39 | 4,4 | 4,02 | 4,71 | 0 | 0,31 | 0,23 | | 3,4 | 5,8 |
| B1708JDD - 9 DE JULIO 102-200 | 2,3% | 2,32 | 9,67 | 11,28 | 12,59 | 10,98 | 4,83 | 1,61 | 4,13 | 19,94 | 0,81 | 2,82 | 8,86 | 0,81 | 3,12 | 6,24 |
| B1708CHE - INTE AGUERO 1801-1899 | 2,1% | 0,78 | 33,96 | 24,5 | 4,68 | 10,58 | 4,12 | 1,89 | 2,9 | 3,12 | 1,56 | | 10,36 | 0,22 | 0,56 | 0,78 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,6% | 3,24 | 7,36 | 13,99 | 13,25 | 19,44 | 2,65 | 2,06 | 4,12 | 22,09 | | 0,74 | 6,92 | 0,29 | 1,77 | 2,06 |
| **ACUM = 27,6%** | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #9 | #2 | #1 | #3 | #6 | #11 | #10 | #5 | #8 | #13 | #12 | #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 | 101 | 107 | 92 | 102 | 92 | 115 | 111 | 101 | 146 | 82 | 146 | 81 | 110 | 69 | 78 |
| GCIA = 42,0% | MES | 2,62 | 1,68 | 0,94 | 40,49 | 25,33 | 4,83 | 4,43 | 3,07 | 3,27 | 4,9 | 6,67 | 2,11 | 1,29 | 0,94 | 0,04 |
| | TRIM | 2,78 | 1,82 | 0,97 | 39,54 | 26,49 | 5,13 | 4,37 | 3,24 | 3,22 | 4,91 | 5,83 | 2,15 | 1,42 | 0,86 | 0,04 |
| | **MAT** | **3,18** | **1,92** | **1,26** | **40,1** | **26,62** | **5,19** | **4,05** | **3,16** | **2,88** | **5,38** | **4,67** | **2,38** | **1,45** | **0,88** | **0,07** |
| | MATAA | 3,16 | 1,79 | 1,37 | 39,18 | 29,04 | 4,51 | 3,64 | 3,12 | 1,97 | 6,58 | 3,19 | 2,93 | 1,32 | 1,27 | 0,09 |
| | | | VALOR MERCADO: | | MES = 61.196 | | | TRIM = 170.331 | | | MAT = 661.886 | | | MATAA = 694.375 | | |
| **DISTRITO** | EVOLUCION MAT | 101 | 109 | 91 | 98 | 100 | 125 | 115 | 112 | 195 | 65 | 142 | 80 | 103 | 93 | 100 |
| DIST = 14,6% | MES | 2,63 | 1,81 | 0,82 | 39,88 | 29,9 | 4,47 | 3,84 | 2,97 | 3,39 | 4,98 | 5,37 | 0,57 | 0,69 | 1,27 | 0,03 |
| | TRIM | 2,57 | 1,72 | 0,85 | 40,04 | 29,6 | 4,57 | 4,15 | 3,15 | 3,52 | 5,05 | 4,7 | 0,78 | 0,7 | 1,12 | 0,04 |
| | **MAT** | **3,09** | **1,89** | **1,2** | **40,61** | **30,43** | **4,65** | **3,29** | **3,17** | **2,92** | **5,53** | **3,66** | **0,78** | **0,75** | **1,06** | **0,05** |
| | MATAA | 3,06 | 1,74 | 1,32 | 41,53 | 30,55 | 3,72 | 2,86 | 2,83 | 1,5 | 8,48 | 2,57 | 0,97 | 0,73 | 1,14 | 0,05 |
| | | | VALOR MERCADO: | | MES = 9.110 | | | TRIM = 24.909 | | | MAT = 96.649 | | | MATAA = 100.389 | | |
| **REP** | EVOLUCION MAT | 102 | 112 | 86 | 98 | 103 | 117 | 135 | 101 | 191 | 61 | 177 | 90 | 109 | 5 | 100 |
| ZONA = 3,7% | MES | 5,73 | 4,17 | 1,55 | 29,02 | 33,14 | 8,44 | 6,16 | 2,52 | 2,47 | 5,97 | 4,46 | 0,78 | 1,31 | 0,0 | 0,0 |
| | TRIM | 5,26 | 4,01 | 1,25 | 29,41 | 33,2 | 9,48 | 6,34 | 2,27 | 1,99 | 6,04 | 3,68 | 1,13 | 1,17 | 0,04 | 0,0 |
| | **MAT** | **5,95** | **3,92** | **2,03** | **31,35** | **33,16** | **9,61** | **5,39** | **1,75** | **1,95** | **5,84** | **2,53** | **1,1** | **1,24** | **0,06** | **0,07** |
| | MATAA | 5,85 | 3,5 | 2,35 | 32,13 | 32,26 | 8,24 | 4,0 | 1,74 | 1,02 | 9,57 | 1,43 | 1,22 | 1,14 | 1,33 | 0,07 |
| | | | VALOR MERCADO: | | MES = 343 | | | TRIM = 896 | | | MAT = 3.556 | | | MATAA = 3.634 | | |

**PUNTO DE MARKET SHARE = 3 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 | #9 | #2 | #1 | #3 | #6 | #11 | #10 | #5 | #8 | #13 | #12 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 114 | 148 | 80 | 106 | 97 | 115 | 150 | 89 | 245 | 52 | 207 | 76 | 98 | 45 | 0 |
| **17%** % de zona = 46,2% | TRIM | 4,94 | 3,63 | 1,32 | 30,18 | 26,04 | 14,71 | 8,37 | 1,71 | 1,95 | 7,1 | 2,43 | 1,36 | 1,2 | 0,0 | 0,0 |
| PMS = 1 | **MAT** | **5,0** | **3,29** | **1,71** | **30,94** | **28,05** | **14,17** | **6,59** | **1,6** | **1,81** | **7,34** | **1,84** | **1,22** | **1,35** | **0,09** | **0,0** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 98 | 103 | 93 | 94 | 99 | 99 | 185 | 119 | 159 | 52 | 201 | 90 | 117 | 0 | 999 |
| **33%** % de zona = 29,1% | TRIM | 7,14 | 5,16 | 1,98 | 27,38 | 33,86 | 5,82 | 5,16 | 3,97 | 2,38 | 4,89 | 6,08 | 1,32 | 1,98 | 0,0 | 0,0 |
| PMS = 1 | **MAT** | **9,03** | **5,32** | **3,71** | **27,89** | **36,88** | **5,83** | **5,54** | **2,0** | **2,32** | **3,61** | **3,61** | **1,48** | **1,74** | **0,0** | **0,06** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 90 | 93 | 73 | 92 | 119 | 130 | 66 | 101 | 184 | 107 | 134 | 323 | 118 | 1 | 92 |
| **17%** % de zona = 24,7% | TRIM | 3,75 | 3,46 | 0,29 | 30,22 | 45,66 | 3,9 | 3,9 | 1,4 | 1,62 | 5,37 | 3,31 | 0,51 | 0,22 | 0,15 | 0,0 |
| PMS = 1 | **MAT** | **4,1** | **3,45** | **0,64** | **36,18** | **38,35** | **5,52** | **2,96** | **1,74** | **1,8** | **5,65** | **2,54** | **0,42** | **0,46** | **0,06** | **0,23** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

# 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 | #9 | #2 | #1 | #3 | #6 | #11 | #10 | #5 | #8 | #13 | #12 | #14 | |
| TRIM | 6,08 | 4,41 | 1,67 | 36,63 | 33,03 | 7,26 | 1,99 | 3,04 | 1,02 | 4,95 | 3,42 | 0,51 | 1,37 | 0,56 | 0,13 |
| **MAT** | **4,55** | **3,1** | **1,44** | **35,38** | **30,87** | **11,48** | **1,77** | **2,2** | **2,17** | **7,15** | **1,66** | **1,19** | **1,01** | **0,47** | **0,11** |

# 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DIAZ ELISA ANGELA | D-N | 1706 | 2,2% | 8,33 | 8,33 | | 65,0 | 6,67 | 6,67 | | 1,67 | 1,67 | | 6,67 | | 3,33 | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 1,7% | 6,38 | 6,38 | | 12,77 | 70,21 | | | | | 10,64 | | | | | |
| MARQUEZ ANA KARINA | CLM | 1708 | 1,7% | | | | | 43,48 | | | | | 56,52 | | | | | |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 1,4% | | | | 64,1 | 12,82 | | | | | | 12,82 | 5,13 | 5,13 | | |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,7% | | | | 5,26 | | | | | | 94,74 | | | | | |
| **ACUM =** | | | **3,8%** | | | | | | | | | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 0,6% | | | | 44,44 | 55,56 | | | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,6% | | | | 11,76 | 88,24 | | | | | | | | | | |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 0,5% | | | | | | | | | | 100 | | | | | |
| RODRIGUEZ JOSE LUIS | NEU | 1744 | 1,7% | | | | 2,17 | 13,04 | 73,91 | | | | 10,87 | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 1,6% | 26,67 | | 26,67 | 11,11 | 20,0 | | | | 2,22 | 2,22 | 17,78 | | 11,11 | 8,89 | |
| **ACUM =** | | | **5,5%** | | | | | | | | | | | | | | | |
| QUIROZ FLORES ALEX | CLM | 1744 | 1,3% | | | | 25,71 | 20,0 | | 14,29 | 22,86 | 2,86 | 2,86 | | | 8,57 | 2,86 | |
| COSTAN LUIS ALBERTO | CIR | 1706 | 1,2% | 28,12 | 28,12 | | 21,88 | 28,12 | 21,88 | | | | | | | | | |
| RODRIGUEZ MONTI CARLOS | ANE | 1744 | 1,0% | | | | 17,86 | 50,0 | | 7,14 | | 25,0 | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,3% | | | | 33,33 | 11,11 | | 22,22 | | | 33,33 | | | | | |
| ANTUNEZ CARLOS MARIA | CRD | 1706 | 0,3% | 14,29 | 14,29 | | 57,14 | 28,57 | | | | | | | | | | |
| **ACUM =** | | | **5,8%** | | | | | | | | | | | | | | | |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,2% | | | | 33,33 | 33,33 | 33,33 | | | | | | | | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,2% | | | | | 100 | | | | | | | | | | |
| NUL DANIEL | CRD | 1708 | 0,2% | | | | 80,0 | | | 20,0 | | | | | | | | |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,2% | | | | 60,0 | 20,0 | | | | | | | | | | 20,0 |
| CANDIA KARINA ALICIA | CLM | 1706 | 0,1% | | | | | 100 | | | | | | | | | | |
| **ACUM =** | | | **6,3%** | | | | | | | | | | | | | | | |
| | | | | TONIBRAL TOTAL #4 | TONIBRAL GAD #7 | TONIBRAL XR GAD #9 | CARRIER CSO #2 | NEUROPLUS B+L #1 | MERITAL RMM #3 | CONEXINE BET #6 | NEUROPLUS XR B+L #11 | CARRIER XR CSO #10 | PRILBEN RC5 #5 | MEMANTINA RICHET RH. #8 | EBIXA LUN #13 | LUCIDEX BAG #12 | MEMANTINA TEVA TEV #14 | OTROS |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,1% | | | | | 100 | | | | | | | | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,1% | | | | | 100 | | | | | | | | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM | 1708 | 0,1% | | | | | | | | | | | | | | 100 | |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | | | | | 66,67 | | | | | 33,33 | | | | | |
| TERRAZA PAULA VALERIA | CLM | 1708 | 0,1% | | | | 66,67 | | | | | | 33,33 | | | | | |
| **ACUM =** | | | **6,7%** | | | | | | | | | | | | | | | |
| VENTIERI ANA KARINA | CLM | 1708 | 0,1% | | | | | | | | 100 | | | | | | | |
| CORSO LUCIA JOSEFINA | CLM | 1708 | 0,1% | | | | 100 | | | | | | | | | | | |
| GHANEM AHMED ALEJANDRO YAMIL | CIR | 1708 | 0,1% | | | | 100 | | | | | | | | | | | |
| LARRAZABAL PAULA ILEANA | CRD | 1708 | 0,1% | | | | | 100 | | | | | | | | | | |
| TROHA ADRIANA ROSANA | CLM | 1708 | 0,1% | | | | | 100 | | | | | | | | | | |
| **ACUM =** | | | **7,1%** | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BALLIVIAN MENACHO WALTER | CLM | 1708 | 0,0% | 100 | 100 | | | | | | | | | | | | | |
| BISO NORI ALBERTO | URO | 1706 | 0,0% | | | | | | | | 100 | | | | | | | |
| BORELLO GUSTAVO JOSE | CLM | 1708 | 0,0% | | | | 100 | | | | | | | | | | | |
| CODESAL BLANCO CARLOS | CRD | 1708 | 0,0% | | | | | 100 | | | | | | | | | | |
| RECIO BUCARDO JOSEFA | CLM | 1708 | 0,0% | | | | | 100 | | | | | | | | | | |
| **ACUM =** | | | **18,7%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# 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 | #9 | #2 | #1 | #3 | #6 | #11 | #10 | #5 | #8 | #13 | #12 | #14 | |
| **REP** ZONA = 3,7% | EVOLUCION MAT 102 | 112 | 86 | 98 | 103 | 117 | 135 | 101 | 191 | 61 | 177 | 90 | 109 | 5 | 100 |
| | MES 5,73 | 4,17 | 1,55 | 29,02 | 33,14 | 8,44 | 6,16 | 2,52 | 2,47 | 5,97 | 4,46 | 0,78 | 1,31 | 0,0 | 0,0 |
| | TRIM 5,26 | 4,01 | 1,25 | 29,41 | 33,2 | 9,48 | 6,34 | 2,27 | 1,99 | 6,04 | 3,68 | 1,13 | 1,17 | 0,04 | 0,0 |
| | **MAT 5,95** | **3,92** | **2,03** | **31,35** | **33,16** | **9,61** | **5,39** | **1,75** | **1,95** | **5,84** | **2,53** | **1,1** | **1,24** | **0,06** | **0,07** |
| | MATAA 5,85 | 3,5 | 2,35 | 32,13 | 32,26 | 8,24 | 4,0 | 1,74 | 1,02 | 9,57 | 1,43 | 1,22 | 1,14 | 1,33 | 0,07 |

VALOR MERCADO: MES = 343 TRIM = 896 MAT = 3.556 MATAA = 3.634

**PUNTO DE MARKET SHARE = 3 UNIDADES estimadas de TONIBRAL TOTAL por mes.**

# 2. MARKET SHARE FARMACIAS

## Asignadas

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 6,7% | 56,26 | 27,51 | 3,55 | 1,85 | 9,89 | 0,15 | 0,77 | 0 |
| ALFANO ROBERTO NICOLAS | 4,7% | 37,2 | 41,79 | 3,94 | 8,32 | 7,0 | | 1,31 | 0,44 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 3,3% | 46,39 | 41,69 | 3,76 | 2,19 | 5,96 | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 2,6% | 56,13 | 36,76 | 1,19 | 0,4 | 3,16 | 1,98 | 0,4 | |
| FARMACIA COGLIATI CASTELAR SCS | 2,3% | 48,65 | 35,14 | 0,9 | 7,66 | 7,66 | | | |

**ACUM = 19,6%**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| FARMACIA GUERRA SCS | 1,4% | 59,09 | 18,94 | | 9,09 | 12,88 | |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,7% | 55,56 | 23,61 | | 0 | 18,06 | 2,78 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,5% | 61,54 | 21,15 | | | 7,69 | 9,62 |
| FARMACIA POSAMAY SCS | 0,2% | 91,67 | | 4,17 | 4,17 | 0 | 0 |

**ACUM = 22,4%**

## No Asignadas

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 4,1% | 56,41 | 12,56 | 19,49 | 1,28 | 8,46 | 1,54 | 0,26 | |
| B1708EKO - PTE D F SARMIENTO 701-799 | 2,2% | 51,66 | 38,86 | 5,69 | 0,95 | 2,37 | 0 | | 0,47 |
| B1708JDD - 9 DE JULIO 102-200 | 2,1% | 48,29 | 41,95 | 0,49 | 1,95 | 3,41 | 2,93 | 0,98 | |
| B1744ALI | 1,3% | 71,09 | 28,12 | | 0,78 | 0 | | | |
| B1708AXK - CARMEN DE PATAGONES 1201-1- | 1,2% | 58,04 | 35,71 | | | 4,46 | 1,79 | 0 | |

**ACUM = 33,3%**

CPs de la ZONA: 1706 - 1708 - 1744

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 = 51,0%

| EVOLUCION MAT | 96 | 101 |
|---|---|---|
| MES | 21,07 | 78,93 |
| TRIM | 21,06 | 78,94 |
| **MAT** | **17,57** | **82,43** |
| MATAA | 18,29 | 81,71 |

VALOR MERCADO: MES = 783 TRIM = 2.227 MAT = 7.970 MATAA = 7.052

**DISTRITO**
DIST = 4,5%

| EVOLUCION MAT | 82 | 107 |
|---|---|---|
| MES | 21,4 | 78,6 |
| TRIM | 27,38 | 72,62 |
| **MAT** | **24,28** | **75,72** |
| MATAA | 29,49 | 70,51 |

VALOR MERCADO: MES = 37 TRIM = 98 MAT = 356 MATAA = 366

**REP**
ZONA = 11,4%

| EVOLUCION MAT | 49 | 122 |
|---|---|---|
| MES | 0,0 | 100 |
| TRIM | 10,26 | 89,74 |
| **MAT** | **15,1** | **84,9** |
| MATAA | 30,57 | 69,43 |

VALOR MERCADO: MES = 2 TRIM = 6 MAT = 40 MATAA = 44

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

# 4. PRINCIPALES CODIGOS POSTALES

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

**1706 - M.J.HAEDO**
**33%** % de zona = 68,6%
PMS = 1

| EVOLUCION MAT | 23 | 665 |
|---|---|---|
| TRIM | 50,0 | 50,0 |
| **MAT** | **20,24** | **79,76** |

**1708 - MORON**
**17%** % de zona = 21,2%
PMS = 1

| EVOLUCION MAT | 33 | 109 |
|---|---|---|
| TRIM | 0,0 | 100 |
| **MAT** | **3,85** | **96,15** |

**1744 - MORENO BARRIO LOS**
**17%** % de zona = 10,2%
PMS = 1

| EVOLUCION MAT | 4 | 999 |
|---|---|---|
| TRIM | 0,0 | 100 |
| **MAT** | **4,0** | **96,0** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | TOTAL XELEVIA | Mercado: Xelevia | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #1 | #7 | #5 | #13 | #4 | #3 | #2 | #10 | #6 | #9 | #8 | #12 | #11 | #14 | |
| **PAIS** | EVOLUCION MAT | 107 | 101 | 109 | 141 | 97 | 98 | 94 | 97 | 103 | 86 | 122 | 69 | 83 | 71 | 169 |
| BASE = 100% | 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** | EVOLUCION MAT | 105 | 100 | 107 | 142 | 93 | 100 | 95 | 102 | 103 | 86 | 120 | 68 | 76 | 69 | 185 |
| GCIA = 37,4% | MES | 14,63 | 5,77 | 8,01 | 0,86 | 13,25 | 15,27 | 12,95 | 7,2 | 8,3 | 7,97 | 6,54 | 1,9 | 1,44 | 0,43 | 10,1 |
| | TRIM | 15,11 | 6,15 | 8,0 | 0,96 | 13,37 | 17,25 | 12,43 | 7,75 | 7,87 | 7,6 | 6,46 | 1,89 | 1,4 | 0,54 | 8,34 |
| | **MAT** | **14,63** | **6,03** | **7,83** | **0,78** | **13,84** | **18,45** | **12,91** | **8,6** | **7,82** | **7,9** | **5,91** | **2,07** | **1,53** | **0,59** | **5,75** |
| | MATAA | 13,91 | 6,01 | 7,35 | 0,55 | 14,87 | 18,45 | 13,64 | 8,44 | 7,58 | 9,2 | 4,92 | 3,03 | 2,0 | 0,85 | 3,1 |
| | VALOR MERCADO: | | MES = 125.753 | | | | | TRIM = 376.913 | | | MAT = 1.420.348 | | | MATAA = 1.226.873 | | |
| **DISTRITO** | EVOLUCION MAT | 107 | 102 | 108 | 191 | 108 | 82 | 103 | 83 | 102 | 83 | 123 | 71 | 74 | 73 | 200 |
| DIST = 14,3% | MES | 21,51 | 9,96 | 10,32 | 1,23 | 12,8 | 14,15 | 12,61 | 3,83 | 12,7 | 5,34 | 7,38 | 1,83 | 1,32 | 0,28 | 6,26 |
| | TRIM | 22,91 | 10,52 | 10,97 | 1,42 | 12,62 | 14,97 | 11,84 | 3,91 | 11,95 | 5,11 | 7,43 | 1,8 | 1,26 | 0,3 | 5,89 |
| | **MAT** | **23,24** | **10,62** | **11,52** | **1,11** | **12,3** | **15,25** | **12,23** | **4,06** | **12,28** | **5,53** | **7,04** | **2,0** | **1,37** | **0,32** | **4,37** |
| | MATAA | 21,7 | 10,41 | 10,7 | 0,58 | 11,37 | 18,54 | 11,87 | 4,87 | 11,99 | 6,65 | 5,72 | 2,82 | 1,85 | 0,44 | 2,19 |
| | VALOR MERCADO: | | MES = 18.501 | | | | | TRIM = 55.388 | | | MAT = 203.362 | | | MATAA = 175.533 | | |
| **REP** | EVOLUCION MAT | 103 | 103 | 102 | 147 | 100 | 85 | 107 | 93 | 101 | 85 | 125 | 79 | 79 | 60 | 170 |
| ZONA = 3,6% | MES | 19,83 | 8,55 | 10,12 | 1,17 | 12,16 | 10,59 | 14,57 | 4,48 | 10,21 | 5,74 | 8,45 | 2,24 | 3,38 | 0,19 | 8,16 |
| | TRIM | 20,95 | 9,09 | 10,78 | 1,07 | 10,69 | 10,77 | 13,71 | 5,14 | 10,13 | 5,84 | 8,9 | 2,05 | 3,14 | 0,34 | 8,35 |
| | **MAT** | **20,9** | **9,46** | **10,7** | **0,75** | **11,2** | **12,72** | **14,14** | **5,56** | **9,95** | **6,38** | **7,49** | **2,08** | **3,38** | **0,32** | **5,87** |
| | MATAA | 20,23 | 9,21 | 10,51 | 0,51 | 11,24 | 15,01 | 13,26 | 6,01 | 9,86 | 7,47 | 6,01 | 2,62 | 4,3 | 0,53 | 3,46 |
| | VALOR MERCADO: | | MES = 700 | | | | | TRIM = 1.970 | | | MAT = 7.282 | | | MATAA = 6.578 | | |

**PUNTO DE MARKET SHARE = 6 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | #1 | #7 | #5 | #13 | #4 | #3 | #2 | #10 | #6 | #9 | #8 | #12 | #11 | #14 | |
| **1708 - MORON** | EVOLUCION MAT | 91 | 91 | 90 | 90 | 107 | 87 | 114 | 100 | 106 | 94 | 114 | 95 | 74 | 63 | 152 |
| **17%** % de zona = 52,7% | TRIM | 18,92 | 9,74 | 8,73 | 0,45 | 12,33 | 10,2 | 14,01 | 4,57 | 10,02 | 5,66 | 9,13 | 2,73 | 4,15 | 0,34 | 7,93 |
| PMS = 3 | **MAT** | **19,62** | **9,85** | **9,33** | **0,44** | **12,85** | **11,75** | **14,37** | **4,97** | **9,82** | **6,31** | **7,62** | **2,57** | **4,23** | **0,29** | **5,61** |
| **1744 - MORENO BARRIO LOS** | EVOLUCION MAT | 127 | 129 | 123 | 172 | 73 | 70 | 108 | 70 | 91 | 74 | 138 | 61 | 86 | 67 | 192 |
| **17%** % de zona = 24,0% | TRIM | 34,01 | 11,65 | 19,85 | 2,51 | 6,73 | 7,8 | 9,37 | 3,78 | 15,94 | 3,31 | 6,53 | 1,51 | 1,14 | 0,1 | 9,78 |
| PMS = 1 | **MAT** | **32,53** | **12,82** | **17,94** | **1,77** | **6,4** | **9,69** | **8,44** | **5,49** | **16,38** | **3,45** | **6,55** | **1,64** | **1,58** | **0,14** | **7,71** |
| **1706 - M.J.HAEDO** | EVOLUCION MAT | 94 | 101 | 85 | 355 | 107 | 93 | 100 | 102 | 84 | 83 | 149 | 59 | 106 | 59 | 186 |
| **33%** % de zona = 23,3% | TRIM | 10,94 | 4,68 | 5,36 | 0,91 | 11,32 | 15,47 | 17,89 | 8,0 | 3,85 | 9,13 | 11,02 | 1,06 | 3,02 | 0,6 | 7,7 |
| PMS = 1 | **MAT** | **11,8** | **5,09** | **6,31** | **0,39** | **12,41** | **18,08** | **19,49** | **6,98** | **3,6** | **9,56** | **8,2** | **1,42** | **3,34** | **0,57** | **4,54** |

**ACUM=100%**

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | TOTAL XELEVIA | Mercado: Xelevia | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | Subdivisión: GENERAL | Linea: DIABETES | OCTUBRE 2023 |

# 1. ANALISIS COMPETITIVO MARKET SHARE en Prescripciones

| REP | 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 | #1 | #7 | #5 | #13 | #4 | #3 | #2 | #10 | #6 | #9 | #8 | #12 | #11 | #14 | |
| TRIM | 21,83 | 9,07 | 12,46 | 0,3 | 8,44 | 15,13 | 12,09 | 9,08 | 8,6 | 9,4 | 2,88 | 4,01 | 4,62 | 2,18 | 1,73 |
| **MAT** | **21,62** | **9,25** | **11,91** | **0,46** | **9,35** | **13,97** | **12,45** | **8,17** | **9,44** | **7,17** | **5,66** | **2,76** | **3,69** | **1,06** | **4,67** |

# 2. MARKET SHARE PRESCRIPTORES

## Cruzados

| | | | | | TOTAL X-ELEVIA #1 | XELEVIA MET GAD #7 | XELEVIA GAD #5 | XELEVIA XR GAD #13 | TOTAL Z-OMARIST #4 | JANUVIA MSD #3 | TOTAL G-ALVUS #2 | TOTAL J-ANUMET #10 | TOTAL G-LUCEMIX #6 | TOTAL T-RAYENTA #9 | TOTAL VI-LZER #8 | ONGLYZA AZN #12 | GLUCAL RMM #11 | KOMBIG-LYZE XR AZN #14 | OTROS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MAÃ□AY NUÃ□EZ JUAN CARLOS | CLM | 1708 | 4,4% | | 35,32 | 30,07 | 5,25 | | 2,63 | 6,68 | 8,59 | 18,38 | 2,15 | 2,39 | 1,91 | | 20,05 | | 1,91 |
| HERMIDA SONIA GRISELDA | CLM | 1708 | 4,2% | | 20,1 | 8,68 | 8,93 | 2,48 | 1,99 | 7,2 | 1,99 | 2,73 | | 27,05 | 0,5 | 16,13 | 1,99 | 17,87 | 2,48 |
| MEZA VILLALBA MARCELO FABIAN | CLM | 1708 | 4,0% | | 9,4 | 4,44 | 4,96 | | 17,49 | 9,92 | 17,49 | 11,75 | 3,39 | 1,04 | 10,7 | | 4,44 | 1,57 | 12,79 |
| DIAZ ELISA ANGELA | D-N | 1706 | 2,3% | | 8,29 | 3,69 | 4,15 | 0,46 | 8,76 | 15,67 | 36,87 | 12,44 | 11,06 | 4,15 | 2,76 | | | | |
| HARGUINTEGUY MARIA VICTORIA | CIR | 1708 | 2,2% | | 44,39 | 30,37 | 14,02 | | 2,34 | 7,48 | 10,75 | 3,74 | | 21,96 | | 8,41 | 0,93 | | |
| **ACUM = 10,4%** | | | | | | | | | | | | | | | | | | | |
| CLAVERO CINTHIA MAGALI | CLM | 1708 | 1,5% | | | | | | 0,72 | | | | 9,35 | | | | 89,93 | | |
| MERLETTI DANIEL CHRISTIAN | CLM | 1708 | 1,4% | | 30,08 | 24,06 | 5,26 | 0,75 | 6,77 | 17,29 | 12,78 | 11,28 | 2,26 | 3,76 | 5,26 | | 8,27 | | 2,26 |
| MARI CRISTINA LILIANA | CIR | 1708 | 1,1% | | 14,29 | 6,67 | 7,62 | | | 6,67 | 50,48 | | 5,71 | 16,19 | | | 1,9 | | 4,76 |
| MARQUEZ ANA KARINA | CLM | 1708 | 0,7% | | 3,23 | 3,23 | | | | 88,71 | | | 8,06 | | | | | | |
| TOLONE CLAUDIA ISABEL | CLM | 1708 | 0,6% | | 44,07 | 33,9 | 10,17 | | 5,08 | 10,17 | 8,47 | 15,25 | | 6,78 | 3,39 | | 6,78 | | |
| **ACUM = 13,0%** | | | | | | | | | | | | | | | | | | | |
| MIGUEZ ALICIA MONICA | CLM | 1708 | 0,5% | | 37,25 | 37,25 | | | 1,96 | 25,49 | 13,73 | 17,65 | | 3,92 | | | | | |
| SPADA PABLO CESAR | CRD | 1706 | 0,5% | | 40,0 | | 40,0 | | | | 46,0 | | 12,0 | | | 2,0 | | | |
| BENSUSAN TERESA CRISTINA | CLM | 1708 | 0,5% | | 6,12 | | 6,12 | | | 26,53 | 36,73 | 2,04 | | | | | | | 28,57 |
| ARZEL MARTIN EDUARDO | CRD | 1706 | 0,5% | | | | | | | | 71,74 | | | 28,26 | | | | | |
| GANS GRISELDA MONICA | CLM | 1706 | 0,5% | | | | | | 6,82 | 6,82 | 15,91 | 15,91 | 43,18 | 11,36 | | | | | |
| **ACUM = 14,0%** | | | | | | | | | | | | | | | | | | | |
| RUSCHIONI MARTIN CARLA DANIELA | N-T | 1708 | 0,4% | | 21,95 | | 21,95 | | 14,63 | 34,15 | 29,27 | | | | | | | | |
| GARCIA RUIZ JORGE ROGER | CRD | 1706 | 0,4% | | 26,32 | 13,16 | 13,16 | | 5,26 | 15,79 | 13,16 | 23,68 | 15,79 | | | | | | |
| VALENZUELA ALBORNOZ JUAN | CLM | 1708 | 0,4% | | 51,35 | 51,35 | | | | 29,73 | 5,41 | 2,7 | | | 10,81 | | | | |
| DA SILVA TATIANE KARINA | CLM | 1708 | 0,3% | | 65,62 | 56,25 | 9,38 | | | 6,25 | | | 15,62 | | 12,5 | | | | |
| PALLAVICINO NATALIA | CLM | 1708 | 0,3% | | | | | | | | | | 6,45 | | | | 93,55 | | |
| **ACUM = 15,8%** | | | | | | | | | | | | | | | | | | | |
| MARTINEZ RAMON SANDRO JAVIER | CLM | 1708 | 0,3% | | 37,04 | 37,04 | | | | 44,44 | 7,41 | 11,11 | | | | | | | |
| IVANI NESTOR FERNANDO | CIR | 1744 | 4,4% | | 11,11 | 2,84 | 7,33 | 0,95 | 24,82 | 15,84 | 9,22 | 8,51 | 5,91 | 16,08 | | 0,95 | 2,13 | 0,24 | 5,2 |
| MONTAÃ□O ALZA RICARDO DAVID | CLM | 1708 | 1,9% | | 28,09 | 4,49 | 19,66 | 3,93 | 17,98 | 11,8 | 10,67 | | 14,61 | 5,62 | 0,56 | | | | 10,67 |
| LOPEZ LUCIA BEATRIZ | | 1708 | 0,8% | | | | | | | | 43,42 | | 3,95 | 7,89 | | 28,95 | 3,95 | | 11,84 |
| RODRIGUEZ MONTI CARLOS | ANE | 1744 | 0,7% | | 14,93 | | 11,94 | 2,99 | 13,43 | 1,49 | | 20,9 | 41,79 | 4,48 | 2,99 | | | | |
| **ACUM = 16,1%** | | | | | | | | | | | | | | | | | | | |
| GAZZE GUSTAVO OSCAR | END | 1708 | 0,6% | | 1,75 | | 1,75 | | 28,07 | 38,6 | 7,02 | 1,75 | | 15,79 | | | 5,26 | | 1,75 |
| PERUGINI MIRIAM VIVIANA | CRD | 1708 | 0,2% | | 64,71 | 58,82 | 5,88 | | | | | | | 23,53 | | | 11,76 | | |
| CANDIA KARINA ALICIA | CLM | 1706 | 0,2% | | 73,33 | 6,67 | 66,67 | | | 26,67 | | | | | | | | | |
| FERNANDEZ MARCELA ALEJANDRA | CLM | 1708 | 0,2% | | 6,67 | | 6,67 | | | | 26,67 | | 6,67 | 13,33 | | | 46,67 | | |
| MAZZOLA SANDRA VIVIANA | CLM | 1706 | 0,1% | | | | | | | | | | | 100 | | | | | |
| **ACUM = 16,6%** | | | | | | | | | | | | | | | | | | | |
| BISO NORI ALBERTO | URO | 1706 | 0,1% | | | | | | 100 | | | | | | | | | | |
| KNEETEMAN GUILLERMO FERNANDO | CLM | 1708 | 0,1% | | | | | | | | | | 100 | | | | | | |
| PEREYRA ADRIANA ESTER | CLM | 1708 | 0,1% | | | | | | | | | 90,91 | 9,09 | | | | | | |
| BORELLO GUSTAVO JOSE | CLM | 1708 | 0,1% | | | | | | | | 100 | | | | | | | | |
| ROMANO ANGEL MARIO | CLM | 1708 | 0,1% | | 44,44 | 44,44 | | | | | | 11,11 | | 44,44 | | | | | |
| **ACUM = 17,0%** | | | | | | | | | | | | | | | | | | | |

## No Cruzados

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CONCI FRANCO MATIAS JAVIER | CLM | 1706 | 0,1% | | 14,29 | 14,29 | | | | | 57,14 | | 14,29 | | | 14,29 | | | |
| KULLING SEBASTIAN ROBERTO | CLM | 1708 | 0,1% | | 42,86 | 42,86 | | | | | | | 57,14 | | | | | | |
| LAURIA MARTIN DEMIAN | CLM | 1708 | 0,1% | | | | | | | 85,71 | 14,29 | | | | | | | | |
| MIGUEL PABLO JAVIER | CLM | 1708 | 0,1% | | 83,33 | 83,33 | | | | | | | | | | | 16,67 | | |
| HERRERA RICARDO ROBERTO | GET | 1706 | 0,1% | | | | | | | | | | 40,0 | | 40,0 | 20,0 | | | |
| **ACUM = 37,1%** | | | | | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

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

# GeoDATA para Representantes de Ventas

Gador
Al cuidado de la vida

| FERNANDO W. SANTARCANGELO | TOTAL XELEVIA | Mercado: Xelevia | | ≈ |
|---|---|---|---|---|
| FERNANDO CARLOS BRAVO | 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 | #1 | #7 | #5 | #13 | #4 | #3 | #2 | #10 | #6 | #9 | #8 | #12 | #11 | #14 | |
| **REP** ZONA = 3,6% | EVOLUCION MAT 103 | 103 | 102 | 147 | 100 | 85 | 107 | 93 | 101 | 85 | 125 | 79 | 79 | 60 | 170 |
| | MES 19,83 | 8,55 | 10,12 | 1,17 | 12,16 | 10,59 | 14,57 | 4,48 | 10,21 | 5,74 | 8,45 | 2,24 | 3,38 | 0,19 | 8,16 |
| | TRIM 20,95 ≈ | 9,09 | 10,78 | 1,07 | 10,69 | 10,77 | 13,71 | 5,14 | 10,13 | 5,84 | 8,9 | 2,05 | 3,14 | 0,34 | 8,35 |
| | **MAT 20,9** | **9,46** | **10,7** | **0,75** | **11,2** | **12,72** | **14,14** | **5,56** | **9,95** | **6,38** | **7,49** | **2,08** | **3,38** | **0,32** | **5,87** |
| | MATAA 20,23 | 9,21 | 10,51 | 0,51 | 11,24 | 15,01 | 13,26 | 6,01 | 9,86 | 7,47 | 6,01 | 2,62 | 4,3 | 0,53 | 3,46 |

VALOR MERCADO: MES = 700 TRIM = 1.970 MAT = 7.282 MATAA = 6.578

**PUNTO DE MARKET SHARE = 6 UNIDADES estimadas de TOTAL XELEVIA por mes.**

## 2. MARKET SHARE FARMACIAS

### Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FARMACIA COGLIATI VICENTE M. | 5,0% | 5,53 | 2,8 | 1,9 | 0,33 | 0,5 | 67,63 | 11,24 | 7,7 | 2,97 | 0,84 | 1,29 | 2,56 | 0,03 | 0,22 |
| FARMACIA GUERRA SCS | 2,6% | 4,77 | 1,99 | 2,72 | 0,06 | | 59,88 | 12,73 | 12,94 | 4,21 | 0,41 | 3,01 | 1,99 | 0 | 0,06 |
| ALFANO ROBERTO NICOLAS | 2,5% | 4,62 | 1,36 | 1,88 | 0,83 | 0,55 | 54,34 | 20,58 | 11,68 | 2,59 | 1,76 | 0,31 | 1,11 | 2,34 | 0,68 |
| FARMACIA COGLIATI CASTELAR SCS | 1,4% | 5,05 | 1,03 | 0,6 | 2,39 | 1,03 | 49,57 | 24,73 | 13,97 | 2,77 | 2,17 | 1,14 | 0,38 | | 0,22 |
| FARMACIA SAN JUAN RAMOS MEJIA SCS | 1,1% | 0,73 | 0,44 | 0,29 | 0 | 0 | 54,87 | 17,58 | 24,84 | 1,25 | 0,37 | 0,29 | 0,07 | | 0 |
| **ACUM = 12,6%** | | | | | | | | | | | | | | | |
| NUEVA PROFESIONAL FARMACEUTICA SCS | 0,9% | 7,4 | 3,4 | 1,53 | 0,6 | 1,87 | 65,62 | 13,79 | 4,51 | 7,15 | 0,85 | 0,17 | 0,34 | | 0,17 |
| FARMACIA COGLIATI SAN MARTIN SCS | 0,6% | 8,48 | 3,23 | 0,54 | 1,21 | 3,5 | 62,31 | 8,88 | 12,79 | 0,54 | 2,29 | 1,62 | 2,56 | 0,13 | 0,4 |
| FARMACIA POSAMAY SCS | 0,5% | 9,89 | 2,11 | 3,57 | 3,57 | 0,65 | 73,1 | 9,4 | 3,08 | | 0 | 0,16 | 0,81 | | 3,57 |
| FARMACIA PROFESIONAL RAMOS MEJIA | 0,2% | 0,4 | 0,4 | 0 | 0 | | 50,2 | 23,29 | 20,48 | 2,41 | 0 | 3,21 | 0 | 0 | |
| **ACUM = 14,8%** | | | | | | | | | | | | | | | |

### No Asignadas

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| B1708CZJ - DOMINGO FRENCH 402-500 | 2,6% | 12,21 | 4,95 | 3,22 | 1,73 | 2,3 | 48,72 | 24,77 | 9,85 | 3,19 | 1,91 | 0,3 | 0,72 | 3,07 | 0,27 |
| B1744FLB - DR ALBERTO VERA 2-100 | 1,9% | 21,41 | 9,12 | 4,52 | 5,23 | 2,54 | 33,66 | 23,35 | 12,45 | 6,62 | 0,99 | 0,59 | 0,52 | 0,08 | 0,32 |
| B1708EKO - PTE D F SARMIENTO 701-799 | 1,5% | 13,36 | 5,14 | 2,67 | 4,45 | 1,1 | 40,3 | 14,73 | 13,57 | 7,81 | 0,89 | 3,88 | 3,56 | 0,79 | 1,1 |
| B1708JDD - 9 DE JULIO 102-200 | 1,4% | 10,13 | 2,77 | 2,49 | 2,6 | 2,27 | 40,48 | 15,01 | 15,17 | 5,7 | 3,49 | 4,43 | 2,66 | 1,0 | 1,94 |
| B1708CHE - INTE AGUERO 1801-1899 | 1,3% | 12,2 | 5,5 | 0,66 | 4,71 | 1,33 | 60,75 | 8,51 | 8,94 | 2,11 | 2,42 | 0 | 3,2 | 0,36 | 1,51 |
| **ACUM = 23,5%** | | | | | | | | | | | | | | | |

CPs de la ZONA: 1706 - 1708 - 1744

LIDER SEGUNDO

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total a Conquistar** | 3 | 1 | 8 | 29 | 16 | 24 | 2 | 12 | 7 | 7 | 12 | 18 | 3 | 4 | 19 | 10 | 2 | 3 | 6 | 16 | 38 | 15 | 24 | 10 | | 2 | 3 | 3 | 11 | 28 | 7 | 22 | 34 | 10 | 10 | 3 | 8 | 6 | 12 | | 2 | 12 | 5 |
| **Total a Crecer** | 7 | 31 | 4 | 2 | | 11 | 6 | 19 | 8 | | 14 | | 2 | 5 | | 6 | 16 | 8 | | 5 | 6 | 17 | 7 | 13 | | 1 | 4 | 2 | 3 | | 2 | 3 | 3 | 22 | 1 | 7 | 4 | 28 | | | 15 | | 7 |
| **Total a Defender** | 26 | 33 | 9 | 5 | | 13 | 12 | 9 | 7 | 2 | 8 | 2 | 8 | 7 | | 7 | 15 | 15 | 8 | 7 | 12 | 7 | 7 | 19 | 4 | 2 | 5 | 4 | 4 | 1 | 1 | 7 | 5 | 15 | 1 | 12 | 6 | 15 | 3 | 1 | 19 | 4 | 17 |
| **Total a Mantener** | 34 | 71 | 13 | 7 | | 7 | 23 | 17 | 12 | 3 | 19 | | 9 | 17 | | 9 | 47 | 25 | 9 | 12 | 8 | 17 | 11 | 24 | 4 | | 6 | 7 | | | 11 | 5 | 3 | 45 | 3 | 18 | 9 | 39 | 6 | | 52 | 3 | 19 |
| **Total a Revisar** | 13 | 100 | 16 | 98 | 33 | 102 | 13 | 58 | 38 | 17 | 105 | 24 | 12 | 15 | 21 | 36 | 54 | 3 | 38 | 57 | 118 | 61 | 55 | 61 | | 4 | 5 | 3 | 28 | 64 | 11 | 75 | 104 | 85 | 13 | 9 | 10 | 123 | 24 | | 15 | 34 | 38 |
| AGUILERA PABLO NORBER NCI | | C1 | | | | R | | | | | R | R | | | C1 | | M | | | | | | R | | | | | | | | | | | | | | | R | | | M | R | |
| ✔ AGUIRRE NESTOR GUSTAVO NEF | M | M | | R | | R | | | | | R | | | | | | M | | | | R | | R | | | | | | | | | R | R | R | | | | | | | | | R |
| ✔ ALARCON MARILINA GABRI CLM | M | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| ALBA DORA ESTHER GIN | | R | | | | | D | C1 | C+ | | | | | | | | | M | | | R | | | | | | | | | | | | M | | | M | | | | | | | |
| ALMANZA MARINA PAULA PED | | R | | | | | | | | | R | | | | C1 | | | | | | | M | | R | | | | | | | | | | | | | R | | | | M | R | |
| ✔ ALVAREZ VIRGINIA ALEJAN GIN | | R | C1 | | | | | C+ | R | | R | | | | | C+ | | | D | | R | | | R | | | | | | | | | M | | | C+ | R | | | | | | |
| ANTOLA HECTOR DANIEL URO | | R | | | | | | | | | | | | | | | | | | R | | | | | | | | D | | | C1 | R | | | | | R | | | | | | |
| ✔R ANTUNEZ CARLOS MARIA CRD | | C+ | | C1 | | C1 | M | | | | M | | D | C+ | | | D | C+ | | R | R | C1 | M | C1 | | | | C1 | D | C1 | R | C1 | C1 | | | | C+ | R | | C+ | M | R |
| ✔ ARGUEYES AMAYA LUIS ED CRD | D | M | | | | D | | | | R | | | | | | | M | | | M | | M | | | | | | | | | | | R | R | | | | R | | | | | |
| ✔ ARO ARIAS ANDREA CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | |
| ✔ ARZEL MARTIN EDUARDO CRD | | C+ | | R | R | C1 | | | | | C1 | | | M | | | R | | | | C1 | R | R | C+ | | | | | C1 | | | R | C1 | C+ | | M | | R | | | M | C1 | C1 |
| BALBI AIDA GRISELDA OFT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | C1 | | | | | | | | | | | | | | |
| ✔ BALLIVIAN MENACHO WALT CLM | R | C+ | | M | R | M | | R | | | M | | | | | | D | | | R | M | M | M | M | | | | | R | | | R | D | M | | | | D | | | | M | |
| BARABINI GECHUIND JULIA CLM | R | R | | C1 | R | D | C+ | R | | R | R | R | | | C1 | | R | M | | R | C1 | R | M | D | | | | | R | R | C1 | R | C1 | D | | | | C+ | R | | M | R | R |
| BARROS DIEGO ENRIQUE URO | M | R | | R | | R | | | | | R | | | | | | | | | R | | | R | | | | | C1 | | | | C+ | R | R | | M | | R | | | | | |
| ✔ BARTLETT ENRIQUE JOSE CLM | | M | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | R | | | | | | R | | | M | | |
| ✔ BARZANA SABRINA PSQ | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ BELLO RUBEN FRANCISCO TRA | | R | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | R | | | | | | | | | | |
| ✔ BELOQUI MARIA PATRICIA CLM | | | | | | | | R | R | | R | | | | | R | | | R | | R | | | | | | | | | | | | | | C1 | | | | | | | | |
| ✔R BENSUSAN TERESA CRISTI CLM | M | M | | | | R | D | | | | R | | | | | | M | | | | R | M | | M | | | | | | | | | R | C1 | | | | C1 | | | | | C+ |
| ✔R BENTANCUR BURGOS MARI CLM | | M | | R | | R | | | | | | | | | | | R | | | | R | | | R | | | | | | R | | | | R | | | | R | R | | | | R |
| ✔ BERMEJO HERNAN RODOL CLM | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ BERTOLA MARIA ELISA NO GIN | | | R | R | | | | R | M | | | | | | R | R | | | R | | C1 | | | | | | | | | | | | | | C1 | | | M | | | | | |
| ✔ BETHOUART NANCY GRISE ORL | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ BIANCO HERNAN ARIEL URO | R | M | | | | | | | | | R | | | | | | R | | | | | R | | | | | | R | | | | D | R | | | | | M | | | | | |
| ✔ BISO NORI ALBERTO URO | M | C+ | | M | | R | | R | | | R | C1 | | | C1 | | R | M | | C1 | M | M | D | R | D | | | | R | R | R | R | R | M | M | | | R | | | M | R | R |
| BLECHMAN SOFIA CLM | | R | | | | R | | | | | | | | | | | | | | | | | | | D | | | | | | | | | | | | | | | | | | |
| ✔ BOBBIO ROLANDO ANTONIO CLM | | C+ | | | R | C1 | | | | | R | | | | | | M | C1 | | C1 | R | | | | | | | | | | | | R | C+ | | | | M | R | | | | R |
| ✔ BONASERA NADIA SABRINA CLM | | R | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | |
| ✔R BORELLI FRANCO CLM | | | | | | | | R | | | | | | | | R | | | R | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ BORELLO GUSTAVO JOSE CLM | D | D | | | | R | | | | | R | | | | | | | M | | | C1 | C1 | | R | | | | | | R | | | R | M | | | | M | | | M | R | R |
| BOU SEBASTIAN OCTAVIO PSQ | | C+ | | | | | | R | | R | | D | D | R | | | | C+ | | | R | | C1 | | | R | D | | | C1 | | | R | M | | D | | | | | C+ | R | |
| ✔ BRAVO STELLA MARIS N-T | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | R | | | | | |
| ✔ BRITOS ALFREDO RAMON CLM | | R | | | | | | | | | R | | | | | | R | | | | M | | | | | | | | | | | | R | R | | | | R | | | M | | R |
| ✔ BRUNO MIGUEL OSCAR CIR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | M | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔ | BRUZZESE MARTIN FERNA | CRD | | M | | | | R | | | | | R | | | | | | M | | | R | R | M | | M | | | | | | R | | R | R | R | | | R | | | | | | R |
| ✔ | BUCETA ANA MARIA | GIN | | R | M | | R | M | R | C1 | D | | | | | | | D | | | R | R | C1 | | | R | | | | | | | | R | R | R | | | R | | | | | | |
| ✔ | CABREJAS RAUL CARLOS | CIR | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | R |
| ✔ | CACEFFO CARLINA JOSEFI | CLM | R | M | | | | | | | | | R | | | | | | | | | | | | R | | | | | | | | | | R | M | | | | | | | | | |
| ✔ | CACERES FRANCISCO JAVI | CLM | | | | | | | | | | | | | | | | | | | | | | | | C1 | | | | | | | | | | | | | | | | | | | |
| ✔ | CAMESELLE MARIO | CRD | D | D | | | | R | | | | | | | | | | | R | | | | R | | R | | | | | | | | | | | M | | | R | | | | R | | |
| ✔ | CAMPOS SONIA LORENA | CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | |
| ✔ | CANDIA KARINA ALICIA | CLM | | R | | R | | | M | | | | R | | | | R | | D | | | | M | | | D | | | | | | | | | C1 | M | | | C1 | | | | | R | M |
| ✔ | CANEVARI MARIO | CLM | | R | | C1 | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | |
| | CANTO ALAN CHRISTIAN | CLM | | | | | | | D | | | | | | | | | | | | | | C+ | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | CAPPELLO BLAS JESUS | CRD | | M | | | R | | | R | R | | M | | R | | | | R | | | R | R | C1 | | D | | | | | | | | | R | D | | M | | M | R | | | |
| | CARABALLO PABLO CESAR | PED | | M | | | C1 | R | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | R | | | | | |
| ✔ | CARREON FERRUFINO CA | CLM | | | | | R | | | | | | | | | | | | | | | | | | R | R | | | | | | | | | | | | | | R | | | | | R |
| ✔ | CARRERA GABRIEL | CRD | D | R | M | R | | R | | R | | | R | | | | | | | M | | M | | R | | | | | | | | | R | R | R | | | | M | | | | | |
| ✔ | CASCO JESSICA CAMILA | GIN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | R | | | | | | |
| ✔ | CASTELLARO ALEJANDRO | TRA | | R | | R | | | | | | | R | | | | | | | | | R | | | | R | | | | | | | | | | | | | R | | | | | | |
| ✔ | CASTELLVI MIGUEL ANGEL | CLM | | | M | R | | | | M | R | | R | | | | | M | | | | | | | | | | | | | | | | | | | | M | | | | | | | |
| | CASTIARENA RICARDO GUI | PSQ | | C+ | | R | | | | | | R | R | | | | | | | D | | | R | R | R | R | M | R | | | | C1 | | | | M | | R | | | | | C+ | R | |
| ✔ | CASTRO BRIZUELA FACUN | URO | | M | | R | | | | | | | R | | | | | R | | | | | | | | | | | | C+ | | | | D | R | | | M | | R | | | | | |
| | CERIANI PABLO MARTIN | GIN | | M | M | | | | R | M | | | | | | | | R | | | R | | R | | | | | | | | | | | | | R | C1 | | | | | | | | |
| ✔ | CHAPEZONI LUZ | CLM | M | M | | R | | R | R | | | | R | | | | | | | M | | | | R | | | | | | | | | | | | R | | | R | | | | | | |
| ✔ | CHAR RUTH ELIZABET | CIR | | M | | | | R | R | R | R | | R | | | | | | R | M | | M | R | R | | | | | | | R | | | R | R | M | | | M | | | | M | | M |
| ✔ | CHOCLIN WALDO DAMIAN | GIN | M | | C1 | R | | R | | R | C1 | | | | | R | | R | | | R | | R | | | | | | | M | | | | R | | R | | | R | | | | | | |
| ✔ | CIMERMAN LEONARDO MA | CRD | | R | | R | | R | | | | | | | | | | | R | | | | | | R | R | | | | | R | | | | R | R | | | R | | | | M | | |
| ✔ | CINELLA ELISA | CLM | | | | | | | | R | | | | | | | | R | | | R | | R | | | | | | | | | | | | | | | C1 | | | | | | | |
| ✔ | CLAVERO CINTHIA MAGALI | CLM | D | C+ | | C1 | | C1 | | C1 | C+ | | D | | | | R | M | R | M | | R | R | D | R | R | | | | | | C1 | | C1 | R | C1 | | | C+ | | | | M | C1 | C1 |
| ✔ | CODESAL BLANCO CARLOS | CRD | M | D | | R | R | D | | | | | R | | | | | | C+ | | | D | R | R | | D | | | | | | R | | R | D | D | | | D | | | | M | R | R |
| | CODONE JOSE FRANCISCO | URO | M | R | | | | R | | | | | | | | | | | R | | | | | | R | R | | M | | | | | | C1 | R | R | | | R | | | | R | | |
| ✔ | COGO ADRIANA KARINA | CIR | | R | | R | | | R | | | | R | | D | | | | | | | | C1 | | C1 | R | | | | | R | R | | | | | | | R | | | | M | | |
| ✔ | COLOME OLIVIERI LAURA | GIN | | | M | | | | | R | | | R | | | | | R | | | | | C1 | | | | | | | | | | | | R | | | | | | | | | | |
| ✔ | CONCI FRANCO MATIAS JAV | CLM | R | R | | R | | R | | | | | R | | | | | | M | | | | R | M | | R | | | | | | | R | R | R | R | | | M | R | | | | | M |
| | CONTE ERNESTO DANIEL | PED | | R | | | | | | | | | | R | | | | | | M | | | | | | | M | | | | | | | | | | | | | | | | | | |
| ✔ | CONTI GRACIELA LILIAN | CLM | | R | | R | | | | | | | R | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | |
| ✔ | CORBELLA OSVALDO HOR | GIN | | M | | R | | | | R | R | | R | | | R | | | R | | | | | | | | | | | | | R | | | | | | | | | | | | | |
| | CORINO MIRTA SUSANA | END | | R | | | | | D | | | | | | | | | | | | | | C+ | R | | M | | | | | | | | | | R | | | R | | | | | | |
| ✔ | CORSO LUCIA JOSEFINA | CLM | | R | | | | | | R | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | R | | |
| ✔ | COSTA MARCELO PABLO | GIN | | | | R | | | | | M | | | | | | | | | | R | | R | | | | | | | | | | | | | | C1 | | | | | | | | |
| | COSTAN LUIS ALBERTO | CIR | C+ | D | | R | | R | | | | | M | | R | C1 | | | R | | | R | R | | | C1 | | | | | | C1 | | M | R | R | | | R | | | | M | D | R |
| ✔ | COTTA LILIANA MABEL | GIN | | | M | R | | | | C+ | | | R | | | | | R | | | M | | D | | | R | | | | | | | | | | | | | | | | | | | |
| ✔R | COVANTI SANDRA CRISTINA | GET | M | R | | R | | | | | | R | R | | | R | R | | | | | | R | R | R | R | | | | | | | | | | R | | | | | | | M | | |

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔R | CRUDO JESICA VANESA | CLM | | R | | | | | | | | | M | | | | | | M | | | | | | | | | | | | | | | | | | | | R | | | | | | |
| ✔ | CUTOLO GISELA SILVIA | CLM | | M | C1 | | | R | | C+ | C1 | | R | | | | | D | | | R | | C1 | | | R | | | | | | | | | R | | C1 | C1 | R | | | | | | |
| ✔ | D'AMICO ANDRES EDUARDO | CRD | M | M | | R | | C+ | | | | | R | | | | | | R | | | R | R | R | | | | | | | | C1 | | R | R | C+ | | | D | R | | | | |
| ✔ | DA SILVA TATIANE KARINA | CLM | | R | | C1 | | D | M | | | | R | | | | | | D | | | | R | R | R | R | | | | | | R | | R | R | C+ | | M | | M | C1 | | | R | D |
| ✔ | DALLA FONTANA RAUL JAVI | OBS | | R | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | DARDANO JOSE LUIS | GIN | | C+ | | R | | | | C1 | R | | R | | | | | C1 | | | C1 | | C1 | | | | | | | | | R | C+ | R | | R | R | | | R | | | M | | |
| ✔ | DE BENEDETTO LAURA EDI | GIN | | R | | R | | | | R | | | R | | | | | | R | | M | | D | | | R | | | | | | R | | | | | R | | | | | | | | |
| ✔ | DE STEFANO YANINA GABR | CLM | | R | M | | | | | R | | | R | | | | | | | | R | | M | | | | | | | | | | | | | R | | | R | | | | | | |
| ✔ | DEHOLLAIN SALAME DIEGO | CLM | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | C1 | | | | | | | | | | | |
| ✔ | DEL VECCHIO ANTONIO | PED | | | | | | | M | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | DESCALZO CARLOS VICTOR | GIN | | R | | R | | | | D | R | | R | | | | | R | | | | | R | | | | | | | | | | | | | | R | M | R | | | | | | |
| ✔R | DEVOLI ADRIAN PABLO | CLM | | R | | | R | R | | | | | R | | | | | | R | | | | R | R | R | M | | | | | | | | R | | R | | | | R | | | | | |
| ✔R | DI RANNI DANIELA DENISE | CLM | | | | | | | | R | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔R | DIAZ ELISA ANGELA | D-N | D | D | | C+ | C1 | C+ | D | R | M | C1 | C+ | C1 | D | D | R | | C+ | D | R | D | C1 | C+ | C+ | D | | R | R | | C+ | C1 | C+ | D | C+ | C+ | | M | | C+ | C1 | | D | D | C+ |
| ✔ | DIAZ NORMAN GABRIEL | CIR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | |
| | DIAZ TOLOSA PABLO AMILC | PSQ | | D | | M | | | | | | | | | | M | | | | D | | R | R | R | | | | R | | | | D | | | | | | M | | | | | | | |
| | DOELLO MARIA FERNANDA | CLM | | C+ | | R | | | | | | C1 | R | | | M | | | R | | R | | R | | | M | | | | | | | | R | R | R | | | | R | | | | | M |
| | DOMENINO SUSANA BEATR | PED | | R | | | | | | | | | R | | | | | | R | | | | | | | | | | | | | | | | | | | C1 | | | | | | | |
| ✔ | EVANGELISTA OLIVEIRA GI | CLM | | | | | | | | | | | M | | | | | | R | | | | | | R | | | | | | | | | R | | R | | | | R | | | | | |
| | FABIAN NOEMI MARIEL | CLM | M | C+ | D | R | | R | | D | D | | C1 | | | M | C1 | C+ | C+ | D | R | D | C1 | C1 | R | M | | | C1 | | C1 | R | | R | C1 | C1 | | | | M | R | | | | D |
| ✔ | FACIANO GISELE ALEJAND | CLM | D | R | | | | | | | | | R | | | | | | R | M | | | R | R | | | | | | | | | | R | | M | | | | R | R | | R | | M |
| | FANARI LUCIA EDITH | CIR | | R | | | | R | | | | | | | D | | R | | M | | | | R | | C1 | | | | | | R | R | | | R | R | | | | R | | | M | R | |
| ✔ | FARIAS RICARDO SERGIO | GIN | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | M | |
| ✔ | FASOLINO LUIS MARIO JOSE | GET | | | | | | R | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | R | | | | | |
| | FERDMAN ANDRES ERNES | PSQ | | C+ | | | | | | | | | | C1 | | | | | | D | | | | | | R | | C+ | | | | R | | | | | | C+ | | R | | | | | |
| ✔ | FERNANDEZ JIMENA MARIE | GIN | | | C1 | R | | | R | C1 | R | | R | | | | | C1 | | | R | | R | | | | | | | | | | | | | | C1 | | | | | | | | |
| ✔ | FERNANDEZ MARCELA ALE | CLM | D | M | | C1 | R | C+ | | R | | M | R | | R | M | R | R | D | | | R | C1 | C+ | M | R | | | | | R | | M | C1 | C1 | C1 | | D | | C+ | R | | R | R | R |
| | FERNANDEZ SELENE YANI | CLM | | M | | R | | R | | | | | C1 | | | | | | | | | | R | D | M | R | | | | | R | R | | | R | M | | | | R | | | D | | |
| | FERRARI MIGUEL ANGEL | CLM | D | D | | | | D | | | | | R | C1 | | M | | | C+ | | | C1 | D | C1 | C1 | | | | | | | C1 | | C1 | R | C+ | | | | C+ | | | R | R | |
| ✔ | FERREÃ□O SEBASTIAN EZ | CIR | | C+ | | R | | R | | | | | R | | | R | | | C1 | | | D | R | D | | C1 | | | | | | R | R | R | R | D | | | | C+ | | | D | | R |
| ✔ | FILARDI FEDERICO JAVIER | CLM | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| | FLORES DANIEL HUGO | NEU | | D | | | | R | | | | | | C1 | | M | R | | | | | | | | R | R | | | D | | | C1 | | | R | | | | | R | | C1 | | | |
| ✔ | FRANCICA CAROLINA ALEJ | CLM | | | | R | | | M | C1 | M | | R | | | | | C+ | | | C1 | | R | | | | | | | | | | | | | R | C+ | | | | | | | | |
| | FUENTES GASTON ALBERTO | CLM | D | D | | R | C1 | R | | R | | | R | C1 | | M | | | R | M | | R | R | M | | R | | C1 | M | M | R | R | C1 | R | R | R | | | | D | R | | D | | |
| ✔R | FUNES ALEJANDRA PATRIC | CRD | | M | | R | | R | | | | | | | | | | | M | | | M | | R | | | | | | | | | | R | M | M | | | | R | | | | | |
| ✔ | FURIO GUSTAVO GABRIEL | CLM | | | | R | | R | | M | | | | | | | | | | | | | | | | M | | | | | | | | | R | R | | | | | | | | | |
| ✔ | GALLO MENDOZA VIVIANA | CLM | | | | | | R | | R | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| | GALUPPO CHRISTIAN DAMI | CLM | R | D | | R | R | C+ | | R | R | | D | | | R | | | R | | | C1 | R | C+ | C1 | C+ | | | M | R | R | R | | C1 | R | C+ | | C1 | | C+ | D | | D | R | R |
| ✔ | GANDUGLIA MONICA ISABEL | NEO | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | |
| ✔ | GANS GRISELDA MONICA | CLM | M | M | | R | | R | | | | | D | | | | | | M | | | R | | R | | | | | | | | | | | R | R | | | | R | | | | | C1 |

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GARABITO MARIANO ERNE | CLM | | R | | R | | | M | | | | R | | | | R | R | | | | R | C1 | R | | R | | | | | | | | | | M | | | M | | | | | | |
| ✔ | GARCIA ALBERTO | GIN | | R | R | | | | M | R | | | R | | | | | | | | M | | R | | | | | | | | | | | | | R | | | | | | | R | | M |
| ✔ | GARCIA MARIO CESAR | CLM | | R | | | | | | | | | | | | | | | | | | R | | | | R | | | | | | | | R | R | | | | | | | | | | |
| ✔ | GARCIA RUIZ JORGE ROGER | CRD | C+ | D | | D | R | D | C+ | M | | | C+ | R | | | C1 | | D | M | | C1 | C1 | C+ | D | C+ | | | R | | C1 | | | D | C1 | C+ | | C+ | | D | M | | D | C1 | D |
| ✔ | GARCIA VANESA EDITH | CLM | | M | | | | R | | R | | R | | | | M | | | M | M | | M | | | | R | | | | | | R | | R | R | M | | | | M | | | | | |
| ✔ | GARCIA VILLAMAYOR MARIA | GIN | | M | D | M | | R | | D | D | | R | | | | | D | | | D | R | D | | | R | | | | | | | | | R | R | | | D | R | | | | | |
| ✔ | GATTI MARIA SOL | CLM | | M | | R | | R | R | | | | M | | | | | | | | | | R | R | | | | | | | | | | R | R | M | | | R | R | | | M | | |
| | GAZZE GUSTAVO OSCAR | END | D | D | | R | | R | M | | | | C+ | | | R | | | R | | | | R | C1 | R | | | | | D | | | M | R | C1 | R | | | | D | C1 | | C+ | R | C+ |
| ✔R | GENTILE SILVIA ALEJANDRA | CRD | | M | | | | R | | | | | R | | | | | | R | | | R | | R | R | C1 | | | | | | R | | R | R | C+ | | M | | C+ | | | M | | |
| | GENTILE TERESA NORMA | NEO | D | C+ | | R | | M | M | R | M | | M | R | | | C1 | | M | M | | C1 | R | C+ | R | C+ | | | | | | C1 | | R | R | M | | | M | D | | | D | | C+ |
| ✔ | GHANEM AHMED ALEJAND | CIR | | R | | | | | | | | | | | | | R | | R | | | | | | | | | | | | | R | | | | R | | | | R | | | M | R | |
| ✔ | GIACOBONI AYELEN MAITEN | CLM | | R | | | | | M | | | | R | | | | | | | | | | R | | | | | | | | | | | | | M | | | | | | | | | R |
| ✔ | GIANNINI MARIA FLORENCIA | CLM | M | M | | | | R | | | | | R | | | | | | | | | R | | | | | | | | | | | | | R | | | | | R | | | R | | |
| ✔ | GIANNINOTO MAURA ANTO | CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| ✔ | GIL PABLO GERARDO | CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| ✔ | GIRETTI LUCIANO ANDRES | GIN | | M | R | | | R | | D | R | | | | | | | M | | | R | | | | | | | | | | | | | | | M | | | C1 | M | | | | | |
| | GIUSIANO ANALIA CARINA | CRD | | R | | R | R | R | | R | | | | | | C1 | | | M | D | | R | R | R | | M | | | | C1 | | R | | R | R | M | | | | R | | | | | R |
| ✔ | GOMEZ ELIZABETH DEL VA | GIN | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R |
| ✔ | GOMEZ MARCELA CRISTINA | CLM | | R | | | | R | | | | R | R | | | | | R | R | | | R | | | R | | | | | | | | | R | | R | | | R | | | | | |
| | GONZALEZ BOTTA LUIS MAR | CRD | M | D | | R | | C+ | | R | | | M | | | | R | | M | | | | D | C1 | | C+ | | | | | R | | | | C1 | C+ | | M | | C+ | | | D | R | M |
| ✔ | GONZALEZ CAROZZI ILLAN | CLM | | | R | | | | | C+ | R | | | | | | | R | | | R | | | | | | | | | | | | | | | | R | | C1 | | | | | |
| ✔ | GONZALEZ GUSTAVO | GIN | | R | | R | | | M | C1 | D | | | | | | | C1 | | | | | R | | | | | | | | | | | | | | | | | | | | M | | |
| | GONZALEZ IVANA MARIA DE | GIN | | R | R | | | | | M | R | | | | | | | R | | | | | | | | | | | | | | R | | | | | R | | | | | | | | |
| ✔ | GRAVANO ELIANA VANINA | CLM | | R | | | | C1 | | | | | | | | | | | M | | | R | | R | | | | | | | | | | | R | M | | | | R | | | | | |
| ✔R | GUARRERA CARLOS EMILIO | GIN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | R | | | | | |
| ✔ | GUIDO HERNAN VICTOR | GET | | M | | R | | R | | R | | | R | R | | | | | R | | | | R | R | | C+ | | | | | | | | R | R | R | | | | M | | | | | |
| ✔ | HARGUINTEGUY MARIA VIC | CIR | R | M | | R | | M | M | | | | C+ | | | | | | M | | | R | R | C1 | R | R | | | | | | | R | R | R | R | | M | | C+ | R | | D | | D |
| | HARLAP ANA MARIA | PSQ | | C+ | | | | | | | | | | C1 | M | D | | | | R | | | | R | C1 | | | C1 | R | | | C1 | | | | R | | R | | M | | | D | | |
| ✔R | HEREDIA MONICA ANA | REU | | R | | R | | | | R | | M | | | C+ | | | | | | | | C1 | | C+ | M | | | | | R | | | | R | R | | | | R | | | | | |
| ✔ | HERMIDA SONIA GRISELDA | CLM | C+ | D | | C1 | | C1 | | | | | C+ | R | M | | | | C+ | | | R | C1 | C+ | C1 | C+ | M | | M | | C+ | C1 | | R | D | D | | R | | C+ | | | M | C1 | D |
| ✔ | HERRERA RICARDO ROBER | GET | M | D | | C1 | R | C1 | | | | | M | | | | | | M | C+ | | M | D | C+ | R | C1 | | | | | R | R | M | D | C1 | D | | | | D | R | | R | R | R |
| ✔ | HERRERA TEJADA NELSON | CLM | | | | | | R | | | | | | | | | | | M | | | | R | | | | | | | | | | | R | R | | | | | R | | | | | |
| | HUAMAN DE LA CRUZ JOSE | CRD | D | C+ | | | | D | C+ | R | R | | R | | | M | | | M | | | C1 | C1 | R | C1 | C1 | | | | | | C1 | | C1 | R | C1 | | | | C+ | | | C+ | R | |
| | IBARRA DANIEL ANTONIO | NEO | | | | | | | | R | R | | | | | | | R | | | | | | | | | | | | | | | | | | | | | C1 | | C1 | | | | |
| ✔ | IRIBARNE DAVALOS LUIS R | CIR | | M | C1 | R | | R | | R | | | R | | | | | R | | | | R | R | | | | | | | | | | | | R | | | | | R | R | | | | R |
| | IVANI NESTOR FERNANDO | CIR | D | D | C1 | C1 | C1 | D | D | C+ | C+ | C1 | C+ | R | C+ | M | C1 | D | D | R | D | C1 | C1 | C+ | C+ | D | | | | | C1 | C1 | M | D | C+ | C+ | | C1 | D | D | C1 | | C+ | D | C+ |
| ✔ | JUAREZ ROMINA CYNTHIA | CLM | | | | D | R | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | KATOVSKY DEBORA JUDIT | GIN | | | | | | | C1 | R | M | | | | | | | R | | | R | | C1 | | | | | | | | | | | | | R | | | R | | | | | |
| ✔ | KIPRIZLIAN ALBERTO MANU | GIN | | M | | | | | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | KLANJSCEK LIDIA ELIZABE | CLM | | M | | | | R | | | | | | | | | | | | | | | | M | | | | | | | | | | | | | | | 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

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔ | KNEETEMAN GUILLERMO F | CLM | | | | R | | R | M | | | | M | | | | | | | | | | R | M | C1 | D | | | | | R | | R | R | R | | | | R | | | | | R | R |
| ✔ | KOSIR TEODORA ANA MARIA | GIN | | | | | | | | C1 | C1 | | R | | | | | | | | | | R | | | | | | | | | | R | | | | | | | | | | | | |
| ✔ | KRAMAR GUSTAVO MARCE | TRA | | | | | | | | | | | | | | | | | | | | | | | R | R | | | | | | | | | | | | | R | | | | | | |
| ✔R | KULLING SEBASTIAN ROBE | CLM | C1 | D | | M | | C1 | | | | | C1 | | M | R | | | D | | | R | M | R | C1 | R | | | | | R | | C1 | R | D | | | | C1 | | | C1 | R | M |
| ✔ | LARRAZABAL PAULA ILEANA | CRD | M | M | | R | R | R | | | | | M | | | | | | R | | | | R | R | M | | | | | | C1 | | R | R | R | | D | | M | | | M | R | R |
| ✔ | LASLAVSKY ADRIANA SILVIA | CLM | M | C+ | | C1 | | C+ | R | R | | | C1 | C1 | | | | | C+ | | | D | | C1 | R | D | | | | | R | | C1 | R | C+ | | D | | D | | | | | |
| ✔R | LAURIA MARTIN DEMIAN | CLM | M | M | R | R | | C1 | | | | | R | | | | | | R | | R | R | R | M | R | R | | | | | R | | M | C1 | R | | | | R | | | M | | R |
| | LAURIA SILVIA MARIA | CLM | D | D | | C1 | R | R | R | | | | R | R | M | R | R | | M | | | R | R | R | C1 | M | | | | | R | C1 | C1 | R | C1 | M | | R | | M | | M | | R |
| | LEDESMA MAURICIO CARL | GIN | | | M | R | | | | C+ | R | | | | | | | C1 | | | R | R | R | | | | | | | | | | | | R | | R | | C1 | R | | | | |
| ✔ | LEMA MONICA LYLIAN | CLM | | | | | | | | | | | | | | | | | | | | | | | R | R | | | | | | | R | R | | | | | | | | M | | |
| ✔ | LOPEZ HUGO | CIR | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | LOPEZ LUCIA BEATRIZ | | R | R | | R | | R | | | | | C1 | R | | | R | | M | M | | | R | C1 | M | D | | | | | R | | R | R | M | | | | R | | | | | C1 |
| ✔ | LOPEZ MENDEZ SILVIA | GIN | | M | | | | | | | | | | | | | | | | M | | | | | | | | | | | R | | | | | | R | | | | | M | | |
| ✔ | LOPEZ NESTOR EDUARDO | CRD | | R | | | R | | | | | | | | | | | | M | | | | | M | | | | | | | | | | | M | | | | R | | | | | |
| ✔ | LOPEZ OMAR DANIEL | GIN | | | R | | | | M | D | C1 | | R | | | | | R | | | | | R | | R | | | | | | | | | | | R | | D | R | | | M | | |
| ✔ | LUJAMBIO MARIA NATALIA | CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | M | | | | | |
| | LUZURIAGA FERNANDO GUI | GIN | | R | | | | | | R | | | | C1 | R | R | | | R | D | | R | R | | R | R | | R | | | | C1 | | | | R | | R | | | | M | | |
| ✔R | MACUA CLAUDIA VIVIANA | CLM | | M | M | | | | | M | | | | | | | | R | M | | | | | | | | | | | | | | | | | R | | | | | | | | |
| ✔ | MAIER MARCELA ALEJAND | CIR | M | R | | C1 | | | | | | | R | | | | | | M | | | | R | M | R | | | | | | R | R | | | C1 | R | | | R | | | | | R |
| ✔ | MANDARANO GUILLERMO | CLM | | R | | R | R | R | | | | | R | | | | | | M | | | | R | D | R | M | | | | | | | R | R | R | M | | | R | | | M | | M |
| ✔ | MARCO MARIA CANDELARIA | CLM | | R | | R | | R | | R | M | | R | | | | | R | R | | C1 | R | R | | R | R | | | | | | R | R | R | R | | | R | R | R | | M | | |
| ✔ | MARENGHI HUGO HECTOR | CLM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| ✔ | MARI CRISTINA LILIANA | CIR | M | C+ | | R | | R | | R | R | | C+ | | | | | | M | D | | M | R | D | R | M | | | | M | R | | M | R | R | M | | | | C+ | C1 | | M | | D |
| ✔R | MARQUEZ ANA KARINA | CLM | D | C+ | | C1 | C1 | C1 | | | | | D | | | | | | C+ | | | C1 | C1 | R | C+ | R | | | | | | | C1 | C1 | D | | | | C+ | | | M | C1 | C+ |
| ✔R | MARSALLIER MARIA ISABEL | CLM | | R | | R | | | | | | | R | | | | | | | | R | | R | | | | | | | | | | | | R | R | | | | R | | | M | | |
| ✔ | MARTIN GABRIEL MARCELO | N-T | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | R | | | | | | | | | | | | | | |
| ✔ | MARTIN MARIA DEL CARMEN | PED | | | | | | R | | | | | | | | | | | R | | | | | | | | | | | | | | | R | | | | | | | R | M | | |
| | MARTINELLI DIEGO FERNA | CLM | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | C1 | | | | | | | | R | R | | |
| ✔ | MARTINEZ EDITH ANALIA | GIN | | | R | R | | | | R | M | | | | | | | R | | | R | | D | | | R | | | | | | | | | | R | | | R | | | | | |
| ✔ | MARTINEZ GISELA CLAUDIA | GIN | | | | | | | | | | | R | | | | | | M | | | | R | | | | | | | | | | | | | | | | | | | | | |
| ✔ | MARTINEZ RAMON SANDRO | CLM | M | M | | R | R | R | | M | | | M | | | | | R | M | | | R | R | M | R | C1 | | | | | | | R | R | M | | | | M | M | | | | D |
| ✔ | MARTINOI IVANA ELISABET | CLM | | | M | R | | | | C+ | C1 | | | | | | | C1 | | | C1 | R | C1 | | | | | | | | | | | | R | | | C1 | | | | | | |
| ✔ | MASCIOTRA HECTOR ANTO | CLM | | | | | | R | | R | R | | | | | | | R | | | R | | R | | | | | | | | | | | | | | | | R | | | | | |
| ✔ | MASSACCESI SILVIA ANTON | GIN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | M | | |
| ✔ | MASSEROLI ANDREA KARINA | TRA | | R | | | | | | | | | | | | | | | | | | | | | R | | | | | | R | | | | R | R | | | R | | | | | |
| | MATOS SUSANA INES | CLM | | R | | | | | | | | | | | | D | | | | | | | | R | | | | | | | R | | R | | M | | D | | | | | | | |
| ✔ | MAZZOLA NATALIA | CLM | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | MAZZOLA SANDRA VIVIANA | CLM | | R | | R | | | | | | | M | | | | | | | | | R | | | | | | | | | | | R | | R | | | | R | | | R | R | R |
| ✔R | MAÃ□AY NUÃ□EZ JUAN CA | CLM | M | R | | R | | R | M | R | | | D | | | | R | | R | | | | D | C+ | R | M | | | | | C1 | | M | | R | M | | | M | | | C+ | | D |
| | MELANO MARTA ESTELA | CLM | M | | | | | R | | | | | R | | | | | | | | | R | R | R | | | | | | | C1 | | C1 | | | R | | | | M | | | | | M |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | MEREU CECILIA LUCIA | CLM | | R | | R | | | | | | D | | R | | | | | M | M | | | | | | M | | | C+ | | | R | | | | | | D | | | | | D | | |
| | MERIP GABRIELA MARIA | PED | | R | | | | R | | R | | | | C1 | | | | | | | | | | | D | | | | | D | | R | | | | | | R | | | | | M | | |
| ✔R | MERLETTI DANIEL CHRISTI | CLM | D | M | | C1 | C1 | C+ | C+ | C+ | R | M | C+ | R | | M | C1 | C+ | C+ | | R | C+ | C1 | C+ | R | D | | | C+ | D | | R | C1 | C+ | D | | | C+ | D | R | | | | D |
| ✔R | MEZA MAGALI SOL | CLM | | R | | | C1 | C1 | | | | | R | | | | | | M | | | R | R | R | | | | | | | | | R | C1 | R | | | | R | | | | | |
| ✔ | MEZA VILLALBA MARCELO | CLM | D | C+ | C+ | D | C1 | C+ | D | C+ | C+ | D | D | C1 | D | C+ | C1 | C+ | D | C+ | D | C1 | C+ | C+ | C+ | C+ | | D | D | D | C+ | C1 | C1 | C1 | C1 | C+ | D | C+ | C+ | C+ | D | | C+ | C1 | C+ |
| ✔ | MIGLIORETTI GABRIELA FE | T.I | | M | | R | | | | | | | R | R | | | | | M | M | | | | | | | | | | | | | | | | R | | | | M | | | | | |
| ✔ | MIGUEL PABLO JAVIER | CLM | | R | | R | R | R | | | | | R | | M | | | | | | | R | R | R | R | | | | | | | | R | R | M | R | | | | M | | | | M |
| ✔R | MIGUEZ ALICIA MONICA | CLM | D | D | M | R | R | C1 | R | R | R | | R | | M | C+ | R | R | C+ | C+ | R | C1 | C1 | C+ | R | D | | | | | R | C1 | M | D | C1 | D | M | M | M | C+ | R | | C+ | | D |
| ✔ | MIRANDA ALVARADO ALFR | C.C | | M | | C1 | | | | R | | | | | | R | | | | | | | | | | | | | | | | R | | | | | | | | | R | | R | | |
| | MISCHENER JESICA DEBORA | CLM | R | C+ | M | C1 | | D | | C+ | R | C1 | C+ | R | | | C1 | | D | D | | M | | C1 | C1 | C+ | | | | | | | | C1 | C1 | D | | | | D | | | | | M |
| ✔R | MOISE ELDA KARINA | GIN | | M | D | | | | | C1 | | | | | | | | M | | | R | | R | | | | | | | | | | R | | | | | | C+ | R | | | | | |
| | MONTAÃ□O ALZA RICARDO | CLM | C+ | D | | C+ | C1 | D | D | | | C1 | C+ | | D | D | C1 | R | D | | | C+ | C+ | C+ | C+ | C1 | | M | | | D | C1 | R | C1 | C1 | C+ | | D | | D | C1 | | D | C1 | D |
| ✔R | MONTEAGUDO RODOLFO A | TRA | | | | R | | R | | | | | | | | | | | | | | | | | | | | | | | | | R | | R | M | | | | | | | | | |
| | MORELLO RAUL ANTONIO | PED | M | D | | | | | | | | | R | R | | | | | | D | | | | | R | R | | D | C1 | | | R | | | | R | | D | | R | | | R | | |
| | MUSSO ANA GABRIELA | GIN | | M | R | | | | | C1 | R | | | | | | | | | | C1 | | C1 | | | | | | | | | | | | R | R | C1 | | | R | | | | | |
| ✔ | MUZIO CHRISTIAN GABRIEL | GIN | | R | | | | | | M | R | | | R | | | | R | | | | | | | | | | | | | | | | | | | C1 | | | R | | | | |
| | NATALE SALVADOR | GIN | | M | M | R | | M | D | C+ | C+ | | R | | | | | C1 | | | D | | M | | | | | | | | | R | | | | R | | | R | R | | | | | |
| ✔ | NAVARRO ALICIA MARIA | GIN | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | R | | | R | | | | | | |
| ✔ | NEGRI GABRIEL EDUARDO | CLM | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | |
| ✔ | NETEL JACOBO SIMON | CLM | | R | | | | R | | | | | | | | | | | | | | | R | | R | | | | | | | | | | R | R | | | | | | | | | R |
| ✔R | NOGUERAS MARIA BELEN | GIN | | | R | | | | | M | M | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔R | NUL DANIEL | CRD | | D | | | R | C+ | | | | | R | | | M | | | M | D | | R | R | R | R | M | | | | | | | R | M | M | | | | | R | R | | M | R | |
| ✔ | OECHSLE ERIKA LILIAN | CLM | | R | C1 | R | | R | | D | D | | | | | | | D | | | D | | D | | | | | | | | | | | | | R | R | | | | | | | | |
| | OLARTE GABRIEL LEONAR | CLM | | M | | | | R | | | | | | | C1 | M | | | R | | | | | | C1 | R | | | | | | R | | | | R | | | | R | | | | | |
| | OLIVERA DE LA CRUZ MART | CLM | D | M | | | R | R | | | | | R | | C1 | | | | R | C1 | | R | C1 | R | | R | | C1 | | | | | | R | R | M | | | | M | C1 | | M | | R |
| ✔ | ORELLANO PABLO OSCAR | CRD | | M | | | | R | | | | | | | | | | | R | | | | | | | M | | | | | | | | R | R | R | | | | R | | | | | |
| ✔ | ORLANDI MICAELA ARIADNA | CLM | | | | | | | | R | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | PALLAVICINO NATALIA | CLM | D | M | | R | | R | R | R | R | | M | | | D | R | | R | D | | | R | R | | R | | | | | | R | | R | R | R | | D | | C1 | | | M | | C1 |
| ✔ | PARENTE EDUARDO DANIEL | CIR | | R | | R | | | | | | | | | | M | | | | | | | | | | | | | | | | | | R | | | | M | | | | | | | |
| ✔ | PARRAGA MEZA DAVID ALF | CRD | | R | | | | R | | | | | | | | | | | R | C1 | | M | | | | | | | | | | | | | | R | | | | M | | | | | |
| | PEDROZA TOBAR JOHANA | CLM | | M | R | R | | | M | C+ | C+ | | | | | | | C1 | | | | | C1 | | | R | | | | | | | R | | | | R | | R | | | | | | |
| ✔R | PERACHINO MARIA DEL PIL | CLM | | M | | | | | | | | | R | | | | | | | | | R | R | | M | R | | | | | | | | | M | | | | R | | | | | | |
| ✔R | PEREGRINA VANESA SOLE | CLM | M | M | | | | R | | | | | | | | | | | | | | | | R | | | | | | | | | R | | | | | | R | | | | | M |
| ✔ | PEREYRA ADRIANA ESTER | CLM | | D | | C1 | | D | M | C+ | | | R | | | R | | R | D | M | | | C1 | M | R | R | | | | | R | R | R | C1 | C+ | | M | M | C+ | M | | D | R | R |
| ✔ | PEREYRA CECILIA FLORENC | CLM | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | PEREZ MERELES ALBERTO | CIR | | | | M | | R | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | |
| ✔R | PERUGINI MIRIAM VIVIANA | CRD | C1 | D | | M | R | R | | | | | R | | R | | | | C+ | | | C1 | C1 | R | R | C+ | | | M | | R | | R | R | D | | R | | C+ | M | | D | | M |
| ✔R | PESSACQ LAURA CONSTAN | CLM | | | | | | | | R | | | | | | | | R | | | M | R | R | | | | | | | | | | R | R | R | | | | | | | | | | |
| ✔ | PICASSO MARIA AMALIA | CLM | | | R | | R | | | C+ | R | | | | | | | | | | | | | | | | | | | | | | | | M | R | | | | R | | | | | |
| | PINTO DIEGO EDUARDO | CIR | | M | | R | C1 | R | | | | | R | | | | | | | | | | | | | R | | | | | | | | R | R | | | | | M | | | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PINZON SUAREZ ENRIQUE | CLM | | C+ | | R | | | | | | C1 | | D | R | C+ | | | | D | | | R | | C1 | R | M | C+ | C+ | | | C1 | | | | R | | D | | R | | | | C+ | R | |
| ✔ | PITRA NATASHA YAZMIN | GIN | | | | | | | | R | R | | | | | | | M | | | R | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | POLLINI VALERIA | CLM | | | | | | | R | | | | R | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | PONTEL LEONIDAS MIGUEL | CIR | | R | | C1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | PONTILLI FLORENCIA GISEL | CLM | | | | | | | | | | | | | | | | | | | R | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | PORRECA SILVINA ALEJAN | GIN | | R | C+ | | | | | C+ | M | | | | | | | | R | | | | M | | | | | | | | | | | | | | | | | | | | M | | |
| ✔ | POSSE CAROLINA | CLM | | | | R | | | | | | | | | | | | | | | | | | | | R | | | | | | | | R | | | | | R | | | | | | |
| | QUINTANA PATRICIA LIA | CLM | M | D | | R | R | R | | | | | R | C1 | C1 | | R | | R | M | | M | R | | C1 | | | | D | M | | C1 | | R | R | R | C1 | M | | M | | | | R | M |
| | QUIROZ FLORES ALEX | CLM | M | D | | C1 | C1 | C1 | | | | R | C+ | | R | R | C1 | | M | M | | D | R | R | C1 | M | | | M | M | C1 | C1 | | M | C1 | D | | M | | C+ | | | C+ | C1 | R |
| | RADA GUAMAN GIOVANNI A | GIN | | | D | | | | | D | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | RAMOS LETICIA ANDREA | GIN | | R | C+ | R | | R | | D | C1 | | | R | | | | R | | | R | R | R | | R | | | | | | | | | | | | | | R | R | | | | | |
| ✔ | RECIO BUCARDO JOSEFA | CLM | | D | | R | | R | | R | | | R | | R | M | | | R | M | | R | D | R | C1 | D | | | | | | R | | R | R | R | | | R | | | | M | R | M |
| ✔ | REILLY JORGE ALBERTO | CIR | | | | C1 | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | |
| | REINHOLD AUGUSTO MIGU | CLM | C1 | D | | C1 | | C1 | D | | | | R | | | | | | R | | | C1 | C1 | R | C+ | D | | | | | R | R | | C1 | C1 | R | | | R | | | | R | |
| ✔R | REQUEJO CALLEGARI LUCIA | GIN | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | RIBOLA LUCIO | OBS | | R | D | | | R | | C+ | C+ | | | | | | | C1 | R | | C1 | R | C1 | M | | | | | | | | | | | R | R | C1 | | R | R | | | | | |
| | RIVERA LUIS ELIAS | PSQ | | C+ | | R | | R | | | | C1 | | C1 | | M | C1 | | | D | | | | R | R | | | D | | | | R | R | R | | M | | C+ | | R | | | | | M | |
| ✔R | ROA MARIELA ALEJANDRA | OTR | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | RODRIGUEZ CAROLINA FL | CLM | | R | C+ | R | | | | C+ | C+ | | | | | | | C+ | | | D | | C1 | | R | | | | | | R | | M | | | | | | M | M | | | | | |
| | RODRIGUEZ JOSE LUIS | NEU | | R | | | | | | | | | | C1 | R | | C1 | | | | | | | | R | | | | | | R | R | | | | | M | | R | | | C+ | C1 | | |
| | RODRIGUEZ MARIA JOSE | CLM | | | D | R | | | M | D | C1 | R | | | | | | | | | R | R | R | | | | | | | | | R | | | | R | | | | | | | | | |
| | RODRIGUEZ MONTI CARLOS | ANE | D | D | | D | R | C+ | C+ | | | R | C+ | | | | C1 | | C+ | | | D | C1 | C+ | D | C+ | | | | | D | C1 | | C+ | C1 | C+ | | D | | C+ | C1 | | M | C1 | D |
| ✔ | RODRIGUEZ SEBASTIAN AN | CLM | | | | | | R | | | | | R | | | | | | M | | | | R | | R | | | | | | | | | | R | M | | | | R | | | | | |
| ✔ | RODRIGUEZ YESICA ALEJA | GIN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | R | | | | | |
| ✔R | ROMANO ANGEL MARIO | CLM | R | C+ | | R | | D | | | | | D | | M | | | | M | M | | M | D | D | C1 | D | | | | | | | | C+ | D | D | | | | C+ | D | | M | R | M |
| | ROMANO FABIAN ALBERTO | HEM | | M | | R | | | | R | | | | | | | | | R | | | | R | | M | | | | | | | | D | R | | | | R | R | M | | | | | |
| | ROMERO FERNANDO JULIAN | CRD | M | C+ | | R | | C1 | | | | | R | | | | | | M | | R | M | R | C1 | R | | | | | | | R | M | | R | C+ | | | C+ | R | | R | | R |
| | ROSA ALEJANDRO DIEGO | GIN | | R | R | | | | M | M | R | | R | | | | | D | | | | | R | | R | | | | | | | | | | R | | | D | R | | | | | | R |
| ✔ | ROSAS ALEJANDRA MARIA | CLM | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔R | ROSSENDIZ MARIA EUGENIA | GIN | | R | | | | | | | | | | | | | | M | | | | | | | | | | | | | | | | | | | R | | | | | | | | |
| ✔ | ROSSENDY ALMARAZ JHO | CRD | | M | | R | | C1 | | R | R | | | | | | | | M | | | C1 | | R | | | | | | | | R | | R | C1 | M | | | R | | | | | | |
| ✔ | ROTRYNG ARIEL | CLM | | R | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | |
| ✔ | ROVERE CARLA | GIN | | R | | | | | | M | R | | | | | | | D | | | M | R | R | | R | | | | | | | | | | R | | | | R | | | | | | |
| ✔ | RUSCHIONI MARTIN CARLA | N-T | C+ | R | | D | R | C+ | | | | | C+ | | | | R | | C+ | | | C+ | C+ | C+ | D | C+ | | | | | C1 | | | C1 | C1 | C+ | | | C1 | | | | | D | D |
| ✔ | SALAMIE MICAELA FLOREN | CIR | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | SALIVA FERNANDO ANDRES | CRD | | M | | R | | C1 | | | | | | | | | | | C1 | | | | | | M | | | | | | | | | R | D | | | | M | | | | | | |
| ✔ | SALOMON SANCHEZ MARTI | CRD | | M | | | | R | M | | | | | | | | | | M | | | | R | | R | | | | | | | | | R | M | | | | R | | | | M | | |
| | SALVAI MARIA EUGENIA | CLM | R | R | | R | | R | D | | | | M | | | | | | | | | | C1 | R | R | | | | | | | | | | | R | R | | R | M | | | | | |
| ✔ | SALVATI ANA MARIA | CRD | R | M | | R | | R | | | | | | | | | | | M | | | | R | R | | | | | | | | R | | | R | R | | | M | C1 | | | | | |
| | SANCHOLUZ JORGE AUGU | OFT | | R | | | | R | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | C+ | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔ | SANNA CARLOS HUGO | CLM | M | M | | R | | R | C+ | M | R | | R | | | | | C1 | C+ | | R | R | R | R | C1 | R | | | | | R | | | C1 | R | C+ | | | M | | | | | | |
| | SANTANDER HECTOR MAUR | CIR | | | | C1 | C1 | | | | | | | | | | | | R | | | | R | | R | | | | | | | | | | | R | | | M | | | | | | |
| ✔ | SASLAVSKY GABRIEL ALEJ | CLM | | | | | | | | C1 | M | | R | | | | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | SBARBATI SILVIA DELIA | CLM | | M | | | | M | | R | R | | M | | | R | | R | | | M | | | R | | M | | | | | | | | R | R | | | M | M | | | | | R |
| ✔ | SCAGLIOLA PABLO EDUAR | CRD | M | M | | | C1 | C1 | M | | | R | R | | | | | | R | | | C1 | R | R | | M | | | | | | R | | R | D | R | | | D | | | R | | |
| ✔ | SCHLENKER YESICA NATAL | GIN | R | R | | R | | | | R | R | | R | | | | | C1 | M | | M | | R | | | | | | | | | | | | | R | | D | R | | | | | | |
| | SERRIZUELA MIRIAM SUSA | PSQ | | C+ | | | | | | | | | | R | R | R | | | | M | | | | | R | | | | | | | C1 | | | | | | R | | | | C+ | | |
| ✔ | SILVA ROMINA PAOLA | GIN | | | D | R | | R | M | C+ | D | | | | | | | R | | | R | | R | R | | | | | | | | | | R | R | | | | R | | | | | |
| | SOCAS MAXIMILIANO NICO | CLM | M | R | | | | R | | | | | R | | | | | | | | | | R | R | | C+ | | | | | | | | | R | R | | | | M | | | | | |
| | SOKIRANSKY MATIAS GABR | PED | | R | | | | | C1 | | | | | | | | C1 | | | | | | | | | | | | | | | R | | | | | C1 | | R | | | | | | |
| ✔ | SORIA LORENA BEATRIZ | GIN | | | | | | | | R | | | | | | | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | SOSA EDUARDO ANGEL | TRA | | | | | | | | | | | | | | | | | | | | | | | R | | | | | | | | | | | R | | | | | | | | | |
| | SPADA PABLO CESAR | CRD | D | C+ | | C1 | C1 | C1 | | | | R | C1 | R | | | | | M | C+ | | C+ | R | R | D | D | | | | | | R | M | R | C1 | C1 | | | | C+ | C1 | | D | | D |
| ✔R | SPADA PABLO CESAR | CRD | D | C+ | | C1 | C1 | C1 | | | | R | C1 | R | | | | | M | C+ | | C+ | R | R | D | D | | | | | | R | M | R | C1 | C1 | | | | C+ | C1 | | D | | D |
| ✔ | SPANGENBERG VIVIANA BE | CLM | | R | | | | R | | | | | | R | | D | R | | R | | | | R | R | | | | | | | | | | R | R | M | | | | M | | | | | |
| ✔ | SPANO DIANA VANESA | GIN | | | | | | | | | | | R | | | | | | | | | | R | | | | | | | | | | | | R | | | | R | | | | | | |
| | TACCHI ROMINA FLAVIA | CLM | | | | | | | | | | | | | | | C1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | TAMAGNONE FRANCISCO | CLM | C+ | C+ | | C1 | R | R | | | R | | R | | | C1 | | | M | | R | R | C1 | C+ | R | M | | | | R | | C1 | C1 | R | C1 | R | | | | D | M | | D | | M |
| ✔ | TAMBUCCI GRACIELA MABEL | CIR | | | | | | | | | | | R | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | TERRAZA PAULA VALERIA | CLM | | C+ | | | | R | | R | | | R | C1 | | | C1 | | | | | | R | M | C1 | | | | | | R | R | | | | M | | | | M | | | M | R | |
| ✔R | TOLONE CLAUDIA ISABEL | CLM | D | D | | C1 | R | C1 | M | R | | | C+ | C1 | R | | C1 | M | D | R | | R | D | C+ | M | D | | | | | R | | C1 | C1 | C+ | | M | D | C+ | R | | R | | D |
| | TOLOSA MYRIAM ROSANA | CLM | | C+ | | | | R | | | | | | C1 | | C+ | | | | | | | | R | | | D | | R | | C1 | | M | | | | C+ | | R | | | D | R | | |
| ✔ | TORRES EMA AGUSTINA | GIN | | M | D | | | R | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | M | | | | | | |
| ✔ | TORRES HUGO GUSTAVO | CRD | | M | | | | R | | | | | | | | | | | R | | | | | | | | | | | | | | | | R | M | | | | | | | | | |
| ✔ | TRAVETTO CAROLINA MER | CLM | | R | | R | R | C1 | | | | | M | | | | | R | R | | | R | R | | | R | | | | | | | | | R | M | | | | R | | | | | |
| ✔ | TRICARICO MARIA VICTORIA | CLM | | R | | | | R | | | M | | | | | | | | | | | | R | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | TROHA ADRIANA ROSANA | CLM | | R | | | | R | | M | | | C1 | | M | | | | C+ | M | | | C1 | C1 | C1 | R | | | | | | | | | R | R | | | | M | | | M | R | |
| ✔ | TURSI JOSE ALBERTO | CLM | | M | | | | R | | | | | | | | | | | M | | | R | R | R | | | | | | M | | | | | C1 | C1 | | | | R | | | | | M |
| ✔R | URDIN MARIA DANIELA | CLM | | R | R | | | | | M | D | | | | | | | M | | | | | C1 | | | | | | | | | | | | | R | | | | M | | | D | | |
| | VALENTE MARCELO VICEN | NCI | | R | | | | R | | | | | R | R | D | | | | | | | | R | | | M | | | | | | R | | | | M | | | | R | | | | | |
| ✔ | VALENZUELA ALBORNOZ J | CLM | M | D | | C1 | R | D | | | | | D | | M | | | | C+ | | | R | C1 | D | R | D | | | | | R | R | | C1 | C1 | C+ | | | | C+ | R | | M | R | D |
| ✔ | VALENZUELA DANIEL ORLA | CLM | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ✔ | VALENZUELA LUIS FERNAN | GIN | | | | | | | | M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | M | | |
| ✔ | VELAZQUEZ FERNANDA | CLM | | R | D | R | | | | C+ | R | | R | | | | | R | | | M | R | R | | | | | | | | | | | | | | | | R | R | | | | | |
| ✔ | VELAZQUEZ NATALIA MARI | CLM | | M | | | | R | | | | | | | | | | | | | | | R | R | | | | | | | | | | | R | | | | | R | | | M | | |
| | VENEGAS PICOLLETT PERCY | PSQ | | D | | R | | R | | | | R | M | C1 | R | D | R | | R | C+ | | | R | R | C1 | | D | | C+ | | R | C1 | | | | M | | C+ | | R | | | C+ | C1 | |
| ✔R | VENTIERI ANA KARINA | CLM | | R | | C1 | | R | | | | | C1 | | | | | | D | | | C1 | R | C1 | C1 | R | | | | | C1 | C1 | | C1 | C1 | C+ | | C+ | | C1 | | | | R | R |
| | VERDI MARIA FLORENCIA | CLM | | | | | | M | | | | | | | | | | | | | | | R | | | R | | | | | | | | | | | | | | R | | D | | | | |
| ✔ | VIEIRA CARLOS RAFAEL | GIN | | R | C1 | | | | | C1 | R | | | | | | | R | | | D | R | R | | R | | | | | | | | | | R | | | | | | | | | | |
| ✔ | VILLA GARCIA ZORAIDA | CLM | | | | | | | | | | | | | | | | | | | | | | 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

| FERNANDO W. SANTARCANGELO | Resumen | Targeting | |
|---|---|---|---|
| FERNANDO CARLOS BRAVO | | | 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 | Xelevia |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✔R | VISSER MIGUEL | CRD | | M | | R | | C1 | | | | | R | R | | | | | C+ | | | R | R | R | | D | | | | | | | | | C1 | R | | | | R | | | | | R |
| ✔ | VITALE CECILIA ADRIANA | NEF | D | | | | | | | | R | | | | | | | | | | | | | R | | | | | | | | | | | R | | | | | | | | | | |
| | VIVIANI NESTOR CARLOS | PED | | | | | | | | | | | | | | | | | | | | | | | C1 | | | | | | | | | | | | | | | | | | | | |
| ✔ | VLACICH BRENDA AGUSTINA | CLM | | R | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | WHITTINGSLOW HORACIO R | CIR | C+ | D | | C1 | C1 | C1 | R | | | R | C1 | | | | | | D | D | | | C1 | C1 | M | C1 | | | | | | R | R | C1 | C1 | C1 | | D | | C+ | | | | C1 | R |
| | YUCRA MARTINEZ ELMER | END | | R | | R | | R | D | | | | C1 | | | | | | M | | | | C+ | R | | | | | | | | | | | R | R | | | | R | | | | | R |
| ✔ | YUNGER VANESA PAOLA | GIN | | | R | | | | | M | R | | | | | | | | | | R | | | | | R | | | | | | | | | | | | | | | | | | | |
| ✔ | ZORRAQUIN CARLOS ALCID | CIR | | M | | | | R | | | | R | | | | | | | R | | | | | | M | | | | | | | | | | | M | | M | | R | | M | | | |
| ✔ | ZUNINO MARIA LUJAN | NEF | M | M | | | | | | | | | R | | | | | | M | | | | R | | R | | | | | | | R | | M | | | | | | R | | | | | |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep

Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| FERNANDO W. SANTARCANGELO | Resumen | Targeting |
|---|---|---|
| FERNANDO CARLOS BRAVO | | 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** | 9 | 11 | 8 | 3 | 8 | | 7 | 7 | 4 | 5 | 4 | 3 | 2 | 7 | 3 | 5 | | 8 | 7 | 7 | 8 | 3 | 10 | 10 | 10 | 4 | 4 | 3 | 5 | 4 | 6 | 7 | 8 | 6 | 3 | 5 | 4 | | 9 | 3 | 9 | 9 | 1 | 4 |
| **Total a Defender** | 5 | 1 | 3 | 7 | 4 | 2 | 5 | 2 | 1 | 6 | | 1 | 7 | 4 | 8 | 2 | 13 | 2 | 5 | 6 | 2 | 2 | 2 | 1 | | | 2 | | | 6 | 5 | 4 | 4 | 3 | 1 | | 1 | 3 | 3 | 6 | 2 | 2 | 11 | 5 |
| **Total a Mantener** | 13 | 2 | 2 | 13 | 9 | 2 | 3 | 7 | 7 | 7 | 9 | 12 | 13 | 10 | 13 | 2 | 19 | 10 | 12 | 8 | 7 | 9 | 4 | 5 | 1 | 10 | 17 | 3 | 4 | 18 | 6 | 13 | 5 | 11 | 13 | 6 | 3 | 1 | 5 | 9 | 4 | 6 | 13 | 10 |
| **Total a Revisar** | 5 | 18 | 19 | 9 | 11 | 1 | 17 | 14 | 20 | 13 | 19 | 15 | 9 | 11 | 8 | 21 | | 10 | 8 | 11 | 15 | 18 | 16 | 16 | 20 | 18 | 9 | 5 | 11 | 4 | 15 | 8 | 15 | 10 | 13 | 7 | 23 | 3 | 15 | 14 | 15 | 15 | 6 | 13 |
| ✔ ALFANO ROBERTO NICOLAS | D | C | C | D | C | | D | C | R | C | R | D | C | C | C | D | D | C | D | D | C | R | C | C | C | R | R | C | C | C | D | D | C | C | R | C | R | | C | C | C | C | C | C |
| B1706BND - DEFENSA 202-300 | M | M | R | R | M | | R | R | R | R | M | R | R | M | R | R | M | M | M | R | R | M | C | M | R | R | M | | R | M | R | R | R | R | R | R | R | | R | R | R | M | R | R |
| B1706DEK - CONSTITUCION 601-6 | M | R | R | R | M | | R | R | M | R | R | R | R | R | M | R | M | M | R | M | R | R | C | R | R | R | R | M | M | M | R | R | R | M | R | | R | | R | R | R | M | R | R |
| B1708AXK - CARMEN DE PATAG | M | C | M | R | M | | C | R | R | R | R | R | M | R | R | R | M | R | M | C | M | R | C | R | R | M | R | | R | M | R | M | M | R | M | | R | | M | R | R | C | D | M |
| B1708CGE - INTE AGUERO 501-599 | M | R | R | M | M | | R | D | R | R | M | R | M | M | M | R | M | M | M | M | R | R | R | R | R | M | M | | | M | M | M | R | M | | | R | | R | R | R | M | R | M |
| B1708CGX - INTE AGUERO 1402-1 | M | R | R | M | M | | R | M | R | R | R | R | M | R | M | R | M | M | M | M | M | R | M | R | R | R | M | | R | M | R | M | R | M | R | | R | | R | D | R | R | D | M |
| B1708CHE - INTE AGUERO 1801-1 | C | C | C | M | C | | C | M | R | R | M | R | M | R | D | R | D | R | R | C | C | M | R | C | C | R | M | | | M | R | C | D | R | M | | R | | C | R | R | C | R | D |
| B1708CZJ - DOMINGO FRENCH 4 | C | C | C | D | C | | D | C | C | D | R | M | D | D | D | C | D | D | C | D | C | M | C | C | C | R | R | R | C | D | C | D | C | C | M | R | M | | C | D | D | C | D | D |
| B1708CZR - DOMINGO FRENCH 8 | M | R | R | R | R | | R | R | R | M | R | R | M | M | R | R | M | R | M | R | R | M | R | R | R | R | R | | R | M | R | M | R | R | R | R | R | M | R | R | | R | M | R |
| B1708DLK - CCRA PRESIDENTE H | M | R | R | M | R | | R | R | M | M | R | R | M | R | M | R | M | R | R | M | R | R | M | R | R | R | M | R | R | M | R | M | R | R | M | | R | | M | M | R | R | M | M |
| B1708EKO - PTE D F SARMIENTO | C | C | C | M | C | | C | C | R | C | R | C | D | C | C | R | D | C | C | C | C | R | D | C | C | M | C | | M | C | C | C | C | C | M | M | C | | M | M | C | C | D | D |
| B1708FEP - AV EVA PERON 1602- | M | R | R | R | R | M | R | R | R | R | R | R | R | R | M | R | M | M | M | M | R | R | R | R | R | M | R | | | M | R | M | R | M | R | M | R | | R | M | R | R | M | R |
| B1708FEZ - AV EVA PERON 2602- | R | R | R | R | M | | R | M | M | R | M | M | M | M | M | R | D | R | M | C | M | R | M | R | R | R | M | | | R | R | C | R | M | R | | R | | M | R | D | R | R | M |
| B1708FKD - AV DON BOSCO 6201 | R | R | R | R | R | | R | R | R | R | R | R | R | R | R | R | M | M | R | R | M | M | R | R | R | M | C | | | M | R | M | M | R | R | | D | | R | R | R | M | M | R |
| B1708JDD - 9 DE JULIO 102-200 | C | C | D | D | C | | D | C | R | D | R | M | D | C | C | R | D | C | C | D | D | C | C | C | C | R | R | | C | C | D | C | C | C | R | C | R | R | D | D | C | C | D | D |
| B1708JNF - MENDOZA 202-300 | D | M | R | M | R | | R | M | R | M | M | M | M | R | R | R | M | R | C | R | R | M | R | R | R | R | M | C | R | M | M | M | C | R | M | C | M | | R | R | R | R | M | M |
| B1744AED - GRAL MANUEL BELG | R | R | R | D | M | | R | R | R | R | M | M | M | M | M | R | M | R | R | R | M | R | R | M | R | R | R | | M | R | M | M | R | M | R | | | | R | R | R | R | R | R |
| B1744ALI | D | R | C | M | C | | M | R | R | C | M | R | M | C | D | R | D | C | D | D | C | M | R | C | R | M | M | R | M | M | C | R | D | M | R | | R | | C | C | C | D | D | R |
| B1744DOU - JULIAN ALVAREZ 230 | M | R | R | R | R | | R | | M | | R | | | M | M | | M | | M | R | R | R | R | M | | R | M | | | R | R | R | R | | M | | M | | R | M | | R | M | R |
| B1744FID - DR EUGENIO ASCON | M | R | M | M | R | | R | R | R | R | M | M | M | M | M | | M | M | M | R | R | M | R | R | R | M | M | M | | M | R | M | R | | M | R | R | | M | M | M | M | M | M |
| B1744FLB - DR ALBERTO VERA 2- | C | D | D | D | D | | D | D | C | D | C | M | D | D | D | D | D | C | C | C | D | C | C | C | M | C | D | | R | D | D | C | D | M | D | R | R | R | D | D | C | C | M | D |
| B1744GAI - MARIANO Y LUCIANO | M | R | R | R | R | | R | R | R | M | R | R | R | R | M | R | M | | R | R | R | R | R | R | R | R | M | | | R | R | R | R | R | M | | R | | R | R | R | R | | M |
| B1744HKS - ESTANISLAO ZEBAL | C | R | R | C | C | | R | M | R | M | R | M | R | R | R | R | M | M | D | R | M | R | R | R | R | M | M | | | M | M | M | R | R | M | R | R | | C | R | R | M | M | R |
| B1744HSK - CATAMARCA 501-599 | M | R | R | M | M | R | R | | R | R | R | R | R | M | R | R | M | R | R | R | R | R | R | R | R | R | M | | | M | R | R | R | M | M | | R | | R | M | M | R | M | R |
| ✔ FARMACIA COGLIATI CASTELAR | C | C | C | C | D | | C | C | M | D | R | R | D | C | D | C | D | C | D | D | C | R | C | C | C | M | R | M | R | D | D | D | C | C | R | M | R | D | D | D | C | C | D | C |
| ✔ FARMACIA COGLIATI SAN MARTIN | R | R | R | M | R | | M | R | R | M | R | M | R | R | M | R | M | M | M | R | R | R | R | R | R | R | M | | R | M | M | M | M | R | R | | R | | R | M | R | R | M | M |
| ✔ FARMACIA COGLIATI VICENTE M. | C | C | C | C | C | D | C | C | D | D | C | C | C | C | D | C | D | D | D | D | C | D | D | C | C | C | D | | C | D | C | D | C | D | C | C | C | D | C | D | C | C | D | C |
| ✔ FARMACIA GUERRA SCS | D | C | C | D | D | D | C | R | C | D | C | C | D | C | D | C | D | C | C | C | R | D | M | C | C | C | C | C | R | D | D | C | C | D | C | C | C | D | C | M | C | R | D | C |
| ✔ FARMACIA POSAMAY SCS | M | R | R | M | M | M | M | R | M | M | M | R | M | M | M | R | M | R | M | M | M | R | R | R | R | R | M | | | M | M | R | M | M | M | M | R | | R | R | R | R | M | M |
| ✔ FARMACIA PROFESIONAL RAMOS | R | R | R | M | R | | R | M | M | R | R | M | M | M | R | M | M | R | R | M | R | M | R | M | R | R | M | R | | M | R | R | M | M | | M | R | | R | R | M | R | M | R |
| ✔ FARMACIA SAN JUAN RAMOS ME | D | C | D | D | R | | C | C | R | C | R | M | R | D | M | M | D | C | C | M | C | C | C | D | C | C | M | R | C | C | C | C | D | C | M | R | C | R | C | C | C | D | D | R |
| ✔ NUEVA PROFESIONAL FARMACE | C | C | R | M | D | | D | M | C | C | C | M | D | D | D | C | D | M | M | C | R | R | C | M | C | M | C | | R | D | C | M | R | D | C | M | R | | C | M | M | R | D | R |

ALTO POTENCIAL ✔: Visitado, R: Visitado por Otro Rep Referencia UNOxUNO: C+ Crecer C1 Conquistar D Defender R Revisar M Mantener

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ A MEZA VILLALBA MARCELO FABIAN (CLM) - CP: 1708 -- 13573 prescripciones

### LANZAMIENTOS (18.4%)

| MDO: Gadoferol | 679 |
|---|---|
| ORAVIL (TPQ) | 25% |
| DEVISAL CB (B+L) | 14% |
| RAQUIFEROL D3 (RMM) | 10% |
| **GADOFEROL TOTAL** | **2%** |

| MDO: Paliax | 630 |
|---|---|
| ALPERTAN (RF2) | 37% |
| SARVAL (B+L) | 34% |
| DIOVAN (SIE) | 7% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 352 |
|---|---|
| LEXTOR (CSO) | 38% |
| TALPRAM (RC5) | 16% |
| ARAMIX (ELE) | 11% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Fucsia | 307 |
|---|---|
| SLINDA (ELE) | 63% |
| ISIS FREE S/ESTROG (SIE) | 24% |
| **FUCSIA S/ESTROGENO (G-** | **9%** |
| KALI (BEB) | 4% |

| MDO: Aturen | 190 |
|---|---|
| DAFLON 500 (SVR) | 36% |
| DAFLON 1000 (SVR) | 26% |
| ALIVIAFLEB (DEN) | 13% |
| **ATUREN (GAD)** | **3%** |

| MDO: Bexaban | 131 |
|---|---|
| XAROBAN (RF2) | 39% |
| ELIQUIS (PFZ) | 18% |
| DABIDANE (ELE) | 9% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 109 |
|---|---|
| CALLEXE (CSO) | 42% |
| KEPPRA (GSK) | 28% |
| LEVECOM (B+L) | 19% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 71 |
|---|---|
| VYTORIN (ORG) | 25% |
| REOVEX EZ (B+L) | 23% |
| LIPEX PLUS (ELE) | 20% |
| **SINLIP EZ (GAD)** | **10%** |

| MDO: Reliveran Doxi | 24 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **33%** |
| DETIXOL (CSO) | 25% |
| TONVAL (CVI) | 17% |
| EMETIC (DOG) | 17% |

### 1º PROMOCION (69.4%)

| MDO: Alplax_D- (1) | 1610 |
|---|---|
| CLONAGIN (B+L) | 31% |
| **ALPLAX + DIOCAM** | **27%** |
| ALPLAX (GAD) | 19% |
| DIOCAM (GAD) | 7% |

| MDO: Sinlip (2) | 1515 |
|---|---|
| TORIVAS (B+L) | 10% |
| ROVARTAL (RMM) | 9% |
| AMPLIAR (CSO) | 9% |
| **SINLIP (GAD)** | **5%** |

| MDO: Diabesil (3) | 1352 |
|---|---|
| TOTAL DBI | 68% |
| TOTAL GLUCOPHAGE | 8% |
| **TOTAL DIABESIL** | **8%** |
| DIABESIL AP 1000 | 5% |

| MDO: Paxon (4) | 875 |
|---|---|
| LOSACOR (RMM) | 36% |
| PRISONIL (LEP) | 13% |
| **PAXON TOTAL** | **9%** |
| LOSARTAN RICHET (RH.) | 8% |

| MDO: Damsel (5) | 768 |
|---|---|
| DIVINA (ELE) | 28% |
| YASMIN (BAY) | 19% |
| KALA (BEB) | 16% |
| **DAMSEL GAD** | **7%** |

| MDO: Bisopil | 638 |
|---|---|
| CORBIS (RMM) | 93% |
| **BISOPIL (GAD)** | **3%** |
| BICARDIL (B+L) | 2% |
| CONCOR (ELE) | 2% |

| MDO: L. Gastromax | 415 |
|---|---|
| PANTOPRAZOL DENV F (D- | 51% |
| PANTUS (B+L) | 24% |
| **GASTROMAX TOTAL** | **10%** |
| GASTROMAX (GAD) | 8% |

| MDO: Xelevia | 383 |
|---|---|
| TOTAL ZOMARIST | 17% |
| TOTAL GALVUS | 17% |
| TOTAL JANUMET | 12% |
| **TOTAL XELEVIA** | **9%** |

| MDO: Gavin | 354 |
|---|---|
| LINPREL (B+L) | 23% |
| NEURISTAN (CSO) | 9% |
| PLENICA (RMM) | 9% |
| **GAVIN (GAD)** | **2%** |

| MDO: Gadocor | 300 |
|---|---|
| NABILA (RF2) | 51% |
| NIRPOL (CSO) | 19% |
| CORPRES (RMM) | 8% |
| **GADOCOR (GAD)** | **0%** |

| MDO: April | 289 |
|---|---|
| FEMEXIN-28 (ELE) | 55% |
| **APRIL (GAD)** | **18%** |
| NORGESTREL PLUS (BEK) | 10% |
| ELEKTRA MAX (CVI) | 9% |

| MDO: Gadolip | 205 |
|---|---|
| PROCETOKEN( BEB) | 24% |
| SEGREN (CSO) | 15% |
| MAGNOFEN( B+L) | 14% |
| **GADOLIP (GAD)** | **3%** |

| MDO: Damsella | 165 |
|---|---|
| ISIS MINI 24 (SIE) | 33% |
| DIVA TOTAL (ELE) | 19% |
| YAZ (BAY) | 15% |
| **DAMSELLA (GAD)** | **6%** |

| MDO: Femiden | 156 |
|---|---|
| MIRANDA (ELE) | 46% |
| **FEMIDEN (GAD)** | **17%** |
| SIGNORINA (CVI) | 13% |
| FEMALVI (RF2) | 13% |

| MDO: Divalprex | 140 |
|---|---|
| VALCOTE (ABT) | 59% |
| VALCAS (CSO) | 26% |
| EXIBRAL (BAG) | 9% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Midax | 132 |
|---|---|
| **MIDAX (GAD)** | **66%** |
| ONOTRAN (LEP) | 20% |
| ENOLEX (CSO) | 5% |
| REVERTRIX (RC5) | 5% |

| MDO: Deslafax | 61 |
|---|---|
| IXIUM (RMM) | 61% |
| **DESLAFAX (GAD)** | **20%** |
| ALFAXIN (BAG) | 8% |
| DROSIX (B+L) | 8% |

| MDO: Tonibral XR | 39 |
|---|---|
| CARRIER (CSO) | 64% |
| NEUROPLUS (B+L) | 13% |
| MEMANTINA RICHET (RH.) | 13% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Luradon | 18 |
|---|---|
| **LURADON (GAD)** | **67%** |
| LURAP (SIE) | 33% |

| MDO: Omecap 90 | 9 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2º PROMOCION (10.3%)

| MDO: Filten | 437 |
|---|---|
| CARVEDIL (BAG) | 28% |
| **FILTEN (GAD)** | **26%** |
| ISOBLOC (CSO) | 15% |
| CARVEDILOL RICHET (RH.) | 11% |

| MDO: Omnic Ocas | 305 |
|---|---|
| TAMSULOSINA RICHE (RH.) | 38% |
| TANSILOPROST (FIN) | 24% |
| REDUPROST (RF2) | 10% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 209 |
|---|---|
| **RISPERIN (GAD)** | **44%** |
| RISPERDAL (JAN) | 17% |
| RIATUL (B+L) | 13% |
| DROPICINE (BET) | 8% |

| MDO: Elafax | 123 |
|---|---|
| **ELAFAX (GAD)** | **38%** |
| SESAREN (RMM) | 22% |
| VENLIFAX XR (B+L) | 16% |
| SUNVEX LP (CSO) | 15% |

| MDO: Allopurinol | 111 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **83%** |
| ALLOPURINOL CRAVER (C- | 17% |

| MDO: Neurobiletan 600 | 62 |
|---|---|
| NEUROTIOCT (TPQ) | 52% |
| CIAGEN (CVI) | 23% |
| PRIOTIC (MTP) | 15% |
| **NEURO BILETAN (GAD)** | **5%** |

| MDO: Duxetin | 56 |
|---|---|
| **DUXETIN (GAD)** | **70%** |
| DOXALINE (BET) | 20% |
| OPTIBRAL (MTP) | 7% |
| DULOXIN (EUF) | 4% |

| MDO: Foxetin | 55 |
|---|---|
| **FOXETIN (GAD)** | **64%** |
| EQUILIBRANE (T.L) | 18% |
| ANIMEX-ON (BEB) | 9% |
| ALENTAL (SUE) | 5% |

| MDO: Rubi | 30 |
|---|---|
| QLAIRA (BAY) | 50% |
| AZUCENA (BEB) | 37% |
| **RUBI (GAD)** | **13%** |

| MDO: Myrbetric | 15 |
|---|---|
| **MYRBETRIC (GAD)** | **73%** |
| UROVAL (CSO) | 13% |
| URGISTAT (PB.) | 13% |

### RECORDATORIOS (1.9%)

| MDO: Somit | 211 |
|---|---|
| **TOTAL SOMIT** | **52%** |
| SOMIT (GAD) | 45% |
| REM CHOBET (SUE) | 9% |
| INSOMNIUM NF (GAD) | 9% |

| MDO: Calcimax | 42 |
|---|---|
| **CALCIMAX TOTAL** | **95%** |
| CALCIMAX FORTE (GAD) | 50% |
| CALCIMAX (GAD) | 45% |
| CALCIONAL (ARI) | 5% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## A IVANI NESTOR FERNANDO (CIR) - CP: 1744 -- 6134 prescripciones

### LANZAMIENTOS (13.9%)

| MDO: Paliax | 319 |
|---|---|
| ALPERTAN (RF2) | 31% |
| DIOVAN (SIE) | 24% |
| SARVAL (B+L) | 24% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 193 |
|---|---|
| DAFLON 1000 (SVR) | 59% |
| DAFLON 500 (SVR) | 20% |
| ALIVIAFLEB (DEN) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 135 |
|---|---|
| ORAVIL (TPQ) | 27% |
| RAQUIFEROL D3 (RMM) | 12% |
| SUBICAL CB (BEB) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 73 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 63% |
| SLINDA (ELE) | 22% |
| **FUCSIA S/ESTROGENO (G-** | **15%** |

| MDO: Etabyx | 58 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 42 |
|---|---|
| VYTORIN (ORG) | 50% |
| LIPEX PLUS (ELE) | 45% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Nexdia | 26 |
|---|---|
| AXIOMAT (BET) | 42% |
| LEXTOR (CSO) | 19% |
| ESCITALOPRAN TEVA (TEV) | 12% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 9 |
|---|---|
| PRADAXA (B.I) | 56% |
| PRAXANT (ELE) | 22% |
| XAROBAN (RF2) | 11% |
| **BEXABAN (GAD)** | **0%** |

### 1º PROMOCION (76.6%)

| MDO: Sinlip (1) | 968 |
|---|---|
| **SINLIP (GAD)** | **12%** |
| REOVEX (B+L) | 10% |
| VASOTENAL (RMM) | 5% |
| ROVARTAL (RMM) | 5% |

| MDO: Alplax_Diocam (2) | 780 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 28% |
| CLONAGIN (B+L) | 27% |
| RIVOTRIL (B7I) | 8% |

| MDO: Diabesil (3) | 692 |
|---|---|
| TOTAL DBI | 55% |
| TOTAL ISLOTIN | 18% |
| MECTIN XR (TEV) | 5% |
| **TOTAL DIABESIL** | **2%** |

| MDO: Bisopil (4) | 467 |
|---|---|
| CORBIS (RMM) | 67% |
| BISOPROLOL TEVA (TEV) | 10% |
| **BISOPIL (GAD)** | **7%** |
| BICARDIL (B+L) | 7% |

| MDO: Xelevia (5) | 423 |
|---|---|
| TOTAL ZOMARIST | 25% |
| TOTAL TRAYENTA | 16% |
| JANUVIA (MSD) | 16% |
| **TOTAL XELEVIA** | **11%** |

| MDO: Paxon | 399 |
|---|---|
| LOSACOR (RMM) | 36% |
| FENSARTAN ELEA (ELE) | 13% |
| **PAXON TOTAL** | **9%** |
| PRISONIL (LEP) | 8% |

| MDO: Damsel | 280 |
|---|---|
| KALA (BEB) | 21% |
| KIRUM (RF2) | 19% |
| ISIS (SIE) | 19% |
| **DAMSEL GAD** | **8%** |

| MDO: L. Gastromax | 150 |
|---|---|
| PANTUS (B+L) | 28% |
| **GASTROMAX TOTAL** | **23%** |
| GASTROMAX (GAD) | 23% |
| PANTOPRAZOL DENV F (D- | 21% |

| MDO: Gadocor | 141 |
|---|---|
| NABILA (RF2) | 52% |
| CORPRES (RMM) | 15% |
| NEBILET (SIE) | 13% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 123 |
|---|---|
| MINUSLIP (TEV) | 32% |
| PROCETOKEN( BEB) | 25% |
| **GADOLIP (GAD)** | **9%** |
| SEGREN (CSO) | 9% |

| MDO: Gavin | 91 |
|---|---|
| PREBIEN 150 DIVIDO (ARI) | 36% |
| PLENICA (RMM) | 25% |
| LYRICA (PFZ) | 10% |
| **GAVIN (GAD)** | **2%** |

| MDO: Damsella | 64 |
|---|---|
| DIVA TOTAL (ELE) | 30% |
| ISIS MINI 24 (SIE) | 28% |
| **DAMSELLA (GAD)** | **12%** |
| KALA MD 24 (BEB) | 12% |

### 2º PROMOCION (8.2%)

| MDO: Tonibral XR | 45 |
|---|---|
| **TONIBRAL TOTAL** | **27%** |
| TONIBRAL XR (GAD) | 27% |
| NEUROPLUS (B+L) | 20% |
| MEMANTINA RICHET (RH.) | 18% |

| MDO: Femiden | 33 |
|---|---|
| MIRANDA (ELE) | 48% |
| **FEMIDEN (GAD)** | **36%** |
| AMAPOLI (BEB) | 15% |

| MDO: April | 31 |
|---|---|
| NORGESTREL PLUS (BEK) | 87% |
| FEMEXIN-28 (ELE) | 13% |
| **APRIL (GAD)** | **0%** |

| MDO: Deslafax | 9 |
|---|---|
| ALFAXIN (BAG) | 67% |
| IXIUM (RMM) | 33% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Filten | 235 |
|---|---|
| **FILTEN (GAD)** | **29%** |
| CARVEDIL (BAG) | 21% |
| BIDECAR (B+L) | 11% |
| CARDIONORM (DEN) | 10% |

| MDO: Omnic Ocas | 118 |
|---|---|
| TANSILOPROST (FIN) | 25% |
| **OMNIC OCAS (GAD)** | **15%** |
| TAMSULOSINA RICHE (RH.) | 12% |
| SULOS (ELE) | 8% |

| MDO: Allopurinol | 57 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **84%** |
| ALLOPURINOL CRAVER (C- | 16% |

| MDO: Rubi | 33 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 19 |
|---|---|
| CIAGEN (CVI) | 42% |
| NEUROTIOCT (TPQ) | 32% |
| TINACTOL (CSO) | 21% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Duxetin | 17 |
|---|---|
| CYMBALTA (RF2) | 71% |
| **DUXETIN (GAD)** | **29%** |

| MDO: Risperin | 16 |
|---|---|
| RISPERDAL (JAN) | 50% |
| DOZIC (RF2) | 50% |
| **RISPERIN (GAD)** | **0%** |

| MDO: Elafax | 5 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **50%** |
| EQUILIBRANE (T.L) | 50% |

### RECORDATORIOS (1.3%)

| MDO: Somit | 69 |
|---|---|
| **TOTAL SOMIT** | **42%** |
| SOMIT (GAD) | 41% |
| NOVO INSOMNIUM (GAD) | 26% |
| 8-HORAS (ELE) | 12% |

| MDO: Calcimax | 8 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

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# FICHAS MEDICOS

## ✔ A DIAZ ELISA ANGELA (D-N) - CP: 1706 -- 5850 prescripciones

### LANZAMIENTOS (18.8%)

| MDO: Gadoferol (5) | 344 |
|---|---|
| ORAVIL (TPQ) | 25% |
| TRIP D3 (CVI) | 19% |
| RAQUIFEROL D3 (RMM) | 17% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 333 |
|---|---|
| DILCORAN (CSO) | 40% |
| ALPERTAN (RF2) | 25% |
| SARVAL (B+L) | 10% |
| **PALIAX (GAD)** | **1%** |

| MDO: Aturen | 241 |
|---|---|
| DAFLON 500 (SVR) | 44% |
| DAFLON 1000 (SVR) | 20% |
| ALIVIAFLEB (DEN) | 10% |
| **ATUREN (GAD)** | **2%** |

| MDO: Nexdia | 136 |
|---|---|
| LEXAPRO (LUN) | 27% |
| LEXTOR (CSO) | 23% |
| MERIDIAN (RMM) | 13% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 19 |
|---|---|
| XARELTO (BAY) | 26% |
| XAROBAN (RF2) | 21% |
| RIXATYL (B+L) | 21% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 17 |
|---|---|
| VYTORIN (ORG) | 53% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Fucsia | 7 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Etabyx | 3 |
|---|---|
| VECETAM (RC5) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (69.7%)

| MDO: Sinlip (1) | 1120 |
|---|---|
| HIPOLIPOL (CSO) | 20% |
| ROVARTAL (RMM) | 17% |
| AMPLIAR (CSO) | 14% |
| **SINLIP (GAD)** | **10%** |

| MDO: Alplax_Diocam (2) | 848 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 25% |
| CLONAGIN (B+L) | 20% |
| TRANQUINAL (BAG) | 10% |

| MDO: Diabesil (3) | 491 |
|---|---|
| TOTAL DBI | 58% |
| TOTAL ISLOTIN | 25% |
| TOTAL GLUCOPHAGE | 10% |
| **TOTAL DIABESIL** | **1%** |

| MDO: Bisopil (4) | 358 |
|---|---|
| CORBIS (RMM) | 89% |
| BISOFEC (FEC) | 3% |
| **BISOPIL (GAD)** | **3%** |
| CONCOR (ELE) | 2% |

| MDO: Paxon | 327 |
|---|---|
| LOSACOR (RMM) | 66% |
| **PAXON TOTAL** | **8%** |
| PAXON | 7% |
| PRISONIL (LEP) | 6% |

| MDO: Xelevia | 217 |
|---|---|
| TOTAL GALVUS | 37% |
| JANUVIA (MSD) | 16% |
| TOTAL JANUMET | 12% |
| **TOTAL XELEVIA** | **8%** |

| MDO: L. Gastromax | 196 |
|---|---|
| **GASTROMAX TOTAL** | **30%** |
| GASTROMAX (GAD) | 30% |
| PANTOCAS( CSO) | 29% |
| PANTUS (B+L) | 14% |

| MDO: Gavin | 144 |
|---|---|
| LYRICA (PFZ) | 43% |
| PLENICA (RMM) | 35% |
| PGB (SIE) | 7% |
| **GAVIN (GAD)** | **1%** |

| MDO: Gadocor | 132 |
|---|---|
| NABILA (RF2) | 45% |
| **GADOCOR (GAD)** | **13%** |
| NIDIB (B+L) | 11% |
| NEBILET (SIE) | 11% |

| MDO: Gadolip | 131 |
|---|---|
| MINUSLIP (TEV) | 26% |
| CRAVERIL (CVI) | 20% |
| SEGREN (CSO) | 15% |
| **GADOLIP (GAD)** | **6%** |

| MDO: Tonibral XR | 60 |
|---|---|
| CARRIER (CSO) | 65% |
| **TONIBRAL TOTAL** | **8%** |
| TONIBRAL (GAD) | 8% |
| NEUROPLUS (B+L) | 7% |

| MDO: Divalprex | 15 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (9.4%)

| MDO: Deslafax | 14 |
|---|---|
| PRISTIQ (PFZ) | 64% |
| IXIUM (RMM) | 36% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Damsel | 8 |
|---|---|
| JADE (CVI) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Omecap 90 | 7 |
|---|---|
| REGULIP (RF2) | 86% |
| **OMECAP 90 (GAD)** | **14%** |

| MDO: Damsella | 4 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Luradon | 2 |
|---|---|
| LURAZIC (RF2) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Midax | 1 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Filten | 283 |
|---|---|
| ISOBLOC (CSO) | 45% |
| CARVEDIL (BAG) | 25% |
| **FILTEN (GAD)** | **15%** |
| DILATREND (SIE) | 7% |

| MDO: Omnic Ocas | 83 |
|---|---|
| TANSILOPROST (FIN) | 54% |
| TANSILOPROST RET (FIN) | 20% |
| **OMNIC OCAS (GAD)** | **7%** |
| REDUPROST (RF2) | 6% |

| MDO: Duxetin | 48 |
|---|---|
| **DUXETIN (GAD)** | **67%** |
| OPTIBRAL (MTP) | 15% |
| DUERIX (ARI) | 12% |
| DULOXIN (EUF) | 6% |

| MDO: Allopurinol | 44 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **84%** |
| ALLOPURINOL CRAVER (C- | 16% |

| MDO: Foxetin | 35 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 30 |
|---|---|
| **ELAFAX (GAD)** | **53%** |
| SUNVEX LP (CSO) | 20% |
| SESAREN (RMM) | 13% |
| EFEXOR (PFZ) | 10% |

| MDO: Neurobiletan 600 | 22 |
|---|---|
| CIAGEN (CVI) | 50% |
| TIOCTAN (MLB) | 36% |
| **NEURO BILETAN (GAD)** | **9%** |
| TINACTOL (CSO) | 5% |

| MDO: Risperin | 3 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 109 |
|---|---|
| **TOTAL SOMIT** | **71%** |
| SOMIT (GAD) | 71% |
| ROHYPNOL (B7I) | 17% |
| REM CHOBET (SUE) | 6% |

| MDO: Calcimax | 18 |
|---|---|
| **CALCIMAX TOTAL** | **94%** |
| CALCIMAX (GAD) | 67% |
| CALCIMAX FORTE (GAD) | 28% |
| CALCIONAL CITRATO (ARI) | 6% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
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# FICHAS MEDICOS

## B MONTAÃ□O ALZA RICARDO DAVID (CLM) - CP: 1708 -- 4133 prescripciones

### LANZAMIENTOS (18.3%)

| MDO: Paliax (5) | 293 |
|---|---|
| SARVAL (B+L) | 68% |
| DILCORAN (CSO) | 9% |
| DIAPRESAN (MTP) | 5% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 227 |
|---|---|
| CRADA (CSO) | 37% |
| DEVISAL (B+L) | 15% |
| DEBLAX (RF2) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 121 |
|---|---|
| DAFLON 500 (SVR) | 43% |
| DAFLON 1000 (SVR) | 42% |
| DIOSMIN (CVI) | 8% |
| **ATUREN (GAD)** | **2%** |

| MDO: Nexdia | 68 |
|---|---|
| LEXTOR (CSO) | 50% |
| OPTISER (B+L) | 29% |
| LEXAPRO (LUN) | 13% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 25 |
|---|---|
| PRADAXA (B.I) | 64% |
| XAROBAN (RF2) | 20% |
| RIXATYL (B+L) | 8% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 12 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 9 |
|---|---|
| LIPEX PLUS (ELE) | 78% |
| ROSUFEN DUO (NLT) | 22% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (67.0%)

| MDO: Sinlip (1) | 731 |
|---|---|
| AMPLIAR (CSO) | 34% |
| **SINLIP (GAD)** | **18%** |
| HIPOLIPOL (CSO) | 18% |
| TORIVAS (B+L) | 6% |

| MDO: Alplax_Diocam (2) | 550 |
|---|---|
| **ALPLAX + DIOCAM** | **44%** |
| ALPLAX (GAD) | 37% |
| CLONAGIN (B+L) | 34% |
| DIOCAM (GAD) | 7% |

| MDO: Paxon (3) | 439 |
|---|---|
| LOSACOR (RMM) | 53% |
| LOPLAC (CSO) | 23% |
| **PAXON TOTAL** | **10%** |
| FENSARTAN ELEA (ELE) | 9% |

| MDO: Diabesil (4) | 351 |
|---|---|
| TOTAL GLUCOPHAGE | 47% |
| TOTAL ISLOTIN | 28% |
| TOTAL DBI | 22% |
| **TOTAL DIABESIL** | **1%** |

| MDO: Bisopil | 205 |
|---|---|
| CORBIS (RMM) | 88% |
| **BISOPIL (GAD)** | **9%** |
| BICARDIL (B+L) | 3% |

| MDO: Xelevia | 178 |
|---|---|
| **TOTAL XELEVIA** | **28%** |
| XELEVIA (GAD) | 20% |
| TOTAL ZOMARIST | 18% |
| TOTAL GLUCEMIX | 15% |

| MDO: L. Gastromax | 116 |
|---|---|
| PANTUS (B+L) | 55% |
| PANTOCAS( CSO) | 45% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip | 68 |
|---|---|
| MINUSLIP (TEV) | 38% |
| PROCETOKEN( BEB) | 29% |
| **GADOLIP (GAD)** | **16%** |
| LIPOMAX (BAG) | 15% |

| MDO: Gavin | 56 |
|---|---|
| NEURISTAN MULTIDOS (C- | 34% |
| PGB (SIE) | 20% |
| LYRICA (PFZ) | 18% |
| **GAVIN (GAD)** | **2%** |

| MDO: Gadocor | 32 |
|---|---|
| CORPRES (RMM) | 47% |
| NABILA (RF2) | 25% |
| NEBIX (BAG) | 12% |
| **GADOCOR (GAD)** | **6%** |

| MDO: Tonibral XR | 19 |
|---|---|
| NEUROPLUS XR (B+L) | 58% |
| NEUROPLUS (B+L) | 26% |
| CARRIER (CSO) | 5% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Deslafax | 13 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Midax | 6 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Femiden | 5 |
|---|---|
| AMAPOLI (BEB) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (11.8%)

| MDO: Filten | 241 |
|---|---|
| **FILTEN (GAD)** | **41%** |
| DILATREND (SIE) | 22% |
| CARVEDIL (BAG) | 15% |
| BIDECAR (B+L) | 10% |

| MDO: Omnic Ocas | 126 |
|---|---|
| TANSILOPROST (FIN) | 48% |
| REDUPROST (RF2) | 17% |
| URALOS CR (CSO) | 16% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 33 |
|---|---|
| **NEURO BILETAN (GAD)** | **70%** |
| NEUROTIOCT (TPQ) | 18% |
| PRIOTIC (MTP) | 6% |
| CIAGEN (CVI) | 3% |

| MDO: Duxetin | 25 |
|---|---|
| **DUXETIN (GAD)** | **72%** |
| DULOXIN (EUF) | 16% |
| DUERIX (ARI) | 8% |
| OPTIBRAL (MTP) | 4% |

| MDO: Elafax | 23 |
|---|---|
| **ELAFAX (GAD)** | **65%** |
| SESAREN (RMM) | 30% |
| EFEXOR (PFZ) | 4% |

| MDO: Risperin | 23 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Allopurinol | 18 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **67%** |
| ALLOPURINOL CRAVER (C- | 33% |

### RECORDATORIOS (2.9%)

| MDO: Somit | 101 |
|---|---|
| **TOTAL SOMIT** | **99%** |
| SOMIT (GAD) | 70% |
| SOMIT CR (GAD) | 29% |
| INDUCTAL (RMM) | 1% |

| MDO: Calcimax | 17 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 65% |
| CALCIMAX (GAD) | 35% |

# FICHAS MEDICOS

## ✔ B GARCIA RUIZ JORGE ROGER (CRD) - CP: 1706 -- 3123 prescripciones

### LANZAMIENTOS (11.0%)

| MDO: Paliax | 130 |
|---|---|
| ALPERTAN (RF2) | 48% |
| SARVAL (B+L) | 35% |
| DILCORAN (CSO) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 122 |
|---|---|
| DAFLON 500 (SVR) | 43% |
| DIOSMIN (CVI) | 16% |
| DAFLON 1000 (SVR) | 12% |
| **ATUREN (GAD)** | **11%** |

| MDO: Gadoferol | 75 |
|---|---|
| ORAVIL (TPQ) | 31% |
| SUBICAL (BEB) | 21% |
| DEVISAL (B+L) | 15% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Etabyx | 10 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 6 |
|---|---|
| **SINLIP EZ (GAD)** | **50%** |
| LIPEX PLUS (ELE) | 50% |

| MDO: Bexaban | 2 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (69.5%)

| MDO: Sinlip (1) | 613 |
|---|---|
| ROVARTAL (RMM) | 20% |
| AMPLIAR (CSO) | 18% |
| **SINLIP (GAD)** | **12%** |
| REOVEX (B+L) | 8% |

| MDO: Paxon (2) | 432 |
|---|---|
| LOSACOR (RMM) | 51% |
| LOPLAC (CSO) | 20% |
| **PAXON TOTAL** | **11%** |
| PAXON | 11% |

| MDO: Diabesil (3) | 367 |
|---|---|
| TOTAL DBI | 51% |
| TOTAL ISLOTIN | 20% |
| TOTAL METGLUCON | 11% |
| **TOTAL DIABESIL** | **3%** |

| MDO: Alplax_Diocam (5) | 266 |
|---|---|
| **ALPLAX + DIOCAM** | **49%** |
| ALPLAX (GAD) | 36% |
| CLONAGIN (B+L) | 28% |
| DIOCAM (GAD) | 13% |

| MDO: Bisopil | 155 |
|---|---|
| CORBIS (RMM) | 90% |
| **BISOPIL (GAD)** | **9%** |
| BISOFEC (FEC) | 1% |

| MDO: Gavin | 110 |
|---|---|
| PGB (SIE) | 39% |
| **GAVIN (GAD)** | **19%** |
| LINPREL (B+L) | 15% |
| NEURISTAN (CSO) | 11% |

| MDO: L. Gastromax | 81 |
|---|---|
| PANTUS (B+L) | 48% |
| PANTOCAS( CSO) | 21% |
| **GASTROMAX TOTAL** | **10%** |
| PEPTAZOL (MTP) | 7% |

| MDO: Gadolip | 56 |
|---|---|
| DAUNLIP (MTP) | 39% |
| **GADOLIP (GAD)** | **23%** |
| LIPOMAX (BAG) | 16% |
| MINUSLIP (TEV) | 7% |

| MDO: Xelevia | 38 |
|---|---|
| **TOTAL XELEVIA** | **26%** |
| TOTAL JANUMET | 24% |
| JANUVIA (MSD) | 16% |
| TOTAL GLUCEMIX | 16% |

| MDO: Gadocor | 18 |
|---|---|
| NABILA (RF2) | 67% |
| CORPRES (RMM) | 17% |
| NEBIVOLOL DF (DEN) | 11% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 17 |
|---|---|
| NEUROPLUS (B+L) | 88% |
| CARRIER (CSO) | 12% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 10 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Midax | 8 |
|---|---|
| REVERTRIX (RC5) | 75% |
| **MIDAX (GAD)** | **12%** |
| SARTINA (T.L) | 12% |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (16.9%)

| MDO: Filten (4) | 299 |
|---|---|
| ISOBLOC (CSO) | 38% |
| **FILTEN (GAD)** | **29%** |
| BIDECAR (B+L) | 13% |
| CARVEDIL (BAG) | 10% |

| MDO: Omnic Ocas | 162 |
|---|---|
| REDUPROST (RF2) | 26% |
| LOSTAM (T.L) | 17% |
| **OMNIC OCAS (GAD)** | **15%** |
| URALOS CR (CSO) | 10% |

| MDO: Risperin | 39 |
|---|---|
| **RISPERIN (GAD)** | **59%** |
| RIATUL (B+L) | 15% |
| RISPERDAL (JAN) | 13% |
| DOZIC (RF2) | 13% |

| MDO: Neurobiletan 600 | 15 |
|---|---|
| CIAGEN (CVI) | 87% |
| NEUROTIOCT (TPQ) | 13% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 10 |
|---|---|
| ALLOPURINOL CRAVER (C- | 70% |
| **ALLOPURINOL GADOR (G-** | **30%** |

| MDO: Foxetin | 4 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.5%)

| MDO: Calcimax | 56 |
|---|---|
| **CALCIMAX TOTAL** | **70%** |
| CALCIMAX FORTE (GAD) | 70% |
| CALCIONAL CITRATO (ARI) | 16% |
| CALCIONAL (ARI) | 11% |

| MDO: Somit | 21 |
|---|---|
| **TOTAL SOMIT** | **95%** |
| SOMIT (GAD) | 95% |
| DORMILAN (B+L) | 5% |

# FICHAS MEDICOS

## B RODRIGUEZ MONTI CARLOS HECTOR (ANE) - CP: 1744 -- 2624 prescripciones

### LANZAMIENTOS (15.3%)

| MDO: Gadoferol | 164 |
|---|---|
| RAQUIFEROL D3 (RMM) | 62% |
| ORAVIL (TPQ) | 20% |
| DEVISAL (B+L) | 5% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 125 |
|---|---|
| SARVAL (B+L) | 74% |
| RACORVAL (RMM) | 10% |
| ALPERTAN (RF2) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 65 |
|---|---|
| DAFLON 500 (SVR) | 45% |
| DIOSMIN (CVI) | 22% |
| DAFLON 1000 (SVR) | 15% |
| **ATUREN (GAD)** | **6%** |

| MDO: Etabyx | 18 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 14 |
|---|---|
| MERIDIAN (RMM) | 64% |
| ARAMIX (ELE) | 29% |
| OPTISER (B+L) | 7% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 11 |
|---|---|
| ROSUFEN DUO (NLT) | 55% |
| LIPEX PLUS (ELE) | 9% |
| REOVEX EZ (B+L) | 9% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| XARELTO (BAY) | 50% |
| RIXATYL (B+L) | 50% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (68.1%)

| MDO: Sinlip (1) | 418 |
|---|---|
| REOVEX (B+L) | 17% |
| AMPLIAR (CSO) | 11% |
| ROVARTAL (RMM) | 10% |
| **SINLIP (GAD)** | **3%** |

| MDO: Diabesil (2) | 372 |
|---|---|
| TOTAL DBI | 73% |
| TOTAL ISLOTIN | 10% |
| **TOTAL DIABESIL** | **7%** |
| DIABESIL | 4% |

| MDO: Paxon (3) | 367 |
|---|---|
| LOSACOR (RMM) | 59% |
| LOPLAC (CSO) | 16% |
| PRISONIL (LEP) | 8% |
| **PAXON TOTAL** | **7%** |

| MDO: Alplax_Diocam (5) | 185 |
|---|---|
| **ALPLAX + DIOCAM** | **49%** |
| ALPLAX (GAD) | 46% |
| CLONAGIN (B+L) | 36% |
| DIOCAM (GAD) | 2% |

| MDO: Gadolip | 129 |
|---|---|
| CONTROLIP (ABT) | 66% |
| MINUSLIP (TEV) | 10% |
| PROCETOKEN( BEB) | 9% |
| **GADOLIP (GAD)** | **2%** |

| MDO: Bisopil | 88 |
|---|---|
| CORBIS (RMM) | 94% |
| BISOFEC (FEC) | 2% |
| LOSTAPROLOL (T.L) | 2% |
| **BISOPIL (GAD)** | **1%** |

| MDO: Xelevia | 67 |
|---|---|
| TOTAL GLUCEMIX | 42% |
| TOTAL JANUMET | 21% |
| **TOTAL XELEVIA** | **15%** |
| TOTAL ZOMARIST | 13% |

| MDO: Gadocor | 55 |
|---|---|
| CORPRES (RMM) | 38% |
| NEBILET (SIE) | 25% |
| **GADOCOR (GAD)** | **18%** |
| NABILA (RF2) | 5% |

| MDO: L. Gastromax | 49 |
|---|---|
| PANTUS (B+L) | 51% |
| PANTOCAS( CSO) | 24% |
| PANTOP (RF2) | 18% |
| **GASTROMAX TOTAL** | **2%** |

| MDO: Tonibral XR | 28 |
|---|---|
| NEUROPLUS (B+L) | 50% |
| CARRIER XR CSO | 25% |
| CARRIER (CSO) | 18% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 27 |
|---|---|
| LYRICA (PFZ) | 37% |
| KABIAN MULTIDOSIS (T.L) | 26% |
| PLENICA (RMM) | 22% |
| **GAVIN (GAD)** | **7%** |

| MDO: Deslafax | 2 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (16.3%)

| MDO: Filten (4) | 263 |
|---|---|
| ISOBLOC (CSO) | 39% |
| BIDECAR (B+L) | 19% |
| **FILTEN (GAD)** | **16%** |
| VERATEN (ELE) | 15% |

| MDO: Omnic Ocas | 113 |
|---|---|
| LOSTAM (T.L) | 49% |
| REDUPROST (RF2) | 20% |
| SULOS (ELE) | 8% |
| **OMNIC OCAS (GAD)** | **4%** |

| MDO: Risperin | 18 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 17 |
|---|---|
| TIONEUROL 600 (RC5) | 47% |
| **NEURO BILETAN (GAD)** | **35%** |
| CIAGEN (CVI) | 12% |
| NEUROTIOCT (TPQ) | 6% |

| MDO: Allopurinol | 16 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **88%** |
| ALLOPURINOL CRAVER (C- | 12% |

### RECORDATORIOS (0.3%)

| MDO: Calcimax | 6 |
|---|---|
| **CALCIMAX TOTAL** | **67%** |
| CALCIMAX FORTE (GAD) | 50% |
| CALCIONAL (ARI) | 33% |
| CALCIMAX (GAD) | 17% |

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C HERMIDA SONIA GRISELDA (CLM) - CP: 1708 -- 2231 prescripciones

### LANZAMIENTOS (11.6%)

| MDO: Paliax | 89 |
|---|---|
| SARVAL (B+L) | 52% |
| DIOVAN (SIE) | 31% |
| SIMULTAN (LZA) | 6% |
| **PALIAX (GAD)** | **3%** |

| MDO: Aturen | 81 |
|---|---|
| DAFLON 1000 (SVR) | 69% |
| DIOSMIN (CVI) | 15% |
| DAFLON 500 (SVR) | 10% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 74 |
|---|---|
| RAQUIFEROL D3 (RMM) | 38% |
| SUBICAL CB (BEB) | 30% |
| SUBICAL (BEB) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 15 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (83.4%)

| 1 MDO: Diabesil | 600 |
|---|---|
| TOTAL DBI | 55% |
| TOTAL GLUCOPHAGE | 16% |
| TOTAL ISLOTIN | 13% |
| **TOTAL DIABESIL** | **6%** |

| 2 MDO: Xelevia | 403 |
|---|---|
| TOTAL TRAYENTA | 27% |
| **TOTAL XELEVIA** | **20%** |
| KOMBIGLYZE XR (AZN) | 18% |
| ONGLYZA (AZN) | 16% |

| 3 MDO: Paxon | 241 |
|---|---|
| LOSACOR (RMM) | 33% |
| LOPLAC (CSO) | 30% |
| **PAXON TOTAL** | **20%** |
| PAXON | 20% |

| 4 MDO: Sinlip | 232 |
|---|---|
| AMPLIAR (CSO) | 25% |
| **SINLIP (GAD)** | **7%** |
| ROSUVAST (BAG) | 6% |
| LIPIFEN (RF2) | 6% |

| 5 MDO: Alplax_Diocam | 135 |
|---|---|
| **ALPLAX + DIOCAM** | **56%** |
| ALPLAX (GAD) | 42% |
| EMOTIVAL (TEV) | 26% |
| DIOCAM (GAD) | 14% |

| MDO: Gadolip | 98 |
|---|---|
| CRAVERIL (CVI) | 67% |
| MINUSLIP (TEV) | 8% |
| **GADOLIP (GAD)** | **7%** |
| CRAVERIL XR (CVI) | 6% |

| MDO: Bisopil | 50 |
|---|---|
| CORBIS (RMM) | 98% |
| BICARDIL (B+L) | 2% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 49 |
|---|---|
| PANTUS (B+L) | 76% |
| PANTOP (RF2) | 14% |
| PANTOCAS( CSO) | 8% |
| **GASTROMAX TOTAL** | **2%** |

| MDO: Gavin | 23 |
|---|---|
| PLENICA (RMM) | 39% |
| LINPREL (B+L) | 26% |
| KABIAN MULTIDOSIS (T.L) | 13% |
| **GAVIN (GAD)** | **0%** |

| MDO: Tonibral XR | 15 |
|---|---|
| PRILBEN (RC5) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 8 |
|---|---|
| NABILA (RF2) | 50% |
| CORPRES (RMM) | 50% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Midax | 3 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Lapenax | 1 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2° PROMOCION (4.6%)

| MDO: Filten | 48 |
|---|---|
| CARVEDIL (BAG) | 25% |
| ISOBLOC (CSO) | 23% |
| BIDECAR (B+L) | 21% |
| **FILTEN (GAD)** | **12%** |

| MDO: Neurobiletan 600 | 24 |
|---|---|
| TINACTOL (CSO) | 58% |
| CIAGEN (CVI) | 25% |
| **NEURO BILETAN (GAD)** | **12%** |
| TIONEUROL 600 (RC5) | 4% |

| MDO: Allopurinol | 13 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **62%** |
| ALLOPURINOL CRAVER (C- | 38% |

| MDO: Omnic Ocas | 11 |
|---|---|
| TANSILOPROST (FIN) | 45% |
| REDUPROST (RF2) | 36% |
| UROPROST-Q (ARI) | 18% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Duxetin | 4 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

| MDO: Risperin | 3 |
|---|---|
| DROPICINE (BET) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (0.4%)

| MDO: Somit | 9 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C MERLETTI DANIEL CHRISTIAN (CLM) - CP: 1708 -- 1807 prescripciones

### LANZAMIENTOS (16.0%)

| MDO: Paliax (5) | 143 |
|---|---|
| SARVAL (B+L) | 36% |
| DIOVAN (SIE) | 22% |
| ALPERTAN (RF2) | 16% |
| **PALIAX (GAD)** | **1%** |

| MDO: Gadoferol | 72 |
|---|---|
| ORAVIL (TPQ) | 53% |
| OSTEODYN (MTP) | 14% |
| RAQUIFEROL D3 (RMM) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 40 |
|---|---|
| DAFLON 500 (SVR) | 68% |
| DAFLON 1000 (SVR) | 12% |
| VEDIPAL (RF2) | 10% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 16 |
|---|---|
| REMIVOX (ELE) | 38% |
| PRAXANT (ELE) | 38% |
| ELIQUIS (PFZ) | 12% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 8 |
|---|---|
| LEVECOM (B+L) | 75% |
| KEPPRA (GSK) | 25% |
| **ETABYX (GAD)** | **0%** |

| MDO: Fucsia | 8 |
|---|---|
| SLINDA (ELE) | 62% |
| ISIS FREE S/ESTROG (SIE) | 38% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Sinlip EZ | 3 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (71.1%)

| MDO: Sinlip (1) | 310 |
|---|---|
| **SINLIP (GAD)** | **14%** |
| AMPLIAR (CSO) | 13% |
| ROVARTAL (RMM) | 7% |
| REOVEX (B+L) | 6% |

| MDO: Paxon (2) | 181 |
|---|---|
| LOSACOR (RMM) | 40% |
| **PAXON TOTAL** | **19%** |
| PAXON | 19% |
| FENSARTAN ELEA (ELE) | 12% |

| MDO: Diabesil (3) | 159 |
|---|---|
| TOTAL DBI | 52% |
| TOTAL GLUCOPHAGE | 34% |
| TOTAL ISLOTIN | 9% |
| **TOTAL DIABESIL** | **3%** |

| MDO: Bisopil (4) | 150 |
|---|---|
| CORBIS (RMM) | 97% |
| **BISOPIL (GAD)** | **1%** |
| LOSTAPROLOL (T.L) | 1% |
| CONCOR (ELE) | 1% |

| MDO: Xelevia | 133 |
|---|---|
| **TOTAL XELEVIA** | **30%** |
| XELEVIA MET (GAD) | 24% |
| JANUVIA (MSD) | 17% |
| TOTAL GALVUS | 13% |

| MDO: L. Gastromax | 87 |
|---|---|
| **GASTROMAX TOTAL** | **41%** |
| GASTROMAX (GAD) | 40% |
| PANTUS (B+L) | 24% |
| PANTUSEC (B+L) | 7% |

| MDO: Damsel | 76 |
|---|---|
| KIRUM (RF2) | 49% |
| DIVINA (ELE) | 14% |
| ISIS (SIE) | 14% |
| **DAMSEL GAD** | **8%** |

| MDO: Gadocor | 55 |
|---|---|
| NABILA (RF2) | 35% |
| CORPRES (RMM) | 25% |
| NIDIB (B+L) | 13% |
| **GADOCOR (GAD)** | **2%** |

| MDO: Femiden | 55 |
|---|---|
| MIRANDA (ELE) | 40% |
| AMAPOLI (BEB) | 27% |
| **FEMIDEN (GAD)** | **15%** |
| FEMALVI (RF2) | 13% |

| MDO: Gadolip | 49 |
|---|---|
| MINUSLIP (TEV) | 35% |
| PROCETOKEN( BEB) | 20% |
| **GADOLIP (GAD)** | **14%** |
| MAGNOFEN( B+L) | 8% |

| MDO: Alplax_Diocam | 18 |
|---|---|
| **ALPLAX + DIOCAM** | **72%** |
| ALPLAX (GAD) | 61% |
| CLONAGIN (B+L) | 17% |
| DIOCAM (GAD) | 11% |

| MDO: Damsella | 6 |
|---|---|
| ISIS MINI 24 (SIE) | 67% |
| YAZ (BAY) | 33% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| **DESLAFAX (GAD)** | **100%** |

| MDO: Gavin | 1 |
|---|---|
| PREBICTAL (RF2) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (12.5%)

| MDO: Filten | 87 |
|---|---|
| BIDECAR (B+L) | 32% |
| CARVEDIL (BAG) | 22% |
| **FILTEN (GAD)** | **21%** |
| DILATREND (SIE) | 13% |

| MDO: Omnic Ocas | 62 |
|---|---|
| UROCETINA (E6B) | 40% |
| ESPONTAL (PB.) | 23% |
| REDUPROST (RF2) | 10% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 35 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **91%** |
| ALLOPURINOL CRAVER (C- | 9% |

| MDO: Rubi | 23 |
|---|---|
| QLAIRA (BAY) | 78% |
| **RUBI (GAD)** | **22%** |

| MDO: Neurobiletan 600 | 9 |
|---|---|
| **NEURO BILETAN (GAD)** | **56%** |
| NEUROTIOCT (TPQ) | 33% |
| TINACTOL (CSO) | 11% |

| MDO: Myrbetric | 8 |
|---|---|
| URGISTAT (PB.) | 62% |
| **MYRBETRIC (GAD)** | **38%** |

| MDO: Elafax | 2 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (0.3%)

| MDO: Calcimax | 6 |
|---|---|
| CALCIONAL CITRATO (ARI) | 67% |
| **CALCIMAX TOTAL** | **33%** |
| CALCIMAX FORTE (GAD) | 33% |

# FICHAS MEDICOS

## ✔ C RUSCHIONI MARTIN CARLA DANIELA (N-T) - CP: 1708 -- 1747 prescripciones

### LANZAMIENTOS (16.6%)

| MDO: Paliax (5) | 143 | MDO: Aturen | 103 | MDO: Gadoferol | 38 | MDO: Etabyx | 5 | MDO: Bexaban | 1 |
|---|---|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 61% | DAFLON 500 (SVR) | 58% | DEBLAX (RF2) | 39% | LEVECOM (B+L) | 80% | XAROBAN (RF2) | 100% |
| RACORVAL (RMM) | 20% | DAFLON 1000 (SVR) | 17% | DEVISAL CB (B+L) | 24% | CALLEXE (CSO) | 20% | **BEXABAN (GAD)** | **0%** |
| DIOVAN (SIE) | 8% | ALIVIAFLEB (DEN) | 16% | DEVISAL (B+L) | 8% | **ETABYX (GAD)** | **0%** | | |
| **PALIAX (GAD)** | **0%** | **ATUREN (GAD)** | **3%** | **GADOFEROL TOTAL** | **3%** | | | | |

### 1° PROMOCION (69.9%)

| MDO: Sinlip (1) | 392 | MDO: Paxon (2) | 234 | MDO: Diabesil (4) | 159 | MDO: L. Gastromax | 78 | MDO: Gadocor | 77 | MDO: Bisopil | 70 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| TORIVAS (B+L) | 27% | LOSACOR (RMM) | 54% | TOTAL DBI | 70% | PANTUSEC (B+L) | 40% | SYNCROCOR (TEV) | 45% | CORBIS (RMM) | 99% |
| REOVEX (B+L) | 11% | LOPLAC (CSO) | 23% | TOTAL ISLOTIN | 12% | PEPTAZOL (MTP) | 28% | NABILA (RF2) | 34% | **BISOPIL (GAD)** | **1%** |
| LIPITOR (PFZ) | 9% | **PAXON TOTAL** | **13%** | TOTAL GLUCOPHAGE | 8% | **GASTROMAX TOTAL** | **17%** | CORPRES (RMM) | 16% | | |
| **SINLIP (GAD)** | **0%** | PAXON | 13% | **TOTAL DIABESIL** | **3%** | GASTROMAX (GAD) | 17% | **GADOCOR (GAD)** | **3%** | | |

| MDO: Gavin | 54 | MDO: Tonibral XR | 47 | MDO: Gadolip | 44 | MDO: Xelevia | 41 | MDO: Alplax_Diocam | 25 |
|---|---|---|---|---|---|---|---|---|---|
| **GAVIN (GAD)** | **72%** | NEUROPLUS (B+L) | 70% | PROCETOKEN( BEB) | 75% | JANUVIA (MSD) | 34% | TENSIUM (B+L) | 80% |
| LYRICA (PFZ) | 11% | CARRIER (CSO) | 13% | **GADOLIP (GAD)** | **9%** | TOTAL GALVUS | 29% | CLONAGIN (B+L) | 16% |
| LINPREL (B+L) | 2% | PRILBEN (RC5) | 11% | MINUSLIP (TEV) | 2% | **TOTAL XELEVIA** | **22%** | RIVOTRIL (B7I) | 4% |
| | | **TONIBRAL TOTAL** | **6%** | DAUNLIP (MTP) | 2% | XELEVIA (GAD) | 22% | **ALPLAX + DIOCAM** | **0%** |

### 2° PROMOCION (13.5%)

| MDO: Filten (3) | 161 | MDO: Allopurinol | 40 | MDO: Omnic Ocas | 26 | MDO: Neurobiletan 600 | 9 |
|---|---|---|---|---|---|---|---|
| ISOBLOC (CSO) | 43% | ALLOPURINOL CRAVER (C- | 98% | TANSILOPROST (FIN) | 46% | NEUROTIOCT (TPQ) | 100% |
| BIDECAR (B+L) | 35% | **ALLOPURINOL GADOR (G-** | **2%** | REDUPROST (RF2) | 31% | **NEURO BILETAN (GAD)** | **0%** |
| CARVEDIL (BAG) | 14% | | | URALOS CR (CSO) | 15% | | |
| **FILTEN (GAD)** | **4%** | | | **OMNIC OCAS (GAD)** | **0%** | | |

## C WHITTINGSLOW HORACIO RICARDO (CIR) - CP: 1708 -- 1631 prescripciones

### LANZAMIENTOS (17.2%)

| MDO: Gadoferol (5) | 89 | MDO: Paliax | 89 | MDO: Aturen | 84 | MDO: Nexdia | 11 | MDO: Bexaban | 8 |
|---|---|---|---|---|---|---|---|---|---|
| SUBICAL (BEB) | 48% | SARVAL (B+L) | 44% | DAFLON 500 (SVR) | 65% | LEXAPRO (LUN) | 100% | XARELTO (BAY) | 100% |
| OSTEODYN (MTP) | 18% | ALPERTAN (RF2) | 40% | TERBENOL DUO (BEB) | 30% | **NEXDIA (GAD)** | **0%** | **BEXABAN (GAD)** | **0%** |
| DEBLAX (RF2) | 9% | DILCORAN (CSO) | 11% | ALIVIAFLEB (DEN) | 5% | | | | |
| **GADOFEROL TOTAL** | **0%** | **PALIAX (GAD)** | **0%** | **ATUREN (GAD)** | **0%** | | | | |

### 1° PROMOCION (72.6%)

| MDO: Paxon (1) | 299 | MDO: Sinlip (2) | 285 | MDO: Alplax_Diocam (3) | 236 | MDO: Diabesil (4) | 128 | MDO: L. Gastromax | 81 | MDO: Bisopil | 65 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LOSACOR (RMM) | 56% | ROSUVAST (BAG) | 58% | **ALPLAX + DIOCAM** | **36%** | TOTAL DBI | 39% | PANTUS (B+L) | 51% | CORBIS (RMM) | 100% |
| PRESIMAX (BAG) | 33% | AMPLIAR (CSO) | 16% | CLONAGIN (B+L) | 30% | TOTAL METGLUCON | 24% | PANTOCAS( CSO) | 42% | **BISOPIL (GAD)** | **0%** |
| LOPLAC (CSO) | 8% | VASOTENAL (RMM) | 8% | DIOCAM (GAD) | 21% | TOTAL GLUCOPHAGE | 5% | PANTOPRAZOL DENV F (D- | 7% | | |
| **PAXON TOTAL** | **0%** | **SINLIP (GAD)** | **2%** | TRANQUINAL (BAG) | 17% | **TOTAL DIABESIL** | **0%** | **GASTROMAX TOTAL** | **0%** | | |

| MDO: Gadolip | 46 | MDO: Tonibral XR | 22 | MDO: Xelevia | 9 | MDO: Gavin | 9 | MDO: Omecap 90 | 2 | MDO: Deslafax | 2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LIPOMAX (BAG) | 83% | PRILBEN (RC5) | 82% | JANUVIA (MSD) | 67% | **GAVIN (GAD)** | **33%** | REGULIP (RF2) | 100% | PRISTIQ (PFZ) | 100% |
| PROCETOKEN( BEB) | 17% | NEUROPLUS (B+L) | 14% | TOTAL GLUCEMIX | 33% | NEURISTAN MULTIDOS (C- | 33% | **OMECAP 90 (GAD)** | **0%** | **DESLAFAX (GAD)** | **0%** |
| **GADOLIP (GAD)** | **0%** | CARRIER (CSO) | 5% | **TOTAL XELEVIA** | **0%** | | | | | | |
| | | **TONIBRAL TOTAL** | **0%** | | | | | | | | |

### 2° PROMOCION (9.9%)

| MDO: Filten | 70 | MDO: Omnic Ocas | 47 | MDO: Allopurinol | 18 | MDO: Foxetin | 14 | MDO: Risperin | 13 |
|---|---|---|---|---|---|---|---|---|---|
| **FILTEN (GAD)** | **53%** | PROSTOKLAR (B+L) | 70% | ALLOPURINOL CRAVER (C- | 61% | **FOXETIN (GAD)** | **100%** | **RISPERIN (GAD)** | **100%** |
| CARVEDIL (BAG) | 33% | REDUPROST (RF2) | 21% | **ALLOPURINOL GADOR (G-** | **39%** | | | | |
| BIDECAR (B+L) | 14% | TANSILOPROST (FIN) | 9% | | | | | | |
| | | **OMNIC OCAS (GAD)** | **0%** | | | | | | |

### RECORDATORIOS (0.2%)

| MDO: Calcimax | 4 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ C MAÃ□AY NUÃ□EZ JUAN CARLOS (CLM) - CP: 1708 -- 1561 prescripciones

### LANZAMIENTOS (30.3%)

| MDO: Gadoferol (1) | 456 |
|---|---|
| DEBLAX (RF2) | 40% |
| ORAVIL (TPQ) | 18% |
| **GADOFEROL TOTAL** | **14%** |
| GADOFEROL CB (GAD) | 10% |

| MDO: Paliax | 12 |
|---|---|
| SARVAL (B+L) | 83% |
| DIAPRESAN (MTP) | 8% |
| DIOVAN (SIE) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DAFLON 1000 (SVR) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (65.7%)

| MDO: Xelevia (2) | 419 |
|---|---|
| **TOTAL XELEVIA** | **35%** |
| XELEVIA MET (GAD) | 30% |
| GLUCAL (RMM) | 20% |
| TOTAL JANUMET | 18% |

| MDO: Diabesil (3) | 328 |
|---|---|
| TOTAL GLUCOPHAGE | 67% |
| TOTAL DBI | 16% |
| **TOTAL DIABESIL** | **14%** |
| DIABESIL AP 1000 | 12% |

| MDO: Gadolip (4) | 132 |
|---|---|
| MAGNOFEN( B+L) | 27% |
| MINUSLIP (TEV) | 20% |
| **GADOLIP (GAD)** | **13%** |
| LIPTUIN (T.L) | 5% |

| MDO: Sinlip (5) | 60 |
|---|---|
| **SINLIP (GAD)** | **15%** |
| ROVARTAL (RMM) | 13% |
| REOVEX (B+L) | 12% |
| ZARATOR (ELE) | 7% |

| MDO: Paxon | 26 |
|---|---|
| LOSACOR (RMM) | 42% |
| **PAXON TOTAL** | **35%** |
| PAXON | 35% |
| LOPLAC (CSO) | 15% |

| MDO: Bisopil | 24 |
|---|---|
| CORBIS (RMM) | 92% |
| CONCOR (ELE) | 8% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 14 |
|---|---|
| NEURYL (BAG) | 50% |
| RIVOTRIL (B7I) | 29% |
| **ALPLAX + DIOCAM** | **7%** |
| ALPLAX (GAD) | 7% |

| MDO: L. Gastromax | 11 |
|---|---|
| PANTUSEC (B+L) | 36% |
| **GASTROMAX TOTAL** | **18%** |
| GASTROMAX (GAD) | 18% |
| PANTOCAS( CSO) | 18% |

| MDO: Damsel | 6 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| LINPREL (B+L) | 75% |
| PLENICA (RMM) | 25% |
| **GAVIN (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

### 2° PROMOCION (2.6%)

| MDO: Neurobile- | 28 |
|---|---|
| NEUROTIOCT (TPQ) | 50% |
| CIAGEN (CVI) | 50% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Filten | 11 |
|---|---|
| DILATREND (SIE) | 82% |
| VERATEN (ELE) | 18% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.4%)

| MDO: Somit | 19 |
|---|---|
| NOCTE (BAG) | 89% |
| **TOTAL SOMIT** | **11%** |
| SOMIT (GAD) | 11% |

| MDO: Calcimax | 3 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 67% |
| CALCIMAX FORTE (GAD) | 33% |

# FICHAS MEDICOS

## ✔ C CLAVERO CINTHIA MAGALI (CLM) - CP: 1708 -- 1177 prescripciones

### LANZAMIENTOS (7.4%)

| MDO: Nexdia | 35 |
|---|---|
| EX3 (ARI) | 74% |
| MERIDIAN (RMM) | 17% |
| NOVO HUMORAP (BAG) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 19 |
|---|---|
| RAQUIFEROL D3 (RMM) | 68% |
| ORAVIL (TPQ) | 26% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 15 |
|---|---|
| DAFLON 500 (SVR) | 67% |
| VEDIPAL (RF2) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 12 |
|---|---|
| SARVAL (B+L) | 42% |
| DIOVAN (SIE) | 33% |
| ALPERTAN (RF2) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 6 |
|---|---|
| KEPPRA (GSK) | 83% |
| VECETAM (RC5) | 17% |
| **ETABYX (GAD)** | **0%** |

### 1º PROMOCION (85.6%)

| MDO: Diabesil | 1 | 239 |
|---|---|---|
| **TOTAL DIABESIL** | | **43%** |
| TOTAL DBI | | 38% |
| DIABESIL AP 1000 | | 21% |
| DIABESIL AP 850 | | 15% |

| MDO: Sinlip | 2 | 184 |
|---|---|---|
| ROVARTAL (RMM) | | 40% |
| AMPLIAR (CSO) | | 17% |
| HIPOLIPOL (CSO) | | 4% |
| **SINLIP (GAD)** | | **1%** |

| MDO: Paxon | 3 | 148 |
|---|---|---|
| LOSACOR (RMM) | | 100% |
| **PAXON TOTAL** | | **0%** |

| MDO: Xelevia | 4 | 139 |
|---|---|---|
| GLUCAL (RMM) | | 90% |
| TOTAL GLUCEMIX | | 9% |
| TOTAL ZOMARIST | | 1% |
| **TOTAL XELEVIA** | | **0%** |

| MDO: Alplax_Diocam | 5 | 123 |
|---|---|---|
| CLONAGIN (B+L) | | 25% |
| TRAPAX (PFZ) | | 18% |
| RIVOTRIL (B7I) | | 16% |
| **ALPLAX + DIOCAM** | | **15%** |

| MDO: Bisopil | 60 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Damsel | 27 |
|---|---|
| DIVINA (ELE) | 44% |
| MAXIMA (P0F) | 37% |
| KALA (BEB) | 15% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 22 |
|---|---|
| **GADOLIP (GAD)** | **64%** |
| PROCETOKEN( BEB) | 23% |
| MINUSLIP (TEV) | 14% |

| MDO: Damsella | 21 |
|---|---|
| DIVA TOTAL (ELE) | 57% |
| KIR 28 (RF2) | 38% |
| **DAMSELLA (GAD)** | **5%** |

| MDO: Tonibral XR | 18 |
|---|---|
| NEUROPLUS (B+L) | 56% |
| CARRIER (CSO) | 44% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: L. Gastromax | 10 |
|---|---|
| PANTUS (B+L) | 70% |
| PANGEST (BET) | 30% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Femiden | 8 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

### 2º PROMOCION (7.0%)

| MDO: Gadocor | 4 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Allopurin- | 31 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 29 |
|---|---|
| REDUPROST (RF2) | 93% |
| TANSILOPROST RET (FIN) | 7% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 20 |
|---|---|
| ISOBLOC (CSO) | 60% |
| CARVEDIL (BAG) | 20% |
| **FILTEN (GAD)** | **10%** |
| BIDECAR (B+L) | 10% |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (0.1%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ C MARQUEZ ANA KARINA (CLM) - CP: 1708 -- 1172 prescripciones

### LANZAMIENTOS (19.8%)

| MDO: Paliax (3) | 108 |
|---|---|
| SARVAL (B+L) | 96% |
| SIMULTAN (LZA) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 45 |
|---|---|
| ORAVIL (TPQ) | 76% |
| CRADA (CSO) | 16% |
| RAQUIFEROL D3 (RMM) | 9% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 40 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 39 |
|---|---|
| DAFLON 500 (SVR) | 79% |
| DAFLON 1000 (SVR) | 21% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (65.1%)

| MDO: Sinlip (1) | 194 |
|---|---|
| REOVEX (B+L) | 28% |
| ROVARTAL (RMM) | 24% |
| TORIVAS (B+L) | 16% |
| **SINLIP (GAD)** | **6%** |

| MDO: Paxon (2) | 109 |
|---|---|
| LOSACOR (RMM) | 57% |
| **PAXON TOTAL** | **29%** |
| PAXON | 29% |
| PRISONIL (LEP) | 6% |

| MDO: Diabesil (4) | 92 |
|---|---|
| TOTAL GLUCOPHAGE | 40% |
| TOTAL ISLOTIN | 37% |
| **TOTAL DIABESIL** | **15%** |
| DIABESIL | 11% |

| MDO: Bisopil (5) | 90 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 86 |
|---|---|
| CLONAGIN (B+L) | 72% |
| TRANQUINAL (BAG) | 15% |
| **ALPLAX + DIOCAM** | **9%** |
| ALPLAX (GAD) | 9% |

| MDO: Xelevia | 62 |
|---|---|
| JANUVIA (MSD) | 89% |
| TOTAL GLUCEMIX | 8% |
| **TOTAL XELEVIA** | **3%** |
| XELEVIA MET (GAD) | 3% |

| MDO: Gavin | 48 |
|---|---|
| PLENICA (RMM) | 71% |
| LYRICA (PFZ) | 8% |
| NEURISTAN (CSO) | 8% |
| **GAVIN (GAD)** | **4%** |

| MDO: Tonibral XR | 46 |
|---|---|
| PRILBEN (RC5) | 57% |
| NEUROPLUS (B+L) | 43% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 26 |
|---|---|
| CORPRES (RMM) | 73% |
| NEBICOR (LZA) | 27% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTUS (B+L) | 83% |
| **GASTROMAX TOTAL** | **17%** |
| GASTROMAX (GAD) | 17% |

| MDO: Gadolip | 4 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (14.6%)

| MDO: Filten | 80 |
|---|---|
| CARVEDIL (BAG) | 59% |
| **FILTEN (GAD)** | **22%** |
| CARDIONORM (DEN) | 14% |

| MDO: Omnic Ocas | 55 |
|---|---|
| URALOS CR (CSO) | 64% |
| TANSILOPROST (FIN) | 9% |
| PROSTOKLAR (B+L) | 7% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 36 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (0.5%)

| MDO: Somit | 6 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ C SPADA PABLO CESAR (CRD) - CP: 1706 -- 1157 prescripciones

### LANZAMIENTOS (14.1%)

| MDO: Paliax (5) | 81 |
|---|---|
| DIOVAN (SIE) | 43% |
| SARVAL (B+L) | 30% |
| ALPERTAN (RF2) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 24 |
|---|---|
| DAFLON 1000 (SVR) | 88% |
| DAFLON 500 (SVR) | 8% |
| FLEVOMAX (ELE) | 4% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 21 |
|---|---|
| RAQUIFEROL D3 (RMM) | 48% |
| ORAVIL (TPQ) | 24% |
| DEVISAL (B+L) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 19 |
|---|---|
| LIPEX PLUS (ELE) | 32% |
| REOVEX EZ (B+L) | 11% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 17 |
|---|---|
| PRADAXA (B.I) | 47% |
| XAROBAN (RF2) | 35% |
| REMEXAL (CSO) | 12% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (76.1%)

| MDO: Sinlip (1) | 231 |
|---|---|
| VASOTENAL (RMM) | 16% |
| REOVEX (B+L) | 12% |
| ROSUVAST (BAG) | 10% |
| **SINLIP (GAD)** | **5%** |

| MDO: Alplax_Diocam (2) | 157 |
|---|---|
| **ALPLAX + DIOCAM** | **29%** |
| ALPLAX (GAD) | 25% |
| RIVOTRIL (B7I) | 16% |
| CLONAGIN (B+L) | 12% |

| MDO: Paxon (3) | 127 |
|---|---|
| LOSACOR (RMM) | 35% |
| PRISONIL (LEP) | 17% |
| LOPLAC (CSO) | 2% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (4) | 94 |
|---|---|
| CORBIS (RMM) | 96% |
| BISOFEC (FEC) | 4% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 75 |
|---|---|
| **GAVIN (GAD)** | **87%** |
| NEURISTAN (CSO) | 5% |
| KABIAN MULTIDOSIS (T.L) | 5% |
| LINPREL (B+L) | 1% |

| MDO: Gadocor | 56 |
|---|---|
| SYNCROCOR (TEV) | 64% |
| CORPRES (RMM) | 27% |
| NIDIB (B+L) | 4% |
| **GADOCOR (GAD)** | **2%** |

| MDO: Diabesil | 51 |
|---|---|
| TOTAL DBI | 71% |
| TOTAL GLUCOPHAGE | 20% |
| MECTIN XR (TEV) | 10% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 50 |
|---|---|
| TOTAL GALVUS | 46% |
| **TOTAL XELEVIA** | **40%** |
| XELEVIA (GAD) | 40% |
| TOTAL GLUCEMIX | 12% |

| MDO: L. Gastromax | 15 |
|---|---|
| PANTUS (B+L) | 53% |
| **GASTROMAX TOTAL** | **47%** |
| GASTROMAX (GAD) | 47% |

| MDO: Gadolip | 10 |
|---|---|
| MINUSLIP (TEV) | 80% |
| **GADOLIP (GAD)** | **20%** |

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 6 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (6.7%)

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Allopurin- | 34 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 21 |
|---|---|
| CARVEDIL (BAG) | 43% |
| **FILTEN (GAD)** | **33%** |
| DILATREND (SIE) | 14% |
| ISOBLOC (CSO) | 5% |

| MDO: Omnic Ocas | 14 |
|---|---|
| PROSTOKLAR (B+L) | 57% |
| TANSILOPROST (FIN) | 29% |
| ESPONTAL (PB.) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 9 |
|---|---|
| **FOXETIN (GAD)** | **67%** |
| EQUILIBRANE (T.L) | 33% |

### RECORDATORIOS (3.0%)

| MDO: Somit | 35 |
|---|---|
| **TOTAL SOMIT** | **71%** |
| SOMIT (GAD) | 66% |
| INSOMNIUM NF (GAD) | 17% |
| SOMIT CR (GAD) | 6% |

# FICHAS MEDICOS

## C SPADA PABLO CESAR (CRD) - CP: 1708 -- 1157 prescripciones

### LANZAMIENTOS (14.1%)

| MDO: Paliax (5) | 81 |
|---|---|
| DIOVAN (SIE) | 43% |
| SARVAL (B+L) | 30% |
| ALPERTAN (RF2) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 24 |
|---|---|
| DAFLON 1000 (SVR) | 88% |
| DAFLON 500 (SVR) | 8% |
| FLEVOMAX (ELE) | 4% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 21 |
|---|---|
| RAQUIFEROL D3 (RMM) | 48% |
| ORAVIL (TPQ) | 24% |
| DEVISAL (B+L) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 19 |
|---|---|
| LIPEX PLUS (ELE) | 32% |
| REOVEX EZ (B+L) | 11% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 17 |
|---|---|
| PRADAXA (B.I) | 47% |
| XAROBAN (RF2) | 35% |
| REMEXAL (CSO) | 12% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (76.1%)

| MDO: Sinlip (1) | 231 |
|---|---|
| VASOTENAL (RMM) | 16% |
| REOVEX (B+L) | 12% |
| ROSUVAST (BAG) | 10% |
| **SINLIP (GAD)** | **5%** |

| MDO: Alplax_Diocam (2) | 157 |
|---|---|
| **ALPLAX + DIOCAM** | **29%** |
| ALPLAX (GAD) | 25% |
| RIVOTRIL (B7I) | 16% |
| CLONAGIN (B+L) | 12% |

| MDO: Paxon (3) | 127 |
|---|---|
| LOSACOR (RMM) | 35% |
| PRISONIL (LEP) | 17% |
| LOPLAC (CSO) | 2% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (4) | 94 |
|---|---|
| CORBIS (RMM) | 96% |
| BISOFEC (FEC) | 4% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 75 |
|---|---|
| **GAVIN (GAD)** | **87%** |
| NEURISTAN (CSO) | 5% |
| KABIAN MULTIDOSIS (T.L) | 5% |
| LINPREL (B+L) | 1% |

| MDO: Gadocor | 56 |
|---|---|
| SYNCROCOR (TEV) | 64% |
| CORPRES (RMM) | 27% |
| NIDIB (B+L) | 4% |
| **GADOCOR (GAD)** | **2%** |

| MDO: Diabesil | 51 |
|---|---|
| TOTAL DBI | 71% |
| TOTAL GLUCOPHAGE | 20% |
| MECTIN XR (TEV) | 10% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 50 |
|---|---|
| TOTAL GALVUS | 46% |
| **TOTAL XELEVIA** | **40%** |
| XELEVIA (GAD) | 40% |
| TOTAL GLUCEMIX | 12% |

| MDO: L. Gastromax | 15 |
|---|---|
| PANTUS (B+L) | 53% |
| **GASTROMAX TOTAL** | **47%** |
| GASTROMAX (GAD) | 47% |

| MDO: Gadolip | 10 |
|---|---|
| MINUSLIP (TEV) | 80% |
| **GADOLIP (GAD)** | **20%** |

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 6 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (6.7%)

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Allopurin- | 34 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 21 |
|---|---|
| CARVEDIL (BAG) | 43% |
| **FILTEN (GAD)** | **33%** |
| DILATREND (SIE) | 14% |
| ISOBLOC (CSO) | 5% |

| MDO: Omnic Ocas | 14 |
|---|---|
| PROSTOKLAR (B+L) | 57% |
| TANSILOPROST (FIN) | 29% |
| ESPONTAL (PB.) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 9 |
|---|---|
| **FOXETIN (GAD)** | **67%** |
| EQUILIBRANE (T.L) | 33% |

### RECORDATORIOS (3.0%)

| MDO: Somit | 35 |
|---|---|
| **TOTAL SOMIT** | **71%** |
| SOMIT (GAD) | 66% |
| INSOMNIUM NF (GAD) | 17% |
| SOMIT CR (GAD) | 6% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C TOLONE CLAUDIA ISABEL (CLM) - CP: 1708 -- 1138 prescripciones

### LANZAMIENTOS (19.8%)

| MDO: Paliax (3) | 92 |
|---|---|
| SIMULTAN (LZA) | 33% |
| RACORVAL (RMM) | 27% |
| DIOVAN (SIE) | 22% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 56 |
|---|---|
| ORAVIL (TPQ) | 38% |
| DEVISAL CB (B+L) | 18% |
| OSTEODYN (MTP) | 9% |
| **GADOFEROL TOTAL** | **7%** |

| MDO: Aturen | 43 |
|---|---|
| DAFLON 1000 (SVR) | 49% |
| DAFLON 500 (SVR) | 47% |
| DIPEMINA (LZA) | 5% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 20 |
|---|---|
| KEPPRA (GSK) | 80% |
| LEVECOM (B+L) | 20% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 7 |
|---|---|
| LEXTOR (CSO) | 57% |
| MERIDIAN (RMM) | 43% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 3 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (67.9%)

| MDO: Sinlip (1) | 194 |
|---|---|
| CRESTOR (AZN) | 13% |
| AMPLIAR (CSO) | 12% |
| TORIVAS (B+L) | 8% |
| **SINLIP (GAD)** | **7%** |

| MDO: Alplax_Diocam (2) | 168 |
|---|---|
| **ALPLAX + DIOCAM** | **39%** |
| ALPLAX (GAD) | 36% |
| RIVOTRIL (B7I) | 17% |
| CLONAGIN (B+L) | 14% |

| MDO: Bisopil (4) | 77 |
|---|---|
| CORBIS (RMM) | 91% |
| CONCOR (ELE) | 8% |
| LOSTAPROLOL (T.L) | 1% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil (5) | 75 |
|---|---|
| TOTAL DBI | 44% |
| TOTAL GLUCOPHAGE | 43% |
| TOTAL ISLOTIN | 12% |
| **TOTAL DIABESIL** | **1%** |

| MDO: Paxon | 63 |
|---|---|
| LOSACOR (RMM) | 52% |
| LOPLAC (CSO) | 14% |
| **PAXON TOTAL** | **10%** |
| PAXON | 10% |

| MDO: Xelevia | 59 |
|---|---|
| **TOTAL XELEVIA** | **44%** |
| XELEVIA MET (GAD) | 34% |
| TOTAL JANUMET | 15% |
| XELEVIA (GAD) | 10% |

| MDO: L. Gastromax | 45 |
|---|---|
| **GASTROMAX TOTAL** | **51%** |
| GASTROMAX (GAD) | 47% |
| PANTUS (B+L) | 22% |
| PEPTAZOL (MTP) | 9% |

| MDO: Gadolip | 30 |
|---|---|
| LIPOMAX (BAG) | 43% |
| MINUSLIP (TEV) | 17% |
| MAGNOFEN( B+L) | 10% |
| **GADOLIP (GAD)** | **7%** |

| MDO: Damsel | 17 |
|---|---|
| DIVINA (ELE) | 35% |
| YASMIN (BAY) | 24% |
| **DAMSEL GAD** | **12%** |
| KALA (BEB) | 12% |

| MDO: Divalprex | 13 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadocor | 12 |
|---|---|
| NABILA (RF2) | 50% |
| SYNCROCOR (TEV) | 25% |
| CORPRES (RMM) | 8% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Femiden | 11 |
|---|---|
| **FEMIDEN (GAD)** | **55%** |
| MIRANDA (ELE) | 45% |

| MDO: Gavin | 9 |
|---|---|
| NEURISTAN MULTIDOS (C- | 44% |
| PLENICA (RMM) | 33% |
| **GAVIN (GAD)** | **11%** |
| PREBICTAL (RF2) | 11% |

### 2° PROMOCION (11.7%)

| MDO: Omnic O- | 59 |
|---|---|
| TANSILOPROST (FIN) | 31% |
| REDUPROST (RF2) | 27% |
| URALOS CR (CSO) | 24% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 52 |
|---|---|
| **FILTEN (GAD)** | **33%** |
| CARVEDIL (BAG) | 23% |
| ISOBLOC (CSO) | 23% |
| BIDECAR (B+L) | 13% |

| MDO: Rubi | 9 |
|---|---|
| **RUBI (GAD)** | **56%** |
| QLAIRA (BAY) | 22% |
| AZUCENA (BEB) | 22% |

| MDO: Allopurinol | 7 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **86%** |
| ALLOPURINOL CRAVER (C- | 14% |

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **67%** |
| EQUILIBRANE (T.L) | 33% |

| MDO: Duxetin | 2 |
|---|---|
| **DUXETIN (GAD)** | **50%** |
| DUERIX (ARI) | 50% |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (0.6%)

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 75% |
| CALCIMAX FORTE (GAD) | 25% |

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **33%** |
| SOMIT (GAD) | 33% |
| DORMILAN (B+L) | 33% |
| MIAPAX (CSO) | 33% |

# FICHAS MEDICOS

## C MISCHENER JESICA DEBORA (CLM) - CP: 1708 -- 1116 prescripciones

### LANZAMIENTOS (11.2%)

| MDO: Paliax | 89 |
|---|---|
| SARVAL (B+L) | 46% |
| DIAPRESAN (MTP) | 34% |
| SIMULTAN (LZA) | 11% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 26 |
|---|---|
| DAFLON 500 (SVR) | 77% |
| TERBENOL DUO (BEB) | 15% |
| DIPEMINA (LZA) | 8% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 10 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (76.6%)

| 1 MDO: Sinlip | 212 |
|---|---|
| **SINLIP (GAD)** | **32%** |
| REOVEX (B+L) | 8% |
| CRESTOR (AZN) | 6% |
| ROVARTAL (RMM) | 4% |

| 2 MDO: Damsel | 154 |
|---|---|
| KIRUM (RF2) | 38% |
| KALA (BEB) | 29% |
| DIVINA (ELE) | 14% |
| **DAMSEL GAD** | **4%** |

| 3 MDO: Diabesil | 134 |
|---|---|
| TOTAL METGLUCON | 37% |
| TOTAL DBI | 32% |
| TOTAL ISLOTIN | 22% |
| **TOTAL DIABESIL** | **7%** |

| 4 MDO: Alplax_Diocam | 100 |
|---|---|
| CLONAGIN (B+L) | 57% |
| **ALPLAX + DIOCAM** | **27%** |
| ALPLAX (GAD) | 25% |
| DIOCAM (GAD) | 2% |

| 5 MDO: Bisopil | 90 |
|---|---|
| CORBIS (RMM) | 80% |
| **BISOPIL (GAD)** | **9%** |
| LOSTAPROLOL (T.L) | 7% |
| CONCOR (ELE) | 4% |

| MDO: Paxon | 45 |
|---|---|
| LOSACOR (RMM) | 58% |
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |
| VASEXTEN (BEB) | 9% |

| MDO: Xelevia | 23 |
|---|---|
| TOTAL GALVUS | 39% |
| **TOTAL XELEVIA** | **17%** |
| XELEVIA MET (GAD) | 17% |
| TOTAL JANUMET | 17% |

| MDO: Gavin | 21 |
|---|---|
| LINPREL (B+L) | 19% |
| PLENICA (RMM) | 10% |
| **GAVIN (GAD)** | **0%** |

| MDO: L. Gastromax | 19 |
|---|---|
| PANTUS (B+L) | 42% |
| PEPTAZOL (MTP) | 42% |
| **GASTROMAX TOTAL** | **16%** |
| GASTROMAX (GAD) | 16% |

| MDO: Gadolip | 18 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsella | 12 |
|---|---|
| KALA MD 24 (BEB) | 67% |
| ISIS MINI 24 (SIE) | 33% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Deslafax | 9 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (12.2%)

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 57% |
| IMPROVAL (RMM) | 43% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadocor | 7 |
|---|---|
| NEBILET (SIE) | 57% |
| **GADOCOR (GAD)** | **43%** |

| MDO: April | 4 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Filten | 87 |
|---|---|
| BIDECAR (B+L) | 29% |
| **FILTEN (GAD)** | **25%** |
| CARVEDIL (BAG) | 25% |
| ISOBLOC (CSO) | 17% |

| MDO: Omnic Ocas | 33 |
|---|---|
| TANSILOPROST (FIN) | 67% |
| REDUPROST (RF2) | 21% |
| PROSTOKLAR (B+L) | 12% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 11 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 5 |
|---|---|
| ALLOPURINOL CRAVER (C- | 80% |
| **ALLOPURINOL GADOR (G-** | **20%** |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## C VENEGAS PICOLLETT PERCY (PSQ) - CP: 1708 -- 1108 prescripciones

### LANZAMIENTOS (12.2%)

| MDO: Nexdia (2) | 128 | MDO: Gadoferol | 4 | MDO: Etabyx | 2 | MDO: Aturen | 1 |
|---|---|---|---|---|---|---|---|
| OPTISER (B+L) | 38% | DEBLAX (RF2) | 100% | KEPPRA (GSK) | 50% | DAFLON 500 (SVR) | 100% |
| ARAMIX (ELE) | 21% | **GADOFEROL TOTAL** | **0%** | LEVECOM (B+L) | 50% | **ATUREN (GAD)** | **0%** |
| MERIDIAN (RMM) | 20% | | | **ETABYX (GAD)** | **0%** | | |
| **NEXDIA (GAD)** | **0%** | | | | | | |

### 1° PROMOCION (62.9%)

| MDO: Alplax_D- (1) | 523 | MDO: Divalprex (5) | 57 | MDO: Midax | 33 | MDO: Gavin | 22 | MDO: Tonibral XR | 21 | MDO: Lapenax | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALPLAX + DIOCAM** | **33%** | VALCOTE (ABT) | 46% | ONOTRAN (LEP) | 61% | LYRICA (PFZ) | 45% | CARRIER (CSO) | 71% | **LAPENAX GADOR (GAD)** | **100%** |
| ALPLAX (GAD) | 17% | VALCAS (CSO) | 28% | **MIDAX (GAD)** | **12%** | PLENICA (RMM) | 27% | MEMANTINA RICHET (RH.) | 19% | | |
| CLONAGIN (B+L) | 17% | IMPROVAL (RMM) | 26% | APSICO (MLB) | 12% | NEURISTAN (CSO) | 9% | NEUROPLUS (B+L) | 10% | | |
| DIOCAM (GAD) | 16% | **DIVALPREX (GAD)** | **0%** | SIMINA (ELE) | 9% | **GAVIN (GAD)** | **0%** | **TONIBRAL TOTAL** | **0%** | | |

| MDO: Diabesil | 8 | MDO: Paxon | 5 | MDO: Sinlip | 5 | MDO: Bisopil | 3 | MDO: Gadolip | 3 | MDO: Deslafax | 2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL GLUCOPHAGE | 75% | **PAXON TOTAL** | **40%** | NORMOLIPOL (LEP) | 40% | CORBIS (RMM) | 100% | MAGNOFEN( B+L) | 100% | PRISTIQ (PFZ) | 100% |
| **TOTAL DIABESIL** | **25%** | PAXON | 40% | ROSUVAST (BAG) | 20% | **BISOPIL (GAD)** | **0%** | **GADOLIP (GAD)** | **0%** | **DESLAFAX (GAD)** | **0%** |
| DIABESIL AP 850 | 25% | LOPLAC (CSO) | 40% | **SINLIP (GAD)** | **0%** | | | | | | |
| | | LOSACOR (RMM) | 20% | | | | | | | | |

### 2° PROMOCION (16.0%)

| MDO: Risperin (3) | 105 | MDO: Elafax | 36 | MDO: Foxetin | 28 | MDO: Neurobiletan 600 | 4 | MDO: Filten | 3 | MDO: Duxetin | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| RIATUL (B+L) | 40% | **ELAFAX (GAD)** | **44%** | **FOXETIN (GAD)** | **54%** | TIONEUROL 600 (RC5) | 50% | BIDECAR (B+L) | 100% | DULOXIN (EUF) | 100% |
| **RISPERIN (GAD)** | **28%** | EFEXOR (PFZ) | 39% | EQUILIBRANE (T.L) | 29% | PRIOTIC (MTP) | 50% | **FILTEN (GAD)** | **0%** | **DUXETIN (GAD)** | **0%** |
| RESTELEA (ELE) | 11% | SESAREN (RMM) | 17% | FLUOXETINA TEVA (TEV) | 14% | **NEURO BILETAN (GAD)** | **0%** | | | | |
| RISPERDAL (JAN) | 10% | | | ALENTAL (SUE) | 4% | | | | | | |

### RECORDATORIOS (8.9%)

| MDO: Somit (4) | 99 |
|---|---|
| **TOTAL SOMIT** | **23%** |
| SOMIT (GAD) | 23% |
| DORMILAN (B+L) | 19% |
| REM CHOBET (SUE) | 17% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C VALENZUELA ALBORNOZ JUAN FRANCISCO (CLM) - CP: 1708 -- 1104 prescripciones

### LANZAMIENTOS (13.9%)

| MDO: Paliax | 61 |
|---|---|
| SARVAL (B+L) | 66% |
| ALPERTAN (RF2) | 26% |
| DILCORAN (CSO) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 50 |
|---|---|
| ORAVIL (TPQ) | 28% |
| DEBLAX (RF2) | 26% |
| OSTEODYN (MTP) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 35 |
|---|---|
| DAFLON 500 (SVR) | 83% |
| ALIVIAFLEB (DEN) | 14% |
| DIOSMIN (CVI) | 3% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (69.5%)

| MDO: Sinlip (1) | 225 |
|---|---|
| NORMOLIPOL (LEP) | 12% |
| AMPLIAR (CSO) | 10% |
| REOVEX (B+L) | 10% |
| **SINLIP (GAD)** | **4%** |

| MDO: Paxon (2) | 172 |
|---|---|
| LOSACOR (RMM) | 41% |
| FENSARTAN ELEA (ELE) | 22% |
| PRESIMAX (BAG) | 12% |
| **PAXON TOTAL** | **8%** |

| MDO: Diabesil (3) | 130 |
|---|---|
| TOTAL DBI | 53% |
| BALIGLUC B+L | 17% |
| TOTAL ISLOTIN | 12% |
| **TOTAL DIABESIL** | **10%** |

| MDO: Bisopil | 68 |
|---|---|
| CORBIS (RMM) | 59% |
| **BISOPIL (GAD)** | **40%** |
| BICARDIL (B+L) | 1% |

| MDO: Alplax_Diocam | 48 |
|---|---|
| **ALPLAX + DIOCAM** | **44%** |
| ALPLAX (GAD) | 44% |
| CLONAGIN (B+L) | 29% |
| TRAPAX (PFZ) | 17% |

| MDO: L. Gastromax | 39 |
|---|---|
| PANTUS (B+L) | 54% |
| **GASTROMAX TOTAL** | **44%** |
| GASTROMAX (GAD) | 44% |
| PANTOCAS( CSO) | 3% |

| MDO: Xelevia | 37 |
|---|---|
| **TOTAL XELEVIA** | **51%** |
| XELEVIA MET (GAD) | 51% |
| JANUVIA (MSD) | 30% |
| TOTAL VILZER | 11% |

| MDO: Gadolip | 27 |
|---|---|
| **GADOLIP (GAD)** | **85%** |
| LIPOMAX (BAG) | 11% |
| SERUBEL (MTP) | 4% |

| MDO: Tonibral XR | 9 |
|---|---|
| CARRIER (CSO) | 33% |
| PRILBEN (RC5) | 33% |
| CONEXINE (BET) | 22% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 7 |
|---|---|
| NABILA (RF2) | 71% |
| NIDIB (B+L) | 29% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 5 |
|---|---|
| PGB (SIE) | 80% |
| LINPREL (B+L) | 20% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (15.9%)

| MDO: Omnic O- (4) | 84 |
|---|---|
| TANSILOPROST (FIN) | 32% |
| TANSILOPROST RET (FIN) | 32% |
| REDUPROST (RF2) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten (5) | 80 |
|---|---|
| CARVEDIL (BAG) | 54% |
| BIDECAR (B+L) | 25% |
| DILATREND (SIE) | 10% |
| **FILTEN (GAD)** | **2%** |

| MDO: Neurobiletan 600 | 6 |
|---|---|
| NEUROTIOCT (TPQ) | 67% |
| TIONEUROL 600 (RC5) | 33% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G- 100%** | |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (0.8%)

| MDO: Somit | 9 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## C HUAMAN DE LA CRUZ JOSE (CRD) - CP: 1744 -- 987 prescripciones

### LANZAMIENTOS (14.2%)

| MDO: Gadoferol (4) | 85 |
|---|---|
| ORAVIL (TPQ) | 72% |
| RAQUIFEROL D3 (RMM) | 12% |
| DEVISAL (B+L) | 9% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 48 |
|---|---|
| MERIDIAN (RMM) | 90% |
| AXIOMAT (BET) | 6% |
| LEXAPRO (LUN) | 4% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 7 |
|---|---|
| SARVAL (B+L) | 57% |
| ALPERTAN (RF2) | 43% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (76.4%)

| MDO: Alplax_D- (1) | 254 |
|---|---|
| CLONAGIN (B+L) | 32% |
| **ALPLAX + DIOCAM** | **23%** |
| ALPLAX (GAD) | 17% |
| RIVOTRIL (B7I) | 14% |

| MDO: Sinlip (2) | 159 |
|---|---|
| ROVARTAL (RMM) | 52% |
| ROSUVAST (BAG) | 9% |
| **SINLIP (GAD)** | **8%** |
| REOVEX (B+L) | 8% |

| MDO: Paxon (3) | 147 |
|---|---|
| LOSACOR (RMM) | 68% |
| PRESIMAX (BAG) | 16% |
| PRISONIL (LEP) | 16% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (5) | 76 |
|---|---|
| CORBIS (RMM) | 66% |
| **BISOPIL (GAD)** | **34%** |

| MDO: L. Gastromax | 36 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil | 32 |
|---|---|
| TOTAL DBI | 75% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor | 19 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 12 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella | 6 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Tonibral XR | 5 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 5 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| DAUNLIP (MTP) | 67% |
| MINUSLIP (TEV) | 33% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (5.9%)

| MDO: Omnic O- | 23 |
|---|---|
| REDUPROST (RF2) | 87% |
| TANSILOPROST (FIN) | 13% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 22 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 8 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| BIDECAR (B+L) | 25% |
| CARVEDIL (BAG) | 12% |
| CARDIONORM (DEN) | 12% |

| MDO: Elafax | 5 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (3.5%)

| MDO: Somit | 27 |
|---|---|
| DORMILAN (B+L) | 81% |
| **TOTAL SOMIT** | **19%** |
| SOMIT (GAD) | 19% |

| MDO: Calcimax | 8 |
|---|---|
| CALCIO BASE (SIE) | 62% |
| **CALCIMAX TOTAL** | **38%** |
| CALCIMAX (GAD) | 38% |

# FICHAS MEDICOS

## ✔ C ANTUNEZ CARLOS MARIA (CRD) - CP: 1706 -- 977 prescripciones

### LANZAMIENTOS (18.1%)

| MDO: Paliax (4) | 66 |
|---|---|
| SARVAL (B+L) | 44% |
| ALPERTAN (RF2) | 21% |
| VALSALEP (LEP) | 15% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 47 |
|---|---|
| LEXAPRO (LUN) | 55% |
| EX3 (ARI) | 17% |
| NOVO HUMORAP (BAG) | 11% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 40 |
|---|---|
| DAFLON 500 (SVR) | 52% |
| DAFLON 1000 (SVR) | 20% |
| DIPEMINA (LZA) | 20% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 18 |
|---|---|
| TRIP D3 (CVI) | 28% |
| RAQUIFEROL D3 (RMM) | 22% |
| DEVISAL CB (B+L) | 17% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 6 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (66.0%)

| MDO: Alplax_D- (1) | 213 |
|---|---|
| **ALPLAX + DIOCAM** | **28%** |
| ALPLAX (GAD) | 17% |
| CLONAGIN (B+L) | 13% |
| RIVOTRIL (B7I) | 11% |

| MDO: Paxon (2) | 134 |
|---|---|
| LOSACOR (RMM) | 54% |
| PRISONIL (LEP) | 27% |
| PRESIMAX (BAG) | 11% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (3) | 110 |
|---|---|
| NORMOLIPOL (LEP) | 20% |
| **SINLIP (GAD)** | **9%** |
| CRESTOR (AZN) | 9% |
| ROVARTAL (RMM) | 7% |

| MDO: Bisopil (5) | 55 |
|---|---|
| CORBIS (RMM) | 89% |
| CONCOR (ELE) | 7% |
| BICARDIL (B+L) | 4% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 45 |
|---|---|
| TOTAL DBI | 69% |
| **TOTAL DIABESIL** | **18%** |
| DIABESIL AP 850 | 18% |
| TOTAL GLUCOPHAGE | 7% |

| MDO: Gadolip | 36 |
|---|---|
| MINUSLIP (TEV) | 78% |
| PROCETOKEN( BEB) | 17% |
| DAUNLIP (MTP) | 6% |
| **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 27 |
|---|---|
| PANTUS (B+L) | 52% |
| PANTUSEC (B+L) | 41% |
| PANTOCAS( CSO) | 7% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 8 |
|---|---|
| **GAVIN (GAD)** | **50%** |
| PLENICA (RMM) | 50% |

| MDO: Gadocor | 7 |
|---|---|
| NIDIB (B+L) | 57% |
| NABILA (RF2) | 43% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Tonibral XR | 7 |
|---|---|
| CARRIER (CSO) | 57% |
| NEUROPLUS (B+L) | 29% |
| **TONIBRAL TOTAL** | **14%** |
| TONIBRAL (GAD) | 14% |

| MDO: Xelevia | 3 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (10.7%)

| MDO: Filten | 39 |
|---|---|
| **FILTEN (GAD)** | **38%** |
| DILATREND (SIE) | 23% |
| BIDECAR (B+L) | 23% |
| CARVEDIL (BAG) | 15% |

| MDO: Omnic Ocas | 14 |
|---|---|
| TANSILOPROST (FIN) | 57% |
| URALOS CR (CSO) | 29% |
| PROSTOKLAR (B+L) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 14 |
|---|---|
| **NEURO BILETAN (GAD)** | **71%** |
| CIAGEN (CVI) | 14% |
| TINACTOL (CSO) | 14% |

| MDO: Foxetin | 12 |
|---|---|
| **FOXETIN (GAD)** | **50%** |
| EQUILIBRANE (T.L) | 50% |

| MDO: Elafax | 12 |
|---|---|
| **ELAFAX (GAD)** | **33%** |
| SESAREN (RMM) | 33% |
| EFEXOR (PFZ) | 33% |

| MDO: Duxetin | 10 |
|---|---|
| **DUXETIN (GAD)** | **80%** |
| DOXALINE (BET) | 20% |

| MDO: Myrbetric | 4 |
|---|---|
| URGISTAT (PB.) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

### RECORDATORIOS (5.1%)

| MDO: Somit | 49 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT (GAD) | 63% |
| ROHYPNOL (B7I) | 16% |
| DORMILAN (B+L) | 12% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ C GARCIA VILLAMAYOR MARIA MARTHA (GIN) - CP: 1708 -- 922 prescripciones

### LANZAMIENTOS (34.3%)

| MDO: Fucsia (1) | 199 |
|---|---|
| SLINDA (ELE) | 52% |
| **FUCSIA S/ESTROGENO (G-** | **28%** |
| ISIS FREE S/ESTROG (SIE) | 20% |

| MDO: Gadoferol | 113 |
|---|---|
| DEBLAX (RF2) | 39% |
| **GADOFEROL TOTAL** | **28%** |
| GADOFEROL CB (GAD) | 21% |
| DEVISAL CB (B+L) | 18% |

| MDO: Aturen | 3 |
|---|---|
| **ATUREN (GAD)** | **33%** |
| DAFLON 500 (SVR) | 33% |
| DAFLON 1000 (SVR) | 33% |

| MDO: Paliax | 1 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (52.0%)

| MDO: Femiden (2) | 182 |
|---|---|
| MIRANDA (ELE) | 41% |
| **FEMIDEN (GAD)** | **35%** |
| FEMALVI (RF2) | 24% |

| MDO: Damsel (3) | 138 |
|---|---|
| **DAMSEL GAD** | **29%** |
| DIVINA (ELE) | 28% |
| KALA (BEB) | 10% |
| KIRUM (RF2) | 7% |

| MDO: Damsella (4) | 134 |
|---|---|
| DIVA TOTAL (ELE) | 29% |
| **DAMSELLA (GAD)** | **22%** |
| KIR 28 (RF2) | 20% |
| ISIS MINI 24 (SIE) | 14% |

| MDO: Alplax_Diocam | 8 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

| MDO: April | 8 |
|---|---|
| **APRIL (GAD)** | **88%** |
| DOS DIAS N (ELE) | 12% |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| ROVARTAL (RMM) | 50% |
| AMPLIAR (CSO) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| MOBAN (MTP) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (13.8%)

| MDO: Rubi (5) | 127 |
|---|---|
| **RUBI (GAD)** | **79%** |
| QLAIRA (BAY) | 21% |

# FICHAS MEDICOS

## ✔ C FERNANDEZ MARCELA ALEJANDRA (CLM) - CP: 1708 -- 902 prescripciones

### LANZAMIENTOS (21.7%)

| MDO: Gadoferol (3) | 131 |
|---|---|
| RAQUIFEROL D3 (RMM) | 35% |
| ORAVIL (TPQ) | 17% |
| DEVISAL (B+L) | 16% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 30 |
|---|---|
| DAFLON 500 (SVR) | 53% |
| VEDIPAL (RF2) | 33% |
| DAFLON 1000 (SVR) | 13% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 29 |
|---|---|
| SARVAL (B+L) | 41% |
| SIMULTAN (LZA) | 21% |
| DIOVAN (SIE) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| XARELTO (BAY) | 75% |
| ELIQUIS (PFZ) | 25% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (64.2%)

| MDO: Sinlip (1) | 230 |
|---|---|
| ROVARTAL (RMM) | 43% |
| TORIVAS (B+L) | 9% |
| LIPIFEN (RF2) | 7% |
| **SINLIP (GAD)** | **4%** |

| MDO: Paxon (2) | 146 |
|---|---|
| LOSACOR (RMM) | 53% |
| NITEN (TEV) | 42% |
| LOPLAC (CSO) | 2% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip (4) | 59 |
|---|---|
| PROCETOKEN( BEB) | 44% |
| MAGNOFEN( B+L) | 24% |
| **GADOLIP (GAD)** | **15%** |
| DAUNLIP (MTP) | 7% |

| MDO: Bisopil | 31 |
|---|---|
| CORBIS (RMM) | 90% |
| CONCOR (ELE) | 6% |
| **BISOPIL (GAD)** | **3%** |

| MDO: Alplax_Diocam | 28 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| TENSIUM (B+L) | 29% |
| CLONAGIN (B+L) | 11% |

| MDO: Diabesil | 22 |
|---|---|
| TOTAL GLUCOPHAGE | 45% |
| TOTAL DBI | 41% |
| **TOTAL DIABESIL** | **5%** |
| DIABESIL AP 850 | 5% |

| MDO: Xelevia | 15 |
|---|---|
| GLUCAL (RMM) | 47% |
| TOTAL GALVUS | 27% |
| TOTAL TRAYENTA | 13% |
| **TOTAL XELEVIA** | **7%** |

| MDO: Damsel | 14 |
|---|---|
| YASMIN (BAY) | 36% |
| DIVINA (ELE) | 29% |
| KALA (BEB) | 29% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 13 |
|---|---|
| PANTUS (B+L) | 77% |
| **GASTROMAX TOTAL** | **15%** |
| GASTROMAX (GAD) | 15% |
| PANTOMETYL 40 (S+N) | 8% |

| MDO: Gadocor | 6 |
|---|---|
| NABILA (RF2) | 83% |
| NEBIX (BAG) | 17% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Deslafax | 5 |
|---|---|
| IXIUM (RMM) | 80% |
| **DESLAFAX (GAD)** | **20%** |

| MDO: Tonibral XR | 4 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| **GAVIN (GAD)** | **25%** |
| PLENICA (RMM) | 25% |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (13.9%)

| MDO: Filten (5) | 54 |
|---|---|
| CARVEDIL (BAG) | 52% |
| **FILTEN (GAD)** | **35%** |
| ISOBLOC (CSO) | 6% |
| DILATREND (SIE) | 4% |

| MDO: Omnic Ocas | 27 |
|---|---|
| TANSILOPROST (FIN) | 44% |
| REDUPROST (RF2) | 41% |
| UROPROST-Q (ARI) | 7% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 25 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Risperin | 10 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Elafax | 7 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Duxetin | 1 |
|---|---|
| DOXALINE (BET) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (0.2%)

| MDO: Somit | 2 |
|---|---|
| INDUCTAL (RMM) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ C PEREYRA ADRIANA ESTER (CLM) - CP: 1708 -- 852 prescripciones

### LANZAMIENTOS (19.0%)

| MDO: Paliax (4) | 77 |
|---|---|
| SARVAL (B+L) | 35% |
| DIAPRESAN (MTP) | 18% |
| ALPERTAN (RF2) | 16% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol (5) | 54 |
|---|---|
| DEVISAL CB (B+L) | 26% |
| SUBICAL CB (BEB) | 17% |
| DEVISAL (B+L) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 18 |
|---|---|
| DAFLON 500 (SVR) | 28% |
| DAFLON 1000 (SVR) | 28% |
| DIOSMIN (CVI) | 22% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 10 |
|---|---|
| MERIDIAN (RMM) | 60% |
| OPTISER (B+L) | 40% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 3 |
|---|---|
| **SINLIP EZ (GAD)** | **67%** |

### 1° PROMOCION (70.7%)

| MDO: Sinlip (1) | 197 |
|---|---|
| TORIVAS (B+L) | 22% |
| ROVARTAL (RMM) | 14% |
| AMPLIAR (CSO) | 7% |
| **SINLIP (GAD)** | **3%** |

| MDO: Alplax_Diocam (2) | 133 |
|---|---|
| **ALPLAX + DIOCAM** | **31%** |
| CLONAGIN (B+L) | 27% |
| ALPLAX (GAD) | 20% |
| NEURYL (BAG) | 13% |

| MDO: Paxon (3) | 98 |
|---|---|
| LOPLAC (CSO) | 43% |
| LOSACOR (RMM) | 38% |
| **PAXON TOTAL** | **9%** |
| PAXON | 9% |

| MDO: Bisopil | 47 |
|---|---|
| CORBIS (RMM) | 81% |
| **BISOPIL (GAD)** | **17%** |
| LOSTAPROLOL (T.L) | 2% |

| MDO: Diabesil | 46 |
|---|---|
| TOTAL METGLUCON | 46% |
| TOTAL DBI | 24% |
| TOTAL ISLOTIN | 24% |
| **TOTAL DIABESIL** | **7%** |

| MDO: Damsel | 34 |
|---|---|
| ISIS (SIE) | 62% |
| KIRUM (RF2) | 18% |
| YASMIN (BAY) | 12% |
| **DAMSEL GAD** | **9%** |

| MDO: Femiden | 13 |
|---|---|
| AMAPOLI (BEB) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: L. Gastromax | 12 |
|---|---|
| PANTUS (B+L) | 83% |
| **GASTROMAX TOTAL** | **8%** |
| GASTROMAX (GAD) | 8% |
| PANTOCAS( CSO) | 8% |

| MDO: Xelevia | 11 |
|---|---|
| TOTAL JANUMET | 91% |
| TOTAL GLUCEMIX | 9% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 7 |
|---|---|
| **GADOLIP (GAD)** | **43%** |
| PROCETOKEN( BEB) | 29% |
| DAUNLIP (MTP) | 29% |

| MDO: Tonibral XR | 3 |
|---|---|
| NEUROPLUS (B+L) | 67% |
| PRILBEN (RC5) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (7.9%)

| MDO: Filten | 35 |
|---|---|
| **FILTEN (GAD)** | **49%** |
| ISOBLOC (CSO) | 23% |
| DILATREND (SIE) | 17% |
| CARVEDIL (BAG) | 9% |

| MDO: Omnic Ocas | 17 |
|---|---|
| TANSILOPROST (FIN) | 59% |
| PROSTOKLAR (B+L) | 24% |
| UROCETINA (E6B) | 18% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 7 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Rubi | 4 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Elafax | 2 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (2.5%)

| MDO: Somit | 20 |
|---|---|
| **TOTAL SOMIT** | **70%** |
| SOMIT (GAD) | 70% |
| NOCTE (BAG) | 30% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ C CODESAL BLANCO CARLOS (CRD) - CP: 1708 -- 801 prescripciones

### LANZAMIENTOS (19.0%)

| MDO: Paliax (3) | 129 |
|---|---|
| SARVAL (B+L) | 33% |
| **PALIAX (GAD)** | **15%** |
| COROSAN (ELE) | 12% |
| HIPERVAL (RC5) | 8% |

| MDO: Gadoferol | 10 |
|---|---|
| RAQUIFEROL D3 (RMM) | 90% |
| ORAVIL (TPQ) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 6 |
|---|---|
| TALPRAM (RC5) | 83% |
| EX3 (ARI) | 17% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| XAROBAN (RF2) | 50% |
| ELIQUIS (PFZ) | 25% |
| DRINAX R (BAG) | 25% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 67% |
| DAFLON 1000 (SVR) | 33% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (72.9%)

| MDO: Sinlip (1) | 168 |
|---|---|
| TORIVAS (B+L) | 15% |
| **SINLIP (GAD)** | **11%** |
| ROSUVAST (BAG) | 6% |
| ROVARTAL (RMM) | 5% |

| MDO: Paxon (2) | 165 |
|---|---|
| LOSACOR (RMM) | 36% |
| **PAXON TOTAL** | **27%** |
| PAXON | 25% |
| FENSARTAN ELEA (ELE) | 11% |

| MDO: Alplax_Diocam (4) | 114 |
|---|---|
| **ALPLAX + DIOCAM** | **37%** |
| ALPLAX (GAD) | 37% |
| CLONAGIN (B+L) | 20% |
| TRANQUINAL (BAG) | 18% |

| MDO: Bisopil (5) | 57 |
|---|---|
| CORBIS (RMM) | 88% |
| **BISOPIL (GAD)** | **11%** |
| LOSTAPROLOL (T.L) | 2% |

| MDO: Gadocor | 46 |
|---|---|
| **GADOCOR (GAD)** | **48%** |
| NABILA (RF2) | 20% |
| NEBIX (BAG) | 17% |
| CORPRES (RMM) | 7% |

| MDO: L. Gastromax | 19 |
|---|---|
| PANTOMETYL 40 (S+N) | 26% |
| **GASTROMAX TOTAL** | **21%** |
| GASTROMAX (GAD) | 21% |
| PANTUS (B+L) | 21% |

| MDO: Gadolip | 7 |
|---|---|
| FENOFIBRATO MICRON (R- | 43% |
| LIPTUIN (T.L) | 29% |
| **GADOLIP (GAD)** | **14%** |
| MINUSLIP (TEV) | 14% |

| MDO: Diabesil | 5 |
|---|---|
| TOTAL DBI | 40% |
| METFORMIN TEMIS T.L | 40% |
| TOTAL GLUCOPHAGE | 20% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL GALVUS | 50% |
| TOTAL GLUCEMIX | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (7.6%)

| MDO: Filten | 55 |
|---|---|
| DILATREND (SIE) | 33% |
| BIDECAR (B+L) | 22% |
| VERATEN (ELE) | 20% |
| **FILTEN (GAD)** | **9%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| TANSILOPROST (FIN) | 50% |
| TAMSULOSINA RICHE (RH.) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (0.5%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ C MIGUEZ ALICIA MONICA (CLM) - CP: 1708 -- 797 prescripciones

### LANZAMIENTOS (14.3%)

| MDO: Paliax | 39 |
|---|---|
| DIOVAN (SIE) | 41% |
| SARVAL (B+L) | 23% |
| SIMULTAN (LZA) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 24 |
|---|---|
| DEVISAL (B+L) | 46% |
| DEVISAL CB (B+L) | 21% |
| ORAVIL (TPQ) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 22 |
|---|---|
| TALPRAM (RC5) | 77% |
| LEXTOR (CSO) | 9% |
| OPTISER (B+L) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 12 |
|---|---|
| DAFLON 500 (SVR) | 42% |
| VEDIPAL (RF2) | 33% |
| DAFLON 1000 (SVR) | 8% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 8 |
|---|---|
| SLINDA (ELE) | 50% |
| ISIS FREE S/ESTROG (SIE) | 50% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **100%** |

| MDO: Etabyx | 1 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (63.9%)

| MDO: Sinlip (1) | 117 |
|---|---|
| REOVEX (B+L) | 14% |
| **SINLIP (GAD)** | **11%** |
| ROSUVAST (BAG) | 8% |
| ROVARTAL (RMM) | 7% |

| MDO: Paxon (2) | 64 |
|---|---|
| LOSACOR (RMM) | 42% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |
| LOPLAC (CSO) | 9% |

| MDO: Xelevia (4) | 51 |
|---|---|
| **TOTAL XELEVIA** | **37%** |
| XELEVIA MET (GAD) | 37% |
| JANUVIA (MSD) | 25% |
| TOTAL JANUMET | 18% |

| MDO: Gadolip (5) | 51 |
|---|---|
| LIPOMAX (BAG) | 35% |
| MAGNOFEN( B+L) | 22% |
| **GADOLIP (GAD)** | **18%** |
| MINUSLIP (TEV) | 8% |

| MDO: Diabesil | 48 |
|---|---|
| TOTAL DBI | 42% |
| TOTAL GLUCOPHAGE | 42% |
| TOTAL ISLOTIN | 15% |
| **TOTAL DIABESIL** | **2%** |

| MDO: Alplax_Diocam | 47 |
|---|---|
| **ALPLAX + DIOCAM** | **38%** |
| DIOCAM (GAD) | 28% |
| CLONAGIN (B+L) | 21% |
| NEURYL (BAG) | 15% |

| MDO: Bisopil | 34 |
|---|---|
| CORBIS (RMM) | 91% |
| LOSTAPROLOL (T.L) | 9% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 32 |
|---|---|
| **GASTROMAX TOTAL** | **34%** |
| GASTROMAX (GAD) | 34% |
| PANTUS (B+L) | 34% |
| PANTOMETYL 40 (S+N) | 16% |

| MDO: Gadocor | 28 |
|---|---|
| NABILA (RF2) | 57% |
| CORPRES (RMM) | 25% |
| NEBILET (SIE) | 7% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel | 17 |
|---|---|
| YASMIN (BAY) | 88% |
| DIVINA (ELE) | 6% |
| KIRUM (RF2) | 6% |
| **DAMSEL GAD** | **0%** |

| MDO: April | 7 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Gavin | 6 |
|---|---|
| LINPREL (B+L) | 67% |
| PGB (SIE) | 17% |
| **GAVIN (GAD)** | **0%** |

| MDO: Femiden | 4 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Damsella | 1 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

### 2° PROMOCION (19.3%)

| MDO: Filten (3) | 52 |
|---|---|
| ISOBLOC (CSO) | 33% |
| BIDECAR (B+L) | 23% |
| **FILTEN (GAD)** | **17%** |
| CARVEDIL (BAG) | 17% |

| MDO: Omnic Ocas | 28 |
|---|---|
| ESPONTAL (PB.) | 25% |
| TANSILOPROST (FIN) | 18% |
| **OMNIC OCAS (GAD)** | **14%** |
| REDUPROST (RF2) | 14% |

| MDO: Foxetin | 23 |
|---|---|
| **FOXETIN (GAD)** | **57%** |
| ANIMEX-ON (BEB) | 43% |

| MDO: Elafax | 18 |
|---|---|
| SESAREN (RMM) | 39% |
| **ELAFAX (GAD)** | **28%** |
| VENLIFAX XR (B+L) | 22% |
| EFEXOR (PFZ) | 6% |

| MDO: Allopurinol | 17 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Rubi | 7 |
|---|---|
| **RUBI (GAD)** | **71%** |
| QLAIRA (BAY) | 29% |

| MDO: Risperin | 5 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 3 |
|---|---|
| CIAGEN (CVI) | 67% |
| TIONEUROL 600 (RC5) | 33% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.5%)

| MDO: Somit | 16 |
|---|---|
| **TOTAL SOMIT** | **44%** |
| SOMIT (GAD) | 44% |
| NOCTE (BAG) | 31% |
| REM CHOBET (SUE) | 25% |

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **50%** |
| CALCIMAX FORTE (GAD) | 50% |
| CALCIONAL CITRATO (ARI) | 50% |

# FICHAS MEDICOS

## ✔ C ROMANO ANGEL MARIO (CLM) - CP: 1708 -- 790 prescripciones

### LANZAMIENTOS (18.6%)

| MDO: Gadoferol (4) | 72 |
|---|---|
| **GADOFEROL TOTAL** | **29%** |
| DEVISAL CB (B+L) | 29% |
| GADOFEROL CB (GAD) | 19% |
| ORAVIL (TPQ) | 12% |

| MDO: Paliax | 57 |
|---|---|
| SARVAL (B+L) | 44% |
| ALPERTAN (RF2) | 32% |
| DILCORAN (CSO) | 14% |
| **PALIAX (GAD)** | **4%** |

| MDO: Sinlip EZ | 15 |
|---|---|
| REOVEX EZ (B+L) | 40% |
| **SINLIP EZ (GAD)** | **27%** |
| VYTORIN (ORG) | 20% |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 33% |
| DAFLON 1000 (SVR) | 33% |
| DIPEMINA (LZA) | 33% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (70.9%)

| MDO: Sinlip (1) | 156 |
|---|---|
| ROVARTAL (RMM) | 19% |
| ROSUVAST (BAG) | 18% |
| REOVEX (B+L) | 11% |
| **SINLIP (GAD)** | **8%** |

| MDO: Alplax_Diocam (2) | 114 |
|---|---|
| **ALPLAX + DIOCAM** | **29%** |
| ALPLAX (GAD) | 22% |
| RIVOTRIL (B7I) | 18% |
| CLONAGIN (B+L) | 16% |

| MDO: Diabesil (3) | 82 |
|---|---|
| TOTAL DBI | 35% |
| TOTAL GLUCOPHAGE | 33% |
| **TOTAL DIABESIL** | **23%** |
| DIABESIL AP 500 | 10% |

| MDO: Paxon (5) | 67 |
|---|---|
| LOSACOR (RMM) | 40% |
| **PAXON TOTAL** | **31%** |
| PAXON | 31% |
| PRISONIL (LEP) | 15% |

| MDO: Gadolip | 50 |
|---|---|
| **GADOLIP (GAD)** | **54%** |
| MINUSLIP (TEV) | 20% |
| MAGNOFEN( B+L) | 12% |
| SERUBEL (MTP) | 4% |

| MDO: Bisopil | 39 |
|---|---|
| CORBIS (RMM) | 79% |
| **BISOPIL (GAD)** | **13%** |
| BICARDIL (B+L) | 5% |
| CONCOR (ELE) | 3% |

| MDO: L. Gastromax | 22 |
|---|---|
| PANTUS (B+L) | 68% |
| **GASTROMAX TOTAL** | **23%** |
| GASTROMAX (GAD) | 23% |
| PANTOCAS( CSO) | 5% |

| MDO: Gavin | 12 |
|---|---|
| KABIAN MULTIDOSIS (T.L) | 67% |
| AXUAL (TEV) | 25% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 9 |
|---|---|
| **TOTAL XELEVIA** | **44%** |
| XELEVIA MET (GAD) | 44% |
| TOTAL TRAYENTA | 44% |
| TOTAL JANUMET | 11% |

| MDO: Tonibral XR | 5 |
|---|---|
| CARRIER (CSO) | 60% |
| NEUROPLUS (B+L) | 20% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 4 |
|---|---|
| **GADOCOR (GAD)** | **50%** |
| NEBILET (SIE) | 50% |

### 2° PROMOCION (9.5%)

| MDO: Omnic O- | 47 |
|---|---|
| REDUPROST (RF2) | 30% |
| PROSTOKLAR (B+L) | 11% |
| URALOS CR (CSO) | 9% |
| **OMNIC OCAS (GAD)** | **2%** |

| MDO: Filten | 23 |
|---|---|
| **FILTEN (GAD)** | **65%** |
| BIDECAR (B+L) | 35% |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **67%** |
| ALLOPURINOL CRAVER (C- | 33% |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (1.0%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **88%** |
| SOMIT (GAD) | 88% |
| REM CHOBET (SUE) | 12% |

# FICHAS MEDICOS

## D GALUPPO CHRISTIAN DAMIAN (CLM) - CP: 1708 -- 728 prescripciones

### LANZAMIENTOS (7.3%)

| MDO: Paliax | 17 |
|---|---|
| SARVAL (B+L) | 24% |
| HIPERVAL (RC5) | 24% |
| SIMULTAN (LZA) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 14 |
|---|---|
| **SINLIP EZ (GAD)** | **50%** |

| MDO: Nexdia | 11 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| PRADAXA (B.I) | 40% |
| ELIQUIS (PFZ) | 40% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 5 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| DEVISAL (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (77.5%)

| MDO: Sinlip (1) | 142 |
|---|---|
| NORMOLIPOL (LEP) | 52% |
| ROVARTAL (RMM) | 10% |
| REOVEX (B+L) | 9% |
| **SINLIP (GAD)** | **1%** |

| MDO: Alplax_Diocam (2) | 108 |
|---|---|
| VALIUM (SIE) | 34% |
| **ALPLAX + DIOCAM** | **30%** |
| ALPLAX (GAD) | 28% |
| CLONAGIN (B+L) | 15% |

| MDO: Bisopil (3) | 62 |
|---|---|
| CONCOR (ELE) | 39% |
| CORBIS (RMM) | 34% |
| BISOFEC (FEC) | 19% |
| **BISOPIL (GAD)** | **6%** |

| MDO: Paxon (4) | 59 |
|---|---|
| LOSACOR (RMM) | 58% |
| PRISONIL (LEP) | 31% |
| **PAXON TOTAL** | **3%** |
| PAXON | 3% |

| MDO: Diabesil (5) | 57 |
|---|---|
| TOTAL DBI | 40% |
| **TOTAL DIABESIL** | **28%** |
| DIABESIL AP 850 | 14% |
| DIABESIL | 14% |

| MDO: L. Gastromax | 36 |
|---|---|
| PANTOCAS( CSO) | 53% |
| PANTUS (B+L) | 22% |
| **GASTROMAX TOTAL** | **17%** |
| GASTROMAX (GAD) | 17% |

| MDO: Gadocor | 29 |
|---|---|
| NABILA (RF2) | 52% |
| NIRPOL (CSO) | 24% |
| CORPRES (RMM) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 27 |
|---|---|
| PLENICA (RMM) | 56% |
| NEURISTAN (CSO) | 11% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsel | 15 |
|---|---|
| DIVINA (ELE) | 60% |
| KIRUM (RF2) | 40% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 14 |
|---|---|
| DAUNLIP (MTP) | 29% |
| SEGREN (CSO) | 29% |
| MINUSLIP (TEV) | 14% |
| **GADOLIP (GAD)** | **7%** |

| MDO: Tonibral XR | 8 |
|---|---|
| CARRIER (CSO) | 62% |
| NEUROPLUS (B+L) | 25% |
| CONEXINE (BET) | 12% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsella | 4 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| JANUVIA (MSD) | 50% |
| TOTAL GALVUS | 50% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (13.9%)

| MDO: Omnic O- | 48 |
|---|---|
| TANSILOPROST (FIN) | 23% |
| PROSTOKLAR (B+L) | 4% |
| TANSILOPROST RET (FIN) | 2% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 31 |
|---|---|
| CARVEDIL (BAG) | 61% |
| **FILTEN (GAD)** | **19%** |
| DILATREND (SIE) | 10% |
| BIDECAR (B+L) | 10% |

| MDO: Risperin | 12 |
|---|---|
| DOZIC (RF2) | 100% |
| **RISPERIN (GAD)** | **0%** |

| MDO: Allopurinol | 6 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **67%** |
| ALLOPURINOL CRAVER (C- | 33% |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| CIAGEN (CVI) | 50% |
| TINACTOL (CSO) | 50% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Myrbetric | 1 |
|---|---|
| URGISTAT (PB.) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (1.4%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **70%** |
| SOMIT (GAD) | 70% |
| ZOLODORM (RC5) | 30% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## D QUIROZ FLORES ALEX (CLM) - CP: 1744 -- 724 prescripciones

### LANZAMIENTOS (23.9%)

| MDO: Paliax (5) | 46 | MDO: Bexaban | 33 | MDO: Aturen | 33 | MDO: Nexdia | 21 | MDO: Gadoferol | 21 | MDO: Etabyx | 19 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 59% | ELIQUIS (PFZ) | 67% | DAFLON 500 (SVR) | 52% | LEXTOR (CSO) | 29% | DEBLAX (RF2) | 43% | CALLEXE (CSO) | 63% |
| ALPERTAN (RF2) | 13% | XAROBAN (RF2) | 18% | DAFLON 1000 (SVR) | 45% | MERIDIAN (RMM) | 19% | OSTEODYN (MTP) | 33% | KEPPRA (GSK) | 37% |
| SEMANAR (MIC) | 11% | RIXATYL (B+L) | 9% | ALIVIAFLEB (DEN) | 3% | EX3 (ARI) | 19% | ORAVIL (TPQ) | 5% | **ETABYX (GAD)** | **0%** |
| **PALIAX (GAD)** | **0%** | **BEXABAN (GAD)** | **0%** | **ATUREN (GAD)** | **0%** | **NEXDIA (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** | | |

### 1° PROMOCION (67.8%)

| MDO: Alplax_D- (1) | 140 | MDO: Sinlip (2) | 84 | MDO: Bisopil (3) | 53 | MDO: Diabesil (4) | 49 | MDO: Paxon | 45 | MDO: Tonibral XR | 35 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALPLAX + DIOCAM** | **34%** | ZARATOR (ELE) | 18% | CORBIS (RMM) | 74% | TOTAL DBI | 51% | LOPLAC (CSO) | 36% | CARRIER (CSO) | 26% |
| ALPLAX (GAD) | 30% | NORMOLIPOL (LEP) | 15% | BISOPROLOL TEVA (TEV) | 17% | TOTAL ISLOTIN | 29% | LOSACOR (RMM) | 29% | NEUROPLUS XR (B+L) | 23% |
| CLONAGIN (B+L) | 14% | TORIVAS (B+L) | 14% | LOSTAPROLOL (T.L) | 4% | TOTAL METGLUCON | 10% | PRISONIL (LEP) | 18% | NEUROPLUS (B+L) | 20% |
| VALIUM (SIE) | 13% | **SINLIP (GAD)** | **7%** | **BISOPIL (GAD)** | **0%** | **TOTAL DIABESIL** | **4%** | **PAXON TOTAL** | **13%** | **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 32 | MDO: Gadocor | 19 | MDO: Xelevia | 18 | MDO: L. Gastromax | 11 | MDO: Gadolip | 2 | MDO: Midax | 2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LYRICA (PFZ) | 47% | NABILA (RF2) | 68% | TOTAL TRAYENTA | 94% | PANTUS (B+L) | 45% | PROCETOKEN( BEB) | 50% | **MIDAX (GAD)** | **100%** |
| PLENICA (RMM) | 19% | **GADOCOR (GAD)** | **32%** | **TOTAL XELEVIA** | **6%** | **GASTROMAX TOTAL** | **27%** | LIPOMAX (BAG) | 50% | | |
| LINPREL (B+L) | 3% | | | XELEVIA (GAD) | 6% | GASTROMAX (GAD) | 27% | **GADOLIP (GAD)** | **0%** | | |
| **GAVIN (GAD)** | **0%** | | | | | PANTOP (RF2) | 18% | | | | |

| MDO: Deslafax | 1 |
|---|---|
| ALFAXIN (BAG) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (6.8%)

| MDO: Filten | 16 | MDO: Omnic Ocas | 8 | MDO: Neurobiletan 600 | 7 | MDO: Allopurinol | 5 | MDO: Elafax | 5 | MDO: Duxetin | 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CARVEDIL (BAG) | 50% | TANSILOPROST (FIN) | 38% | TINACTOL (CSO) | 86% | **ALLOPURINOL GADOR (G-** | **100%** | SESAREN (RMM) | 60% | **DUXETIN (GAD)** | **50%** |
| **FILTEN (GAD)** | **31%** | **OMNIC OCAS (GAD)** | **12%** | PRIOTIC (MTP) | 14% | | | EFEXOR (PFZ) | 40% | DOXALINE (BET) | 50% |
| ISOBLOC (CSO) | 12% | REDUPROST (RF2) | 12% | **NEURO BILETAN (GAD)** | **0%** | | | **ELAFAX (GAD)** | **0%** | | |
| DILATREND (SIE) | 6% | PROSTOKLAR (B+L) | 12% | | | | | | | | |

| MDO: Myrbetric | 2 | MDO: Foxetin | 1 | MDO: Risperin | 1 |
|---|---|---|---|---|---|
| **MYRBETRIC (GAD)** | **100%** | **FOXETIN (GAD)** | **100%** | **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (1.5%)

| MDO: Somit | 11 |
|---|---|
| **TOTAL SOMIT** | **36%** |
| SOMIT (GAD) | 27% |
| INDUCTAL (RMM) | 18% |
| MIAPAX (CSO) | 18% |

# FICHAS MEDICOS

## D FERRARI MIGUEL ANGEL (CLM) - CP: 1708 -- 721 prescripciones

### LANZAMIENTOS (17.6%)

| MDO: Nexdia (4) | 58 |
|---|---|
| ELEVOPRAM (LEP) | 38% |
| EX3 (ARI) | 24% |
| LEXTOR (CSO) | 17% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 41 |
|---|---|
| OSTEODYN (MTP) | 27% |
| DEVISAL (B+L) | 15% |
| DEVISAL CB (B+L) | 15% |
| **GADOFEROL TOTAL** | **5%** |

| MDO: Paliax | 28 |
|---|---|
| VALSALEP (LEP) | 57% |
| SARVAL (B+L) | 36% |
| DILCORAN (CSO) | 7% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (68.0%)

| MDO: Alplax_D- (1) | 146 |
|---|---|
| CLONAGIN (B+L) | 39% |
| **ALPLAX + DIOCAM** | **38%** |
| ALPLAX (GAD) | 27% |
| DIOCAM (GAD) | 12% |

| MDO: Sinlip (2) | 122 |
|---|---|
| NORMOLIPOL (LEP) | 29% |
| ROSUVAST (BAG) | 6% |
| ROVARTAL (RMM) | 2% |
| **SINLIP (GAD)** | **2%** |

| MDO: Paxon (3) | 76 |
|---|---|
| PRISONIL (LEP) | 79% |
| PRESIMAX (BAG) | 18% |
| **PAXON TOTAL** | **1%** |
| PAXON | 1% |

| MDO: Gadocor | 40 |
|---|---|
| SYNCROCOR (TEV) | 30% |
| NEBICOR (LZA) | 30% |
| NABILA (RF2) | 20% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 39 |
|---|---|
| CORBIS (RMM) | 51% |
| LOSTAPROLOL (T.L) | 28% |
| **BISOPIL (GAD)** | **10%** |
| BIPROSOL (LEP) | 10% |

| MDO: Diabesil | 24 |
|---|---|
| TOTAL DBI | 96% |
| TOTAL GLUCOPHAGE | 4% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 14 |
|---|---|
| LYRICA (PFZ) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip | 12 |
|---|---|
| PROCETOKEN( BEB) | 67% |
| MINUSLIP (TEV) | 17% |
| LIPTUIN (T.L) | 17% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Divalprex | 11 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 6 |
|---|---|
| CARRIER (CSO) | 33% |
| NEUROPLUS (B+L) | 33% |
| PRILBEN (RC5) | 33% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (14.1%)

| MDO: Filten (5) | 56 |
|---|---|
| VEDILEP (LEP) | 54% |
| CARVEDIL (BAG) | 25% |
| ISOBLOC (CSO) | 18% |
| **FILTEN (GAD)** | **4%** |

| MDO: Omnic Ocas | 26 |
|---|---|
| UROPROST-Q (ARI) | 65% |
| PROSTOKLAR (B+L) | 23% |
| TAMSULOSINA RICHE (RH.) | 12% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 17 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **88%** |
| ALLOPURINOL CRAVER (C- | 12% |

| MDO: Elafax | 3 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (0.3%)

| MDO: Somit | 2 |
|---|---|
| MIAPAX (CSO) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## ✔ D MARI CRISTINA LILIANA (CIR) - CP: 1708 -- 698 prescripciones

### LANZAMIENTOS (7.4%)

| MDO: Paliax | 20 |
|---|---|
| DIOVAN (SIE) | 50% |
| SARVAL (B+L) | 40% |
| DIAPRESAN (MTP) | 5% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 19 |
|---|---|
| VYTORIN (ORG) | 95% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Gadoferol | 10 |
|---|---|
| TRIP D3 (CVI) | 50% |
| TESTRI CB (ELE) | 30% |
| DEBLAX (RF2) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (85.4%)

| MDO: Diabesil (1) | 223 |
|---|---|
| TOTAL DBI | 48% |
| TOTAL GLUCOPHAGE | 30% |
| TOTAL ISLOTIN | 10% |
| **TOTAL DIABESIL** | **2%** |

| MDO: Xelevia (2) | 105 |
|---|---|
| TOTAL GALVUS | 50% |
| TOTAL TRAYENTA | 16% |
| **TOTAL XELEVIA** | **14%** |
| XELEVIA (GAD) | 8% |

| MDO: Alplax_Diocam (3) | 83 |
|---|---|
| NEURYL (BAG) | 40% |
| RIVOTRIL (B7I) | 20% |
| **ALPLAX + DIOCAM** | **17%** |
| CLONAGIN (B+L) | 17% |

| MDO: Sinlip (4) | 78 |
|---|---|
| CRESTOR (AZN) | 27% |
| REOVEX (B+L) | 17% |
| AMPLIAR (CSO) | 14% |
| **SINLIP (GAD)** | **5%** |

| MDO: Gadolip (5) | 37 |
|---|---|
| **GADOLIP (GAD)** | **35%** |
| MINUSLIP (TEV) | 24% |
| SEGREN (CSO) | 11% |
| CRAVERIL (CVI) | 8% |

| MDO: Paxon | 24 |
|---|---|
| LOSACOR (RMM) | 33% |
| LOPLAC (CSO) | 25% |
| **PAXON TOTAL** | **21%** |
| PAXON | 21% |

| MDO: Bisopil | 13 |
|---|---|
| CORBIS (RMM) | 85% |
| LOSTAPROLOL (T.L) | 15% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 12 |
|---|---|
| PANTUS (B+L) | 75% |
| **GASTROMAX TOTAL** | **25%** |
| GASTROMAX (GAD) | 17% |
| GASTROMAX MAGNES (G- | 8% |

| MDO: Gadocor | 11 |
|---|---|
| NABILA (RF2) | 91% |
| **GADOCOR (GAD)** | **9%** |

| MDO: Damsel | 5 |
|---|---|
| KALA (BEB) | 60% |
| YASMIN (BAY) | 40% |
| **DAMSEL GAD** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| LINPREL (B+L) | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella | 1 |
|---|---|
| KALA MD 24 (BEB) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

### 2° PROMOCION (7.0%)

| MDO: Filten | 26 |
|---|---|
| **FILTEN (GAD)** | **46%** |
| ISOBLOC (CSO) | 38% |
| CARVEDIL (BAG) | 12% |
| BIDECAR (B+L) | 4% |

| MDO: Foxetin | 15 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Neurobiletan 600 | 3 |
|---|---|
| NEUROTIOCT (TPQ) | 67% |
| TINACTOL (CSO) | 33% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.1%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D LASLAVSKY ADRIANA SILVIA (CLM) - CP: 1708 -- 698 prescripciones

### LANZAMIENTOS (9.7%)

| MDO: Aturen | 42 |
|---|---|
| DAFLON 500 (SVR) | 95% |
| DIPEMINA (LZA) | 5% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 22 |
|---|---|
| SARVAL (B+L) | 82% |
| DIAPRESAN (MTP) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (68.5%)

| MDO: Sinlip (1) | 133 |
|---|---|
| ROVARTAL (RMM) | 47% |
| ROSUVAST (BAG) | 14% |
| **SINLIP (GAD)** | **12%** |
| REOVEX (B+L) | 8% |

| MDO: Diabesil (3) | 71 |
|---|---|
| TOTAL DBI | 66% |
| TOTAL GLUCOPHAGE | 11% |
| TOTAL ISLOTIN | 11% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil (4) | 71 |
|---|---|
| CORBIS (RMM) | 97% |
| **BISOPIL (GAD)** | **3%** |

| MDO: Alplax_Diocam | 62 |
|---|---|
| NEURYL (BAG) | 44% |
| CLONAGIN (B+L) | 24% |
| TRANQUINAL (BAG) | 13% |
| **ALPLAX + DIOCAM** | **6%** |

| MDO: Paxon | 45 |
|---|---|
| LOSACOR (RMM) | 58% |
| TACARDIA (RC5) | 16% |
| **PAXON TOTAL** | **11%** |
| PAXON | 11% |

| MDO: L. Gastromax | 35 |
|---|---|
| **GASTROMAX TOTAL** | **69%** |
| GASTROMAX (GAD) | 69% |
| PANTUS (B+L) | 31% |

| MDO: Gadocor | 24 |
|---|---|
| **GADOCOR (GAD)** | **67%** |
| CORPRES (RMM) | 33% |

| MDO: Gadolip | 12 |
|---|---|
| PROCETOKEN( BEB) | 67% |
| SERUBEL (MTP) | 33% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Divalprex | 10 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 8 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gavin | 7 |
|---|---|
| NEURISTAN (CSO) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (21.2%)

| MDO: Omnic O- (2) | 74 |
|---|---|
| TANSILOPROST (FIN) | 41% |
| REDUPROST (RF2) | 19% |
| TANSILOPROST RET (FIN) | 19% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten (5) | 62 |
|---|---|
| CARVEDIL (BAG) | 71% |
| BIDECAR (B+L) | 18% |
| **FILTEN (GAD)** | **11%** |

| MDO: Risperin | 10 |
|---|---|
| **RISPERIN (GAD)** | **70%** |
| DROPICINE (BET) | 30% |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (0.6%)

| MDO: Calcimax | 4 |
|---|---|
| CALCIONAL (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ D HARGUINTEGUY MARIA VICTORIA DEL VALLE (CIR) - CP: 1708 -- 696 prescripciones

### LANZAMIENTOS (4.6%)

| MDO: Paliax | 14 |
|---|---|
| DIOVAN (SIE) | 79% |
| DIAPRESAN (MTP) | 14% |
| SARVAL (B+L) | 7% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 13 |
|---|---|
| DEBLAX (RF2) | 62% |
| ORAVIL (TPQ) | 38% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (89.7%)

| MDO: Diabesil (1) | 219 |
|---|---|
| TOTAL DBI | 43% |
| TOTAL GLUCOPHAGE | 39% |
| TOTAL ISLOTIN | 11% |
| **TOTAL DIABESIL** | **5%** |

| MDO: Xelevia (2) | 214 |
|---|---|
| **TOTAL XELEVIA** | **44%** |
| XELEVIA MET (GAD) | 30% |
| TOTAL TRAYENTA | 22% |
| XELEVIA (GAD) | 14% |

| MDO: Sinlip (3) | 109 |
|---|---|
| NORMOLIPOL (LEP) | 10% |
| ROVARTAL (RMM) | 9% |
| REOVEX (B+L) | 9% |
| **SINLIP (GAD)** | **6%** |

| MDO: Gadolip (4) | 29 |
|---|---|
| MINUSLIP (TEV) | 31% |
| LIPTUIN (T.L) | 21% |
| PROCETOKEN( BEB) | 14% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon (5) | 21 |
|---|---|
| LOSACOR (RMM) | 52% |
| LOPLAC (CSO) | 19% |
| VASEXTEN (BEB) | 14% |
| **PAXON TOTAL** | **5%** |

| MDO: Alplax_Diocam | 12 |
|---|---|
| **ALPLAX + DIOCAM** | **75%** |
| ALPLAX (GAD) | 67% |
| CLONAGIN (B+L) | 25% |
| DIOCAM (GAD) | 8% |

| MDO: Bisopil | 7 |
|---|---|
| **BISOPIL (GAD)** | **43%** |
| CORBIS (RMM) | 43% |
| LOSTAPROLOL (T.L) | 14% |

| MDO: Gadocor | 5 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 5 |
|---|---|
| PANTOCAS( CSO) | 60% |
| PANTUS (B+L) | 40% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PREBIEN 150 DIVIDO (ARI) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (3.6%)

| MDO: Filten | 18 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| CARVEDIL (BAG) | 17% |
| BIDECAR (B+L) | 17% |
| VEDILEP (LEP) | 17% |

| MDO: Allopurinol | 5 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **60%** |
| ALLOPURINOL CRAVER (C- | 40% |

| MDO: Omnic Ocas | 1 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 11 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D ARZEL MARTIN EDUARDO (CRD) - CP: 1706 -- 673 prescripciones

### LANZAMIENTOS (18.1%)

| MDO: Paliax (3) | 77 | MDO: Gadoferol | 35 | MDO: Aturen | 8 | MDO: Bexaban | 2 |
|---|---|---|---|---|---|---|---|
| RACORVAL (RMM) | 57% | RAQUIFEROL D3 (RMM) | 49% | VEDIPAL (RF2) | 75% | DRINAX R (BAG) | 100% |
| SARVAL (B+L) | 21% | CRADA (CSO) | 29% | DAFLON 500 (SVR) | 25% | **BEXABAN (GAD)** | **0%** |
| ALPERTAN (RF2) | 19% | DEBLAX (RF2) | 17% | **ATUREN (GAD)** | **0%** | | |
| **PALIAX (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** | | | | |

### 1° PROMOCION (75.8%)

| MDO: Paxon (1) | 119 | MDO: Alplax_Diocam (2) | 84 | MDO: Sinlip (4) | 70 | MDO: Bisopil (5) | 70 | MDO: Diabesil | 56 | MDO: Xelevia | 46 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FENSARTAN ELEA (ELE) | 42% | TRAPAX (PFZ) | 26% | ROVARTAL (RMM) | 59% | CORBIS (RMM) | 100% | TOTAL DBI | 98% | TOTAL GALVUS | 72% |
| LOSACOR (RMM) | 35% | RIVOTRIL (B7I) | 19% | REOVEX (B+L) | 24% | **BISOPIL (GAD)** | **0%** | TOTAL METGLUCON | 2% | TOTAL TRAYENTA | 28% |
| VASEXTEN (BEB) | 11% | CLONAGIN (B+L) | 18% | TORIVAS (B+L) | 6% | | | **TOTAL DIABESIL** | **0%** | **TOTAL XELEVIA** | **0%** |
| **PAXON TOTAL** | **6%** | **ALPLAX + DIOCAM** | **17%** | **SINLIP (GAD)** | **0%** | | | | | | |

| MDO: L. Gastromax | 45 | MDO: Tonibral XR | 19 | MDO: Gadolip | 1 |
|---|---|---|---|---|---|
| PANTUS (B+L) | 78% | PRILBEN (RC5) | 95% | PROCETOKEN( BEB) | 100% |
| **GASTROMAX TOTAL** | **18%** | CARRIER (CSO) | 5% | **GADOLIP (GAD)** | **0%** |
| GASTROMAX (GAD) | 18% | **TONIBRAL TOTAL** | **0%** | | |
| PEPTAZOL (MTP) | 2% | | | | |

### 2° PROMOCION (5.6%)

| MDO: Neurobile- | 16 | MDO: Filten | 11 | MDO: Elafax | 6 | MDO: Risperin | 4 | MDO: Omnic Ocas | 1 |
|---|---|---|---|---|---|---|---|---|---|
| CIAGEN (CVI) | 75% | CARVEDIL (BAG) | 36% | **ELAFAX (GAD)** | **100%** | **RISPERIN (GAD)** | **100%** | UROCETINA (E6B) | 100% |
| NEUROTIOCT (TPQ) | 25% | **FILTEN (GAD)** | **18%** | | | | | **OMNIC OCAS (GAD)** | **0%** |
| **NEURO BILETAN (GAD)** | **0%** | VERATEN (ELE) | 18% | | | | | | |
| | | CARDIONORM (DEN) | 18% | | | | | | |

### RECORDATORIOS (0.1%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## D FABIAN NOEMI MARIEL (CLM) - CP: 1744 -- 666 prescripciones

### LANZAMIENTOS (14.9%)

| MDO: Paliax | 42 | MDO: Gadoferol | 25 | MDO: Etabyx | 14 | MDO: Fucsia | 7 | MDO: Aturen | 7 | MDO: Nexdia | 2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 64% | SUBICAL (BEB) | 36% | KEPPRA (GSK) | 86% | KALI (BEB) | 57% | DAFLON 1000 (SVR) | 57% | TALPRAM (RC5) | 100% |
| HIPERVAL (RC5) | 14% | DEBLAX (RF2) | 8% | CALLEXE (CSO) | 14% | ISIS FREE S/ESTROG (SIE) | 43% | DIOSMIN (CVI) | 43% | **NEXDIA (GAD)** | **0%** |
| DILCORAN (CSO) | 12% | CRADA (CSO) | 8% | **ETABYX (GAD)** | **0%** | **FUCSIA S/ESTROGENO (G-** | **0%** | **ATUREN (GAD)** | **0%** | | |
| **PALIAX (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** | | | | | | | | |

| MDO: Sinlip EZ | 2 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (74.6%)

| MDO: Damsel (1) | 129 | MDO: Diabesil (2) | 50 | MDO: Sinlip (3) | 50 | MDO: Alplax_Diocam (4) | 49 | MDO: Paxon (5) | 47 | MDO: Xelevia | 32 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| DIVINA (ELE) | 25% | TOTAL DBI | 56% | **SINLIP (GAD)** | **32%** | NEURYL (BAG) | 55% | LOSACOR (RMM) | 49% | **TOTAL XELEVIA** | **75%** |
| KALA (BEB) | 22% | TOTAL GLUCOPHAGE | 28% | ZARATOR (ELE) | 16% | **ALPLAX + DIOCAM** | **8%** | PRISONIL (LEP) | 17% | XELEVIA (GAD) | 75% |
| **DAMSEL GAD** | **20%** | TOTAL ISLOTIN | 12% | NORMOLIPOL (LEP) | 16% | TRAPAX (PFZ) | 8% | **PAXON TOTAL** | **0%** | TOTAL ZOMARIST | 12% |
| ISIS (SIE) | 11% | **TOTAL DIABESIL** | **0%** | AMPLIAR (CSO) | 6% | DIOCAM (GAD) | 6% | | | JANUVIA (MSD) | 12% |

| MDO: Midax | 30 | MDO: April | 24 | MDO: Femiden | 21 | MDO: Gadocor | 18 | MDO: Damsella | 17 | MDO: Gadolip | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ONOTRAN (LEP) | 100% | **APRIL (GAD)** | **67%** | MIRANDA (ELE) | 67% | NABILA (RF2) | 33% | **DAMSELLA (GAD)** | **47%** | MINUSLIP (TEV) | 86% |
| **MIDAX (GAD)** | **0%** | FEMEXIN-28 (ELE) | 33% | AMAPOLI (BEB) | 19% | NEBICOR (LZA) | 33% | DIVA TOTAL (ELE) | 35% | LIPOMAX (BAG) | 14% |
| | | | | FEMALVI (RF2) | 10% | SYNCROCOR (TEV) | 22% | KALA MD 24 (BEB) | 18% | **GADOLIP (GAD)** | **0%** |
| | | | | **FEMIDEN (GAD)** | **5%** | **GADOCOR (GAD)** | **11%** | | | | |

| MDO: Bisopil | 8 | MDO: L. Gastromax | 7 | MDO: Gavin | 1 |
|---|---|---|---|---|---|
| CORBIS (RMM) | 100% | **GASTROMAX TOTAL** | **57%** | NEURISTAN (CSO) | 100% |
| **BISOPIL (GAD)** | **0%** | GASTROMAX (GAD) | 57% | **GAVIN (GAD)** | **0%** |
| | | PANTUS (B+L) | 43% | | |

### 2° PROMOCION (10.5%)

| MDO: Filten | 37 | MDO: Foxetin | 14 | MDO: Neurobiletan 600 | 8 | MDO: Allopurinol | 6 | MDO: Omnic Ocas | 4 | MDO: Elafax | 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CARVEDIL (BAG) | 70% | **FOXETIN (GAD)** | **100%** | NEUROTIOCT (TPQ) | 75% | **ALLOPURINOL GADOR (G-** | **100%** | UROPROST-Q (ARI) | 100% | **ELAFAX (GAD)** | **100%** |
| VEDILEP (LEP) | 16% | | | TINACTOL (CSO) | 25% | | | **OMNIC OCAS (GAD)** | **0%** | | |
| BIDECAR (B+L) | 11% | | | **NEURO BILETAN (GAD)** | **0%** | | | | | | |
| **FILTEN (GAD)** | **3%** | | | | | | | | | | |

# FICHAS MEDICOS

## D GONZALEZ BOTTA LUIS MARIA (CRD) - CP: 1708 -- 664 prescripciones

### LANZAMIENTOS (17.6%)

| MDO: Paliax (4) | 89 | MDO: Gadoferol | 25 | MDO: Etabyx | 2 | MDO: Aturen | 1 |
|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 36% | ORAVIL (TPQ) | 52% | CALLEXE (CSO) | 100% | DAFLON 500 (SVR) | 100% |
| NICORVAS (T.L) | 20% | **GADOFEROL TOTAL** | **20%** | **ETABYX (GAD)** | **0%** | **ATUREN (GAD)** | **0%** |
| DIAPRESAN (MTP) | 18% | GADOFEROL (GAD) | 20% | | | | |
| **PALIAX (GAD)** | **0%** | CRADA (CSO) | 20% | | | | |

### 1° PROMOCION (76.7%)

| MDO: Sinlip (1) | 136 | MDO: Alplax_Diocam (2) | 131 | MDO: Paxon (3) | 95 | MDO: Bisopil (5) | 76 | MDO: L. Gastromax | 36 | MDO: Gadolip | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NORMOLIPOL (LEP) | 32% | **ALPLAX + DIOCAM** | **31%** | PRISONIL (LEP) | 64% | CORBIS (RMM) | 71% | PANTUS (B+L) | 61% | DAUNLIP (MTP) | 67% |
| TORIVAS (B+L) | 15% | CLONAGIN (B+L) | 25% | LOSACOR (RMM) | 21% | CONCOR (ELE) | 17% | **GASTROMAX TOTAL** | **17%** | PROCETOKEN( BEB) | 27% |
| REOVEX (B+L) | 10% | EMOTIVAL (TEV) | 25% | VASEXTEN (BEB) | 4% | **BISOPIL (GAD)** | **7%** | GASTROMAX (GAD) | 17% | MINUSLIP (TEV) | 7% |
| **SINLIP (GAD)** | **1%** | ALPLAX (GAD) | 18% | **PAXON TOTAL** | **2%** | LOSTAPROLOL (T.L) | 3% | PANTOPRAZOL DENV F (D- | 17% | **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 10 | MDO: Xelevia | 4 | MDO: Damsel | 4 | MDO: Tonibral XR | 2 |
|---|---|---|---|---|---|---|---|
| TOTAL DBI | 40% | **TOTAL XELEVIA** | **75%** | DIVINA (ELE) | 100% | CARRIER (CSO) | 100% |
| **TOTAL DIABESIL** | **20%** | XELEVIA MET (GAD) | 75% | **DAMSEL GAD** | **0%** | **TONIBRAL TOTAL** | **0%** |
| DIABESIL AP 850 | 20% | TOTAL GALVUS | 25% | | | | |

### 2° PROMOCION (2.4%)

| MDO: Filten | 12 | MDO: Allopurinol | 2 | MDO: Neurobiletan 600 | 1 | MDO: Risperin | 1 |
|---|---|---|---|---|---|---|---|
| **FILTEN (GAD)** | **50%** | **ALLOPURINOL GADOR (G-** | **100%** | NEUROTIOCT (TPQ) | 100% | **RISPERIN (GAD)** | **100%** |
| BIDECAR (B+L) | 25% | | | **NEURO BILETAN (GAD)** | **0%** | | |
| ISOBLOC (CSO) | 17% | | | | | | |
| CARVEDIL (BAG) | 8% | | | | | | |

### RECORDATORIOS (3.3%)

| MDO: Somit | 22 |
|---|---|
| **TOTAL SOMIT** | **73%** |
| SOMIT (GAD) | 73% |
| ZOLODORM (RC5) | 14% |
| NOCTE (BAG) | 9% |

## ✔ D VENTIERI ANA KARINA (CLM) - CP: 1708 -- 663 prescripciones

### LANZAMIENTOS (22.5%)

| MDO: Paliax (4) | 73 | MDO: Aturen | 33 | MDO: Gadoferol | 23 | MDO: Nexdia | 20 |
|---|---|---|---|---|---|---|---|
| ALPERTAN (RF2) | 92% | DAFLON 1000 (SVR) | 48% | CRADA (CSO) | 35% | MERIDIAN (RMM) | 50% |
| DIOVAN (SIE) | 4% | ALIVIAFLEB (DEN) | 48% | DEVISAL CB (B+L) | 17% | LEXAPRO (LUN) | 50% |
| VALSALEP (LEP) | 4% | DAFLON 500 (SVR) | 3% | DEVISAL (B+L) | 13% | **NEXDIA (GAD)** | **0%** |
| **PALIAX (GAD)** | **0%** | **ATUREN (GAD)** | **0%** | **GADOFEROL TOTAL** | **0%** | | |

### 1° PROMOCION (55.1%)

| MDO: Sinlip (1) | 108 | MDO: Diabesil (2) | 75 | MDO: Paxon (5) | 55 | MDO: Gadolip | 36 | MDO: Gadocor | 26 | MDO: Alplax_Diocam | 24 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AMPLIAR (CSO) | 30% | TOTAL DBI | 60% | LOSACOR (RMM) | 76% | LIPOMAX (BAG) | 42% | NEBICOR (LZA) | 62% | CLONAGIN (B+L) | 71% |
| REOVEX (B+L) | 16% | TOTAL METGLUCON | 16% | **PAXON TOTAL** | **7%** | MINUSLIP (TEV) | 33% | NABILA (RF2) | 38% | **ALPLAX + DIOCAM** | **29%** |
| ZARATOR (ELE) | 12% | TOTAL ISLOTIN | 15% | PAXON | 7% | SEGREN (CSO) | 19% | **GADOCOR (GAD)** | **0%** | ALPLAX (GAD) | 29% |
| **SINLIP (GAD)** | **0%** | **TOTAL DIABESIL** | **0%** | LOPLAC (CSO) | 7% | **GADOLIP (GAD)** | **0%** | | | | |

| MDO: Bisopil | 14 | MDO: Gavin | 13 | MDO: L. Gastromax | 11 | MDO: Tonibral XR | 3 |
|---|---|---|---|---|---|---|---|
| CORBIS (RMM) | 93% | PLENICA (RMM) | 100% | PANTUS (B+L) | 100% | NEUROPLUS XR (B+L) | 100% |
| CONCOR (ELE) | 7% | **GAVIN (GAD)** | **0%** | **GASTROMAX TOTAL** | **0%** | **TONIBRAL TOTAL** | **0%** |
| **BISOPIL (GAD)** | **0%** | | | | | | |

### 2° PROMOCION (22.2%)

| MDO: Omnic O- (3) | 73 | MDO: Filten | 48 | MDO: Neurobiletan 600 | 16 | MDO: Risperin | 10 |
|---|---|---|---|---|---|---|---|
| REDUPROST (RF2) | 89% | **FILTEN (GAD)** | **73%** | TINACTOL (CSO) | 56% | RIATUL (B+L) | 70% |
| LOSTAM (T.L) | 5% | BIDECAR (B+L) | 12% | CIAGEN (CVI) | 25% | **RISPERIN (GAD)** | **30%** |
| **OMNIC OCAS (GAD)** | **0%** | DILATREND (SIE) | 8% | NEUROTIOCT (TPQ) | 19% | | |
| | | CARVEDIL (BAG) | 6% | **NEURO BILETAN (GAD)** | **0%** | | |

# FICHAS MEDICOS

## D TAMAGNONE FRANCISCO MARCELO (CLM) - CP: 1744 -- 660 prescripciones

### LANZAMIENTOS (35.0%)

| MDO: Paliax (2) | 115 |
|---|---|
| ALPERTAN (RF2) | 43% |
| DIOVAN (SIE) | 32% |
| SARVAL (B+L) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol (3) | 68 |
|---|---|
| DEVISAL (B+L) | 76% |
| DEVISAL CB (B+L) | 18% |
| ORAVIL (TPQ) | 3% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 24 |
|---|---|
| LEXAPRO (LUN) | 62% |
| MERIDIAN (RMM) | 38% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 15 |
|---|---|
| DAFLON 1000 (SVR) | 87% |
| DAFLON 500 (SVR) | 13% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 4 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

| MDO: Bexaban | 1 |
|---|---|
| RIXATYL (B+L) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (55.8%)

| MDO: Sinlip (1) | 182 |
|---|---|
| ROVARTAL (RMM) | 25% |
| CRESTOR (AZN) | 19% |
| **SINLIP (GAD)** | **16%** |
| VASOTENAL (RMM) | 9% |

| MDO: Alplax_Diocam (4) | 56 |
|---|---|
| CLONAGIN (B+L) | 27% |
| RIVOTRIL (B7I) | 16% |
| LEXOTANIL (B7I) | 14% |
| **ALPLAX + DIOCAM** | **9%** |

| MDO: Paxon (5) | 30 |
|---|---|
| LOSACOR (RMM) | 77% |
| FENSARTAN ELEA (ELE) | 23% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 26 |
|---|---|
| TOTAL GLUCOPHAGE | 81% |
| TOTAL DBI | 19% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 24 |
|---|---|
| CORBIS (RMM) | 88% |
| CONCOR (ELE) | 12% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 20 |
|---|---|
| PROCETOKEN( BEB) | 50% |
| CRAVERIL (CVI) | 25% |
| **GADOLIP (GAD)** | **15%** |
| SEGREN (CSO) | 10% |

| MDO: Gadocor | 14 |
|---|---|
| SYNCROCOR (TEV) | 71% |
| NABILA (RF2) | 14% |
| CORPRES (RMM) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 4 |
|---|---|
| TOTAL ZOMARIST | 75% |
| **TOTAL XELEVIA** | **25%** |
| XELEVIA MET (GAD) | 25% |

| MDO: Omecap 90 | 4 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| **GASTROMAX TOTAL** | **67%** |
| GASTROMAX (GAD) | 67% |
| PANTOCAS( CSO) | 33% |

| MDO: Gavin | 3 |
|---|---|
| PGB (SIE) | 67% |
| PLENICA (RMM) | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

### 2° PROMOCION (7.6%)

| MDO: Elafax | 15 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Filten | 13 |
|---|---|
| **FILTEN (GAD)** | **77%** |
| DILATREND (SIE) | 23% |

| MDO: Omnic Ocas | 12 |
|---|---|
| ESPONTAL (PB.) | 8% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 8 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **62%** |
| ALLOPURINOL CRAVER (C- | 38% |

| MDO: Myrbetric | 2 |
|---|---|
| URGISTAT (PB.) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

### RECORDATORIOS (1.7%)

| MDO: Somit | 11 |
|---|---|
| **TOTAL SOMIT** | **91%** |
| SOMIT (GAD) | 91% |
| MIAPAX (CSO) | 9% |

# FICHAS MEDICOS

## D PINZON SUAREZ ENRIQUE CARLOS (CLM) - CP: 1706 -- 658 prescripciones

### LANZAMIENTOS (22.0%)

| MDO: Nexdia (2) | 140 |
|---|---|
| LEXTOR (CSO) | 45% |
| MERIDIAN (RMM) | 25% |
| OPTISER (B+L) | 14% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (52.7%)

| MDO: Alplax_D- (1) | 238 |
|---|---|
| CLONAGIN (B+L) | 34% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 18% |
| RIVOTRIL (B7I) | 11% |

| MDO: Gavin (5) | 29 |
|---|---|
| NEURISTAN MULTIDOS (C- | 38% |
| PLENICA (RMM) | 34% |
| LINPREL (B+L) | 17% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 21 |
|---|---|
| VALCOTE (ABT) | 57% |
| VALCAS (CSO) | 33% |
| **DIVALPREX (GAD)** | **10%** |

| MDO: Midax | 19 |
|---|---|
| ONOTRAN (LEP) | 74% |
| ENOLEX (CSO) | 11% |
| ZYPREXA (RF2) | 11% |
| **MIDAX (GAD)** | **5%** |

| MDO: Deslafax | 9 |
|---|---|
| IXIUM (RMM) | 89% |
| DROSIX (B+L) | 11% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Sinlip | 8 |
|---|---|
| NORMOLIPOL (LEP) | 75% |
| **SINLIP (GAD)** | **0%** |

| MDO: Luradon | 8 |
|---|---|
| KYTZAN (RC5) | 38% |
| **LURADON (GAD)** | **25%** |
| LUSTONA (B+L) | 25% |
| LURAP (SIE) | 12% |

| MDO: Tonibral XR | 7 |
|---|---|
| NEUROPLUS (B+L) | 71% |
| CARRIER (CSO) | 14% |
| PRILBEN (RC5) | 14% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Paxon | 4 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Lapenax | 2 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

### 2° PROMOCION (17.2%)

| MDO: Elafax (3) | 68 |
|---|---|
| SESAREN (RMM) | 65% |
| **ELAFAX (GAD)** | **15%** |
| EFEXOR (PFZ) | 15% |
| VENLIFAX XR (B+L) | 6% |

| MDO: Risperin | 21 |
|---|---|
| **RISPERIN (GAD)** | **76%** |
| RIATUL (B+L) | 14% |
| RISPERDAL CONSTA (JAN) | 10% |

| MDO: Foxetin | 20 |
|---|---|
| **FOXETIN (GAD)** | **95%** |
| EQUILIBRANE (T.L) | 5% |

| MDO: Duxetin | 4 |
|---|---|
| DUERIX (ARI) | 100% |
| **DUXETIN (GAD)** | **0%** |

### RECORDATORIOS (8.1%)

| MDO: Somit (4) | 53 |
|---|---|
| **TOTAL SOMIT** | **68%** |
| SOMIT (GAD) | 62% |
| NOCTE (BAG) | 23% |
| INDUCTAL (RMM) | 8% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ D HERRERA RICARDO ROBERTO (GET) - CP: 1706 -- 656 prescripciones

### LANZAMIENTOS (22.1%)

| MDO: Aturen (5) | 50 |
|---|---|
| DAFLON 500 (SVR) | 80% |
| DAFLON 1000 (SVR) | 10% |
| DIOSMIN (CVI) | 10% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 42 |
|---|---|
| DILCORAN (CSO) | 40% |
| SARVAL (B+L) | 29% |
| ALPERTAN (RF2) | 19% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 38 |
|---|---|
| DEBLAX (RF2) | 39% |
| **GADOFEROL TOTAL** | **29%** |
| GADOFEROL (GAD) | 29% |
| OSTEODYN (MTP) | 21% |

| MDO: Nexdia | 6 |
|---|---|
| LEXTOR (CSO) | 67% |
| LEXAPRO (LUN) | 33% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 5 |
|---|---|
| ROSUFEN DUO (NLT) | 80% |
| VYTORIN (ORG) | 20% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (66.9%)

| MDO: Alplax_D- (1) | 109 |
|---|---|
| **ALPLAX + DIOCAM** | **39%** |
| ALPLAX (GAD) | 35% |
| TRANQUINAL (BAG) | 16% |
| TRAPAX (PFZ) | 16% |

| MDO: Sinlip (2) | 101 |
|---|---|
| **SINLIP (GAD)** | **20%** |
| VASOTENAL (RMM) | 18% |
| AMPLIAR (CSO) | 11% |
| REOVEX (B+L) | 6% |

| MDO: Paxon (3) | 57 |
|---|---|
| LOSACOR (RMM) | 35% |
| LOPLAC (CSO) | 32% |
| **PAXON TOTAL** | **14%** |
| PAXON | 14% |

| MDO: Bisopil (4) | 54 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 38 |
|---|---|
| TOTAL DBI | 66% |
| TOTAL ISLOTIN | 13% |
| **TOTAL DIABESIL** | **11%** |
| TOTAL GLUCOPHAGE | 8% |

| MDO: L. Gastromax | 32 |
|---|---|
| PANTUS (B+L) | 81% |
| PANTOCAS( CSO) | 9% |
| PEPTAZOL (MTP) | 9% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip | 15 |
|---|---|
| MINUSLIP (TEV) | 33% |
| SEGREN (CSO) | 27% |
| **GADOLIP (GAD)** | **13%** |
| PROCETOKEN( BEB) | 13% |

| MDO: Gavin | 11 |
|---|---|
| PLENICA (RMM) | 82% |
| LUNEL (MTP) | 18% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 10 |
|---|---|
| **GADOCOR (GAD)** | **60%** |
| SYNCROCOR (TEV) | 20% |
| NIRPOL (CSO) | 10% |
| NEBICOR (LZA) | 10% |

| MDO: Tonibral XR | 5 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Xelevia | 5 |
|---|---|
| TOTAL GLUCEMIX | 40% |
| TOTAL VILZER | 40% |
| ONGLYZA (AZN) | 20% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

### 2° PROMOCION (9.8%)

| MDO: Filten | 27 |
|---|---|
| DILATREND (SIE) | 44% |
| **FILTEN (GAD)** | **37%** |
| ISOBLOC (CSO) | 19% |

| MDO: Omnic Ocas | 26 |
|---|---|
| REDUPROST (RF2) | 50% |
| TANSILOPROST (FIN) | 19% |
| **OMNIC OCAS (GAD)** | **8%** |
| ACLOSAN (EUF) | 8% |

| MDO: Foxetin | 6 |
|---|---|
| ANIMEX-ON (BEB) | 67% |
| **FOXETIN (GAD)** | **33%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **62%** |
| SOMIT (GAD) | 62% |
| REM CHOBET (SUE) | 38% |

# FICHAS MEDICOS

## D BARABINI GECHUIND JULIA VICTORIA (CLM) - CP: 1744 -- 651 prescripciones

### LANZAMIENTOS (29.8%)

| MDO: Gadoferol (3) | 63 |
|---|---|
| ORAVIL (TPQ) | 22% |
| RAQUIFEROL D3 (RMM) | 13% |
| SUBICAL (BEB) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen (4) | 59 |
|---|---|
| DAFLON 500 (SVR) | 59% |
| DAFLON 1000 (SVR) | 37% |
| DIOSMIN (CVI) | 3% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax (5) | 48 |
|---|---|
| SARVAL (B+L) | 54% |
| ALPERTAN (RF2) | 21% |
| DIOVAN (SIE) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 15 |
|---|---|
| CALLEXE (CSO) | 67% |
| KEPPRA (GSK) | 33% |
| **ETABYX (GAD)** | **0%** |

| MDO: Bexaban | 6 |
|---|---|
| XAROBAN (RF2) | 33% |
| PRADAXA (B.I) | 33% |
| XARELTO (BAY) | 17% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| ELEVOPRAM (LEP) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (62.1%)

| MDO: Sinlip (1) | 148 |
|---|---|
| ROSUVAST (BAG) | 19% |
| AMPLIAR (CSO) | 17% |
| NORMOLIPOL (LEP) | 9% |
| **SINLIP (GAD)** | **8%** |

| MDO: Paxon (2) | 81 |
|---|---|
| **PAXON TOTAL** | **28%** |
| PRESIMAX (BAG) | 27% |
| PAXON | 25% |
| LOSACOR (RMM) | 19% |

| MDO: Bisopil | 47 |
|---|---|
| CORBIS (RMM) | 89% |
| **BISOPIL (GAD)** | **9%** |
| BISOFEC (FEC) | 2% |

| MDO: L. Gastromax | 26 |
|---|---|
| **GASTROMAX TOTAL** | **35%** |
| GASTROMAX (GAD) | 35% |
| PANTUS (B+L) | 19% |
| PANTOCAS( CSO) | 15% |

| MDO: Diabesil | 24 |
|---|---|
| TOTAL DBI | 46% |
| TOTAL GLUCOPHAGE | 46% |
| TOTAL ISLOTIN | 4% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam | 16 |
|---|---|
| **ALPLAX + DIOCAM** | **25%** |
| ALPLAX (GAD) | 25% |
| NEURYL (BAG) | 12% |
| TRANQUINAL (BAG) | 12% |

| MDO: Xelevia | 11 |
|---|---|
| TOTAL TRAYENTA | 64% |
| ONGLYZA (AZN) | 18% |
| TOTAL ZOMARIST | 9% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Damsel | 11 |
|---|---|
| DIVINA (ELE) | 73% |
| KALA (BEB) | 27% |
| **DAMSEL GAD** | **0%** |

| MDO: Tonibral XR | 10 |
|---|---|
| NEUROPLUS (B+L) | 90% |
| PRILBEN (RC5) | 10% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 9 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Omecap 90 | 7 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Gadolip | 6 |
|---|---|
| MINUSLIP (TEV) | 67% |
| PROCETOKEN( BEB) | 33% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (6.3%)

| MDO: Gavin | 5 |
|---|---|
| **GAVIN (GAD)** | **20%** |
| PLENICA (RMM) | 20% |
| LYRICA (PFZ) | 20% |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Filten | 25 |
|---|---|
| CARVEDIL (BAG) | 56% |
| DILATREND (SIE) | 16% |
| **FILTEN (GAD)** | **12%** |
| BIDECAR (B+L) | 12% |

| MDO: Omnic Ocas | 11 |
|---|---|
| REDUPROST (RF2) | 36% |
| TANSILOPROST (FIN) | 18% |
| URALOS CR (CSO) | 18% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **67%** |
| ALLOPURINOL CRAVER (C- | 33% |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TIOCTAN (MLB) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (1.8%)

| MDO: Calcimax | 7 |
|---|---|
| CALCIONAL CITRATO (ARI) | 71% |
| **CALCIMAX TOTAL** | **29%** |
| CALCIMAX (GAD) | 29% |

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 60% |
| SOMIT CR (GAD) | 40% |

# FICHAS MEDICOS

## ✔ D KULLING SEBASTIAN ROBERTO (CLM) - CP: 1708 -- 649 prescripciones

### LANZAMIENTOS (3.5%)

| MDO: Gadoferol | 11 |
|---|---|
| **GADOFEROL TOTAL** | **36%** |
| GADOFEROL (GAD) | 36% |
| DEVISAL CB (B+L) | 36% |
| DEBLAX (RF2) | 27% |

| MDO: Aturen | 7 |
|---|---|
| **ATUREN (GAD)** | **57%** |
| DAFLON 500 (SVR) | 43% |

| MDO: Paliax | 5 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (71.6%)

| MDO: Sinlip (1) | 167 |
|---|---|
| ZARATOR (ELE) | 18% |
| LIPITOR (PFZ) | 16% |
| VASOTENAL (RMM) | 16% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (2) | 77 |
|---|---|
| TOTAL METGLUCON | 48% |
| TOTAL DBI | 30% |
| TOTAL GLUCOPHAGE | 18% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (4) | 60 |
|---|---|
| LOSACOR (RMM) | 68% |
| **PAXON TOTAL** | **27%** |
| PAXON | 27% |
| PRESIMAX (BAG) | 5% |

| MDO: Alplax_Diocam (5) | 60 |
|---|---|
| CLONAGIN (B+L) | 52% |
| **ALPLAX + DIOCAM** | **48%** |
| ALPLAX (GAD) | 42% |
| DIOCAM (GAD) | 7% |

| MDO: Bisopil | 43 |
|---|---|
| CORBIS (RMM) | 93% |
| LOSTAPROLOL (T.L) | 7% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 28 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 8 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 7 |
|---|---|
| TOTAL GLUCEMIX | 57% |
| **TOTAL XELEVIA** | **43%** |
| XELEVIA MET (GAD) | 43% |

| MDO: Gadolip | 7 |
|---|---|
| DAUNLIP (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Tonibral XR | 4 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (23.1%)

| MDO: Filten (3) | 76 |
|---|---|
| **FILTEN (GAD)** | **55%** |
| BIDECAR (B+L) | 42% |
| CARVEDIL (BAG) | 3% |

| MDO: Allopurinol | 43 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

| MDO: Omnic Ocas | 18 |
|---|---|
| TANSILOPROST (FIN) | 56% |
| REDUPROST (RF2) | 22% |
| TANSILOPROST RET (FIN) | 22% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 6 |
|---|---|
| TIOCTAN (MLB) | 67% |
| NEUROTIOCT (TPQ) | 17% |
| PRIOTIC (MTP) | 17% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Elafax | 4 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Duxetin | 3 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (1.7%)

| MDO: Somit | 11 |
|---|---|
| REM CHOBET (SUE) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## D REINHOLD AUGUSTO MIGUEL (CLM) - CP: 1708 -- 584 prescripciones

### LANZAMIENTOS (20.2%)

| MDO: Gadoferol (5) | 47 |
|---|---|
| ORAVIL (TPQ) | 45% |
| SUBICAL (BEB) | 30% |
| DEVISAL CB (B+L) | 26% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 32 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 32 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 7 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (62.5%)

| MDO: Alplax_D- (1) | 112 |
|---|---|
| **ALPLAX + DIOCAM** | **43%** |
| ALPLAX (GAD) | 29% |
| DIOCAM (GAD) | 14% |
| RIVOTRIL (B7I) | 12% |

| MDO: Sinlip (2) | 61 |
|---|---|
| LIPITOR (PFZ) | 11% |
| LIPEX (ELE) | 7% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (4) | 56 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 38 |
|---|---|
| TOTAL DBI | 74% |
| TOTAL ISLOTIN | 26% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 32 |
|---|---|
| PANTOP (RF2) | 44% |
| **GASTROMAX TOTAL** | **28%** |
| GASTROMAX (GAD) | 28% |
| PANTUS (B+L) | 12% |

| MDO: Gadocor | 21 |
|---|---|
| SYNCROCOR (TEV) | 57% |
| CORPRES (RMM) | 43% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 17 |
|---|---|
| PGB (SIE) | 71% |
| PREBICTAL (RF2) | 18% |
| **GAVIN (GAD)** | **6%** |
| PLENICA (RMM) | 6% |

| MDO: Tonibral XR | 12 |
|---|---|
| PRILBEN (RC5) | 92% |
| CARRIER (CSO) | 8% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Paxon | 11 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| MAGNOFEN( B+L) | 80% |
| PROCETOKEN( BEB) | 20% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (13.2%)

| MDO: Omnic O- (3) | 59 |
|---|---|
| REDUPROST (RF2) | 73% |
| TANSILOPROST (FIN) | 20% |
| TANSILOPROST RET (FIN) | 7% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 15 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (4.1%)

| MDO: Calcimax | 24 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ D PERUGINI MIRIAM VIVIANA (CRD) - CP: 1708 -- 536 prescripciones

### LANZAMIENTOS (18.8%)

| MDO: Gadoferol (4) | 46 |
|---|---|
| ORAVIL (TPQ) | 48% |
| DEVISAL (B+L) | 26% |
| OSTEODYN (MTP) | 13% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 27 |
|---|---|
| SARVAL (B+L) | 48% |
| DIOVAN (SIE) | 30% |
| ALPERTAN (RF2) | 22% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 11 |
|---|---|
| DAFLON 500 (SVR) | 55% |
| DAFLON 1000 (SVR) | 36% |
| **ATUREN (GAD)** | **9%** |

| MDO: Nexdia | 7 |
|---|---|
| OPTISER (B+L) | 57% |
| LEXTOR (CSO) | 29% |
| LEXAPRO (LUN) | 14% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 6 |
|---|---|
| VYTORIN (ORG) | 83% |
| **SINLIP EZ (GAD)** | **17%** |

| MDO: Bexaban | 4 |
|---|---|
| PRAXANT (ELE) | 50% |
| XARELTO (BAY) | 25% |
| ELIQUIS (PFZ) | 25% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (65.1%)

| MDO: Sinlip (1) | 100 |
|---|---|
| REOVEX (B+L) | 22% |
| ROSUVAST (BAG) | 15% |
| **SINLIP (GAD)** | **9%** |
| VASOTENAL (RMM) | 6% |

| MDO: Alplax_Diocam (2) | 97 |
|---|---|
| **ALPLAX + DIOCAM** | **32%** |
| CLONAGIN (B+L) | 28% |
| ALPLAX (GAD) | 25% |
| NEURYL (BAG) | 11% |

| MDO: Paxon (3) | 47 |
|---|---|
| **PAXON TOTAL** | **23%** |
| PAXON | 23% |
| FENSARTAN ELEA (ELE) | 23% |
| PRISONIL (LEP) | 21% |

| MDO: L. Gastromax | 24 |
|---|---|
| PANTUS (B+L) | 79% |
| **GASTROMAX TOTAL** | **17%** |
| GASTROMAX (GAD) | 17% |
| PANTOMETYL 40 (S+N) | 4% |

| MDO: Bisopil | 20 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 19 |
|---|---|
| NABILA (RF2) | 95% |
| SYNCROCOR (TEV) | 5% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 17 |
|---|---|
| **TOTAL XELEVIA** | **65%** |
| XELEVIA MET (GAD) | 59% |
| TOTAL TRAYENTA | 24% |
| GLUCAL (RMM) | 12% |

| MDO: Diabesil | 14 |
|---|---|
| TOTAL DBI | 79% |
| TOTAL GLUCOPHAGE | 21% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 10 |
|---|---|
| MINUSLIP (TEV) | 90% |
| PROCETOKEN( BEB) | 10% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (13.2%)

| MDO: Filten (5) | 43 |
|---|---|
| CARVEDIL (BAG) | 44% |
| ISOBLOC (CSO) | 28% |
| **FILTEN (GAD)** | **12%** |
| DILATREND (SIE) | 7% |

| MDO: Allopurinol | 15 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

| MDO: Omnic Ocas | 7 |
|---|---|
| ESPONTAL (PB.) | 57% |
| PROSTOKLAR (B+L) | 29% |
| UROPROST-Q (ARI) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Myrbetric | 2 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Duxetin | 2 |
|---|---|
| **DUXETIN (GAD)** | **50%** |
| DUERIX (ARI) | 50% |

| MDO: Risperin | 2 |
|---|---|
| **RISPERIN (GAD)** | **50%** |
| DROPICINE (BET) | 50% |

### RECORDATORIOS (2.8%)

| MDO: Somit | 15 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D FERREÃ□O SEBASTIAN EZEQUIEL (CIR) - CP: 1706 -- 526 prescripciones

### LANZAMIENTOS (4.9%)

| MDO: Gadoferol | 10 |
|---|---|
| ORAVIL (TPQ) | 40% |
| DEVISAL CB (B+L) | 40% |
| OSTEODYN (MTP) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 7 |
|---|---|
| MERIDIAN (RMM) | 43% |
| ARAMIX (ELE) | 29% |
| EX3 (ARI) | 29% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 5 |
|---|---|
| VEDIPAL (RF2) | 60% |
| DAFLON 500 (SVR) | 40% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| ALPERTAN (RF2) | 50% |
| DILCORAN (CSO) | 50% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (84.8%)

| MDO: Alplax_D- (1) | 177 |
|---|---|
| CLONAGIN (B+L) | 36% |
| **ALPLAX + DIOCAM** | **19%** |
| NEURYL (BAG) | 13% |
| RIVOTRIL (B7I) | 13% |

| MDO: Sinlip (2) | 105 |
|---|---|
| ROVARTAL (RMM) | 26% |
| HIPOLIPOL (CSO) | 15% |
| AMPLIAR (CSO) | 11% |
| **SINLIP (GAD)** | **10%** |

| MDO: Paxon (3) | 45 |
|---|---|
| LOSACOR (RMM) | 38% |
| **PAXON TOTAL** | **16%** |
| PAXON | 16% |
| PRISONIL (LEP) | 7% |

| MDO: Diabesil (4) | 42 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 32 |
|---|---|
| **GADOLIP (GAD)** | **44%** |
| PROCETOKEN( BEB) | 44% |
| MINUSLIP (TEV) | 12% |

| MDO: L. Gastromax | 21 |
|---|---|
| PANTUS (B+L) | 48% |
| PANTOPRAZOL DENV F (D- | 24% |
| TECTA (RF2) | 19% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadocor | 15 |
|---|---|
| NEBIX (BAG) | 53% |
| **GADOCOR (GAD)** | **40%** |
| NEBILET (SIE) | 7% |

| MDO: Bisopil | 6 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (8.4%)

| MDO: Filten (5) | 35 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 7 |
|---|---|
| PROSTOKLAR (B+L) | 57% |
| URALOS CR (CSO) | 29% |
| TAMSULOSINA RICHE (RH.) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 2 |
|---|---|
| EFEXOR (PFZ) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (1.9%)

| MDO: Somit | 10 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D GAZZE GUSTAVO OSCAR (END) - CP: 1708 -- 520 prescripciones

### LANZAMIENTOS (15.8%)

| MDO: Paliax (5) | 36 | MDO: Sinlip EZ | 20 | MDO: Gadoferol | 14 | MDO: Aturen | 12 |
|---|---|---|---|---|---|---|---|
| SARVAL (B+L) | 97% | VYTORIN (ORG) | 80% | DEBLAX (RF2) | 21% | DAFLON 1000 (SVR) | 92% |
| ALPERTAN (RF2) | 3% | LIPEX PLUS (ELE) | 20% | **GADOFEROL TOTAL** | **0%** | DIOSMIN (CVI) | 8% |
| **PALIAX (GAD)** | **0%** | **SINLIP EZ (GAD)** | **0%** | | | **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (71.0%)

| MDO: Diabesil (1) | 148 | MDO: Sinlip (2) | 72 | MDO: Xelevia (3) | 57 | MDO: Alplax_Diocam (4) | 50 | MDO: Gadolip | 18 | MDO: Bisopil | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL GLUCOPHAGE | 52% | REOVEX (B+L) | 32% | JANUVIA (MSD) | 39% | **ALPLAX + DIOCAM** | **36%** | MAGNOFEN( B+L) | 33% | CORBIS (RMM) | 100% |
| TOTAL ISLOTIN | 31% | **SINLIP (GAD)** | **15%** | TOTAL ZOMARIST | 28% | CLONAGIN (B+L) | 36% | CRAVERIL XR (CVI) | 17% | **BISOPIL (GAD)** | **0%** |
| TOTAL DBI | 12% | ROVARTAL (RMM) | 8% | TOTAL TRAYENTA | 16% | DIOCAM (GAD) | 22% | DAUNLIP (MTP) | 11% | | |
| **TOTAL DIABESIL** | **3%** | ZARATOR (ELE) | 6% | **TOTAL XELEVIA** | **2%** | ALPLAX (GAD) | 14% | **GADOLIP (GAD)** | **0%** | | |

| MDO: Paxon | 5 | MDO: Omecap 90 | 2 | MDO: Tonibral XR | 1 | MDO: Gavin | 1 |
|---|---|---|---|---|---|---|---|
| PRISONIL (LEP) | 80% | **OMECAP 90 (GAD)** | **100%** | CARRIER (CSO) | 100% | PLENICA (RMM) | 100% |
| LOSACOR (RMM) | 20% | | | **TONIBRAL TOTAL** | **0%** | **GAVIN (GAD)** | **0%** |
| **PAXON TOTAL** | **0%** | | | | | | |

### 2° PROMOCION (10.0%)

| MDO: Omnic O- | 17 | MDO: Filten | 15 | MDO: Allopurinol | 10 | MDO: Myrbetric | 7 | MDO: Elafax | 3 |
|---|---|---|---|---|---|---|---|---|---|
| URALOS CR (CSO) | 65% | ISOBLOC (CSO) | 47% | **ALLOPURINOL GADOR (G-** | **100%** | **MYRBETRIC (GAD)** | **100%** | SESAREN (RMM) | 100% |
| SULOS (ELE) | 24% | BIDECAR (B+L) | 27% | | | | | **ELAFAX (GAD)** | **0%** |
| TANSILOPROST (FIN) | 12% | CARVEDIL (BAG) | 20% | | | | | | |
| **OMNIC OCAS (GAD)** | **0%** | **FILTEN (GAD)** | **7%** | | | | | | |

### RECORDATORIOS (3.3%)

| MDO: Somit | 15 | MDO: Calcimax | 2 |
|---|---|---|---|
| **TOTAL SOMIT** | **67%** | **CALCIMAX TOTAL** | **100%** |
| SOMIT (GAD) | 67% | CALCIMAX (GAD) | 100% |
| DORMILAN (B+L) | 33% | | |

## D LOPEZ LUCIA BEATRIZ (None) - CP: 1708 -- 506 prescripciones

### LANZAMIENTOS (6.7%)

| MDO: Gadoferol | 16 | MDO: Paliax | 10 | MDO: Etabyx | 4 | MDO: Aturen | 3 | MDO: Nexdia | 1 |
|---|---|---|---|---|---|---|---|---|---|
| DEVISAL (B+L) | 50% | SARVAL (B+L) | 50% | LEVECOM (B+L) | 100% | VEDIPAL (RF2) | 100% | AXIOMAT (BET) | 100% |
| ORAVIL (TPQ) | 25% | ALPERTAN (RF2) | 50% | **ETABYX (GAD)** | **0%** | **ATUREN (GAD)** | **0%** | **NEXDIA (GAD)** | **0%** |
| TRIP D3 (CVI) | 25% | **PALIAX (GAD)** | **0%** | | | | | | |
| **GADOFEROL TOTAL** | **0%** | | | | | | | | |

### 1° PROMOCION (84.4%)

| MDO: Diabesil (1) | 134 | MDO: Xelevia (2) | 76 | MDO: Sinlip (3) | 65 | MDO: Alplax_Diocam (4) | 43 | MDO: Paxon (5) | 41 | MDO: Gadolip | 33 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MEDOBIS LZA | 22% | TOTAL GALVUS | 43% | TORIVAS (B+L) | 29% | CLONAGIN (B+L) | 37% | **PAXON TOTAL** | **54%** | MAGNOFEN( B+L) | 39% |
| TOTAL DBI | 20% | ONGLYZA (AZN) | 29% | ZARATOR (ELE) | 23% | **ALPLAX + DIOCAM** | **23%** | PAXON | 54% | MINUSLIP (TEV) | 9% |
| TOTAL GLUCOPHAGE | 19% | TOTAL TRAYENTA | 8% | REOVEX (B+L) | 12% | ALPLAX (GAD) | 23% | FENSARTAN ELEA (ELE) | 37% | LIPOMAX (BAG) | 6% |
| **TOTAL DIABESIL** | **0%** | **TOTAL XELEVIA** | **0%** | **SINLIP (GAD)** | **0%** | TRANQUINAL (BAG) | 19% | NITEN (TEV) | 10% | **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 29 | MDO: Divalprex | 3 | MDO: Bisopil | 2 | MDO: Gavin | 1 |
|---|---|---|---|---|---|---|---|
| PANTUS (B+L) | 62% | VALCOTE (ABT) | 100% | CONCOR (ELE) | 100% | **GAVIN (GAD)** | **100%** |
| **GASTROMAX TOTAL** | **38%** | **DIVALPREX (GAD)** | **0%** | **BISOPIL (GAD)** | **0%** | | |
| GASTROMAX (GAD) | 38% | | | | | | |

### 2° PROMOCION (8.9%)

| MDO: Filten | 31 | MDO: Omnic Ocas | 8 | MDO: Allopurinol | 5 | MDO: Foxetin | 1 |
|---|---|---|---|---|---|---|---|
| **FILTEN (GAD)** | **77%** | PROSTOKLAR (B+L) | 100% | ALLOPURINOL CRAVER (C- | 100% | **FOXETIN (GAD)** | **100%** |
| VERATEN (ELE) | 16% | **OMNIC OCAS (GAD)** | **0%** | **ALLOPURINOL GADOR (G-** | **0%** | | |
| BIDECAR (B+L) | 6% | | | | | | |

# FICHAS MEDICOS

## D GENTILE TERESA NORMA (NEO) - CP: 1708 -- 502 prescripciones

### LANZAMIENTOS (11.0%)

| MDO: Nexdia | 23 |
|---|---|
| OPTISER (B+L) | 74% |
| LEXTOR (CSO) | 17% |
| LEXAPRO (LUN) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 12 |
|---|---|
| LEVECOM (B+L) | 83% |
| LEVECOM XR (B+L) | 17% |
| **ETABYX (GAD)** | **0%** |

| MDO: Paliax | 11 |
|---|---|
| SARVAL (B+L) | 45% |
| ALPERTAN (RF2) | 36% |
| DIAPRESAN (MTP) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 6 |
|---|---|
| RAQUIFEROL D3 (RMM) | 33% |
| SUBICAL (BEB) | 33% |
| OSTEODYN (MTP) | 17% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (81.7%)

| MDO: Alplax_D- (1) | 84 |
|---|---|
| CLONAGIN (B+L) | 46% |
| RIVOTRIL (B7I) | 21% |
| **ALPLAX + DIOCAM** | **14%** |
| ALPLAX (GAD) | 13% |

| MDO: Sinlip (2) | 80 |
|---|---|
| REOVEX (B+L) | 51% |
| **SINLIP (GAD)** | **12%** |
| ROVARTAL (RMM) | 8% |
| ROSUVAST (BAG) | 5% |

| MDO: L. Gastromax (3) | 79 |
|---|---|
| PANTUS (B+L) | 43% |
| PANTUSEC (B+L) | 23% |
| PANTOP (RF2) | 20% |
| **GASTROMAX TOTAL** | **11%** |

| MDO: Paxon (4) | 37 |
|---|---|
| **PAXON TOTAL** | **59%** |
| PAXON | 59% |
| LOSACOR (RMM) | 35% |
| NITEN (TEV) | 5% |

| MDO: Xelevia (5) | 31 |
|---|---|
| TOTAL JANUMET | 45% |
| TOTAL GALVUS | 39% |
| **TOTAL XELEVIA** | **3%** |
| XELEVIA MET (GAD) | 3% |

| MDO: Bisopil | 26 |
|---|---|
| CORBIS (RMM) | 62% |
| BICARDIL (B+L) | 19% |
| BISOPROLOL TEVA (TEV) | 12% |
| **BISOPIL (GAD)** | **8%** |

| MDO: Gadolip | 21 |
|---|---|
| MAGNOFEN( B+L) | 81% |
| **GADOLIP (GAD)** | **19%** |

| MDO: Damsel | 20 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadocor | 18 |
|---|---|
| NIDIB (B+L) | 83% |
| CORPRES (RMM) | 11% |
| NEBILET (SIE) | 6% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex | 4 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| **TOTAL DIABESIL** | **50%** |
| DIABESIL AP 850 | 50% |
| TOTAL DBI | 50% |

| MDO: Gavin | 4 |
|---|---|
| PLENICA (RMM) | 50% |
| LYRICA (PFZ) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

### 2° PROMOCION (4.2%)

| MDO: Allopurin- | 7 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 6 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Omnic Ocas | 5 |
|---|---|
| SULOS (ELE) | 80% |
| PROSTOKLAR (B+L) | 20% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Rubi | 2 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (3.2%)

| MDO: Somit | 14 |
|---|---|
| **TOTAL SOMIT** | **86%** |
| SOMIT (GAD) | 86% |
| REM CHOBET (SUE) | 14% |

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## D CASTIARENA RICARDO GUILLERMO (PSQ) - CP: 1708 -- 496 prescripciones

### LANZAMIENTOS (32.9%)

| MDO: Nexdia (2) | 156 |
|---|---|
| LEXAPRO (LUN) | 96% |
| MERIDIAN (RMM) | 3% |
| EX3 (ARI) | 1% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| DEVISAL CB (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (44.8%)

| MDO: Alplax_D- (1) | 178 |
|---|---|
| **ALPLAX + DIOCAM** | **27%** |
| ALPLAX (GAD) | 23% |
| CLONAGIN SL (B+L) | 13% |
| RIVOTRIL (B7I) | 12% |

| MDO: Tonibral XR (4) | 10 |
|---|---|
| CARRIER (CSO) | 60% |
| EBIXA (LUN) | 40% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip (5) | 10 |
|---|---|
| LIPOMAX (BAG) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 6 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Lapenax | 6 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: L. Gastromax | 5 |
|---|---|
| PANTUS (B+L) | 60% |
| PANTOP (RF2) | 40% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 67% |
| NEURISTAN MULTIDOS (C- | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| ALFAXIN (BAG) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Luradon | 1 |
|---|---|
| LURAP (SIE) | 100% |
| **LURADON (GAD)** | **0%** |

### 2° PROMOCION (2.6%)

| MDO: Foxetin | 8 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Risperin | 5 |
|---|---|
| RIATUL (B+L) | 60% |
| RISPERDAL (JAN) | 40% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (19.8%)

| MDO: Somit (3) | 98 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT (GAD) | 67% |
| MIAPAX (CSO) | 14% |
| 8-HORAS (ELE) | 9% |

# FICHAS MEDICOS

## D ROMERO FERNANDO JULIAN (CRD) - CP: 1708 -- 441 prescripciones

### LANZAMIENTOS (7.5%)

| MDO: Paliax | 19 |
|---|---|
| DILCORAN (CSO) | 32% |
| ALPERTAN (RF2) | 16% |
| DIAPRESAN (MTP) | 16% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 5 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 4 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (84.4%)

| MDO: Sinlip (1) | 134 |
|---|---|
| ROSUVAST (BAG) | 53% |
| **SINLIP (GAD)** | **10%** |
| HIPOLIPOL (CSO) | 6% |
| LIPEX (ELE) | 2% |

| MDO: Paxon (2) | 58 |
|---|---|
| LOSACOR (RMM) | 17% |
| FENSARTAN ELEA (ELE) | 17% |
| VASEXTEN (BEB) | 14% |
| **PAXON TOTAL** | **5%** |

| MDO: Gadolip (3) | 54 |
|---|---|
| LIPOMAX (BAG) | 87% |
| SEGREN (CSO) | 7% |
| MINUSLIP (TEV) | 6% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 53 |
|---|---|
| CLONAGIN (B+L) | 70% |
| **ALPLAX + DIOCAM** | **11%** |
| NEURYL (BAG) | 11% |
| DIOCAM (GAD) | 8% |

| MDO: Bisopil (5) | 37 |
|---|---|
| CORBIS (RMM) | 62% |
| LOSTAPROLOL (T.L) | 38% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 12 |
|---|---|
| NIRPOL (CSO) | 58% |
| NEBILET (SIE) | 17% |
| **GADOCOR (GAD)** | **8%** |
| CORPRES (RMM) | 8% |

| MDO: Diabesil | 11 |
|---|---|
| TOTAL DBI | 55% |
| TOTAL GLUCOPHAGE | 36% |
| TOTAL ISLOTIN | 9% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Omecap 90 | 3 |
|---|---|
| **OMECAP 90 (GAD)** | **67%** |
| REGULIP (RF2) | 33% |

| MDO: Xelevia | 2 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (7.0%)

| MDO: Filten | 26 |
|---|---|
| CARVEDIL (BAG) | 42% |
| **FILTEN (GAD)** | **38%** |
| VERATEN (ELE) | 15% |
| DILATREND (SIE) | 4% |

| MDO: Allopurinol | 5 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.1%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **60%** |
| SOMIT (GAD) | 60% |
| ZOLODORM (RC5) | 40% |

## ✔ D RODRIGUEZ CAROLINA FLORENCIA (CLM) - CP: 1708 -- 435 prescripciones

### LANZAMIENTOS (28.7%)

| MDO: Fucsia (2) | 99 |
|---|---|
| SLINDA (ELE) | 52% |
| ISIS FREE S/ESTROG (SIE) | 40% |
| **FUCSIA S/ESTROGENO (G-** | **8%** |

| MDO: Gadoferol (5) | 25 |
|---|---|
| DEBLAX (RF2) | 44% |
| TESTRI CB (ELE) | 32% |
| RAQUIFEROL D3 (RMM) | 16% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (69.0%)

| MDO: Damsel (1) | 148 |
|---|---|
| DIVINA (ELE) | 36% |
| YASMIN (BAY) | 16% |
| JADE (CVI) | 12% |
| **DAMSEL GAD** | **5%** |

| MDO: Femiden (3) | 82 |
|---|---|
| MIRANDA (ELE) | 78% |
| **FEMIDEN (GAD)** | **12%** |
| FEMALVI (RF2) | 7% |
| AMAPOLI (BEB) | 2% |

| MDO: Damsella (4) | 41 |
|---|---|
| KIR 28 (RF2) | 27% |
| ISIS MINI 24 (SIE) | 24% |
| YAZ (BAY) | 17% |
| **DAMSELLA (GAD)** | **12%** |

| MDO: April | 22 |
|---|---|
| FEMEXIN-28 (ELE) | 73% |
| **APRIL (GAD)** | **27%** |

| MDO: Sinlip | 5 |
|---|---|
| **SINLIP (GAD)** | **60%** |

| MDO: Omecap 90 | 1 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (1.1%)

| MDO: Rubi | 4 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D SCAGLIOLA PABLO EDUARDO (CRD) - CP: 1708 -- 432 prescripciones

### LANZAMIENTOS (18.8%)

| MDO: Paliax (3) | 51 |
|---|---|
| **PALIAX (GAD)** | **43%** |
| SARVAL (B+L) | 18% |
| DIOVAN (SIE) | 12% |
| DILCORAN (CSO) | 8% |

| MDO: Bexaban | 18 |
|---|---|
| RIXATYL (B+L) | 56% |
| REMEXAL (CSO) | 17% |
| ELIQUIS (PFZ) | 11% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 8 |
|---|---|
| ORAVIL (TPQ) | 38% |
| RAQUIFEROL D3 (RMM) | 25% |
| OSTEODYN (MTP) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| ESCITALOPRAN TEVA (TEV) | 50% |
| MERIDIAN (RMM) | 25% |
| EX3 (ARI) | 25% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (78.0%)

| MDO: Sinlip (1) | 150 |
|---|---|
| **SINLIP (GAD)** | **27%** |
| ROVARTAL (RMM) | 25% |
| NORMOLIPOL (LEP) | 7% |
| AMPLIAR (CSO) | 6% |

| MDO: Gadocor (2) | 53 |
|---|---|
| CORPRES (RMM) | 75% |
| NEBILET (SIE) | 9% |
| SYNCROCOR (TEV) | 6% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil (4) | 48 |
|---|---|
| CORBIS (RMM) | 88% |
| LOSTAPROLOL (T.L) | 10% |
| BIPROSOL (LEP) | 2% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (5) | 33 |
|---|---|
| LOSACOR (RMM) | 73% |
| PRISONIL (LEP) | 15% |
| LOPLAC (CSO) | 9% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam | 33 |
|---|---|
| **ALPLAX + DIOCAM** | **36%** |
| ALPLAX (GAD) | 30% |
| CLONAGIN (B+L) | 24% |
| RIVOTRIL (B7I) | 24% |

| MDO: Diabesil | 9 |
|---|---|
| TOTAL DBI | 67% |
| TOTAL ISLOTIN | 22% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 8 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTOP (RF2) | 50% |

| MDO: Gadolip | 2 |
|---|---|
| MINUSLIP (TEV) | 50% |
| CRAVERIL XR (CVI) | 50% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (2.3%)

| MDO: Filten | 4 |
|---|---|
| ISOBLOC (CSO) | 50% |
| CARVEDIL (BAG) | 25% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| REDUPROST (RF2) | 33% |
| TAMSULOSINA RICHE (RH.) | 33% |
| ESPONTAL (PB.) | 33% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.9%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **67%** |
| SOMIT CR (GAD) | 67% |
| NOCTE (BAG) | 33% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## D BOU SEBASTIAN OCTAVIO (PSQ) - CP: 1708 -- 430 prescripciones

### LANZAMIENTOS (12.8%)

| MDO: Nexdia (2) | 48 |
|---|---|
| LEXTOR (CSO) | 48% |
| LEXAPRO (LUN) | 23% |
| EX3 (ARI) | 15% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 5 |
|---|---|
| DEVISAL CB (B+L) | 80% |
| DEVISAL (B+L) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| HIPERVAL (RC5) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (61.2%)

| MDO: Alplax_D- (1) | 172 |
|---|---|
| CLONAGIN (B+L) | 40% |
| TRAPAX (PFZ) | 23% |
| **ALPLAX + DIOCAM** | **13%** |
| ALPLAX (GAD) | 10% |

| MDO: Gavin (4) | 34 |
|---|---|
| NEURISTAN (CSO) | 24% |
| NEURISTAN MULTIDOS (C- | 12% |
| KABIAN MULTIDOSIS (T.L) | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Midax (5) | 27 |
|---|---|
| **MIDAX (GAD)** | **89%** |
| ENOLEX (CSO) | 7% |
| OLANZAPINA ROSPAW (R- | 4% |

| MDO: Divalprex | 15 |
|---|---|
| VALCAS (CSO) | 53% |
| **DIVALPREX (GAD)** | **40%** |
| VALCOTE (ABT) | 7% |

| MDO: Tonibral XR | 6 |
|---|---|
| NEUROPLUS (B+L) | 50% |
| MERITAL (RMM) | 33% |
| PRILBEN (RC5) | 17% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| ALFAXIN (BAG) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| DIVINA (ELE) | 67% |
| KALA (BEB) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Luradon | 1 |
|---|---|
| KYTZAN (RC5) | 100% |
| **LURADON (GAD)** | **0%** |

### 2° PROMOCION (15.3%)

| MDO: Foxetin | 26 |
|---|---|
| **FOXETIN (GAD)** | **62%** |
| EQUILIBRANE (T.L) | 38% |

| MDO: Duxetin | 19 |
|---|---|
| **DUXETIN (GAD)** | **84%** |
| DUERIX (ARI) | 16% |

| MDO: Risperin | 17 |
|---|---|
| **RISPERIN (GAD)** | **76%** |
| RIATUL (B+L) | 24% |

| MDO: Elafax | 4 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (10.7%)

| MDO: Somit (3) | 46 |
|---|---|
| **TOTAL SOMIT** | **63%** |
| SOMIT (GAD) | 63% |
| MIAPAX (CSO) | 17% |
| INDUCTAL (RMM) | 15% |

## D RIVERA LUIS ELIAS (PSQ) - CP: 1708 -- 399 prescripciones

### LANZAMIENTOS (5.0%)

| MDO: Nexdia (5) | 12 |
|---|---|
| MERIDIAN (RMM) | 58% |
| ARAMIX (ELE) | 17% |
| TALPRAM (RC5) | 17% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 7 |
|---|---|
| LEVECOM XR (B+L) | 57% |
| CALLEXE (CSO) | 43% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (78.9%)

| MDO: Alplax_D- (1) | 164 |
|---|---|
| TRAPAX (PFZ) | 34% |
| CLONAGIN (B+L) | 23% |
| VALIUM (SIE) | 13% |
| **ALPLAX + DIOCAM** | **10%** |

| MDO: Divalprex (2) | 89 |
|---|---|
| VALCOTE (ABT) | 89% |
| VALCAS (CSO) | 10% |
| IMPROVAL (RMM) | 1% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Midax (4) | 21 |
|---|---|
| **MIDAX (GAD)** | **76%** |
| ONOTRAN (LEP) | 10% |
| REVERTRIX (RC5) | 10% |
| ENOLEX (CSO) | 5% |

| MDO: Gavin | 11 |
|---|---|
| PLENICA (RMM) | 82% |
| **GAVIN (GAD)** | **0%** |

| MDO: Deslafax | 9 |
|---|---|
| IXIUM (RMM) | 44% |
| PRISTIQ (PFZ) | 22% |
| ALFAXIN (BAG) | 22% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Paxon | 7 |
|---|---|
| **PAXON TOTAL** | **43%** |
| PAXON | 43% |
| FENSARTAN ELEA (ELE) | 29% |

| MDO: Tonibral XR | 6 |
|---|---|
| **TONIBRAL TOTAL** | **67%** |
| TONIBRAL (GAD) | 67% |
| NEUROPLUS (B+L) | 33% |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| NORMOLIPOL (LEP) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (16.0%)

| MDO: Risperin (3) | 47 |
|---|---|
| **RISPERIN (GAD)** | **49%** |
| RISPERDAL (JAN) | 30% |
| RISPERDAL CONSTA (JAN) | 21% |

| MDO: Foxetin | 11 |
|---|---|
| **FOXETIN (GAD)** | **91%** |
| ANIMEX-ON (BEB) | 9% |

| MDO: Elafax | 3 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D DA SILVA TATIANE KARINA (CLM) - CP: 1708 -- 393 prescripciones

### LANZAMIENTOS (13.5%)

| MDO: Aturen | 16 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| VEDIPAL (RF2) | 38% |
| ALIVIAFLEB (DEN) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip EZ | 12 |
|---|---|
| LIPEX PLUS (ELE) | 50% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Nexdia | 11 |
|---|---|
| LEXTOR (CSO) | 55% |
| ARAMIX (ELE) | 36% |
| TALPRAM (RC5) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 8 |
|---|---|
| SARVAL (B+L) | 50% |
| ALPERTAN (RF2) | 50% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 6 |
|---|---|
| CRADA (CSO) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (72.5%)

| MDO: Sinlip (1) | 69 |
|---|---|
| ROVARTAL (RMM) | 22% |
| **SINLIP (GAD)** | **20%** |
| AMPLIAR (CSO) | 9% |
| REOVEX (B+L) | 9% |

| MDO: Paxon (2) | 48 |
|---|---|
| LOSACOR (RMM) | 38% |
| PRESIMAX (BAG) | 19% |
| PRISONIL (LEP) | 17% |
| **PAXON TOTAL** | **8%** |

| MDO: Diabesil (4) | 43 |
|---|---|
| TOTAL DBI | 60% |
| TOTAL METGLUCON | 21% |
| TOTAL GLUCOPHAGE | 14% |
| **TOTAL DIABESIL** | **5%** |

| MDO: Bisopil (5) | 36 |
|---|---|
| CORBIS (RMM) | 53% |
| **BISOPIL (GAD)** | **47%** |

| MDO: Alplax_Diocam | 34 |
|---|---|
| CLONAGIN (B+L) | 41% |
| **ALPLAX + DIOCAM** | **24%** |
| ALPLAX (GAD) | 12% |
| DIOCAM (GAD) | 12% |

| MDO: Xelevia | 32 |
|---|---|
| **TOTAL XELEVIA** | **66%** |
| XELEVIA MET (GAD) | 56% |
| TOTAL GLUCEMIX | 16% |
| TOTAL VILZER | 12% |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTUS (B+L) | 50% |
| PANTOCAS( CSO) | 50% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Tonibral XR | 6 |
|---|---|
| CARRIER (CSO) | 33% |
| NEUROPLUS (B+L) | 33% |
| MERITAL (RMM) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip | 6 |
|---|---|
| MINUSLIP (TEV) | 67% |
| LIPOMAX (BAG) | 33% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (13.5%)

| MDO: Filten (3) | 47 |
|---|---|
| **FILTEN (GAD)** | **57%** |
| DILATREND (SIE) | 23% |
| ISOBLOC (CSO) | 19% |

| MDO: Risperin | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.5%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ D MARTINOI IVANA ELISABET (CLM) - CP: 1708 -- 392 prescripciones

### LANZAMIENTOS (26.8%)

| MDO: Fucsia (3) | 56 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol (4) | 36 |
|---|---|
| DEVISAL (B+L) | 56% |
| TESTRI CB (ELE) | 42% |
| DEBLAX (RF2) | 3% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 12 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (69.1%)

| MDO: Damsel (1) | 166 |
|---|---|
| DIVINA (ELE) | 64% |
| KALA (BEB) | 22% |
| **DAMSEL GAD** | **4%** |
| UMMA (BEK) | 4% |

| MDO: Femiden (2) | 78 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (5) | 24 |
|---|---|
| YAZ (BAY) | 92% |
| DIVA TOTAL (ELE) | 4% |
| KIR 28 (RF2) | 4% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| SYNCROCOR (TEV) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

### 2° PROMOCION (4.1%)

| MDO: Rubi | 16 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## D LAURIA SILVIA MARIA (CLM) - CP: 1708 -- 382 prescripciones

### LANZAMIENTOS (24.1%)

| MDO: Paliax (2) | 43 |
|---|---|
| DIOVAN (SIE) | 42% |
| SARVAL (B+L) | 16% |
| DIAPRESAN (MTP) | 16% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia (5) | 18 |
|---|---|
| NOVO HUMORAP (BAG) | 89% |
| LEXTOR (CSO) | 6% |
| EX3 (ARI) | 6% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 16 |
|---|---|
| DAFLON 500 (SVR) | 75% |
| DIOSMIN (CVI) | 12% |
| DAFLON 1000 (SVR) | 6% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 8 |
|---|---|
| SUBICAL (BEB) | 38% |
| RAQUIFEROL D3 (RMM) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 6 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (63.6%)

| MDO: Alplax_D- (1) | 92 |
|---|---|
| **ALPLAX + DIOCAM** | **42%** |
| ALPLAX (GAD) | 40% |
| RIVOTRIL (B7I) | 15% |
| CLONAGIN (B+L) | 8% |

| MDO: Sinlip (3) | 34 |
|---|---|
| NORMOLIPOL (LEP) | 15% |
| **SINLIP (GAD)** | **12%** |
| ROVARTAL (RMM) | 9% |
| ZARATOR (ELE) | 9% |

| MDO: Omecap 90 (4) | 32 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Paxon | 18 |
|---|---|
| **PAXON TOTAL** | **39%** |
| PAXON | 39% |
| PRISONIL (LEP) | 33% |
| LOSACOR (RMM) | 17% |

| MDO: Bisopil | 14 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 13 |
|---|---|
| PANTUS (B+L) | 54% |
| **GASTROMAX TOTAL** | **38%** |
| GASTROMAX (GAD) | 38% |
| PANTOCAS( CSO) | 8% |

| MDO: Diabesil | 12 |
|---|---|
| TOTAL DBI | 58% |
| METFORMIN TEMIS T.L | 25% |
| TOTAL GLUCOPHAGE | 17% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 12 |
|---|---|
| PGB (SIE) | 92% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 8 |
|---|---|
| ONGLYZA (AZN) | 50% |
| GLUCAL (RMM) | 38% |
| TOTAL TRAYENTA | 12% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| PROCETOKEN( BEB) | 60% |
| MINUSLIP (TEV) | 40% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBILET (SIE) | 50% |
| SYNCROCOR (TEV) | 50% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (10.7%)

| MDO: Filten | 16 |
|---|---|
| **FILTEN (GAD)** | **88%** |
| CARVEDIL (BAG) | 6% |
| ISOBLOC (CSO) | 6% |

| MDO: Allopurinol | 8 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 7 |
|---|---|
| PROSTOKLAR (B+L) | 57% |
| LOSTAM (T.L) | 29% |
| TANSILOPROST (FIN) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 4 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Duxetin | 3 |
|---|---|
| **DUXETIN (GAD)** | **67%** |
| NITIDEX (TEV) | 33% |

| MDO: Risperin | 2 |
|---|---|
| RISPERDAL (JAN) | 50% |
| RESTELEA (ELE) | 50% |
| **RISPERIN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (1.6%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 1 |
|---|---|
| CALCIONAL (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

## D RIBOLA LUCIO (OBS) - CP: 1708 -- 378 prescripciones

### LANZAMIENTOS (47.6%)

| MDO: Fucsia (1) | 132 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 82% |
| SLINDA (ELE) | 17% |
| KALI (BEB) | 2% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol (3) | 34 |
|---|---|
| ORAVIL (TPQ) | 24% |
| RAQUIFEROL D3 (RMM) | 24% |
| OSTEODYN (MTP) | 18% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 12 |
|---|---|
| DETIXOL (CSO) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 50% |
| DIOVAN (SIE) | 50% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (51.1%)

| MDO: Damsel (2) | 105 |
|---|---|
| DIVINA (ELE) | 45% |
| YASMIN (BAY) | 30% |
| JADE (CVI) | 10% |
| **DAMSEL GAD** | **4%** |

| MDO: Damsella (4) | 24 |
|---|---|
| YAZ (BAY) | 33% |
| ISIS MINI 24 (SIE) | 29% |
| **DAMSELLA (GAD)** | **17%** |
| JADE MD24 (CVI) | 17% |

| MDO: Femiden (5) | 24 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: April | 14 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Gadocor | 7 |
|---|---|
| CORPRES (RMM) | 86% |
| NABILA (RF2) | 14% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Alplax_Diocam | 7 |
|---|---|
| CLONAGIN (B+L) | 86% |
| **ALPLAX + DIOCAM** | **14%** |
| ALPLAX (GAD) | 14% |

| MDO: Sinlip | 6 |
|---|---|
| ROVARTAL (RMM) | 17% |
| ROSUVAST (BAG) | 17% |
| HIPOLIPOL (CSO) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 50% |
| PRESIMAX (BAG) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

### 2° PROMOCION (1.3%)

| MDO: Rubi | 4 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| VEDILEP (LEP) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D SANNA CARLOS HUGO (CLM) - CP: 1708 -- 375 prescripciones

### LANZAMIENTOS (9.9%)

| MDO: Fucsia | 15 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 12 |
|---|---|
| SARVAL (B+L) | 67% |
| DIAPRESAN (MTP) | 25% |
| ALPERTAN (RF2) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 9 |
|---|---|
| OSTEODYN (MTP) | 89% |
| TRIP D3 (CVI) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (66.1%)

| MDO: Sinlip (1) | 65 |
|---|---|
| NORMOLIPOL (LEP) | 14% |
| **SINLIP (GAD)** | **12%** |
| ROVARTAL (RMM) | 12% |
| AMPLIAR (CSO) | 6% |

| MDO: Paxon (2) | 45 |
|---|---|
| LOSACOR (RMM) | 51% |
| PRISONIL (LEP) | 18% |
| TACARDIA (RC5) | 9% |
| **PAXON TOTAL** | **7%** |

| MDO: Alplax_Diocam (3) | 37 |
|---|---|
| **ALPLAX + DIOCAM** | **86%** |
| ALPLAX (GAD) | 81% |
| CLONAGIN (B+L) | 8% |
| DIOCAM (GAD) | 5% |

| MDO: Femiden | 24 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Gavin | 18 |
|---|---|
| PLENICA (RMM) | 61% |
| PREBIEN 150 DIVIDO (ARI) | 33% |
| LINPREL (B+L) | 6% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 17 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Damsella | 12 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadolip | 9 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsel | 8 |
|---|---|
| **DAMSEL GAD** | **50%** |
| YASMIN (BAY) | 50% |

| MDO: Diabesil | 6 |
|---|---|
| TOTAL DBI | 83% |
| TOTAL GLUCOPHAGE | 17% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTUS (B+L) | 50% |
| PANTOCAS( CSO) | 33% |
| **GASTROMAX TOTAL** | **17%** |
| GASTROMAX (GAD) | 17% |

| MDO: Gadocor | 1 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (19.2%)

| MDO: Filten (4) | 34 |
|---|---|
| CARVEDIL (BAG) | 38% |
| ISOBLOC (CSO) | 21% |
| BIDECAR (B+L) | 21% |
| **FILTEN (GAD)** | **6%** |

| MDO: Omnic Ocas (5) | 32 |
|---|---|
| TANSILOPROST (FIN) | 59% |
| REDUPROST (RF2) | 28% |
| URALOS CR (CSO) | 3% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (4.8%)

| MDO: Calcimax | 18 |
|---|---|
| CALCIONAL (ARI) | 89% |
| **CALCIMAX TOTAL** | **11%** |
| CALCIMAX FORTE (GAD) | 11% |

# FICHAS MEDICOS

## ✔ D BENSUSAN TERESA CRISTINA (CLM) - CP: 1708 -- 369 prescripciones

### LANZAMIENTOS (4.1%)

| MDO: Gadoferol | 13 |
|---|---|
| DEVISAL CB (B+L) | 62% |
| ORAVIL (TPQ) | 31% |
| SUBICAL CB (BEB) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (91.1%)

| MDO: Sinlip (1) | 130 |
|---|---|
| VASOTENAL (RMM) | 15% |
| ROVARTAL (RMM) | 4% |
| REOVEX (B+L) | 3% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (2) | 87 |
|---|---|
| NITEN (TEV) | 69% |
| LOSACOR (RMM) | 26% |
| LOPLAC (CSO) | 1% |
| **PAXON TOTAL** | **0%** |

| MDO: Xelevia (3) | 49 |
|---|---|
| TOTAL GALVUS | 37% |
| JANUVIA (MSD) | 27% |
| **TOTAL XELEVIA** | **6%** |
| XELEVIA (GAD) | 6% |

| MDO: Diabesil (4) | 35 |
|---|---|
| TOTAL DBI | 60% |
| TOTAL GLUCOPHAGE | 17% |
| TOTAL ISLOTIN | 3% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil (5) | 20 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 8 |
|---|---|
| **GADOLIP (GAD)** | **75%** |
| CRAVERIL (CVI) | 25% |

| MDO: Alplax_Diocam | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **60%** |
| ALPLAX (GAD) | 60% |
| CLONAGIN (B+L) | 40% |

| MDO: L. Gastromax | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

### 2° PROMOCION (3.5%)

| MDO: Filten | 10 |
|---|---|
| CARVEDIL (BAG) | 70% |
| **FILTEN (GAD)** | **30%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (1.4%)

| MDO: Calcimax | 5 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D RECIO BUCARDO JOSEFA MARGARITA DEL SOCO (CLM) - CP: 1708 -- 368 prescripciones

### LANZAMIENTOS (25.8%)

| MDO: Gadoferol (2) | 70 |
|---|---|
| SUBICAL (BEB) | 30% |
| **GADOFEROL TOTAL** | **10%** |
| GADOFEROL (GAD) | 10% |
| ORAVIL (TPQ) | 7% |

| MDO: Paliax | 12 |
|---|---|
| SIMULTAN (LZA) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 11 |
|---|---|
| MERIDIAN (RMM) | 91% |
| NOVO HUMORAP (BAG) | 9% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (69.8%)

| MDO: Alplax_D- (1) | 86 |
|---|---|
| **ALPLAX + DIOCAM** | **44%** |
| ALPLAX (GAD) | 40% |
| CLONAGIN (B+L) | 19% |
| RIVOTRIL (B7I) | 8% |

| MDO: Sinlip (3) | 51 |
|---|---|
| AMPLIAR (CSO) | 18% |
| ROSUVAST (BAG) | 16% |
| NORMOLIPOL (LEP) | 10% |
| **SINLIP (GAD)** | **8%** |

| MDO: Paxon (4) | 24 |
|---|---|
| LOSACOR (RMM) | 50% |
| PRISONIL (LEP) | 17% |
| PRESIMAX (BAG) | 17% |
| **PAXON TOTAL** | **8%** |

| MDO: Gavin (5) | 22 |
|---|---|
| PLENICA (RMM) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: L. Gastromax | 21 |
|---|---|
| **GASTROMAX TOTAL** | **43%** |
| GASTROMAX (GAD) | 43% |
| PANTOPRAZOL DENV F (D- | 19% |
| PANTUS (B+L) | 14% |

| MDO: Diabesil | 15 |
|---|---|
| TOTAL DBI | 53% |
| BALIGLUC B+L | 27% |
| TOTAL ISLOTIN | 20% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor | 13 |
|---|---|
| NABILA (RF2) | 54% |
| CORPRES (RMM) | 23% |
| NEBIVOLOL DF (DEN) | 23% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 13 |
|---|---|
| CORBIS (RMM) | 92% |
| CONCOR (ELE) | 8% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Xelevia | 5 |
|---|---|
| TOTAL TRAYENTA | 40% |
| **TOTAL XELEVIA** | **20%** |
| XELEVIA MET (GAD) | 20% |
| TOTAL ZOMARIST | 20% |

| MDO: Gadolip | 5 |
|---|---|
| MINUSLIP (TEV) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (3.0%)

| MDO: Filten | 8 |
|---|---|
| ISOBLOC (CSO) | 50% |
| CARVEDIL (BAG) | 25% |
| BIDECAR (B+L) | 25% |
| **FILTEN (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Duxetin | 1 |
|---|---|
| DUERIX (ARI) | 100% |
| **DUXETIN (GAD)** | **0%** |

### RECORDATORIOS (0.8%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## D FUENTES GASTON ALBERTO (CLM) - CP: 1744 -- 359 prescripciones

### LANZAMIENTOS (13.9%)

| MDO: Paliax (5) | 16 |
|---|---|
| RACORVAL (RMM) | 56% |
| DIOVAN (SIE) | 31% |
| SARVAL (B+L) | 6% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 12 |
|---|---|
| MERIDIAN (RMM) | 42% |
| LEXTOR (CSO) | 42% |
| LEXAPRO (LUN) | 17% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 9 |
|---|---|
| DAFLON 500 (SVR) | 56% |
| DAFLON 1000 (SVR) | 44% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 7 |
|---|---|
| ELIQUIS (PFZ) | 57% |
| XARELTO (BAY) | 43% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| VYTORIN (ORG) | 50% |
| LIPEX PLUS (ELE) | 50% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| DEVISAL CB (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (69.4%)

| MDO: Sinlip (1) | 88 |
|---|---|
| **SINLIP (GAD)** | **27%** |
| ROVARTAL (RMM) | 17% |
| NORMOLIPOL (LEP) | 11% |
| LIPITOR (PFZ) | 10% |

| MDO: Alplax_Diocam (2) | 88 |
|---|---|
| **ALPLAX + DIOCAM** | **34%** |
| ALPLAX (GAD) | 26% |
| CLONAGIN (B+L) | 12% |
| TRAPAX (PFZ) | 9% |

| MDO: Paxon (4) | 16 |
|---|---|
| LOPLAC (CSO) | 50% |
| PRISONIL (LEP) | 31% |
| LOSACOR (RMM) | 19% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 14 |
|---|---|
| CORBIS (RMM) | 86% |
| LOSTAPROLOL (T.L) | 14% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Divalprex | 10 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gadolip | 7 |
|---|---|
| **GADOLIP (GAD)** | **43%** |
| MINUSLIP (TEV) | 29% |
| SEGREN (CSO) | 29% |

| MDO: Diabesil | 5 |
|---|---|
| TOTAL GLUCOPHAGE | 80% |
| TOTAL DBI | 20% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 5 |
|---|---|
| PANTOCAS( CSO) | 40% |
| TECTA (RF2) | 40% |
| PANTUS (B+L) | 20% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Luradon | 5 |
|---|---|
| KYTZAN (RC5) | 100% |
| **LURADON (GAD)** | **0%** |

| MDO: Damsel | 4 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Omecap 90 | 4 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Midax | 1 |
|---|---|
| **MIDAX (GAD)** | **100%** |

### 2° PROMOCION (13.4%)

| MDO: Allopurin- (3) | 16 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **81%** |
| ALLOPURINOL CRAVER (C- | 19% |

| MDO: Filten | 14 |
|---|---|
| DILATREND (SIE) | 64% |
| BIDECAR (B+L) | 36% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 7 |
|---|---|
| REDUPROST (RF2) | 71% |
| URALOS CR (CSO) | 14% |
| ESPONTAL (PB.) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 5 |
|---|---|
| **ELAFAX (GAD)** | **60%** |
| SESAREN (RMM) | 20% |
| EFEXOR (PFZ) | 20% |

| MDO: Neurobiletan 600 | 3 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

### RECORDATORIOS (3.3%)

| MDO: Somit | 12 |
|---|---|
| **TOTAL SOMIT** | **83%** |
| SOMIT (GAD) | 83% |
| INDUCTAL (RMM) | 17% |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ D BISO NORI ALBERTO (URO) - CP: 1706 -- 357 prescripciones

### LANZAMIENTOS (10.6%)

| MDO: Paliax | 15 |
|---|---|
| ALPERTAN (RF2) | 93% |
| DILCORAN (CSO) | 7% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 9 |
|---|---|
| DAFLON 500 (SVR) | 22% |
| DAFLON 1000 (SVR) | 22% |
| VEDIPAL (RF2) | 22% |
| **ATUREN (GAD)** | **11%** |

| MDO: Gadoferol | 8 |
|---|---|
| DEBLAX (RF2) | 38% |
| **GADOFEROL TOTAL** | **25%** |
| GADOFEROL (GAD) | 25% |
| DEVISAL CB (B+L) | 25% |

| MDO: Nexdia | 4 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Reliveran Doxi | 2 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **100%** |

### 1° PROMOCION (77.3%)

| MDO: Alplax_D- (1) | 74 |
|---|---|
| CLONAGIN (B+L) | 27% |
| **ALPLAX + DIOCAM** | **23%** |
| ALPLAX (GAD) | 23% |
| NEURYL (BAG) | 22% |

| MDO: Sinlip (2) | 43 |
|---|---|
| ROSUVAST (BAG) | 19% |
| REOVEX (B+L) | 12% |
| LIPITOR (PFZ) | 9% |
| **SINLIP (GAD)** | **0%** |

| MDO: Lapenax (3) | 30 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Gadocor (4) | 29 |
|---|---|
| SYNCROCOR (TEV) | 76% |
| NABILA (RF2) | 14% |
| NIDIB (B+L) | 7% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel (5) | 19 |
|---|---|
| DIVINA (ELE) | 95% |
| **DAMSEL GAD** | **5%** |

| MDO: Diabesil | 16 |
|---|---|
| TOTAL DBI | 88% |
| TOTAL ISLOTIN | 12% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 15 |
|---|---|
| PREBICTAL (RF2) | 67% |
| LINPREL (B+L) | 20% |
| **GAVIN (GAD)** | **13%** |

| MDO: Xelevia | 13 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: L. Gastromax | 12 |
|---|---|
| PANTUS (B+L) | 67% |
| PEPTAZOL (MTP) | 25% |
| **GASTROMAX TOTAL** | **8%** |
| GASTROMAX (GAD) | 8% |

| MDO: Paxon | 10 |
|---|---|
| **PAXON TOTAL** | **80%** |
| PAXON | 80% |
| NITEN (TEV) | 20% |

| MDO: Divalprex | 8 |
|---|---|
| IMPROVAL (RMM) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Omecap 90 | 2 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Tonibral XR | 1 |
|---|---|
| NEUROPLUS XR (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (11.8%)

| MDO: Filten | 16 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Elafax | 14 |
|---|---|
| QUILAREX (ARI) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Foxetin | 5 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.3%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D PALLAVICINO NATALIA (CLM) - CP: 1708 -- 357 prescripciones

### LANZAMIENTOS (15.4%)

| MDO: Gadoferol | 21 |
|---|---|
| RAQUIFEROL D3 (RMM) | 52% |
| ORAVIL (TPQ) | 43% |
| DEVISAL CB (B+L) | 5% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 20 |
|---|---|
| SARVAL (B+L) | 80% |
| DIAPRESAN (MTP) | 15% |
| ALPERTAN (RF2) | 5% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 8 |
|---|---|
| DAFLON 1000 (SVR) | 62% |
| DAFLON 500 (SVR) | 25% |
| ALIVIAFLEB (DEN) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 5 |
|---|---|
| EX3 (ARI) | 60% |
| OPTISER (B+L) | 40% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (65.8%)

| MDO: Sinlip (1) | 73 |
|---|---|
| ROVARTAL (RMM) | 19% |
| VASOTENAL (RMM) | 16% |
| AMPLIAR (CSO) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (2) | 44 |
|---|---|
| TOTAL GLUCOPHAGE | 36% |
| TOTAL DBI | 32% |
| **TOTAL DIABESIL** | **27%** |
| DIABESIL AP 1000 | 23% |

| MDO: Xelevia (3) | 31 |
|---|---|
| GLUCAL (RMM) | 94% |
| TOTAL GLUCEMIX | 6% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon (4) | 30 |
|---|---|
| LOSACOR (RMM) | 70% |
| **PAXON TOTAL** | **10%** |
| PAXON | 10% |
| TACARDIA (RC5) | 7% |

| MDO: Alplax_Diocam (5) | 23 |
|---|---|
| **ALPLAX + DIOCAM** | **70%** |
| ALPLAX (GAD) | 39% |
| DIOCAM (GAD) | 30% |
| TENSIUM (B+L) | 17% |

| MDO: Bisopil | 19 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 7 |
|---|---|
| PANTUS (B+L) | 57% |
| PANTOCAS( CSO) | 29% |
| TECTA (RF2) | 14% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsella | 4 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (16.8%)

| MDO: Filten | 17 |
|---|---|
| CARVEDIL (BAG) | 71% |
| **FILTEN (GAD)** | **24%** |
| ISOBLOC (CSO) | 6% |

| MDO: Elafax | 10 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Risperin | 10 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Allopurinol | 9 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 7 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 7 |
|---|---|
| REDUPROST (RF2) | 71% |
| TANSILOPROST (FIN) | 29% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (2.0%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 80% |
| ZOLODORM (RC5) | 20% |

| MDO: Calcimax | 2 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## D COSTAN LUIS ALBERTO (CIR) - CP: 1706 -- 354 prescripciones

### LANZAMIENTOS (17.2%)

| MDO: Paliax | 21 |
|---|---|
| SARVAL (B+L) | 62% |
| DILCORAN (CSO) | 29% |
| RACORVAL (RMM) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 19 |
|---|---|
| AXIOMAT (BET) | 53% |
| MERIDIAN (RMM) | 37% |
| EX3 (ARI) | 11% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 12 |
|---|---|
| DIOSMIN (CVI) | 83% |
| DAFLON 500 (SVR) | 17% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 9 |
|---|---|
| DEVISAL CB (B+L) | 33% |
| OSTEODYN (MTP) | 22% |
| RAQUIFEROL D3 (RMM) | 22% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (70.3%)

| MDO: Alplax_D- (1) | 52 |
|---|---|
| **ALPLAX + DIOCAM** | **58%** |
| ALPLAX (GAD) | 56% |
| CLONAGIN (B+L) | 27% |
| RIVOTRIL (B7I) | 8% |

| MDO: Sinlip (2) | 46 |
|---|---|
| TORIVAS (B+L) | 41% |
| ROVARTAL (RMM) | 17% |
| **SINLIP (GAD)** | **4%** |
| ROSUVAST (BAG) | 4% |

| MDO: Diabesil (3) | 36 |
|---|---|
| TOTAL DBI | 44% |
| TOTAL GLUCOPHAGE | 28% |
| **TOTAL DIABESIL** | **8%** |
| DIABESIL AP 850 | 8% |

| MDO: Tonibral XR (4) | 32 |
|---|---|
| **TONIBRAL TOTAL** | **28%** |
| TONIBRAL (GAD) | 28% |
| NEUROPLUS (B+L) | 28% |
| CARRIER (CSO) | 22% |

| MDO: L. Gastromax (5) | 27 |
|---|---|
| PANTUS (B+L) | 56% |
| PANTUSEC (B+L) | 44% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Xelevia | 17 |
|---|---|
| JANUVIA (MSD) | 71% |
| TOTAL TRAYENTA | 18% |
| **TOTAL XELEVIA** | **12%** |
| XELEVIA (GAD) | 12% |

| MDO: Paxon | 14 |
|---|---|
| LOSACOR (RMM) | 93% |
| **PAXON TOTAL** | **7%** |
| PAXON | 7% |

| MDO: Bisopil | 13 |
|---|---|
| CORBIS (RMM) | 77% |
| BISOFEC (FEC) | 23% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 12 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (11.3%)

| MDO: Filten | 13 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 11 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **55%** |
| ALLOPURINOL CRAVER (C- | 45% |

| MDO: Elafax | 11 |
|---|---|
| VENLIFAX XR (B+L) | 91% |
| EFEXOR (PFZ) | 9% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Duxetin | 4 |
|---|---|
| DUERIX (ARI) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| **OMNIC OCAS (GAD)** | **100%** |

### RECORDATORIOS (1.1%)

| MDO: Somit | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ D CUTOLO GISELA SILVIA (CLM) - CP: 1708 -- 352 prescripciones

### LANZAMIENTOS (46.9%)

| MDO: Gadoferol (1) | 79 |
|---|---|
| DEVISAL CB (B+L) | 58% |
| DEBLAX (RF2) | 32% |
| SUBICAL (BEB) | 4% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi (3) | 68 |
|---|---|
| DETIXOL (CSO) | 56% |
| EMETIC (DOG) | 44% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Fucsia | 14 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 86% |
| SLINDA (ELE) | 14% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (49.7%)

| MDO: Damsel (2) | 75 |
|---|---|
| YASMIN (BAY) | 32% |
| KALA (BEB) | 16% |
| ISIS (SIE) | 16% |
| **DAMSEL GAD** | **4%** |

| MDO: Femiden (4) | 38 |
|---|---|
| MIRANDA (ELE) | 55% |
| **FEMIDEN (GAD)** | **34%** |
| FEMALVI (RF2) | 11% |

| MDO: Damsella (5) | 34 |
|---|---|
| ISIS MINI 24 (SIE) | 65% |
| DIVA TOTAL (ELE) | 18% |
| YAZ (BAY) | 18% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April | 12 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTUS (B+L) | 88% |
| PANTOCAS( CSO) | 12% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 4 |
|---|---|
| LIPIFEN (RF2) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

### 2° PROMOCION (3.4%)

| MDO: Rubi | 12 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## D NATALE SALVADOR (GIN) - CP: 1744 -- 352 prescripciones

### LANZAMIENTOS (11.9%)

| MDO: Gadoferol (4) | 19 |
|---|---|
| SUBICAL CB (BEB) | 53% |
| **GADOFEROL TOTAL** | **37%** |
| GADOFEROL (GAD) | 37% |
| RAQUIFEROL D3 (RMM) | 11% |

| MDO: Fucsia (5) | 18 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 67% |
| **FUCSIA S/ESTROGENO (G-** | **33%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1º PROMOCION (84.7%)

| MDO: Damsella (1) | 151 |
|---|---|
| DIVA TOTAL (ELE) | 28% |
| KALA MD 24 (BEB) | 23% |
| YAZ (BAY) | 19% |
| **DAMSELLA (GAD)** | **3%** |

| MDO: Damsel (2) | 62 |
|---|---|
| JADE (CVI) | 44% |
| YASMIN (BAY) | 21% |
| DIVINA (ELE) | 19% |
| **DAMSEL GAD** | **6%** |

| MDO: Femiden (3) | 55 |
|---|---|
| MIRANDA (ELE) | 78% |
| AMAPOLI (BEB) | 13% |
| ZOELY (MSD) | 5% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 12 |
|---|---|
| **ALPLAX + DIOCAM** | **83%** |
| ALPLAX (GAD) | 58% |
| DIOCAM (GAD) | 25% |
| CLONAGIN (B+L) | 8% |

| MDO: Sinlip | 11 |
|---|---|
| REOVEX (B+L) | 36% |
| **SINLIP (GAD)** | **9%** |

| MDO: April | 3 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 50% |
| TOTAL ISLOTIN | 50% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

### 2º PROMOCION (1.7%)

| MDO: Rubi | 6 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (1.7%)

| MDO: Calcimax | 6 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ D CANDIA KARINA ALICIA (CLM) - CP: 1706 -- 346 prescripciones

### LANZAMIENTOS (13.9%)

| MDO: Paliax (3) | 43 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| **GADOFEROL TOTAL** | **100%** |
| GADOFEROL CB (GAD) | 100% |

| MDO: Etabyx | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (74.0%)

| MDO: Sinlip (1) | 84 |
|---|---|
| TORIVAS (B+L) | 96% |
| AMPLIAR (CSO) | 4% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax (2) | 79 |
|---|---|
| **GASTROMAX TOTAL** | **56%** |
| GASTROMAX (GAD) | 56% |
| PANTUS (B+L) | 44% |

| MDO: Paxon (4) | 40 |
|---|---|
| **PAXON TOTAL** | **52%** |
| PAXON | 52% |
| LOSACOR (RMM) | 48% |

| MDO: Alplax_Diocam | 30 |
|---|---|
| LEXOTANIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Xelevia | 15 |
|---|---|
| **TOTAL XELEVIA** | **73%** |
| XELEVIA (GAD) | 67% |
| JANUVIA (MSD) | 27% |
| XELEVIA MET (GAD) | 7% |

| MDO: Tonibral XR | 4 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (11.0%)

| MDO: Filten (5) | 38 |
|---|---|
| **FILTEN (GAD)** | **100%** |

### RECORDATORIOS (1.2%)

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## D SERRIZUELA MIRIAM SUSANA (PSQ) - CP: 1706 -- 346 prescripciones

### LANZAMIENTOS (29.5%)

| MDO: Nexdia (2) | 102 |
|---|---|
| OPTISER (B+L) | 33% |
| EX3 (ARI) | 31% |
| LEXTOR (CSO) | 15% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (55.5%)

| MDO: Alplax_D- (1) | 182 |
|---|---|
| CLONAGIN (B+L) | 48% |
| NEURYL (BAG) | 14% |
| CLONAGIN SL (B+L) | 14% |
| **ALPLAX + DIOCAM** | **11%** |

| MDO: Divalprex | 6 |
|---|---|
| EXIBRAL (BAG) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| PGB (SIE) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (4.9%)

| MDO: Elafax (4) | 7 |
|---|---|
| SESAREN (RMM) | 71% |
| EFEXOR (PFZ) | 29% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Risperin (5) | 7 |
|---|---|
| RESTELEA (ELE) | 100% |
| **RISPERIN (GAD)** | **0%** |

| MDO: Duxetin | 2 |
|---|---|
| DOXALINE (BET) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (10.1%)

| MDO: Somit (3) | 35 |
|---|---|
| **TOTAL SOMIT** | **46%** |
| MIAPAX (CSO) | 46% |
| SOMIT (GAD) | 43% |
| SOMIT CR (GAD) | 3% |

## ✔ D BALLIVIAN MENACHO WALTER (CLM) - CP: 1708 -- 343 prescripciones

### LANZAMIENTOS (22.2%)

| MDO: Paliax (2) | 54 |
|---|---|
| SARVAL (B+L) | 44% |
| **PALIAX (GAD)** | **15%** |
| HIPERVAL (RC5) | 15% |
| ALPERTAN (RF2) | 11% |

| MDO: Aturen | 13 |
|---|---|
| DAFLON 500 (SVR) | 62% |
| DAFLON 1000 (SVR) | 31% |
| **ATUREN (GAD)** | **8%** |

| MDO: Gadoferol | 8 |
|---|---|
| **GADOFEROL TOTAL** | **75%** |
| GADOFEROL CB (GAD) | 75% |
| DEVISAL CB (B+L) | 12% |

| MDO: Bexaban | 1 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (64.7%)

| MDO: Sinlip (1) | 94 |
|---|---|
| AMPLIAR (CSO) | 32% |
| **SINLIP (GAD)** | **23%** |
| HIPOLIPOL (CSO) | 18% |
| ROVARTAL (RMM) | 9% |

| MDO: Alplax_Diocam (3) | 49 |
|---|---|
| CLONAGIN (B+L) | 33% |
| **ALPLAX + DIOCAM** | **22%** |
| ALPLAX (GAD) | 22% |
| NEURYL (BAG) | 12% |

| MDO: Bisopil (5) | 26 |
|---|---|
| CORBIS (RMM) | 81% |
| **BISOPIL (GAD)** | **12%** |
| BICARDIL (B+L) | 8% |

| MDO: Paxon | 18 |
|---|---|
| LOPLAC (CSO) | 61% |
| **PAXON TOTAL** | **28%** |
| PAXON | 28% |
| LOSACOR (RMM) | 11% |

| MDO: L. Gastromax | 11 |
|---|---|
| **GASTROMAX TOTAL** | **45%** |
| GASTROMAX (GAD) | 45% |
| PANTUS (B+L) | 27% |
| PANTOP (RF2) | 27% |

| MDO: Gavin | 8 |
|---|---|
| PLENICA (RMM) | 50% |
| **GAVIN (GAD)** | **25%** |

| MDO: Diabesil | 6 |
|---|---|
| TOTAL DBI | 50% |
| **TOTAL DIABESIL** | **33%** |
| DIABESIL AP 850 | 33% |
| TOTAL METGLUCON | 17% |

| MDO: Gadolip | 5 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| **TONIBRAL TOTAL** | **100%** |
| TONIBRAL (GAD) | 100% |

### 2° PROMOCION (13.1%)

| MDO: Filten (4) | 35 |
|---|---|
| **FILTEN (GAD)** | **49%** |
| DILATREND (SIE) | 17% |
| ISOBLOC (CSO) | 17% |
| CARVEDIL (BAG) | 9% |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **75%** |
| ALLOPURINOL CRAVER (C- | 25% |

| MDO: Omnic Ocas | 3 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 3 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D BOBBIO ROLANDO ANTONIO (CLM) - CP: 1708 -- 332 prescripciones

### LANZAMIENTOS (7.8%)

| MDO: Paliax (5) | 20 |
|---|---|
| RACORVAL (RMM) | 25% |
| DILCORAN (CSO) | 20% |
| SARVAL (B+L) | 15% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 4 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| SUBICAL CB (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1º PROMOCION (88.6%)

| MDO: Alplax_D- (1) | 99 |
|---|---|
| NEURYL (BAG) | 9% |
| **ALPLAX + DIOCAM** | **6%** |
| ALPLAX (GAD) | 5% |
| DIOCAM (GAD) | 1% |

| MDO: Paxon (2) | 94 |
|---|---|
| FENSARTAN ELEA (ELE) | 46% |
| LOPLAC (CSO) | 14% |
| LOSACOR (RMM) | 13% |
| **PAXON TOTAL** | **4%** |

| MDO: Sinlip (3) | 51 |
|---|---|
| NORMOLIPOL (LEP) | 24% |
| **SINLIP (GAD)** | **12%** |
| ROSUVAST (BAG) | 8% |
| AMPLIAR (CSO) | 6% |

| MDO: Bisopil (4) | 32 |
|---|---|
| CORBIS (RMM) | 75% |
| LOSTAPROLOL (T.L) | 22% |
| BISOPROLOL TEVA (TEV) | 3% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 16 |
|---|---|
| NIRPOL (CSO) | 38% |
| NABILA (RF2) | 25% |
| NEBIX (BAG) | 25% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2º PROMOCION (3.6%)

| MDO: Foxetin | 8 |
|---|---|
| NEUPAX (BAG) | 100% |
| **FOXETIN (GAD)** | **0%** |

| MDO: Filten | 4 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| DILATREND (SIE) | 50% |

## ✔ D SALIVA FERNANDO ANDRES (CRD) - CP: 1706 -- 320 prescripciones

### LANZAMIENTOS (3.1%)

| MDO: Paliax | 6 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (86.2%)

| MDO: Paxon (1) | 160 |
|---|---|
| PRISONIL (LEP) | 58% |
| **PAXON TOTAL** | **16%** |
| PAXON | 16% |
| LOSACOR (RMM) | 9% |

| MDO: Sinlip (2) | 67 |
|---|---|
| **SINLIP (GAD)** | **45%** |
| AMPLIAR (CSO) | 16% |
| ROSUVAST (BAG) | 6% |
| ROVARTAL (RMM) | 4% |

| MDO: Bisopil (4) | 29 |
|---|---|
| CORBIS (RMM) | 86% |
| BIPROSOL (LEP) | 14% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 19 |
|---|---|
| **ALPLAX + DIOCAM** | **68%** |
| ALPLAX (GAD) | 68% |
| CLONAGIN (B+L) | 16% |
| RIVOTRIL (B7I) | 5% |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

### 2º PROMOCION (10.6%)

| MDO: Filten (3) | 34 |
|---|---|
| CARDIONORM (DEN) | 59% |
| CARVEDIL (BAG) | 35% |
| DILATREND (SIE) | 6% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D TROHA ADRIANA ROSANA (CLM) - CP: 1708 -- 315 prescripciones

### LANZAMIENTOS (10.2%)

| MDO: Gadoferol (4) | 28 |
|---|---|
| ORAVIL (TPQ) | 46% |
| OSTEODYN (MTP) | 29% |
| SUBICAL (BEB) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| DILCORAN (CSO) | 50% |
| DIOVAN (SIE) | 50% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (72.4%)

| MDO: Diabesil (1) | 56 |
|---|---|
| TOTAL DBI | 98% |
| TOTAL METGLUCON | 2% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (2) | 55 |
|---|---|
| **SINLIP (GAD)** | **47%** |
| REOVEX (B+L) | 9% |
| ROSUVAST (BAG) | 7% |

| MDO: Gadolip (5) | 25 |
|---|---|
| CONTROLIP (ABT) | 76% |
| MINUSLIP (TEV) | 16% |
| PROCETOKEN( BEB) | 8% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon | 24 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 22 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 18 |
|---|---|
| LYRICA (PFZ) | 39% |
| NEURISTAN MULTIDOS (C- | 22% |
| LINPREL (B+L) | 11% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 17 |
|---|---|
| CLONAGIN (B+L) | 29% |
| TENSIUM (B+L) | 24% |
| LORAZEPAN (SUE) | 24% |
| **ALPLAX + DIOCAM** | **6%** |

| MDO: L. Gastromax | 6 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: Tonibral XR | 2 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (17.1%)

| MDO: Filten (3) | 48 |
|---|---|
| DILATREND (SIE) | 69% |
| CARVEDIL (BAG) | 17% |
| **FILTEN (GAD)** | **15%** |

| MDO: Duxetin | 5 |
|---|---|
| **DUXETIN (GAD)** | **80%** |
| DUERIX (ARI) | 20% |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (0.3%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT CR (GAD) | 100% |

# FICHAS MEDICOS

## D FERNANDEZ SELENE YANINA (CLM) - CP: 1708 -- 311 prescripciones

### LANZAMIENTOS (11.3%)

| MDO: Paliax (5) | 19 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 8 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| TERBENOL DUO (BEB) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (82.6%)

| MDO: Diabesil (1) | 82 |
|---|---|
| TOTAL DBI | 48% |
| BALIGLUC B+L | 27% |
| MEDOBIS LZA | 10% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip (2) | 61 |
|---|---|
| **GADOLIP (GAD)** | **30%** |
| MAGNOFEN( B+L) | 18% |
| CRAVERIL XR (CVI) | 18% |
| DAUNLIP (MTP) | 15% |

| MDO: Sinlip (3) | 56 |
|---|---|
| REOVEX (B+L) | 39% |
| AMPLIAR (CSO) | 30% |
| CRESTOR (AZN) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 36 |
|---|---|
| **ALPLAX + DIOCAM** | **69%** |
| DIOCAM (GAD) | 56% |
| CLONAGIN (B+L) | 31% |
| ALPLAX (GAD) | 14% |

| MDO: L. Gastromax | 13 |
|---|---|
| PANTUS (B+L) | 69% |
| PANGEST (BET) | 31% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 5 |
|---|---|
| **GAVIN (GAD)** | **20%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2° PROMOCION (0.3%)

| MDO: Neurobile- | 1 |
|---|---|
| CIAGEN (CVI) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (5.8%)

| MDO: Somit | 18 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ D ALVAREZ VIRGINIA ALEJANDRA (GIN) - CP: 1708 -- 310 prescripciones

### LANZAMIENTOS (10.3%)

| MDO: Fucsia (4) | 21 |
|---|---|
| SLINDA (ELE) | 67% |
| **FUCSIA S/ESTROGENO (G-** | **19%** |
| ISIS FREE S/ESTROG (SIE) | 14% |

| MDO: Gadoferol (5) | 11 |
|---|---|
| DEVISAL CB (B+L) | 55% |
| DEVISAL (B+L) | 45% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (76.8%)

| MDO: Damsel (1) | 110 |
|---|---|
| DIVINA (ELE) | 27% |
| MAXIMA (P0F) | 27% |
| KALA (BEB) | 23% |
| **DAMSEL GAD** | **1%** |

| MDO: Femiden (2) | 103 |
|---|---|
| MIRANDA (ELE) | 67% |
| **FEMIDEN (GAD)** | **15%** |
| ZOELY (MSD) | 11% |
| AMAPOLI (BEB) | 8% |

| MDO: April | 10 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Damsella | 5 |
|---|---|
| DIVA TOTAL (ELE) | 40% |
| YAZ (BAY) | 40% |
| ISIS MINI 24 (SIE) | 20% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam | 5 |
|---|---|
| CLONAGIN (B+L) | 40% |
| **ALPLAX + DIOCAM** | **20%** |
| DIOCAM (GAD) | 20% |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2° PROMOCION (11.6%)

| MDO: Rubi (3) | 36 |
|---|---|
| QLAIRA (BAY) | 94% |
| **RUBI (GAD)** | **6%** |

# FICHAS MEDICOS

## ✔ D MARTINEZ RAMON SANDRO JAVIER (CLM) - CP: 1708 -- 302 prescripciones

### LANZAMIENTOS (16.6%)

| MDO: Gadoferol | 23 |
|---|---|
| DEBLAX (RF2) | 70% |
| DEVISAL CB (B+L) | 26% |
| DEVISAL (B+L) | 4% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 20 |
|---|---|
| ALPERTAN (RF2) | 30% |
| SIMULTAN (LZA) | 25% |
| SARVAL (B+L) | 20% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| RIXATYL (B+L) | 60% |
| ELIQUIS (PFZ) | 20% |
| REMEXAL (CSO) | 20% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (76.5%)

| MDO: Sinlip (1) | 65 |
|---|---|
| **SINLIP (GAD)** | **18%** |
| TORIVAS (B+L) | 14% |
| LIPEX (ELE) | 12% |
| NORMOLIPOL (LEP) | 11% |

| MDO: Xelevia (2) | 27 |
|---|---|
| JANUVIA (MSD) | 44% |
| **TOTAL XELEVIA** | **37%** |
| XELEVIA MET (GAD) | 37% |
| TOTAL JANUMET | 11% |

| MDO: Alplax_Diocam (3) | 26 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 35% |
| CLONAGIN (B+L) | 31% |
| RIVOTRIL (B7I) | 19% |

| MDO: Diabesil (4) | 25 |
|---|---|
| TOTAL DBI | 60% |
| TOTAL GLUCOPHAGE | 28% |
| **TOTAL DIABESIL** | **12%** |
| DIABESIL AP 850 | 12% |

| MDO: Paxon (5) | 25 |
|---|---|
| **PAXON TOTAL** | **32%** |
| PAXON | 32% |
| FENSARTAN ELEA (ELE) | 24% |
| PRISONIL (LEP) | 20% |

| MDO: Bisopil | 23 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 17 |
|---|---|
| PANTOCAS( CSO) | 41% |
| PANTUS (B+L) | 35% |
| PANTUSEC (B+L) | 18% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsel | 6 |
|---|---|
| **DAMSEL GAD** | **67%** |
| KALA (BEB) | 33% |

| MDO: Femiden | 6 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Gadolip | 6 |
|---|---|
| **GADOLIP (GAD)** | **83%** |
| MAGNOFEN( B+L) | 17% |

| MDO: Gavin | 4 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (7.0%)

| MDO: Omnic O- | 9 |
|---|---|
| TANSILOPROST (FIN) | 44% |
| TANSILOPROST RET (FIN) | 33% |
| ESPONTAL (PB.) | 22% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Rubi | 6 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 3 |
|---|---|
| **FILTEN (GAD)** | **67%** |
| DILATREND (SIE) | 33% |

## ✔ D HEREDIA MONICA ANA (REU) - CP: 1708 -- 293 prescripciones

### LANZAMIENTOS (10.2%)

| MDO: Gadoferol (4) | 25 |
|---|---|
| ORAVIL (TPQ) | 80% |
| DEBLAX (RF2) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (43.3%)

| MDO: Gavin (2) | 80 |
|---|---|
| PREBICTAL (RF2) | 59% |
| LINPREL (B+L) | 19% |
| **GAVIN (GAD)** | **6%** |
| PLENICA (RMM) | 5% |

| MDO: Alplax_Diocam (3) | 41 |
|---|---|
| RIVOTRIL (B7I) | 37% |
| CLONAGIN (B+L) | 24% |
| **ALPLAX + DIOCAM** | **17%** |
| ALPLAX (GAD) | 10% |

| MDO: Paxon (5) | 3 |
|---|---|
| LOSARTAN RICHET (RH.) | 67% |
| LOSACOR (RMM) | 33% |
| **PAXON TOTAL** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Deslafax | 1 |
|---|---|
| **DESLAFAX (GAD)** | **100%** |

### 2° PROMOCION (46.1%)

| MDO: Duxetin (1) | 134 |
|---|---|
| DUERIX (ARI) | 67% |
| **DUXETIN (GAD)** | **31%** |
| OPTIBRAL (MTP) | 1% |
| DULOXIN (EUF) | 1% |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ D NUL DANIEL (CRD) - CP: 1708 -- 281 prescripciones

### LANZAMIENTOS (9.3%)

| MDO: Paliax | 15 |
|---|---|
| DILCORAN (CSO) | 53% |
| SARVAL (B+L) | 33% |
| **PALIAX (GAD)** | **7%** |
| SIMULTAN (LZA) | 7% |

| MDO: Gadoferol | 4 |
|---|---|
| OSTEODYN (MTP) | 50% |
| SUBICAL (BEB) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 4 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 3 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (77.2%)

| 1 MDO: Alplax_D- | 65 |
|---|---|
| **ALPLAX + DIOCAM** | **32%** |
| CLONAGIN (B+L) | 25% |
| DIOCAM (GAD) | 18% |
| RIVOTRIL (B7I) | 18% |

| 2 MDO: Sinlip | 52 |
|---|---|
| ZARATOR (ELE) | 21% |
| AMPLIAR (CSO) | 15% |
| NORMOLIPOL (LEP) | 15% |
| **SINLIP (GAD)** | **4%** |

| 3 MDO: Bisopil | 33 |
|---|---|
| CORBIS (RMM) | 91% |
| **BISOPIL (GAD)** | **6%** |
| BISOPROLOL TEVA (TEV) | 3% |

| 4 MDO: Paxon | 31 |
|---|---|
| LOSACOR (RMM) | 55% |
| **PAXON TOTAL** | **16%** |
| PAXON | 16% |
| LOPLAC (CSO) | 10% |

| 5 MDO: Diabesil | 17 |
|---|---|
| TOTAL DBI | 88% |
| TOTAL GLUCOPHAGE | 12% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 6 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Tonibral XR | 5 |
|---|---|
| CARRIER (CSO) | 80% |
| CONEXINE (BET) | 20% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| CRAVERIL (CVI) | 50% |
| MINUSLIP (TEV) | 25% |
| PROCETOKEN( BEB) | 25% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 33% |
| LYRICA (PFZ) | 33% |
| NEURISTAN MULTIDOS (C- | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (11.4%)

| MDO: Filten | 15 |
|---|---|
| CARVEDIL (BAG) | 53% |
| **FILTEN (GAD)** | **27%** |
| BIDECAR (B+L) | 13% |
| VERATEN (ELE) | 7% |

| MDO: Foxetin | 8 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 8 |
|---|---|
| ACLOSAN (EUF) | 25% |
| LOSTAM (T.L) | 25% |
| UROPROST-Q (ARI) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

### RECORDATORIOS (2.1%)

| MDO: Somit | 6 |
|---|---|
| **TOTAL SOMIT** | **83%** |
| SOMIT (GAD) | 83% |
| DORMILAN (B+L) | 17% |

## ✔ D D'AMICO ANDRES EDUARDO (CRD) - CP: 1708 -- 281 prescripciones

### LANZAMIENTOS (13.2%)

| 4 MDO: Paliax | 20 |
|---|---|
| DILCORAN (CSO) | 25% |
| DIAPRESAN (MTP) | 20% |
| COROSAN (ELE) | 20% |
| **PALIAX (GAD)** | **0%** |

| 5 MDO: Nexdia | 14 |
|---|---|
| NOVO HUMORAP (BAG) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (82.6%)

| 1 MDO: Sinlip | 104 |
|---|---|
| **SINLIP (GAD)** | **22%** |
| NORMOLIPOL (LEP) | 19% |
| ROSUVAST (BAG) | 18% |
| HIPOLIPOL (CSO) | 14% |

| 2 MDO: Paxon | 53 |
|---|---|
| LOSACOR (RMM) | 53% |
| PRISONIL (LEP) | 28% |
| PRESIMAX (BAG) | 11% |
| **PAXON TOTAL** | **8%** |

| 3 MDO: Bisopil | 39 |
|---|---|
| CORBIS (RMM) | 97% |
| **BISOPIL (GAD)** | **3%** |

| MDO: Alplax_Diocam | 10 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| CLONAGIN (B+L) | 20% |
| RIVOTRIL (B7I) | 20% |

| MDO: Gadolip | 10 |
|---|---|
| PROCETOKEN( BEB) | 80% |
| CRAVERIL (CVI) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gadocor | 8 |
|---|---|
| CORPRES (RMM) | 75% |
| NIDIB (B+L) | 12% |
| MOBAN (MTP) | 12% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 8 |
|---|---|
| TOTAL DBI | 75% |
| TOTAL GLUCOPHAGE | 25% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (2.8%)

| MDO: Omnic O- | 4 |
|---|---|
| REDUPROST (RF2) | 25% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 3 |
|---|---|
| ISOBLOC (CSO) | 67% |
| BIDECAR (B+L) | 33% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

# FICHAS MEDICOS

## D FERDMAN ANDRES ERNESTO (PSQ) - CP: 1744 -- 274 prescripciones

### LANZAMIENTOS (1.1%)

| MDO: Nexdia | 3 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (78.1%)

| MDO: Alplax_D- (1) | 116 |
|---|---|
| EMOTIVAL (TEV) | 41% |
| CLONAGIN (B+L) | 28% |
| **ALPLAX + DIOCAM** | **11%** |
| DIOCAM (GAD) | 11% |

| MDO: Midax (2) | 47 |
|---|---|
| **MIDAX (GAD)** | **38%** |
| SARTINA (T.L) | 28% |
| REVERTRIX (RC5) | 21% |
| ONOTRAN (LEP) | 6% |

| MDO: Divalprex (4) | 33 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Sinlip | 10 |
|---|---|
| NORMOLIPOL (LEP) | 40% |
| AMPLIAR (CSO) | 20% |
| LIPITOR (PFZ) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 8 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (20.8%)

| MDO: Risperin (3) | 44 |
|---|---|
| RISPERDAL (JAN) | 84% |
| **RISPERIN (GAD)** | **14%** |
| DOZIC (RF2) | 2% |

| MDO: Foxetin (5) | 13 |
|---|---|
| **FOXETIN (GAD)** | **85%** |
| EQUILIBRANE (T.L) | 15% |

## ✔ D VISSER MIGUEL (CRD) - CP: 1708 -- 273 prescripciones

### LANZAMIENTOS (13.2%)

| MDO: Paliax (4) | 32 |
|---|---|
| SARVAL (B+L) | 50% |
| DIAPRESAN (MTP) | 31% |
| ALPERTAN (RF2) | 9% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| ORAVIL (TPQ) | 67% |
| RAQUIFEROL D3 (RMM) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| ALIVIAFLEB (DEN) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (69.2%)

| MDO: Sinlip (1) | 67 |
|---|---|
| NORMOLIPOL (LEP) | 16% |
| AMPLIAR (CSO) | 13% |
| REOVEX (B+L) | 6% |
| **SINLIP (GAD)** | **3%** |

| MDO: Bisopil (3) | 43 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (5) | 20 |
|---|---|
| LOSACOR (RMM) | 65% |
| PRESIMAX (BAG) | 20% |
| PRISONIL (LEP) | 5% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 19 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 18 |
|---|---|
| **GASTROMAX TOTAL** | **67%** |
| GASTROMAX (GAD) | 67% |
| PANTOP (RF2) | 28% |
| PANTOMETYL 20 (S+N) | 6% |

| MDO: Gadocor | 7 |
|---|---|
| NABILA (RF2) | 71% |
| NEBIX (BAG) | 29% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Alplax_Diocam | 7 |
|---|---|
| **ALPLAX + DIOCAM** | **86%** |
| ALPLAX (GAD) | 86% |
| CLONAGIN (B+L) | 14% |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL GLUCEMIX | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| CONTROLIP (ABT) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Divalprex | 2 |
|---|---|
| IMPROVAL (RMM) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (17.6%)

| MDO: Filten (2) | 48 |
|---|---|
| ISOBLOC (CSO) | 85% |
| **FILTEN (GAD)** | **10%** |
| VERATEN (ELE) | 4% |

# FICHAS MEDICOS

## ✔ E LAURIA MARTIN DEMIAN (CLM) - CP: 1708 -- 257 prescripciones

### LANZAMIENTOS (23.0%)

| MDO: Paliax (3) | 30 |
|---|---|
| SIMULTAN (LZA) | 87% |
| DILCORAN (CSO) | 13% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 10 |
|---|---|
| OSTEODYN (MTP) | 40% |
| DEBLAX (RF2) | 20% |
| TRIP D3 (CVI) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 10 |
|---|---|
| DAFLON 1000 (SVR) | 70% |
| DAFLON 500 (SVR) | 30% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 6 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| ARAMIX (ELE) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (71.6%)

| MDO: Bisopil (1) | 42 |
|---|---|
| CORBIS (RMM) | 98% |
| LOSTAPROLOL (T.L) | 2% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil (2) | 36 |
|---|---|
| TOTAL GLUCOPHAGE | 83% |
| TOTAL DBI | 11% |
| TOTAL ISLOTIN | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (4) | 28 |
|---|---|
| LOSACOR (RMM) | 29% |
| LOPLAC (CSO) | 18% |
| PRISONIL (LEP) | 14% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (5) | 26 |
|---|---|
| AMPLIAR (CSO) | 27% |
| ROVARTAL (RMM) | 12% |
| ROSUVAST (BAG) | 12% |
| **SINLIP (GAD)** | **4%** |

| MDO: Alplax_Diocam | 18 |
|---|---|
| **ALPLAX + DIOCAM** | **83%** |
| DIOCAM (GAD) | 50% |
| ALPLAX (GAD) | 33% |
| CLONAGIN (B+L) | 17% |

| MDO: Gadocor | 12 |
|---|---|
| NABILA (RF2) | 67% |
| NIDIB (B+L) | 33% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 11 |
|---|---|
| **GADOLIP (GAD)** | **55%** |
| MINUSLIP (TEV) | 27% |
| SERUBEL (MTP) | 9% |

| MDO: Xelevia | 7 |
|---|---|
| JANUVIA (MSD) | 86% |
| TOTAL GALVUS | 14% |
| **TOTAL XELEVIA** | **0%** |

| MDO: April | 2 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (4.3%)

| MDO: Omnic O- | 8 |
|---|---|
| TANSILOPROST (FIN) | 88% |
| **OMNIC OCAS (GAD)** | **12%** |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 1 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E GENTILE SILVIA ALEJANDRA (CRD) - CP: 1708 -- 253 prescripciones

### LANZAMIENTOS (3.2%)

| MDO: Paliax | 7 |
|---|---|
| DIOVAN (SIE) | 57% |
| SARVAL (B+L) | 43% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| LEXTOR (CSO) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (85.8%)

| MDO: Sinlip (1) | 83 |
|---|---|
| LIPITOR (PFZ) | 39% |
| ROSUVAST (BAG) | 18% |
| ROVARTAL (RMM) | 8% |
| **SINLIP (GAD)** | **1%** |

| MDO: Paxon (2) | 54 |
|---|---|
| LOSACOR (RMM) | 74% |
| VASEXTEN (BEB) | 11% |
| PRESIMAX (BAG) | 7% |
| **PAXON TOTAL** | **2%** |

| MDO: L. Gastromax (3) | 46 |
|---|---|
| PANGEST (BET) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam (5) | 11 |
|---|---|
| **ALPLAX + DIOCAM** | **64%** |
| ALPLAX (GAD) | 64% |
| RIVOTRIL (B7I) | 9% |
| TRAPAX (PFZ) | 9% |

| MDO: Bisopil | 10 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 9 |
|---|---|
| NEBILET (SIE) | 67% |
| NIDIB (B+L) | 33% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (9.1%)

| MDO: Filten (4) | 21 |
|---|---|
| DILATREND (SIE) | 90% |
| **FILTEN (GAD)** | **5%** |
| VERATEN (ELE) | 5% |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (1.2%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E OLARTE GABRIEL LEONARDO (CLM) - CP: 1708 -- 252 prescripciones

### LANZAMIENTOS (0.8%)

| MDO: Nexdia | 2 |
|---|---|
| NOVO HUMORAP (BAG) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (91.7%)

| MDO: Gavin (1) | 188 |
|---|---|
| LYRICA (PFZ) | 98% |
| PLENICA (RMM) | 2% |
| NEURISTAN (CSO) | 1% |
| **GAVIN (GAD)** | **0%** |

| MDO: Paxon (2) | 19 |
|---|---|
| LOSACOR (RMM) | 58% |
| PRISONIL (LEP) | 11% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (3) | 12 |
|---|---|
| HIPOLIPOL (CSO) | 75% |
| ROSUVAST (BAG) | 17% |
| ROVARTAL (RMM) | 8% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 10 |
|---|---|
| **ALPLAX + DIOCAM** | **90%** |
| DIOCAM (GAD) | 50% |
| ALPLAX (GAD) | 40% |
| RIVOTRIL (B7I) | 10% |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (7.5%)

| MDO: Duxetin (4) | 10 |
|---|---|
| DULOXIN (EUF) | 50% |
| NITIDEX (TEV) | 30% |
| OPTIBRAL (MTP) | 20% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Filten | 7 |
|---|---|
| ISOBLOC (CSO) | 57% |
| CARVEDIL (BAG) | 43% |
| **FILTEN (GAD)** | **0%** |

| MDO: Elafax | 2 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

# FICHAS MEDICOS

## E DARDANO JOSE LUIS (GIN) - CP: 1708 -- 242 prescripciones

### LANZAMIENTOS (31.8%)

| MDO: Gadoferol (1) | 52 |
|---|---|
| RAQUIFEROL D3 (RMM) | 77% |
| SUBICAL (BEB) | 8% |
| OSTEODYN (MTP) | 6% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 18 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 83% |
| SLINDA (ELE) | 17% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| TONVAL (CVI) | 67% |
| DETIXOL (CSO) | 33% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (63.2%)

| MDO: Alplax_D- (2) | 48 |
|---|---|
| NEURYL (BAG) | 75% |
| RIVOTRIL (B7I) | 12% |
| VALIUM (SIE) | 8% |
| **ALPLAX + DIOCAM** | **4%** |

| MDO: Omecap 90 (3) | 36 |
|---|---|
| REGULIP (RF2) | 92% |
| **OMECAP 90 (GAD)** | **8%** |

| MDO: Damsel (4) | 27 |
|---|---|
| DIVINA (ELE) | 56% |
| JADE (CVI) | 44% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (5) | 21 |
|---|---|
| SIGNORINA (CVI) | 67% |
| MIRANDA (ELE) | 33% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Diabesil | 10 |
|---|---|
| TOTAL DBI | 80% |
| TOTAL GLUCOPHAGE | 20% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 5 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Damsella | 4 |
|---|---|
| JADE MD24 (CVI) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| AMPLIAR (CSO) | 50% |
| ROSUVAST (BAG) | 50% |
| **SINLIP (GAD)** | **0%** |

### RECORDATORIOS (3.3%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E SALVAI MARIA EUGENIA (CLM) - CP: 1744 -- 242 prescripciones

### LANZAMIENTOS (72.3%)

| MDO: Gadoferol (1) | 168 |
|---|---|
| OSTEODYN (MTP) | 76% |
| ORAVIL (TPQ) | 13% |
| RAQUIFEROL D3 (RMM) | 4% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DAFLON 1000 (SVR) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (18.2%)

| MDO: Diabesil (3) | 17 |
|---|---|
| TOTAL DBI | 41% |
| TOTAL GLUCOPHAGE | 35% |
| **TOTAL DIABESIL** | **18%** |
| DIABESIL AP 1000 | 18% |

| MDO: Sinlip (4) | 12 |
|---|---|
| ROVARTAL (RMM) | 42% |
| AMPLIAR (CSO) | 25% |
| CRESTOR (AZN) | 8% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 8 |
|---|---|
| CLONAGIN (B+L) | 50% |
| VALIUM (SIE) | 25% |
| RIVOTRIL (B7I) | 12% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| SERUBEL (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (0.4%)

| MDO: Allopurin- | 1 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

### RECORDATORIOS (9.1%)

| MDO: Calcimax (2) | 22 |
|---|---|
| **CALCIMAX TOTAL** | **95%** |
| CALCIMAX (GAD) | 50% |
| CALCIMAX FORTE (GAD) | 45% |
| CALCIONAL (ARI) | 5% |

# FICHAS MEDICOS

## ✔ E BORELLO GUSTAVO JOSE (CLM) - CP: 1708 -- 241 prescripciones

### LANZAMIENTOS (28.2%)

| MDO: Gadoferol (1) | 53 |
|---|---|
| DEVISAL CB (B+L) | 57% |
| RAQUIFEROL D3 (RMM) | 15% |
| ORAVIL (TPQ) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 12 |
|---|---|
| NOVO HUMORAP (BAG) | 75% |
| LEXTOR (CSO) | 17% |
| MERIDIAN (RMM) | 8% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (65.1%)

| MDO: Alplax_D- (2) | 49 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 35% |
| RIVOTRIL (B7I) | 24% |
| CLONAGIN (B+L) | 16% |

| MDO: Sinlip (3) | 36 |
|---|---|
| **SINLIP (GAD)** | **61%** |
| ROSUVAST (BAG) | 11% |
| NORMOLIPOL (LEP) | 11% |

| MDO: Gadolip (4) | 23 |
|---|---|
| PROCETOKEN( BEB) | 61% |
| MINUSLIP (TEV) | 26% |
| PROCETOKEN XR (BEB) | 13% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Paxon (5) | 22 |
|---|---|
| **PAXON TOTAL** | **27%** |
| PAXON | 27% |
| LOSACOR (RMM) | 23% |
| LOPLAC (CSO) | 23% |

| MDO: Diabesil | 10 |
|---|---|
| TOTAL DBI | 70% |
| TOTAL GLUCOPHAGE | 30% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 9 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| BICARDIL (B+L) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTOMETYL 40 (S+N) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Tonibral XR | 1 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (4.6%)

| MDO: Allopurin- | 8 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (2.1%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **80%** |
| SOMIT (GAD) | 80% |
| DORMILAN (B+L) | 20% |

## ✔ E MEZA MAGALI SOL (CLM) - CP: 1708 -- 239 prescripciones

### LANZAMIENTOS (26.4%)

| MDO: Paliax (2) | 52 |
|---|---|
| RACORVAL (RMM) | 52% |
| SARVAL (B+L) | 21% |
| ALPERTAN (RF2) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 7 |
|---|---|
| DRINAX R (BAG) | 86% |
| REMEXAL (CSO) | 14% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (64.9%)

| MDO: Bisopil (1) | 52 |
|---|---|
| CORBIS (RMM) | 98% |
| LOSTAPROLOL (T.L) | 2% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (3) | 39 |
|---|---|
| PRESIMAX (BAG) | 51% |
| PRISONIL (LEP) | 31% |
| LOSACOR (RMM) | 13% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (4) | 37 |
|---|---|
| ROVARTAL (RMM) | 46% |
| NORMOLIPOL (LEP) | 24% |
| VASOTENAL (RMM) | 22% |
| **SINLIP (GAD)** | **3%** |

| MDO: Alplax_Diocam | 18 |
|---|---|
| NEURYL (BAG) | 44% |
| EMOTIVAL (TEV) | 22% |
| TRAPAX (PFZ) | 17% |
| **ALPLAX + DIOCAM** | **6%** |

| MDO: Gadolip | 5 |
|---|---|
| MINUSLIP (TEV) | 80% |
| MAGNOFEN( B+L) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBIX (BAG) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (8.8%)

| MDO: Filten (5) | 19 |
|---|---|
| **FILTEN (GAD)** | **53%** |
| CARVEDIL (BAG) | 37% |
| DILATREND (SIE) | 11% |

| MDO: Omnic Ocas | 2 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## E QUINTANA PATRICIA LIA (CLM) - CP: 1706 -- 239 prescripciones

### LANZAMIENTOS (25.1%)

| MDO: Nexdia (2) | 24 |
|---|---|
| LEXTOR (CSO) | 58% |
| MERIDIAN (RMM) | 12% |
| EX3 (ARI) | 12% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 12 |
|---|---|
| ORAVIL (TPQ) | 58% |
| OSTEODYN (MTP) | 8% |
| RAQUIFEROL D3 (RMM) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 9 |
|---|---|
| DAFLON 500 (SVR) | 89% |
| DAFLON 1000 (SVR) | 11% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 6 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| VALSALEP (LEP) | 50% |
| SARVAL (B+L) | 25% |
| HIPERVAL (RC5) | 25% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 3 |
|---|---|
| LEVECOM (B+L) | 67% |
| KEPPRA (GSK) | 33% |
| **ETABYX (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (64.9%)

| MDO: Alplax_D- (1) | 62 |
|---|---|
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 23% |
| TRAPAX (PFZ) | 21% |
| CLONAGIN (B+L) | 19% |

| MDO: Sinlip (3) | 19 |
|---|---|
| **SINLIP (GAD)** | **26%** |
| NORMOLIPOL (LEP) | 21% |
| AMPLIAR (CSO) | 16% |
| TORIVAS (B+L) | 11% |

| MDO: Gavin (4) | 15 |
|---|---|
| PLENICA (RMM) | 40% |
| LYRICA (PFZ) | 13% |
| NEURISTAN (CSO) | 7% |
| **GAVIN (GAD)** | **0%** |

| MDO: Midax (5) | 13 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Diabesil | 12 |
|---|---|
| TOTAL GLUCOPHAGE | 58% |
| TOTAL DBI | 42% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 10 |
|---|---|
| LOPLAC (CSO) | 30% |
| PRISONIL (LEP) | 10% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 10 |
|---|---|
| CORBIS (RMM) | 80% |
| LOSTAPROLOL (T.L) | 20% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Divalprex | 8 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Tonibral XR | 3 |
|---|---|
| MERITAL (RMM) | 67% |
| CONEXINE (BET) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| **GADOCOR (GAD)** | **50%** |
| CORPRES (RMM) | 50% |

| MDO: Xelevia | 1 |
|---|---|
| **TOTAL XELEVIA** | **100%** |
| XELEVIA (GAD) | 100% |

### 2° PROMOCION (10.0%)

| MDO: Duxetin | 6 |
|---|---|
| DOXALINE (BET) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Risperin | 6 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Filten | 5 |
|---|---|
| ISOBLOC (CSO) | 60% |
| **FILTEN (GAD)** | **20%** |
| CARVEDIL (BAG) | 20% |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E TURSI JOSE ALBERTO (CLM) - CP: 1708 -- 234 prescripciones

### LANZAMIENTOS (15.8%)

| MDO: Paliax (4) | 33 |
|---|---|
| ALPERTAN (RF2) | 82% |
| RACORVAL (RMM) | 6% |
| SIMULTAN (LZA) | 6% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| SUBICAL (BEB) | 50% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (82.5%)

| MDO: Paxon (1) | 69 |
|---|---|
| LOSACOR (RMM) | 20% |
| VASEXTEN (BEB) | 3% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (2) | 50 |
|---|---|
| **SINLIP (GAD)** | **6%** |
| ROVARTAL (RMM) | 6% |
| ZARATOR (ELE) | 6% |
| AMPLIAR (CSO) | 4% |

| MDO: Alplax_Diocam (3) | 40 |
|---|---|
| **ALPLAX + DIOCAM** | **68%** |
| ALPLAX (GAD) | 68% |
| CLONAGIN (B+L) | 28% |
| TRAPAX (PFZ) | 2% |

| MDO: Bisopil (5) | 22 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 7 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 4 |
|---|---|
| **TOTAL XELEVIA** | **50%** |
| XELEVIA MET (GAD) | 50% |
| TOTAL GALVUS | 25% |
| TOTAL TRAYENTA | 25% |

| MDO: Gadolip | 1 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (1.7%)

| MDO: Filten | 3 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Myrbetric | 1 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

# FICHAS MEDICOS

## E HARLAP ANA MARIA (PSQ) - CP: 1708 -- 234 prescripciones

### LANZAMIENTOS (18.4%)

| MDO: Nexdia (2) | 43 |
|---|---|
| LEXTOR (CSO) | 70% |
| MERIDIAN (RMM) | 12% |
| EX3 (ARI) | 9% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (54.7%)

| MDO: Alplax_D- (1) | 60 |
|---|---|
| CLONAGIN (B+L) | 38% |
| RIVOTRIL (B7I) | 28% |
| **ALPLAX + DIOCAM** | **22%** |
| ALPLAX (GAD) | 15% |

| MDO: Divalprex (4) | 28 |
|---|---|
| VALCOTE (ABT) | 86% |
| VALCAS (CSO) | 11% |
| IMPROVAL (RMM) | 4% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin | 14 |
|---|---|
| PGB (SIE) | 50% |
| PREBIEN 150 DIVIDO (ARI) | 29% |
| PLENICA (RMM) | 21% |
| **GAVIN (GAD)** | **0%** |

| MDO: Luradon | 13 |
|---|---|
| LURAP (SIE) | 69% |
| LUCIDRON (MTP) | 31% |
| **LURADON (GAD)** | **0%** |

| MDO: Sinlip | 6 |
|---|---|
| **SINLIP (GAD)** | **100%** |

| MDO: Midax | 3 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| PROCETOKEN XR (BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (18.8%)

| MDO: Elafax (3) | 36 |
|---|---|
| **ELAFAX (GAD)** | **97%** |
| SESAREN (RMM) | 3% |

| MDO: Foxetin | 5 |
|---|---|
| **FOXETIN (GAD)** | **60%** |
| ANIMEX-ON (BEB) | 40% |

| MDO: Risperin | 2 |
|---|---|
| **RISPERIN (GAD)** | **50%** |
| RIATUL (B+L) | 50% |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

### RECORDATORIOS (8.1%)

| MDO: Somit (5) | 19 |
|---|---|
| **TOTAL SOMIT** | **84%** |
| SOMIT (GAD) | 84% |
| DORMILAN (B+L) | 16% |

# FICHAS MEDICOS

## E PEDROZA TOBAR JOHANA LORENA (CLM) - CP: 1708 -- 231 prescripciones

### LANZAMIENTOS (18.2%)

| MDO: Gadoferol (2) | 36 |
|---|---|
| DEVISAL (B+L) | 75% |
| TRIP D3 (CVI) | 8% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 67% |
| VEDIPAL (RF2) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| TONVAL (CVI) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (77.5%)

| MDO: Damsel (1) | 119 |
|---|---|
| DIVINA (ELE) | 27% |
| KIRUM (RF2) | 19% |
| MAXIMA (P0F) | 14% |
| **DAMSEL GAD** | **12%** |

| MDO: Damsella (3) | 33 |
|---|---|
| YAZ (BAY) | 48% |
| ISIS MINI 24 (SIE) | 45% |
| **DAMSELLA (GAD)** | **6%** |

| MDO: Femiden (4) | 21 |
|---|---|
| MIRANDA (ELE) | 81% |
| SIGNORINA (CVI) | 19% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 33% |
| DIOCAM (GAD) | 33% |

| MDO: April | 2 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (2.2%)

| MDO: Rubi (5) | 5 |
|---|---|
| QLAIRA (BAY) | 80% |
| **RUBI (GAD)** | **20%** |

### RECORDATORIOS (1.3%)

| MDO: Calcimax | 3 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## E FLORES DANIEL HUGO (NEU) - CP: 1744 -- 228 prescripciones

### LANZAMIENTOS (14.0%)

| MDO: Nexdia (3) | 28 |
|---|---|
| OPTISER (B+L) | 79% |
| MERIDIAN (RMM) | 14% |
| LEXTOR (CSO) | 7% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Paliax | 3 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (72.4%)

| MDO: Alplax_D- (1) | 85 |
|---|---|
| CLONAGIN (B+L) | 49% |
| **ALPLAX + DIOCAM** | **31%** |
| DIOCAM (GAD) | 31% |
| NEURYL (BAG) | 4% |

| MDO: Divalprex (2) | 42 |
|---|---|
| VALCOTE (ABT) | 95% |
| VALCAS (CSO) | 5% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Midax (5) | 22 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: Gavin | 6 |
|---|---|
| PLENICA (RMM) | 67% |
| KABIAN MULTIDOSIS (T.L) | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip | 6 |
|---|---|
| TORIVAS (B+L) | 67% |
| VASOTENAL (RMM) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTOPRAZOL DENV F (D- | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (2.6%)

| MDO: Elafax | 6 |
|---|---|
| **ELAFAX (GAD)** | **67%** |
| SESAREN (RMM) | 33% |

### RECORDATORIOS (11.0%)

| MDO: Somit (4) | 25 |
|---|---|
| INDUCTAL (RMM) | 84% |
| MIAPAX (CSO) | 16% |
| **TOTAL SOMIT** | **0%** |

## E GIUSIANO ANALIA CARINA (CRD) - CP: 1706 -- 222 prescripciones

### LANZAMIENTOS (10.4%)

| MDO: Paliax | 11 |
|---|---|
| DIOVAN (SIE) | 45% |
| SARVAL (B+L) | 18% |
| VALSARFEC (FEC) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 9 |
|---|---|
| DEVISAL (B+L) | 44% |
| DEVISAL CB (B+L) | 33% |
| OSTEODYN (MTP) | 22% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Bexaban | 1 |
|---|---|
| REMEXAL (CSO) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (63.1%)

| MDO: Alplax_D- (1) | 42 |
|---|---|
| RIVOTRIL (B7I) | 50% |
| **ALPLAX + DIOCAM** | **21%** |
| CLONAGIN (B+L) | 19% |
| ALPLAX (GAD) | 17% |

| MDO: Paxon (2) | 36 |
|---|---|
| LOSACOR (RMM) | 47% |
| **PAXON TOTAL** | **19%** |
| PAXON | 19% |
| PRISONIL (LEP) | 11% |

| MDO: Bisopil (4) | 21 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (5) | 20 |
|---|---|
| AMPLIAR (CSO) | 35% |
| ROVARTAL (RMM) | 30% |
| NORMOLIPOL (LEP) | 10% |
| **SINLIP (GAD)** | **5%** |

| MDO: Damsel | 12 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| PROCETOKEN( BEB) | 75% |
| MINUSLIP (TEV) | 25% |
| **GADOLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| **GASTROMAX TOTAL** | **67%** |
| GASTROMAX (GAD) | 67% |
| PANTUS (B+L) | 33% |

| MDO: Gadocor | 1 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL JANUMET | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (26.6%)

| MDO: Elafax (3) | 22 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Myrbetric | 10 |
|---|---|
| UROVAL (CSO) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Filten | 10 |
|---|---|
| **FILTEN (GAD)** | **60%** |
| BIDECAR (B+L) | 40% |

| MDO: Omnic Ocas | 9 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 8 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## E MORELLO RAUL ANTONIO (PED) - CP: 1744 -- 222 prescripciones

### LANZAMIENTOS (2.7%)

| MDO: Nexdia | 6 |
|---|---|
| LEXTOR (CSO) | 67% |
| TALPRAM (RC5) | 17% |
| EX3 (ARI) | 17% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (53.6%)

| MDO: Alplax_D- (2) | 68 |
|---|---|
| CLONAGIN (B+L) | 40% |
| **ALPLAX + DIOCAM** | **37%** |
| ALPLAX (GAD) | 21% |
| DIOCAM (GAD) | 16% |

| MDO: Luradon (3) | 15 |
|---|---|
| **LURADON (GAD)** | **100%** |

| MDO: Midax (5) | 13 |
|---|---|
| ONOTRAN (LEP) | 92% |
| ONOTRAN RAPID (LEP) | 8% |
| **MIDAX (GAD)** | **0%** |

| MDO: Gavin | 10 |
|---|---|
| LYRICA (PFZ) | 80% |
| PLENICA (RMM) | 20% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 3 |
|---|---|
| VALCOTE (ABT) | 67% |
| VALCAS (CSO) | 33% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTOMETYL 40 (S+N) | 67% |
| PANTUS (B+L) | 33% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| AMPLIAR (CSO) | 67% |
| VASOTENAL (RMM) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (40.1%)

| MDO: Foxetin (1) | 75 |
|---|---|
| **FOXETIN (GAD)** | **95%** |
| EQUILIBRANE (T.L) | 5% |

| MDO: Risperin (4) | 13 |
|---|---|
| **RISPERIN (GAD)** | **92%** |
| DOZIC (RF2) | 8% |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (3.6%)

| MDO: Somit | 8 |
|---|---|
| REM CHOBET (SUE) | 50% |
| **TOTAL SOMIT** | **38%** |
| SOMIT (GAD) | 38% |
| INDUCTAL (RMM) | 12% |

# FICHAS MEDICOS

## E YUCRA MARTINEZ ELMER (END) - CP: 1708 -- 220 prescripciones

### LANZAMIENTOS (44.5%)

| MDO: Gadoferol (1) | 91 |
|---|---|
| DEVISAL CB (B+L) | 42% |
| DEVISAL (B+L) | 36% |
| OSTEODYN (MTP) | 8% |
| **GADOFEROL TOTAL** | **2%** |

| MDO: Paliax | 4 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (45.0%)

| MDO: Diabesil (2) | 53 |
|---|---|
| TOTAL DBI | 51% |
| BALIGLUC B+L | 28% |
| TOTAL GLUCOPHAGE | 15% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (3) | 26 |
|---|---|
| NORMOLIPOL (LEP) | 27% |
| TORIVAS (B+L) | 19% |
| AMPLIAR (CSO) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Xelevia (5) | 6 |
|---|---|
| ONGLYZA (AZN) | 67% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 6 |
|---|---|
| LOSACOR (RMM) | 67% |
| LOPLAC (CSO) | 17% |
| VASEXTEN (BEB) | 17% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| PROCETOKEN( BEB) | 80% |
| LIPTUIN (T.L) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CONCOR (ELE) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2° PROMOCION (0.9%)

| MDO: Filten | 2 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| BIDECAR (B+L) | 50% |

### RECORDATORIOS (9.5%)

| MDO: Calcimax (4) | 21 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E GUIDO HERNAN VICTOR (GET) - CP: 1708 -- 209 prescripciones

### LANZAMIENTOS (4.8%)

| MDO: Gadoferol (4) | 7 |
|---|---|
| RAQUIFEROL D3 (RMM) | 86% |
| ORAVIL (TPQ) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (91.4%)

| MDO: L. Gastr- (1) | 150 |
|---|---|
| TECTA (RF2) | 39% |
| PANTUS (B+L) | 10% |
| **GASTROMAX TOTAL** | **9%** |
| GASTROMAX (GAD) | 5% |

| MDO: Sinlip (2) | 14 |
|---|---|
| ROSUVAST (BAG) | 29% |
| TORIVAS (B+L) | 21% |
| **SINLIP (GAD)** | **14%** |
| ROVARTAL (RMM) | 14% |

| MDO: Damsel (3) | 9 |
|---|---|
| KALA (BEB) | 67% |
| DIVINA (ELE) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadolip (5) | 7 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL DBI | 75% |
| TOTAL GLUCOPHAGE | 25% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 67% |
| TACARDIA (RC5) | 33% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Divalprex | 1 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

### 2° PROMOCION (3.8%)

| MDO: Filten | 4 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| TANSILOPROST (FIN) | 50% |
| TANSILOPROST RET (FIN) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CAPPELLO BLAS JESUS (CRD) - CP: 1708 -- 208 prescripciones

### LANZAMIENTOS (19.2%)

| MDO: Paliax | 18 |
|---|---|
| SARVAL (B+L) | 78% |
| SIMULTAN (LZA) | 22% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 14 |
|---|---|
| ORAVIL (TPQ) | 57% |
| SUBICAL CB (BEB) | 43% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Sinlip EZ | 3 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (67.3%)

| MDO: Paxon (1) | 44 |
|---|---|
| LOPLAC (CSO) | 39% |
| PRISONIL (LEP) | 23% |
| **PAXON TOTAL** | **18%** |
| PAXON | 18% |

| MDO: Diabesil (3) | 20 |
|---|---|
| TOTAL DBI | 45% |
| TOTAL ISLOTIN | 30% |
| **TOTAL DIABESIL** | **15%** |
| DIABESIL AP 1000 | 15% |

| MDO: Sinlip (4) | 20 |
|---|---|
| VASOTENAL (RMM) | 40% |
| ROVARTAL (RMM) | 30% |
| **SINLIP (GAD)** | **25%** |
| REOVEX (B+L) | 5% |

| MDO: Alplax_Diocam (5) | 18 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 22% |
| CLONAGIN (B+L) | 22% |
| RIVOTRIL (B7I) | 22% |

| MDO: L. Gastromax | 15 |
|---|---|
| PANTOCAS( CSO) | 53% |
| PANTOP (RF2) | 27% |
| **GASTROMAX TOTAL** | **20%** |
| GASTROMAX (GAD) | 20% |

| MDO: Gadolip | 13 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gadocor | 4 |
|---|---|
| NIDIB (B+L) | 50% |
| MOBAN (MTP) | 50% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsella | 3 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel | 3 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (13.5%)

| MDO: Filten (2) | 23 |
|---|---|
| ISOBLOC (CSO) | 43% |
| **FILTEN (GAD)** | **22%** |
| CARVEDIL (BAG) | 22% |
| BIDECAR (B+L) | 13% |

| MDO: Risperin | 3 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Duxetin | 2 |
|---|---|
| DUERIX (ARI) | 100% |
| **DUXETIN (GAD)** | **0%** |

## E DIAZ TOLOSA PABLO AMILCAR (PSQ) - CP: 1708 -- 201 prescripciones

### LANZAMIENTOS (38.3%)

| MDO: Nexdia (2) | 74 |
|---|---|
| LEXTOR (CSO) | 35% |
| LEXAPRO (LUN) | 30% |
| ARAMIX (ELE) | 26% |
| **NEXDIA (GAD)** | **1%** |

| MDO: Gadoferol | 2 |
|---|---|
| DEVISAL CB (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| **ATUREN (GAD)** | **100%** |

### 1° PROMOCION (51.7%)

| MDO: Alplax_D- (1) | 97 |
|---|---|
| CLONAGIN (B+L) | 51% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 30% |
| NEURYL (BAG) | 11% |

| MDO: Gadocor | 3 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| DAUNLIP (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2° PROMOCION (10.0%)

| MDO: Foxetin (3) | 11 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax (4) | 5 |
|---|---|
| **ELAFAX (GAD)** | **60%** |
| EFEXOR (PFZ) | 40% |

| MDO: Risperin (5) | 4 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E TERRAZA PAULA VALERIA (CLM) - CP: 1708 -- 198 prescripciones

### LANZAMIENTOS (12.1%)

| MDO: Nexdia (5) | 9 |
|---|---|
| TALPRAM (RC5) | 56% |
| EX3 (ARI) | 22% |
| ELEVOPRAM (LEP) | 22% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 8 |
|---|---|
| CALLEXE (CSO) | 50% |
| RACETAM (BAG) | 25% |
| LEVECOM (B+L) | 12% |
| **ETABYX (GAD)** | **0%** |

| MDO: Gadoferol | 7 |
|---|---|
| DEVISAL CB (B+L) | 57% |
| OSTEODYN (MTP) | 43% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (82.8%)

| MDO: Divalprex (1) | 61 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 44 |
|---|---|
| NEURYL (BAG) | 25% |
| RIVOTRIL (B7I) | 20% |
| CLONAGIN (B+L) | 9% |
| **ALPLAX + DIOCAM** | **2%** |

| MDO: Gavin (3) | 25 |
|---|---|
| NEURISTAN (CSO) | 36% |
| MYSTIKA (RC5) | 20% |
| PLENICA (RMM) | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip (4) | 14 |
|---|---|
| NORMOLIPOL (LEP) | 29% |
| **SINLIP (GAD)** | **14%** |
| AMPLIAR (CSO) | 14% |
| ROSUVAST (BAG) | 14% |

| MDO: Paxon | 6 |
|---|---|
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |
| LOSACOR (RMM) | 33% |
| PRISONIL (LEP) | 33% |

| MDO: Bisopil | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Tonibral XR | 3 |
|---|---|
| CARRIER (CSO) | 67% |
| PRILBEN (RC5) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| BALIGLUC B+L | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (1.0%)

| MDO: Neurobile- | 2 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (4.0%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT CR (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E KNEETEMAN GUILLERMO FERNANDO (CLM) - CP: 1708 -- 198 prescripciones

### LANZAMIENTOS (20.7%)

| MDO: Paliax (3) | 24 |
|---|---|
| ALPERTAN (RF2) | 42% |
| SARVAL (B+L) | 21% |
| DILCORAN (CSO) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 9 |
|---|---|
| OSTEODYN (MTP) | 44% |
| DEBLAX (RF2) | 33% |
| RAQUIFEROL D3 (RMM) | 22% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 8 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (73.7%)

| MDO: Paxon (1) | 36 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (2) | 29 |
|---|---|
| ZARATOR (ELE) | 34% |
| TORIVAS (B+L) | 24% |
| ROVARTAL (RMM) | 21% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (4) | 21 |
|---|---|
| CORBIS (RMM) | 90% |
| BISOFEC (FEC) | 10% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 18 |
|---|---|
| PANTUS (B+L) | 72% |
| **GASTROMAX TOTAL** | **28%** |
| GASTROMAX (GAD) | 28% |

| MDO: Diabesil | 13 |
|---|---|
| TOTAL DBI | 77% |
| **TOTAL DIABESIL** | **23%** |
| DIABESIL | 23% |

| MDO: Gavin | 13 |
|---|---|
| LYRICA (PFZ) | 15% |
| PLENICA (RMM) | 8% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 11 |
|---|---|
| TOTAL GLUCEMIX | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Tonibral XR | 3 |
|---|---|
| MEMANTINA TEVA (TEV) | 100% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

### 2° PROMOCION (3.5%)

| MDO: Neurobile- | 6 |
|---|---|
| TIOCTAN (MLB) | 67% |
| TINACTOL (CSO) | 33% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (2.0%)

| MDO: Calcimax | 4 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

## ✔ E GANS GRISELDA MONICA (CLM) - CP: 1706 -- 193 prescripciones

### LANZAMIENTOS (3.6%)

| MDO: Paliax | 5 |
|---|---|
| SARVAL (B+L) | 80% |
| COROSAN (ELE) | 20% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| TERBENOL DUO (BEB) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (90.2%)

| MDO: Diabesil (1) | 59 |
|---|---|
| TOTAL DBI | 44% |
| **TOTAL DIABESIL** | **42%** |
| DIABESIL AP 850 | 41% |
| TOTAL ISLOTIN | 10% |

| MDO: Sinlip (2) | 49 |
|---|---|
| NORMOLIPOL (LEP) | 22% |
| REOVEX (B+L) | 8% |
| ROSUVAST (BAG) | 6% |
| **SINLIP (GAD)** | **2%** |

| MDO: Xelevia (3) | 44 |
|---|---|
| TOTAL GLUCEMIX | 43% |
| TOTAL GALVUS | 16% |
| TOTAL JANUMET | 16% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon (4) | 12 |
|---|---|
| PRISONIL (LEP) | 42% |
| LOSACOR (RMM) | 25% |
| LOPLAC (CSO) | 17% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| DIOCAM (GAD) | 100% |

| MDO: Gadocor | 1 |
|---|---|
| NEBIVOLOL DF (DEN) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (6.2%)

| MDO: Filten (5) | 9 |
|---|---|
| **FILTEN (GAD)** | **44%** |
| ISOBLOC (CSO) | 33% |
| CARVEDIL (BAG) | 22% |

| MDO: Allopurinol | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| FERNANDO W. SANTARCANGELO | Fichas Medicos | |
|---|---|---|
| FERNANDO CARLOS BRAVO | | OCTUBRE 2023 |

# FICHAS MEDICOS

## ✔ E MARCO MARIA CANDELARIA (CLM) - CP: 1708 -- 191 prescripciones

### LANZAMIENTOS (23.6%)

| MDO: Fucsia (4) | 17 |
|---|---|
| SLINDA (ELE) | 53% |
| ISIS FREE S/ESTROG (SIE) | 47% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 12 |
|---|---|
| SARVAL (B+L) | 42% |
| RACORVAL (RMM) | 33% |
| ALPERTAN (RF2) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 7 |
|---|---|
| DEBLAX (RF2) | 57% |
| ORAVIL (TPQ) | 29% |
| TESTRI CB (ELE) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DAFLON 1000 (SVR) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 3 |
|---|---|
| TALPRAM (RC5) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (66.0%)

| MDO: Sinlip (1) | 38 |
|---|---|
| ROSUVAST (BAG) | 42% |
| ROVARTAL (RMM) | 16% |
| REOVEX (B+L) | 5% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (2) | 20 |
|---|---|
| LOSACOR (RMM) | 65% |
| **PAXON TOTAL** | **10%** |
| PAXON | 10% |
| PRESIMAX (BAG) | 10% |

| MDO: Damsel (3) | 19 |
|---|---|
| KALA (BEB) | 42% |
| YASMIN (BAY) | 32% |
| KIRUM (RF2) | 11% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil (5) | 15 |
|---|---|
| CORBIS (RMM) | 80% |
| LOSTAPROLOL (T.L) | 13% |
| BISOFEC (FEC) | 7% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 14 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Damsella | 5 |
|---|---|
| **DAMSELLA (GAD)** | **80%** |
| YAZ (BAY) | 20% |

| MDO: Diabesil | 4 |
|---|---|
| TOTAL ISLOTIN | 75% |
| TOTAL DBI | 25% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| PANTOCAS( CSO) | 50% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam | 4 |
|---|---|
| TRAPAX (PFZ) | 75% |
| CLONAGIN (B+L) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| NEURISTAN (CSO) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| AMAPOLI (BEB) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (8.9%)

| MDO: Filten | 11 |
|---|---|
| DILATREND (SIE) | 27% |
| BIDECAR (B+L) | 18% |
| **FILTEN (GAD)** | **9%** |
| CARVEDIL (BAG) | 9% |

| MDO: Omnic Ocas | 5 |
|---|---|
| SULOS (ELE) | 80% |
| TANSILOPROST (FIN) | 20% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

### RECORDATORIOS (1.6%)

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E BUCETA ANA MARIA (GIN) - CP: 1706 -- 190 prescripciones

### LANZAMIENTOS (26.8%)

| MDO: Gadoferol (2) | 32 |
|---|---|
| ORAVIL (TPQ) | 69% |
| OSTEODYN (MTP) | 9% |
| DEBLAX (RF2) | 9% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (5) | 15 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 80% |
| SLINDA (ELE) | 20% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 50% |
| DIOVAN (SIE) | 50% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (69.5%)

| MDO: Damsel (1) | 60 |
|---|---|
| KIRUM (RF2) | 25% |
| DIVINA (ELE) | 20% |
| JADE (CVI) | 20% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (3) | 25 |
|---|---|
| FEMALVI (RF2) | 64% |
| **FEMIDEN (GAD)** | **36%** |

| MDO: Damsella (4) | 24 |
|---|---|
| DIVA TOTAL (ELE) | 29% |
| JADE MD24 (CVI) | 29% |
| **DAMSELLA (GAD)** | **25%** |
| KALA MD 24 (BEB) | 17% |

| MDO: Alplax_Diocam | 11 |
|---|---|
| RIVOTRIL (B7I) | 55% |
| CLONAGIN (B+L) | 18% |
| NEURYL (BAG) | 9% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gadocor | 3 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| **BISOPIL (GAD)** | **67%** |
| CORBIS (RMM) | 33% |

| MDO: April | 3 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUSEC (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

### 2° PROMOCION (0.5%)

| MDO: Omnic O- | 1 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (1.1%)

| MDO: Calcimax | 2 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

## ✔ E ARGUEYES AMAYA LUIS EDGARDO (CRD) - CP: 1708 -- 190 prescripciones

### LANZAMIENTOS (8.4%)

| MDO: Paliax (4) | 16 |
|---|---|
| RACORVAL (RMM) | 44% |
| SIMULTAN (LZA) | 25% |
| SARVAL (B+L) | 19% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (82.6%)

| MDO: Bisopil (1) | 60 |
|---|---|
| CORBIS (RMM) | 62% |
| **BISOPIL (GAD)** | **32%** |
| BISOFEC (FEC) | 7% |

| MDO: Sinlip (2) | 46 |
|---|---|
| NORMOLIPOL (LEP) | 43% |
| ZARATOR (ELE) | 30% |
| **SINLIP (GAD)** | **9%** |
| LIPIFEN (RF2) | 7% |

| MDO: Alplax_Diocam (3) | 23 |
|---|---|
| CLONAGIN (B+L) | 57% |
| **ALPLAX + DIOCAM** | **35%** |
| ALPLAX (GAD) | 30% |
| DIOCAM (GAD) | 4% |

| MDO: Paxon (5) | 15 |
|---|---|
| PRISONIL (LEP) | 60% |
| LOSACOR (RMM) | 27% |
| LOPLAC (CSO) | 13% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor | 10 |
|---|---|
| NABILA (RF2) | 90% |
| **GADOCOR (GAD)** | **10%** |

| MDO: Gadolip | 2 |
|---|---|
| **GADOLIP (GAD)** | **50%** |
| PROCETOKEN( BEB) | 50% |

| MDO: Deslafax | 1 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### 2° PROMOCION (8.9%)

| MDO: Filten | 10 |
|---|---|
| ISOBLOC (CSO) | 40% |
| **FILTEN (GAD)** | **30%** |
| CARVEDIL (BAG) | 20% |
| CORAFEN (BEB) | 10% |

| MDO: Allopurinol | 7 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

# FICHAS MEDICOS

## ✔ E LARRAZABAL PAULA ILEANA (CRD) - CP: 1708 -- 185 prescripciones

### LANZAMIENTOS (17.8%)

| MDO: Paliax (2) | 23 |
|---|---|
| SARVAL (B+L) | 83% |
| COROSAN (ELE) | 13% |
| SIMULTAN (LZA) | 4% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 7 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| ELIQUIS (PFZ) | 50% |
| DRINAX R (BAG) | 50% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (40.0%)

| MDO: Paxon (3) | 18 |
|---|---|
| LOSACOR (RMM) | 72% |
| PRISONIL (LEP) | 22% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam | 13 |
|---|---|
| **ALPLAX + DIOCAM** | **54%** |
| VALIUM (SIE) | 46% |
| DIOCAM (GAD) | 31% |
| ALPLAX (GAD) | 23% |

| MDO: Sinlip | 12 |
|---|---|
| **SINLIP (GAD)** | **67%** |
| TORIVAS (B+L) | 25% |
| REOVEX (B+L) | 8% |

| MDO: Bisopil | 10 |
|---|---|
| CORBIS (RMM) | 80% |
| CONCOR (ELE) | 20% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 7 |
|---|---|
| TOTAL DBI | 71% |
| **TOTAL DIABESIL** | **29%** |
| DIABESIL AP 850 | 29% |

| MDO: Gavin | 6 |
|---|---|
| **GAVIN (GAD)** | **100%** |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| LIPOMAX (BAG) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| NEUROPLUS (B+L) | 100% |
| **TONIBRAL TOTAL** | **0%** |

### 2° PROMOCION (41.6%)

| MDO: Filten (1) | 23 |
|---|---|
| CARVEDIL (BAG) | 65% |
| **FILTEN (GAD)** | **13%** |
| BIDECAR (B+L) | 13% |
| CORUBIN (LZA) | 9% |

| MDO: Neurobiletan 600 (4) | 18 |
|---|---|
| NEUROTIOCT (TPQ) | 78% |
| CIAGEN (CVI) | 22% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Risperin (5) | 18 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas | 17 |
|---|---|
| TANSILOPROST (FIN) | 88% |
| REDUPROST (RF2) | 12% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (0.5%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E BARROS DIEGO ENRIQUE (URO) - CP: 1708 -- 177 prescripciones

### LANZAMIENTOS (6.8%)

| MDO: Aturen (4) | 8 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DIPEMINA (LZA) | 38% |
| DAFLON 1000 (SVR) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| SARVAL (B+L) | 50% |
| DIOVAN (SIE) | 25% |
| SIMULTAN (LZA) | 25% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (20.3%)

| MDO: Alplax_D- (2) | 13 |
|---|---|
| CLONAGIN (B+L) | 46% |
| NEURYL (BAG) | 38% |
| **ALPLAX + DIOCAM** | **8%** |
| ALPLAX (GAD) | 8% |

| MDO: Bisopil | 6 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip | 5 |
|---|---|
| ROVARTAL (RMM) | 40% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor | 4 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 4 |
|---|---|
| PLENICA (RMM) | 25% |
| **GAVIN (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| PRISONIL (LEP) | 67% |
| LOSACOR (RMM) | 33% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (72.9%)

| MDO: Omnic O- (1) | 114 |
|---|---|
| TANSILOPROST (FIN) | 41% |
| SULOS (ELE) | 17% |
| URALOS CR (CSO) | 8% |
| **OMNIC OCAS (GAD)** | **1%** |

| MDO: Myrbetric (3) | 8 |
|---|---|
| UROVAL (CSO) | 88% |
| URGISTAT (PB.) | 12% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Allopurinol (5) | 6 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

# FICHAS MEDICOS

## E TOLOSA MYRIAM ROSANA (CLM) - CP: 1708 -- 175 prescripciones

### LANZAMIENTOS (15.4%)

| MDO: Nexdia (2) | 27 |
|---|---|
| MERIDIAN (RMM) | 37% |
| TALPRAM (RC5) | 30% |
| EX3 (ARI) | 15% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (56.0%)

| MDO: Alplax_D- (1) | 68 |
|---|---|
| CLONAGIN (B+L) | 24% |
| RIVOTRIL (B7I) | 24% |
| **ALPLAX + DIOCAM** | **18%** |
| ALPLAX (GAD) | 18% |

| MDO: Divalprex | 8 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Lapenax | 8 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Tonibral XR | 3 |
|---|---|
| CARRIER (CSO) | 67% |
| MERITAL (RMM) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| NORMOLIPOL (LEP) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| ONOTRAN (LEP) | 100% |
| **MIDAX (GAD)** | **0%** |

### 2° PROMOCION (21.7%)

| MDO: Elafax (3) | 25 |
|---|---|
| SESAREN (RMM) | 64% |
| **ELAFAX (GAD)** | **24%** |
| EFEXOR (PFZ) | 12% |

| MDO: Risperin (5) | 10 |
|---|---|
| **RISPERIN (GAD)** | **60%** |
| RIATUL (B+L) | 20% |
| DROPICINE (BET) | 20% |

| MDO: Omnic Ocas | 3 |
|---|---|
| **OMNIC OCAS (GAD)** | **33%** |
| PROSTOKLAR (B+L) | 33% |
| LOSTAM (T.L) | 33% |

### RECORDATORIOS (6.9%)

| MDO: Somit (4) | 12 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E MANDARANO GUILLERMO RAUL (CLM) - CP: 1708 -- 174 prescripciones

### LANZAMIENTOS (12.1%)

| MDO: Aturen | 8 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 6 |
|---|---|
| DIAPRESAN (MTP) | 33% |
| DIOVAN (SIE) | 33% |
| SARVAL (B+L) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 2 |
|---|---|
| **RELIVERAN DOXI (GAD)** | **100%** |

| MDO: Bexaban | 1 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (82.2%)

| MDO: Sinlip (1) | 40 |
|---|---|
| AMPLIAR (CSO) | 10% |
| **SINLIP (GAD)** | **5%** |
| NORMOLIPOL (LEP) | 5% |
| ROVARTAL (RMM) | 2% |

| MDO: Diabesil (2) | 34 |
|---|---|
| MEDOBIS LZA | 24% |
| TOTAL ISLOTIN | 12% |
| **TOTAL DIABESIL** | **6%** |
| DIABESIL | 6% |

| MDO: Gadolip (3) | 16 |
|---|---|
| **GADOLIP (GAD)** | **69%** |
| PROCETOKEN( BEB) | 12% |

| MDO: Bisopil (4) | 14 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (5) | 12 |
|---|---|
| LOSACOR (RMM) | 67% |
| VASEXTEN (BEB) | 17% |
| **PAXON TOTAL** | **8%** |
| PAXON | 8% |

| MDO: L. Gastromax | 8 |
|---|---|
| **GASTROMAX TOTAL** | **50%** |
| GASTROMAX (GAD) | 50% |
| PANTUS (B+L) | 50% |

| MDO: Gavin | 8 |
|---|---|
| LINPREL (B+L) | 62% |
| AXUAL (TEV) | 25% |
| PLENICA (RMM) | 12% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 8 |
|---|---|
| CLONAGIN (B+L) | 50% |
| **ALPLAX + DIOCAM** | **12%** |
| ALPLAX (GAD) | 12% |

| MDO: Xelevia | 3 |
|---|---|
| TOTAL GALVUS | 67% |
| **TOTAL XELEVIA** | **33%** |
| XELEVIA MET (GAD) | 33% |

### 2° PROMOCION (2.3%)

| MDO: Filten | 2 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| ISOBLOC (CSO) | 50% |

| MDO: Omnic Ocas | 2 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (3.4%)

| MDO: Somit | 6 |
|---|---|
| **TOTAL SOMIT** | **83%** |
| SOMIT (GAD) | 67% |
| SOMIT CR (GAD) | 17% |
| DORMILAN (B+L) | 17% |

## ✔ E ROSSENDY ALMARAZ JHONNY PEDRO (CRD) - CP: 1708 -- 171 prescripciones

### LANZAMIENTOS (22.8%)

| MDO: Paliax (2) | 37 |
|---|---|
| SARVAL (B+L) | 62% |
| ALPERTAN (RF2) | 27% |
| DILCORAN (CSO) | 5% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| NOVO HUMORAP (BAG) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (68.4%)

| MDO: Bisopil (1) | 39 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (3) | 34 |
|---|---|
| AMPLIAR (CSO) | 53% |
| REOVEX (B+L) | 9% |
| ROSUVAST (BAG) | 3% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor (4) | 17 |
|---|---|
| SYNCROCOR (TEV) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Alplax_Diocam | 14 |
|---|---|
| **ALPLAX + DIOCAM** | **57%** |
| ALPLAX (GAD) | 57% |
| CLONAGIN (B+L) | 43% |

| MDO: Paxon | 8 |
|---|---|
| LOSACOR (RMM) | 38% |
| **PAXON TOTAL** | **25%** |
| PAXON | 25% |
| VASEXTEN (BEB) | 25% |

| MDO: Gadolip | 3 |
|---|---|
| MINUSLIP (TEV) | 67% |
| PROCETOKEN( BEB) | 33% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsella | 1 |
|---|---|
| KIR 28 (RF2) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (8.8%)

| MDO: Filten (5) | 14 |
|---|---|
| CARVEDIL (BAG) | 50% |
| **FILTEN (GAD)** | **36%** |
| ISOBLOC (CSO) | 14% |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## E OLIVERA DE LA CRUZ MARTIN (CLM) - CP: 1706 -- 171 prescripciones

### LANZAMIENTOS (32.7%)

| MDO: Gadoferol (1) | 33 |
|---|---|
| RAQUIFEROL D3 (RMM) | 39% |
| SUBICAL (BEB) | 9% |
| OSTEODYN (MTP) | 6% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ (5) | 13 |
|---|---|
| VYTORIN (ORG) | 92% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Bexaban | 5 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 5 |
|---|---|
| SARVAL (B+L) | 40% |
| ALPERTAN (RF2) | 40% |
| RACORVAL (RMM) | 20% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (46.8%)

| MDO: Sinlip (2) | 20 |
|---|---|
| **SINLIP (GAD)** | **50%** |
| LIPEX (ELE) | 15% |
| HIPOLIPOL (CSO) | 10% |
| ROVARTAL (RMM) | 5% |

| MDO: Paxon (3) | 14 |
|---|---|
| **PAXON TOTAL** | **36%** |
| PAXON | 36% |
| FENSARTAN ELEA (ELE) | 36% |
| PRISONIL (LEP) | 29% |

| MDO: Alplax_Diocam (4) | 14 |
|---|---|
| **ALPLAX + DIOCAM** | **57%** |
| ALPLAX (GAD) | 57% |
| CLONAGIN (B+L) | 14% |
| CLONAGIN SL (B+L) | 14% |

| MDO: Midax | 12 |
|---|---|
| ENOLEX (CSO) | 33% |
| ONOTRAN (LEP) | 33% |
| ZYPREXA (RF2) | 25% |
| **MIDAX (GAD)** | **0%** |

| MDO: Xelevia | 7 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 5 |
|---|---|
| TOTAL DBI | 40% |
| TOTAL GLUCOPHAGE | 40% |
| TOTAL ISLOTIN | 20% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| PEPTAZOL (MTP) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NIDIB (B+L) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (15.8%)

| MDO: Allopurin- | 9 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 7 |
|---|---|
| EQUILIBRANE (T.L) | 100% |
| **FOXETIN (GAD)** | **0%** |

| MDO: Duxetin | 7 |
|---|---|
| DOXALINE (BET) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| PROSTOKLAR (B+L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (4.7%)

| MDO: Somit | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E CODONE JOSE FRANCISCO (URO) - CP: 1744 -- 171 prescripciones

### LANZAMIENTOS (1.2%)

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (10.5%)

| MDO: Alplax_D- (2) | 8 |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |

| MDO: Sinlip (4) | 3 |
|---|---|
| NORMOLIPOL (LEP) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (5) | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Midax | 2 |
|---|---|
| **MIDAX (GAD)** | **100%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (86.5%)

| MDO: Omnic O- (1) | 144 |
|---|---|
| TANSILOPROST RET (FIN) | 38% |
| TANSILOPROST (FIN) | 31% |
| REDUPROST (RF2) | 11% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Allopurinol (3) | 3 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 1 |
|---|---|
| VERATEN (ELE) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (0.6%)

| MDO: Somit | 1 |
|---|---|
| INDUCTAL (RMM) | 100% |
| **TOTAL SOMIT** | **0%** |

## E LEDESMA MAURICIO CARLOS (GIN) - CP: 1744 -- 169 prescripciones

### LANZAMIENTOS (14.8%)

| MDO: Fucsia (4) | 13 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 85% |
| KALI (BEB) | 15% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 7 |
|---|---|
| DEVISAL (B+L) | 71% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 2 |
|---|---|
| DETIXOL (CSO) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (76.9%)

| MDO: Damsel (1) | 84 |
|---|---|
| DIVINA (ELE) | 46% |
| JADE (CVI) | 39% |
| **DAMSEL GAD** | **12%** |
| ISIS (SIE) | 2% |

| MDO: Femiden (2) | 30 |
|---|---|
| AMAPOLI (BEB) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (5) | 10 |
|---|---|
| JADE MD24 (CVI) | 50% |
| KALA MD 24 (BEB) | 30% |
| YAZ (BAY) | 20% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| LIPIFEN (RF2) | 67% |
| **SINLIP (GAD)** | **0%** |

| MDO: April | 2 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (8.3%)

| MDO: Rubi (3) | 14 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E OECHSLE ERIKA LILIAN (CLM) - CP: 1708 -- 166 prescripciones

**LANZAMIENTOS (29.5%)**

| MDO: Gadoferol (3) | 26 |
|---|---|
| **GADOFEROL TOTAL** | **77%** |
| GADOFEROL CB (GAD) | 54% |
| GADOFEROL (GAD) | 23% |
| CRADA (CSO) | 8% |

| MDO: Fucsia (4) | 21 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 38% |
| SLINDA (ELE) | 33% |
| **FUCSIA S/ESTROGENO (G-** | **29%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

**1° PROMOCION (70.5%)**

| MDO: Damsel (1) | 48 |
|---|---|
| **DAMSEL GAD** | **71%** |
| YASMIN (BAY) | 12% |
| KALA (BEB) | 8% |
| DIVINA (ELE) | 6% |

| MDO: Femiden (2) | 41 |
|---|---|
| **FEMIDEN (GAD)** | **85%** |
| MIRANDA (ELE) | 15% |

| MDO: Damsella (5) | 13 |
|---|---|
| **DAMSELLA (GAD)** | **46%** |
| YAZ (BAY) | 46% |
| ISIS MINI 24 (SIE) | 8% |

| MDO: April | 9 |
|---|---|
| FEMEXIN-28 (ELE) | 56% |
| ELEKTRA (CVI) | 44% |
| **APRIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

## ✔ E SCHLENKER YESICA NATALIA (GIN) - CP: 1708 -- 163 prescripciones

**LANZAMIENTOS (14.1%)**

| MDO: Gadoferol | 15 |
|---|---|
| DEVISAL CB (B+L) | 67% |
| CRADA (CSO) | 20% |
| OSTEODYN (MTP) | 7% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 4 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **100%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (54.0%)**

| MDO: Damsel (2) | 22 |
|---|---|
| DIVINA (ELE) | 41% |
| YASMIN (BAY) | 36% |
| KALA (BEB) | 23% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil (3) | 18 |
|---|---|
| TOTAL DBI | 89% |
| MEDOBIS LZA | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Femiden (5) | 16 |
|---|---|
| FEMALVI (RF2) | 62% |
| MIRANDA (ELE) | 31% |
| ZOELY (MSD) | 6% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Sinlip | 14 |
|---|---|
| ROVARTAL (RMM) | 57% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 8 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam | 8 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| KIR 28 (RF2) | 100% |
| **DAMSELLA (GAD)** | **0%** |

**2° PROMOCION (31.9%)**

| MDO: Rubi (1) | 33 |
|---|---|
| **RUBI (GAD)** | **42%** |
| AZUCENA (BEB) | 30% |
| QLAIRA (BAY) | 27% |

| MDO: Filten (4) | 16 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Allopurinol | 3 |
|---|---|
| ALLOPURINOL CRAVER (C- | 67% |
| **ALLOPURINOL GADOR (G-** | **33%** |

# FICHAS MEDICOS

## ✔ E COGO ADRIANA KARINA (CIR) - CP: 1706 -- 156 prescripciones

### LANZAMIENTOS (44.2%)

| MDO: Gadoferol (1) | 65 |
|---|---|
| ORAVIL (TPQ) | 75% |
| CRADA (CSO) | 20% |
| DEVISAL (B+L) | 5% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (41.7%)

| MDO: Gavin (2) | 46 |
|---|---|
| NEURISTAN MULTIDOS (C- | 48% |
| NEURISTAN (CSO) | 22% |
| KABIAN MULTIDOSIS (T.L) | 15% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 12 |
|---|---|
| RIVOTRIL (B7I) | 33% |
| VALIUM (SIE) | 25% |
| **ALPLAX + DIOCAM** | **17%** |
| ALPLAX (GAD) | 17% |

| MDO: L. Gastromax (5) | 4 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (10.3%)

| MDO: Duxetin (3) | 12 |
|---|---|
| **DUXETIN (GAD)** | **67%** |
| DUERIX (ARI) | 33% |

| MDO: Neurobiletan 600 | 4 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (3.8%)

| MDO: Calcimax | 4 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E GARABITO MARIANO ERNESTO (CLM) - CP: 1708 -- 154 prescripciones

### LANZAMIENTOS (76.0%)

| MDO: Gadoferol (1) | 114 |
|---|---|
| TRIP D3 (CVI) | 72% |
| ORAVIL (TPQ) | 14% |
| RAQUIFEROL D3 (RMM) | 4% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 1 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (22.1%)

| MDO: Sinlip (2) | 17 |
|---|---|
| REOVEX (B+L) | 35% |
| **SINLIP (GAD)** | **18%** |
| AMPLIAR (CSO) | 12% |
| TORIVAS (B+L) | 12% |

| MDO: Femiden (3) | 4 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Diabesil (4) | 3 |
|---|---|
| TOTAL DBI | 67% |
| TOTAL ISLOTIN | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (5) | 3 |
|---|---|
| **PAXON TOTAL** | **67%** |
| PAXON | 67% |
| VASEXTEN (BEB) | 33% |

| MDO: Alplax_Diocam | 3 |
|---|---|
| TRAPAX (PFZ) | 67% |
| CLONAGIN (B+L) | 33% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### RECORDATORIOS (1.9%)

| MDO: Calcimax | 3 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SILVA ROMINA PAOLA (GIN) - CP: 1708 -- 152 prescripciones

### LANZAMIENTOS (13.2%)

| MDO: Gadoferol | 8 |
|---|---|
| SUBICAL (BEB) | 50% |
| DEVISAL (B+L) | 25% |
| CRADA (CSO) | 12% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 7 |
|---|---|
| RACORVAL (RMM) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen | 4 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 1 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (80.9%)

| MDO: Damsel (1) | 37 |
|---|---|
| KALA (BEB) | 38% |
| DIVINA (ELE) | 24% |
| JADE (CVI) | 22% |
| **DAMSEL GAD** | **8%** |

| MDO: April (2) | 36 |
|---|---|
| **APRIL (GAD)** | **89%** |
| FEMEXIN-28 (ELE) | 8% |
| DOS DIAS N (ELE) | 3% |

| MDO: Damsella (3) | 15 |
|---|---|
| **DAMSELLA (GAD)** | **93%** |
| JADE MD24 (CVI) | 7% |

| MDO: Sinlip (4) | 13 |
|---|---|
| REOVEX (B+L) | 31% |
| LIPIFEN (RF2) | 31% |
| ROVARTAL (RMM) | 15% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden (5) | 13 |
|---|---|
| FEMALVI (RF2) | 54% |
| MIRANDA (ELE) | 31% |
| **FEMIDEN (GAD)** | **15%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 4 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (5.3%)

| MDO: Omnic O- | 8 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (0.7%)

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## E LUZURIAGA FERNANDO GUILLERMO (GIN) - CP: 1708 -- 152 prescripciones

### LANZAMIENTOS (29.6%)

| MDO: Nexdia (1) | 41 |
|---|---|
| MERIDIAN (RMM) | 41% |
| TALPRAM (RC5) | 22% |
| LEXTOR (CSO) | 15% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| SUBICAL (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (48.7%)

| MDO: Alplax_D- (2) | 36 |
|---|---|
| CLONAGIN (B+L) | 39% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 14% |
| LEXOTANIL (B7I) | 14% |

| MDO: Divalprex (3) | 16 |
|---|---|
| EXIBRAL (BAG) | 75% |
| VALCOTE (ABT) | 25% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 7 |
|---|---|
| KALA (BEB) | 57% |
| YASMIN (BAY) | 43% |
| **DAMSEL GAD** | **0%** |

| MDO: Gavin | 6 |
|---|---|
| PGB (SIE) | 67% |
| PLENICA (RMM) | 33% |
| **GAVIN (GAD)** | **0%** |

| MDO: Luradon | 4 |
|---|---|
| LURAZIC (RF2) | 75% |
| LURAP (SIE) | 25% |
| **LURADON (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NABILA (RF2) | 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 (21.1%)

| MDO: Foxetin (4) | 11 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten (5) | 9 |
|---|---|
| VEDILEP (LEP) | 89% |
| ISOBLOC (CSO) | 11% |
| **FILTEN (GAD)** | **0%** |

| MDO: Risperin | 5 |
|---|---|
| **RISPERIN (GAD)** | **60%** |
| RIATUL (B+L) | 40% |

| MDO: Elafax | 4 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Duxetin | 3 |
|---|---|
| DOXALINE (BET) | 100% |
| **DUXETIN (GAD)** | **0%** |

### RECORDATORIOS (0.7%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E BIANCO HERNAN ARIEL (URO) - CP: 1706 -- 149 prescripciones

### LANZAMIENTOS (1.3%)

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (12.8%)

| MDO: Diabesil (2) | 5 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (3) | 5 |
|---|---|
| **SINLIP (GAD)** | **80%** |

| MDO: Alplax_Diocam (4) | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **80%** |
| ALPLAX (GAD) | 80% |
| CLONAGIN (B+L) | 20% |

| MDO: Gadolip (5) | 4 |
|---|---|
| MINUSLIP (TEV) | 50% |
| PROCETOKEN( BEB) | 25% |
| SEGREN (CSO) | 25% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (85.9%)

| MDO: Omnic O- (1) | 123 |
|---|---|
| TANSILOPROST (FIN) | 38% |
| **OMNIC OCAS (GAD)** | **21%** |
| ESPONTAL (PB.) | 11% |
| TANSILOPROST RET (FIN) | 11% |

| MDO: Myrbetric | 2 |
|---|---|
| URGISTAT (PB.) | 100% |
| **MYRBETRIC (GAD)** | **0%** |

| MDO: Filten | 2 |
|---|---|
| BIDECAR (B+L) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

# FICHAS MEDICOS

## E RAMOS LETICIA ANDREA (GIN) - CP: 1708 -- 149 prescripciones

### LANZAMIENTOS (10.7%)

| MDO: Fucsia (5) | 11 |
|---|---|
| SLINDA (ELE) | 91% |
| ISIS FREE S/ESTROG (SIE) | 9% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 500 (SVR) | 67% |
| DIPEMINA (LZA) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| DEVISAL CB (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (85.2%)

| MDO: Damsel (1) | 41 |
|---|---|
| DIVINA (ELE) | 51% |
| **DAMSEL GAD** | **15%** |
| KALA (BEB) | 12% |
| ISIS (SIE) | 10% |

| MDO: April (2) | 37 |
|---|---|
| FEMEXIN-28 (ELE) | 84% |
| **APRIL (GAD)** | **11%** |
| DOS DIAS N (ELE) | 5% |

| MDO: Damsella (3) | 23 |
|---|---|
| DIVA TOTAL (ELE) | 70% |
| ISIS MINI 24 (SIE) | 30% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (4) | 15 |
|---|---|
| MIRANDA (ELE) | 60% |
| AMAPOLI (BEB) | 20% |
| FEMALVI (RF2) | 13% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 5 |
|---|---|
| CLONAGIN (B+L) | 60% |
| NEURYL (BAG) | 20% |
| TRANQUINAL (BAG) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Divalprex | 2 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NEBICOR (LZA) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (0.7%)

| MDO: Rubi | 1 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E PORRECA SILVINA ALEJANDRA (GIN) - CP: 1708 -- 148 prescripciones

### LANZAMIENTOS (4.1%)

| MDO: Gadoferol (4) | 6 |
|---|---|
| **GADOFEROL TOTAL** | **83%** |
| GADOFEROL (GAD) | 83% |
| RAQUIFEROL D3 (RMM) | 17% |

### 1° PROMOCION (91.9%)

| MDO: Damsel (1) | 108 |
|---|---|
| KIRUM (RF2) | 64% |
| DIVINA (ELE) | 27% |
| **DAMSEL GAD** | **8%** |
| IFENIL (CSO) | 1% |

| MDO: April (2) | 15 |
|---|---|
| FEMEXIN-28 (ELE) | 73% |
| **APRIL (GAD)** | **27%** |

| MDO: Alplax_Diocam (3) | 8 |
|---|---|
| VALIUM (SIE) | 88% |
| **ALPLAX + DIOCAM** | **12%** |
| ALPLAX (GAD) | 12% |

| MDO: Damsella (5) | 5 |
|---|---|
| **DAMSELLA (GAD)** | **60%** |
| DIVA TOTAL (ELE) | 40% |

### 2° PROMOCION (0.7%)

| MDO: Filten | 1 |
|---|---|
| BIDECAR (B+L) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (3.4%)

| MDO: Somit | 5 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E CORINO MIRTA SUSANA (END) - CP: 1708 -- 147 prescripciones

### LANZAMIENTOS (55.1%)

| MDO: Gadoferol (1) | 81 |
|---|---|
| ORAVIL (TPQ) | 35% |
| OSTEODYN (MTP) | 27% |
| TRIP D3 (CVI) | 22% |
| **GADOFEROL TOTAL** | **1%** |

### 1° PROMOCION (2.7%)

| MDO: L. Gastr- (3) | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Paxon (4) | 1 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam (5) | 1 |
|---|---|
| LEXOTANIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### RECORDATORIOS (39.5%)

| MDO: Calcimax (2) | 58 |
|---|---|
| **CALCIMAX TOTAL** | **98%** |
| CALCIMAX FORTE (GAD) | 98% |
| CALCIUM SANDO.FORT (N- | 2% |

## E MEREU CECILIA LUCIA (CLM) - CP: 1708 -- 146 prescripciones

### LANZAMIENTOS (8.9%)

| MDO: Nexdia (5) | 12 |
|---|---|
| REMPEC M(TP) | 83% |
| TALPRAM (RC5) | 8% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (40.4%)

| MDO: Midax (3) | 21 |
|---|---|
| **MIDAX (GAD)** | **57%** |
| REVERTRIX (RC5) | 33% |
| OLANZAPINA ROSPAW (R- | 10% |

| MDO: Alplax_Diocam (4) | 20 |
|---|---|
| CLONAGIN (B+L) | 50% |
| **ALPLAX + DIOCAM** | **20%** |
| DIOCAM (GAD) | 20% |
| RIVOTRIL (B7I) | 5% |

| MDO: Deslafax | 9 |
|---|---|
| **DESLAFAX (GAD)** | **100%** |

| MDO: Divalprex | 7 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

### 2° PROMOCION (35.6%)

| MDO: Risperin (1) | 47 |
|---|---|
| **RISPERIN (GAD)** | **94%** |
| DOZIC (RF2) | 4% |
| RIATUL (B+L) | 2% |

| MDO: Filten | 4 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (15.1%)

| MDO: Somit (2) | 22 |
|---|---|
| **TOTAL SOMIT** | **82%** |
| SOMIT (GAD) | 82% |
| ZOLODORM (RC5) | 9% |

# FICHAS MEDICOS

## E MUSSO ANA GABRIELA (GIN) - CP: 1708 -- 145 prescripciones

### LANZAMIENTOS (64.1%)

| MDO: Gadoferol (1) | 63 |
|---|---|
| DEBLAX (RF2) | 49% |
| RAQUIFEROL D3 (RMM) | 19% |
| TESTRI CB (ELE) | 19% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (3) | 24 |
|---|---|
| SLINDA (ELE) | 88% |
| ISIS FREE S/ESTROG (SIE) | 12% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi (5) | 5 |
|---|---|
| TUERIS (MLB) | 40% |
| MELOUT (BL&) | 40% |
| DETIXOL (CSO) | 20% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (35.9%)

| MDO: Damsel (2) | 38 |
|---|---|
| KIRUM (RF2) | 50% |
| YASMIN (BAY) | 24% |
| DIVINA (ELE) | 16% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (4) | 7 |
|---|---|
| DIVA TOTAL (ELE) | 57% |
| JADE MD24 (CVI) | 43% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Sinlip | 4 |
|---|---|
| REOVEX (B+L) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

| MDO: April | 1 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

## ✔ E CAMESELLE MARIO (CRD) - CP: 1706 -- 144 prescripciones

### LANZAMIENTOS (1.4%)

| MDO: Gadoferol | 2 |
|---|---|
| CRADA (CSO) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (84.7%)

| MDO: Alplax_D- (1) | 55 |
|---|---|
| **ALPLAX + DIOCAM** | **58%** |
| ALPLAX (GAD) | 55% |
| CLONAGIN (B+L) | 18% |
| TRANQUINAL (BAG) | 7% |

| MDO: Sinlip (2) | 52 |
|---|---|
| LIPIFEN (RF2) | 25% |
| ZARATOR (ELE) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin (4) | 8 |
|---|---|
| PLENICA (RMM) | 62% |
| LINPREL (B+L) | 38% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil (5) | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2° PROMOCION (12.5%)

| MDO: Allopurin- (3) | 17 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Filten | 1 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (1.4%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **50%** |
| SOMIT (GAD) | 50% |

# FICHAS MEDICOS

## ✔ E GIRETTI LUCIANO ANDRES (GIN) - CP: 1708 -- 143 prescripciones

### LANZAMIENTOS (4.9%)

| MDO: Fucsia (5) | 7 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 57% |
| SLINDA (ELE) | 43% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (79.0%)

| MDO: Damsel (1) | 79 |
|---|---|
| DIVINA (ELE) | 46% |
| **DAMSEL GAD** | **25%** |
| KALA (BEB) | 19% |
| YASMIN (BAY) | 6% |

| MDO: Paxon (3) | 8 |
|---|---|
| **PAXON TOTAL** | **50%** |
| PAXON | 50% |
| LOPLAC (CSO) | 50% |

| MDO: Femiden (4) | 8 |
|---|---|
| **FEMIDEN (GAD)** | **50%** |
| MIRANDA (ELE) | 50% |

| MDO: Sinlip | 5 |
|---|---|
| **SINLIP (GAD)** | **60%** |

| MDO: April | 5 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Damsella | 4 |
|---|---|
| ISIS MINI 24 (SIE) | 50% |
| YAZ (BAY) | 50% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| CLONAGIN (B+L) | 67% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (16.1%)

| MDO: Rubi (2) | 23 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E GONZALEZ GUSTAVO (GIN) - CP: 1708 -- 142 prescripciones

### LANZAMIENTOS (1.4%)

| MDO: Gadoferol (5) | 1 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (97.2%)

| MDO: Damsel (1) | 77 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (2) | 27 |
|---|---|
| MIRANDA (ELE) | 56% |
| FEMALVI (RF2) | 44% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (3) | 26 |
|---|---|
| **DAMSELLA (GAD)** | **62%** |
| KALA MD 24 (BEB) | 27% |
| ISIS MINI 24 (SIE) | 12% |

| MDO: Alplax_Diocam (4) | 8 |
|---|---|
| LEXOTANIL (B7I) | 38% |
| VALIUM (SIE) | 25% |
| **ALPLAX + DIOCAM** | **12%** |
| ALPLAX (GAD) | 12% |

### RECORDATORIOS (1.4%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## E AGUILERA PABLO NORBERTO (NCI) - CP: 1706 -- 142 prescripciones

### LANZAMIENTOS (31.7%)

| MDO: Etabyx (2) | 45 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

### 1° PROMOCION (61.3%)

| MDO: Alplax_D- (1) | 60 |
|---|---|
| EMOTIVAL (TEV) | 42% |
| CLONAGIN (B+L) | 17% |
| LORAZEPAN (SUE) | 10% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Bisopil (3) | 9 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (4) | 8 |
|---|---|
| HIPOLIPOL (CSO) | 50% |
| LIPITOR (PFZ) | 25% |
| REOVEX (B+L) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Tonibral XR | 6 |
|---|---|
| CARRIER (CSO) | 83% |
| NEUROPLUS (B+L) | 17% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| NEURISTAN MULTIDOS (C- | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (2.1%)

| MDO: Filten | 3 |
|---|---|
| **FILTEN (GAD)** | **100%** |

### RECORDATORIOS (4.9%)

| MDO: Somit (5) | 7 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E RODRIGUEZ JOSE LUIS (NEU) - CP: 1744 -- 140 prescripciones

### LANZAMIENTOS (10.0%)

| MDO: Etabyx (4) | 12 |
|---|---|
| LEVECOM (B+L) | 50% |
| LEVECOM XR (B+L) | 33% |
| VECETAM (RC5) | 17% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (53.6%)

| MDO: Tonibral - (1) | 46 |
|---|---|
| MERITAL (RMM) | 74% |
| NEUROPLUS (B+L) | 13% |
| PRILBEN (RC5) | 11% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Divalprex (3) | 15 |
|---|---|
| VALCOTE (ABT) | 93% |
| VALCAS (CSO) | 7% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Gavin (5) | 6 |
|---|---|
| PLENICA (RMM) | 83% |
| PGB (SIE) | 17% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 5 |
|---|---|
| NEURYL (BAG) | 80% |
| RIVOTRIL (B7I) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| ZARATOR (ELE) | 67% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (8.6%)

| MDO: Risperin | 6 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Duxetin | 4 |
|---|---|
| NITIDEX (TEV) | 100% |
| **DUXETIN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (27.9%)

| MDO: Somit (2) | 39 |
|---|---|
| INDUCTAL (RMM) | 26% |
| **TOTAL SOMIT** | **10%** |
| SOMIT (GAD) | 10% |

## E DOELLO MARIA FERNANDA (CLM) - CP: 1744 -- 135 prescripciones

### LANZAMIENTOS (7.4%)

| MDO: Gadoferol | 4 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 3 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| DIOSMIN (CVI) | 50% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (85.2%)

| MDO: Alplax_D- (1) | 44 |
|---|---|
| CLONAGIN (B+L) | 84% |
| **ALPLAX + DIOCAM** | **16%** |
| DIOCAM (GAD) | 16% |

| MDO: Diabesil (2) | 29 |
|---|---|
| TOTAL METGLUCON | 55% |
| TOTAL DBI | 21% |
| TOTAL GLUCOPHAGE | 17% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Deslafax (3) | 15 |
|---|---|
| IXIUM (RMM) | 73% |
| DROSIX (B+L) | 27% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Xelevia (4) | 14 |
|---|---|
| **TOTAL XELEVIA** | **57%** |
| XELEVIA MET (GAD) | 57% |
| TOTAL TRAYENTA | 36% |
| TOTAL ZOMARIST | 7% |

| MDO: Sinlip (5) | 7 |
|---|---|
| NORMOLIPOL (LEP) | 57% |
| AMPLIAR (CSO) | 14% |
| ZARATOR (ELE) | 14% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| **GASTROMAX TOTAL** | **75%** |
| GASTROMAX (GAD) | 75% |
| PANTUS (B+L) | 25% |

| MDO: Paxon | 2 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (7.4%)

| MDO: Omnic O- | 4 |
|---|---|
| TANSILOPROST (FIN) | 50% |
| REDUPROST (RF2) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax | 3 |
|---|---|
| **ELAFAX (GAD)** | **67%** |
| SESAREN (RMM) | 33% |

| MDO: Filten | 3 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## E ALBA DORA ESTHER (GIN) - CP: 1744 -- 135 prescripciones

### LANZAMIENTOS (8.1%)

| MDO: Gadoferol (3) | 11 |
|---|---|
| CRADA (CSO) | 73% |
| SUBICAL (BEB) | 18% |
| DEVISAL (B+L) | 9% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (83.0%)

| MDO: Damsel (1) | 60 |
|---|---|
| DIVINA (ELE) | 68% |
| KALA (BEB) | 18% |
| YASMIN (BAY) | 7% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (2) | 50 |
|---|---|
| ISIS MINI 24 (SIE) | 66% |
| DIVA TOTAL (ELE) | 22% |
| **DAMSELLA (GAD)** | **12%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Alplax_Diocam | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2° PROMOCION (5.2%)

| MDO: Rubi (4) | 6 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (3.7%)

| MDO: Calcimax (5) | 5 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E BRUZZESE MARTIN FERNANDO (CRD) - CP: 1708 -- 132 prescripciones

### LANZAMIENTOS (12.1%)

| MDO: Gadoferol | 8 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 6 |
|---|---|
| ALPERTAN (RF2) | 33% |
| DIOVAN (SIE) | 33% |
| SARVAL (B+L) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (76.5%)

| MDO: Sinlip (1) | 36 |
|---|---|
| ROVARTAL (RMM) | 39% |
| ROSUVAST (BAG) | 11% |
| **SINLIP (GAD)** | **8%** |
| CRESTOR (AZN) | 3% |

| MDO: Bisopil (2) | 21 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 16 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| CLONAGIN (B+L) | 38% |
| RIVOTRIL (B7I) | 6% |

| MDO: Paxon (5) | 11 |
|---|---|
| LOSACOR (RMM) | 91% |
| PRISONIL (LEP) | 9% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax | 5 |
|---|---|
| PANTOCAS( CSO) | 60% |
| **GASTROMAX TOTAL** | **40%** |
| GASTROMAX (GAD) | 40% |

| MDO: Gadolip | 5 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Gadocor | 4 |
|---|---|
| CORPRES (RMM) | 75% |
| NABILA (RF2) | 25% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL GLUCOPHAGE | 50% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL GALVUS | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2° PROMOCION (11.4%)

| MDO: Filten (4) | 14 |
|---|---|
| DILATREND (SIE) | 36% |
| **FILTEN (GAD)** | **29%** |
| CARVEDIL (BAG) | 29% |
| VERATEN (ELE) | 7% |

| MDO: Omnic Ocas | 1 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E VELAZQUEZ FERNANDA (CLM) - CP: 1708 -- 132 prescripciones

### LANZAMIENTOS (18.2%)

| MDO: Fucsia (4) | 10 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **60%** |
| ISIS FREE S/ESTROG (SIE) | 40% |

| MDO: Aturen | 8 |
|---|---|
| ALIVIAFLEB (DEN) | 50% |
| DAFLON 500 (SVR) | 38% |
| TERBENOL DUO (BEB) | 12% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 6 |
|---|---|
| DEBLAX (RF2) | 50% |
| SUBICAL (BEB) | 33% |
| DEVISAL (B+L) | 17% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (70.5%)

| MDO: Damsel (1) | 47 |
|---|---|
| DIVINA (ELE) | 55% |
| JADE (CVI) | 34% |
| **DAMSEL GAD** | **9%** |
| UMMA (BEK) | 2% |

| MDO: April (2) | 16 |
|---|---|
| **APRIL (GAD)** | **94%** |
| FEMEXIN-28 (ELE) | 6% |

| MDO: Diabesil (3) | 13 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor (5) | 8 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Sinlip | 5 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsella | 3 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (1.5%)

| MDO: Rubi | 2 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E MAIER MARCELA ALEJANDRA (CIR) - CP: 1708 -- 129 prescripciones

### LANZAMIENTOS (48.1%)

| MDO: Paliax (1) | 31 |
|---|---|
| ALPERTAN (RF2) | 55% |
| RACORVAL (RMM) | 35% |
| DIAPRESAN (MTP) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen (3) | 18 |
|---|---|
| DIOSMIN (CVI) | 33% |
| TERBENOL DUO (BEB) | 33% |
| DAFLON 500 (SVR) | 17% |
| **ATUREN (GAD)** | **0%** |

| MDO: Gadoferol | 9 |
|---|---|
| RAQUIFEROL D3 (RMM) | 89% |
| DEBLAX (RF2) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (39.5%)

| MDO: Sinlip (2) | 25 |
|---|---|
| LIPEX (ELE) | 20% |
| LIPIFEN (RF2) | 16% |
| **SINLIP (GAD)** | **8%** |
| ROVARTAL (RMM) | 8% |

| MDO: Paxon (4) | 13 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Xelevia | 5 |
|---|---|
| GLUCAL (RMM) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

### 2° PROMOCION (12.4%)

| MDO: Filten (5) | 12 |
|---|---|
| **FILTEN (GAD)** | **42%** |
| CARVEDIL (BAG) | 33% |
| ISOBLOC (CSO) | 25% |

| MDO: Neurobiletan 600 | 3 |
|---|---|
| TIOCTAN (MLB) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

# FICHAS MEDICOS

## ✔ E FERNANDEZ JIMENA MARIELA (GIN) - CP: 1708 -- 127 prescripciones

### LANZAMIENTOS (29.1%)

| MDO: Reliveran (3) | 20 |
|---|---|
| DETIXOL (CSO) | 65% |
| EMETIC (DOG) | 25% |
| TUERIS (MLB) | 10% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Fucsia (4) | 9 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 67% |
| SLINDA (ELE) | 33% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol | 7 |
|---|---|
| DEBLAX (RF2) | 71% |
| DEVISAL (B+L) | 29% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| MILCANOR (CSO) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (70.1%)

| MDO: Damsel (1) | 46 |
|---|---|
| DIVINA (ELE) | 89% |
| MAXIMA (P0F) | 9% |
| JADE (CVI) | 2% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (2) | 24 |
|---|---|
| AMAPOLI (BEB) | 54% |
| MIRANDA (ELE) | 46% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (5) | 8 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April | 8 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

### RECORDATORIOS (0.8%)

| MDO: Calcimax | 1 |
|---|---|
| CALCIONAL (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

## ✔ E FRANCICA CAROLINA ALEJANDRA (CLM) - CP: 1708 -- 126 prescripciones

### LANZAMIENTOS (52.4%)

| MDO: Reliveran (2) | 23 |
|---|---|
| TUERIS (MLB) | 78% |
| TONVAL (CVI) | 17% |
| **RELIVERAN DOXI (GAD)** | **4%** |

| MDO: Gadoferol (3) | 22 |
|---|---|
| SUBICAL (BEB) | 73% |
| DEBLAX (RF2) | 27% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (4) | 18 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (43.7%)

| MDO: Damsel (1) | 30 |
|---|---|
| DIVINA (ELE) | 43% |
| KALA (BEB) | 37% |
| ISIS (SIE) | 13% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (5) | 18 |
|---|---|
| MIRANDA (ELE) | 83% |
| **FEMIDEN (GAD)** | **11%** |
| AMAPOLI (BEB) | 6% |

| MDO: Damsella | 6 |
|---|---|
| **DAMSELLA (GAD)** | **50%** |
| IFENIL MD (CSO) | 50% |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

### RECORDATORIOS (0.8%)

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E GARCIA VANESA EDITH (CLM) - CP: 1708 -- 122 prescripciones

### LANZAMIENTOS (23.0%)

| MDO: Paliax (1) | 24 |
|---|---|
| SARVAL (B+L) | 92% |
| DIAPRESAN (MTP) | 8% |
| **PALIAX (GAD)** | **0%** |

| MDO: Nexdia | 4 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (53.3%)

| MDO: Alplax_D- (2) | 23 |
|---|---|
| TRANQUINAL (BAG) | 43% |
| **ALPLAX + DIOCAM** | **39%** |
| ALPLAX (GAD) | 39% |
| CLONAGIN (B+L) | 17% |

| MDO: Sinlip (4) | 16 |
|---|---|
| **SINLIP (GAD)** | **25%** |

| MDO: Damsel (5) | 7 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon | 7 |
|---|---|
| **PAXON TOTAL** | **43%** |
| PAXON | 43% |

| MDO: Deslafax | 4 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| **GADOCOR (GAD)** | **100%** |

### 2° PROMOCION (23.8%)

| MDO: Filten (3) | 22 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Foxetin | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Elafax | 3 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST RET (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E MOISE ELDA KARINA (GIN) - CP: 1708 -- 122 prescripciones

### LANZAMIENTOS (26.2%)

| MDO: Gadoferol (3) | 18 |
|---|---|
| DEBLAX (RF2) | 39% |
| SUBICAL CB (BEB) | 39% |
| TESTRI CB (ELE) | 17% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (4) | 14 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 79% |
| SLINDA (ELE) | 21% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (61.5%)

| MDO: Damsel (1) | 35 |
|---|---|
| YASMIN (BAY) | 40% |
| KALA (BEB) | 23% |
| KIRUM (RF2) | 14% |
| **DAMSEL GAD** | **0%** |

| MDO: April (2) | 22 |
|---|---|
| **APRIL (GAD)** | **86%** |
| ELEKTRA (CVI) | 9% |
| DOS DIAS N (ELE) | 5% |

| MDO: Femiden | 14 |
|---|---|
| SUANEL (BAG) | 57% |
| **FEMIDEN (GAD)** | **29%** |
| SIGNORINA (CVI) | 14% |

| MDO: Alplax_Diocam | 3 |
|---|---|
| CLONAGIN (B+L) | 67% |
| **ALPLAX + DIOCAM** | **33%** |
| DIOCAM (GAD) | 33% |

| MDO: Omecap 90 | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

### 2° PROMOCION (11.5%)

| MDO: Rubi (5) | 14 |
|---|---|
| QLAIRA (BAY) | 79% |
| AZUCENA (BEB) | 14% |
| **RUBI (GAD)** | **7%** |

# FICHAS MEDICOS

## E MELANO MARTA ESTELA (CLM) - CP: 1708 -- 122 prescripciones

### LANZAMIENTOS (9.8%)

| MDO: Gadoferol (5) | 12 |
|---|---|
| DEVISAL (B+L) | 42% |
| DEVISAL CB (B+L) | 33% |
| TRIP D3 (CVI) | 17% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (78.7%)

| MDO: Diabesil (1) | 37 |
|---|---|
| TOTAL ISLOTIN | 59% |
| TOTAL DBI | 30% |
| TOTAL GLUCOPHAGE | 11% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia (2) | 22 |
|---|---|
| JANUVIA (MSD) | 27% |
| TOTAL GALVUS | 23% |
| **TOTAL XELEVIA** | **14%** |
| XELEVIA MET (GAD) | 9% |

| MDO: Sinlip (3) | 16 |
|---|---|
| REOVEX (B+L) | 44% |
| **SINLIP (GAD)** | **19%** |
| NORMOLIPOL (LEP) | 12% |
| VASOTENAL (RMM) | 6% |

| MDO: Omecap 90 | 5 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadolip | 5 |
|---|---|
| MAGNOFEN( B+L) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Gadocor | 4 |
|---|---|
| SYNCROCOR (TEV) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (11.5%)

| MDO: Neurobile- (4) | 13 |
|---|---|
| PRIOTIC (MTP) | 62% |
| CIAGEN (CVI) | 38% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

## ✔ E GATTI MARIA SOL (CLM) - CP: 1708 -- 120 prescripciones

### LANZAMIENTOS (19.2%)

| MDO: Paliax (3) | 15 |
|---|---|
| SIMULTAN (LZA) | 80% |
| SARVAL (B+L) | 20% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 7 |
|---|---|
| SUBICAL CB (BEB) | 57% |
| DEVISAL CB (B+L) | 43% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (70.0%)

| MDO: Sinlip (1) | 39 |
|---|---|
| **SINLIP (GAD)** | **10%** |
| ROVARTAL (RMM) | 5% |

| MDO: Paxon (2) | 15 |
|---|---|
| LOSACOR (RMM) | 53% |
| **PAXON TOTAL** | **47%** |
| PAXON | 47% |

| MDO: Bisopil (4) | 12 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil (5) | 8 |
|---|---|
| **TOTAL DIABESIL** | **88%** |
| DIABESIL | 88% |

| MDO: Alplax_Diocam | 6 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 67% |
| DIOCAM (GAD) | 33% |

| MDO: Gadolip | 4 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (5.0%)

| MDO: Rubi | 3 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| UROCETINA (E6B) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (5.8%)

| MDO: Calcimax | 4 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E RODRIGUEZ MARIA JOSE (CLM) - CP: 1708 -- 120 prescripciones

### LANZAMIENTOS (14.2%)

| MDO: Gadoferol (4) | 8 |
|---|---|
| SUBICAL CB (BEB) | 50% |
| DEVISAL CB (B+L) | 50% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (5) | 7 |
|---|---|
| KALI (BEB) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (82.5%)

| MDO: Damsel (1) | 51 |
|---|---|
| KALA (BEB) | 33% |
| **DAMSEL GAD** | **29%** |
| DIVINA (ELE) | 20% |
| MAXIMA (P0F) | 16% |

| MDO: April (2) | 29 |
|---|---|
| **APRIL (GAD)** | **66%** |
| FEMEXIN-28 (ELE) | 28% |
| FEMEXIN (ELE) | 7% |

| MDO: Damsella (3) | 14 |
|---|---|
| IFENIL MD (CSO) | 50% |
| ISIS MINI 24 (SIE) | 36% |
| YAZ (BAY) | 7% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadocor | 4 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Deslafax | 1 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

### RECORDATORIOS (1.7%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E FACIANO GISELE ALEJANDRA (CLM) - CP: 1708 -- 119 prescripciones

### LANZAMIENTOS (5.0%)

| MDO: Gadoferol | 4 |
|---|---|
| DEVISAL CB (B+L) | 50% |
| OSTEODYN (MTP) | 25% |
| RAQUIFEROL D3 (RMM) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 2 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (68.1%)

| MDO: Sinlip (1) | 32 |
|---|---|
| REOVEX (B+L) | 12% |
| ROVARTAL (RMM) | 9% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 21 |
|---|---|
| TRANQUINAL (BAG) | 52% |
| **ALPLAX + DIOCAM** | **14%** |
| ALPLAX (GAD) | 14% |
| RIVOTRIL (B7I) | 14% |

| MDO: Paxon (4) | 10 |
|---|---|
| **PAXON TOTAL** | **70%** |
| PAXON | 70% |
| LOSACOR (RMM) | 30% |

| MDO: Diabesil (5) | 9 |
|---|---|
| TOTAL GLUCOPHAGE | 67% |
| TOTAL DBI | 22% |
| TOTAL ISLOTIN | 11% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 7 |
|---|---|
| DAUNLIP (MTP) | 71% |
| PROCETOKEN( BEB) | 14% |
| SEGREN (CSO) | 14% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| **TOTAL XELEVIA** | **100%** |
| XELEVIA MET (GAD) | 100% |

### 2° PROMOCION (22.7%)

| MDO: Allopurin- (3) | 15 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **87%** |
| ALLOPURINOL CRAVER (C- | 13% |

| MDO: Filten | 6 |
|---|---|
| BIDECAR (B+L) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| REDUPROST (RF2) | 50% |
| TAMSULOSINA RICHE (RH.) | 50% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

### RECORDATORIOS (4.2%)

| MDO: Somit | 5 |
|---|---|
| NOVO INSOMNIUM (GAD) | 80% |
| **TOTAL SOMIT** | **20%** |
| SOMIT (GAD) | 20% |

# FICHAS MEDICOS

## ✔ E VIEIRA CARLOS RAFAEL (GIN) - CP: 1706 -- 116 prescripciones

### LANZAMIENTOS (25.9%)

| MDO: Fucsia (2) | 24 |
|---|---|
| SLINDA (ELE) | 67% |
| ISIS FREE S/ESTROG (SIE) | 25% |
| **FUCSIA S/ESTROGENO (G-** | **8%** |

| MDO: Gadoferol | 5 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (72.4%)

| MDO: Damsel (1) | 44 |
|---|---|
| KALA (BEB) | 52% |
| DIVINA (ELE) | 25% |
| ISIS (SIE) | 14% |
| **DAMSEL GAD** | **0%** |

| MDO: April (3) | 16 |
|---|---|
| NORFEN (P0F) | 31% |
| NORGESTREL PLUS (BEK) | 25% |
| TRIDESTAN N (GAD) | 25% |
| **APRIL (GAD)** | **0%** |

| MDO: Damsella (4) | 8 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 8 |
|---|---|
| NEURYL (BAG) | 75% |
| CLONAGIN (B+L) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Femiden | 6 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBICOR (LZA) | 100% |
| **GADOCOR (GAD)** | **0%** |

## ✔ E URDIN MARIA DANIELA (CLM) - CP: 1706 -- 116 prescripciones

### LANZAMIENTOS (23.3%)

| MDO: Gadoferol (1) | 27 |
|---|---|
| CRADA (CSO) | 85% |
| ORAVIL (TPQ) | 7% |
| TRIP D3 (CVI) | 7% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (57.8%)

| MDO: Damsella (3) | 16 |
|---|---|
| **DAMSELLA (GAD)** | **62%** |
| KALA MD 24 (BEB) | 38% |

| MDO: Damsel (4) | 14 |
|---|---|
| **DAMSEL GAD** | **29%** |
| DIVINA (ELE) | 29% |
| KALA (BEB) | 21% |
| IFENIL (CSO) | 14% |

| MDO: Paxon (5) | 10 |
|---|---|
| PRISONIL (LEP) | 80% |
| LOSACOR (RMM) | 20% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 10 |
|---|---|
| **SINLIP (GAD)** | **20%** |

| MDO: Alplax_Diocam | 7 |
|---|---|
| CLONAGIN (B+L) | 43% |
| **ALPLAX + DIOCAM** | **29%** |
| DIOCAM (GAD) | 29% |

| MDO: April | 6 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Femiden | 4 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

### RECORDATORIOS (19.0%)

| MDO: Somit (2) | 22 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## E SANTANDER HECTOR MAURICIO (CIR) - CP: 1708 -- 116 prescripciones

### LANZAMIENTOS (62.1%)

| MDO: Aturen (1) | 62 |
|---|---|
| DAFLON 1000 (SVR) | 90% |
| DAFLON 500 (SVR) | 6% |
| MILCANOR (CSO) | 3% |
| **ATUREN (GAD)** | **0%** |

| MDO: Bexaban (5) | 9 |
|---|---|
| XAROBAN (RF2) | 89% |
| ELIQUIS (PFZ) | 11% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (26.7%)

| MDO: Paxon (2) | 15 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (3) | 15 |
|---|---|
| NORMOLIPOL (LEP) | 40% |
| **SINLIP (GAD)** | **33%** |

| MDO: Gavin | 1 |
|---|---|
| PREBICTAL (RF2) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (11.2%)

| MDO: Filten (4) | 13 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

## ✔ E COTTA LILIANA MABEL (GIN) - CP: 1708 -- 109 prescripciones

### LANZAMIENTOS (39.4%)

| MDO: Gadoferol (2) | 29 |
|---|---|
| **GADOFEROL TOTAL** | **76%** |
| GADOFEROL (GAD) | 55% |
| GADOFEROL CB (GAD) | 21% |
| DEVISAL (B+L) | 7% |

| MDO: Fucsia (3) | 10 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **60%** |
| SLINDA (ELE) | 20% |
| ISIS FREE S/ESTROG (SIE) | 20% |

| MDO: Aturen (5) | 4 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (60.6%)

| MDO: Damsel (1) | 54 |
|---|---|
| ISIS (SIE) | 56% |
| KIRUM (RF2) | 22% |
| **DAMSEL GAD** | **9%** |
| DIVINA (ELE) | 9% |

| MDO: April (4) | 5 |
|---|---|
| **APRIL (GAD)** | **60%** |
| DOS DIAS N (ELE) | 40% |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Femiden | 3 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTOMETYL 40 (S+N) | 100% |
| **GASTROMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E CHAR RUTH ELIZABET (CIR) - CP: 1708 -- 108 prescripciones

### LANZAMIENTOS (18.5%)

| MDO: Paliax (4) | 12 |
|---|---|
| SARVAL (B+L) | 58% |
| ALPERTAN (RF2) | 17% |
| VALSALEP (LEP) | 17% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol (5) | 8 |
|---|---|
| TESTRI CB (ELE) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (69.4%)

| MDO: Diabesil (1) | 21 |
|---|---|
| TOTAL DBI | 86% |
| TOTAL GLUCOPHAGE | 14% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (2) | 18 |
|---|---|
| **ALPLAX + DIOCAM** | **44%** |
| ALPLAX (GAD) | 44% |
| CLONAGIN (B+L) | 44% |
| TRANQUINAL (BAG) | 11% |

| MDO: Sinlip (3) | 15 |
|---|---|
| **SINLIP (GAD)** | **40%** |
| LIPEX (ELE) | 27% |
| ROVARTAL (RMM) | 20% |
| AMPLIAR (CSO) | 13% |

| MDO: Bisopil | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Damsel | 4 |
|---|---|
| ISIS (SIE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Gadocor | 3 |
|---|---|
| CORPRES (RMM) | 67% |
| **GADOCOR (GAD)** | **33%** |

| MDO: Xelevia | 3 |
|---|---|
| **TOTAL XELEVIA** | **33%** |
| XELEVIA MET (GAD) | 33% |
| TOTAL GALVUS | 33% |
| TOTAL JANUMET | 33% |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 67% |
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |

| MDO: Damsella | 2 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| CRAVERIL (CVI) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (9.3%)

| MDO: Omnic O- | 7 |
|---|---|
| TANSILOPROST RET (FIN) | 86% |
| TANSILOPROST (FIN) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| NEUROTIOCT (TPQ) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (2.8%)

| MDO: Calcimax | 2 |
|---|---|
| CALCIONAL (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E ORELLANO PABLO OSCAR (CRD) - CP: 1708 -- 108 prescripciones

### LANZAMIENTOS (19.4%)

| MDO: Paliax (3) | 21 |
|---|---|
| SARVAL (B+L) | 43% |
| DIOVAN (SIE) | 38% |
| DIAPRESAN (MTP) | 19% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (67.6%)

| MDO: Paxon (1) | 27 |
|---|---|
| LOSACOR (RMM) | 30% |
| FENSARTAN ELEA (ELE) | 15% |
| **PAXON TOTAL** | **11%** |
| PAXON | 11% |

| MDO: Sinlip (2) | 24 |
|---|---|
| AMPLIAR (CSO) | 38% |
| ROSUVAST (BAG) | 38% |
| NORMOLIPOL (LEP) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 11 |
|---|---|
| CLONAGIN (B+L) | 45% |
| **ALPLAX + DIOCAM** | **36%** |
| ALPLAX (GAD) | 36% |
| VALIUM (SIE) | 18% |

| MDO: Bisopil | 7 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

### 2° PROMOCION (13.0%)

| MDO: Filten (5) | 10 |
|---|---|
| CARVEDIL (BAG) | 50% |
| BIDECAR (B+L) | 30% |
| **FILTEN (GAD)** | **20%** |

| MDO: Omnic Ocas | 4 |
|---|---|
| SULOS (ELE) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E KOSIR TEODORA ANA MARIA (GIN) - CP: 1708 -- 107 prescripciones

**LANZAMIENTOS (1.9%)**

| MDO: Gadoferol (3) | 2 |
|---|---|
| OSTEODYN (MTP) | 50% |
| CRADA (CSO) | 50% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (97.2%)**

| MDO: Damsel (1) | 67 |
|---|---|
| IFENIL (CSO) | 43% |
| KALA (BEB) | 40% |
| DIVINA (ELE) | 10% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (2) | 36 |
|---|---|
| DIVA TOTAL (ELE) | 86% |
| IFENIL MD (CSO) | 14% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Diabesil (4) | 1 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

**2° PROMOCION (0.9%)**

| MDO: Omnic O- (5) | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## E FANARI LUCIA EDITH (CIR) - CP: 1708 -- 105 prescripciones

**LANZAMIENTOS (11.4%)**

| MDO: Nexdia (4) | 8 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Etabyx | 2 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| ALPERTAN (RF2) | 50% |
| SIMULTAN (LZA) | 50% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (65.7%)**

| MDO: Gavin (1) | 29 |
|---|---|
| PLENICA (RMM) | 34% |
| NEURISTAN MULTIDOS (C- | 31% |
| LINPREL (B+L) | 7% |
| **GAVIN (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 24 |
|---|---|
| LEXOTANIL (B7I) | 79% |
| TENSIUM (B+L) | 12% |
| CLONAGIN (B+L) | 8% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Tonibral XR (5) | 6 |
|---|---|
| CONEXINE (BET) | 67% |
| CARRIER (CSO) | 33% |
| **TONIBRAL TOTAL** | **0%** |

| MDO: Sinlip | 6 |
|---|---|
| AMPLIAR (CSO) | 17% |
| ROSUVAST (BAG) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (18.1%)**

| MDO: Duxetin (3) | 16 |
|---|---|
| **DUXETIN (GAD)** | **75%** |
| DOXALINE (BET) | 25% |

| MDO: Neurobiletan 600 | 2 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

| MDO: Filten | 1 |
|---|---|
| **FILTEN (GAD)** | **100%** |

**RECORDATORIOS (2.9%)**

| MDO: Somit | 3 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E SALVATI ANA MARIA (CRD) - CP: 1708 -- 104 prescripciones

### LANZAMIENTOS (44.2%)

| MDO: Paliax (2) | 22 |
|---|---|
| DIOVAN (SIE) | 41% |
| ALPERTAN (RF2) | 27% |
| RACORVAL (RMM) | 18% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ (3) | 17 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Gadoferol | 3 |
|---|---|
| DEBLAX (RF2) | 67% |
| OSTEODYN (MTP) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DAFLON 1000 (SVR) | 67% |
| DIOSMIN (CVI) | 33% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (52.9%)

| MDO: Sinlip (1) | 25 |
|---|---|
| AMPLIAR (CSO) | 20% |
| **SINLIP (GAD)** | **16%** |
| CRESTOR (AZN) | 12% |
| ROSUVAST (BAG) | 8% |

| MDO: Bisopil (4) | 15 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 9 |
|---|---|
| LEXOTANIL (B7I) | 56% |
| **ALPLAX + DIOCAM** | **44%** |
| ALPLAX (GAD) | 44% |

| MDO: Paxon | 5 |
|---|---|
| LOSACOR (RMM) | 60% |
| FENSARTAN ELEA (ELE) | 40% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (2.9%)

| MDO: Filten | 2 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| DILATREND (SIE) | 50% |

| MDO: Allopurinol | 1 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

## ✔ E TRAVETTO CAROLINA MERCEDES (CLM) - CP: 1708 -- 104 prescripciones

### LANZAMIENTOS (17.3%)

| MDO: Paliax (5) | 10 |
|---|---|
| SIMULTAN (LZA) | 50% |
| SARVAL (B+L) | 30% |
| DILCORAN (CSO) | 10% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 4 |
|---|---|
| DEBLAX (RF2) | 50% |
| RAQUIFEROL D3 (RMM) | 25% |
| DEVISAL CB (B+L) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 2 |
|---|---|
| ELIQUIS (PFZ) | 50% |
| DRINAX R (BAG) | 50% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (81.7%)

| MDO: Sinlip (1) | 29 |
|---|---|
| NORMOLIPOL (LEP) | 45% |
| AMPLIAR (CSO) | 24% |
| **SINLIP (GAD)** | **10%** |
| ROVARTAL (RMM) | 3% |

| MDO: Bisopil (2) | 28 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (3) | 12 |
|---|---|
| LOSACOR (RMM) | 50% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |
| PRISONIL (LEP) | 17% |

| MDO: Alplax_Diocam (4) | 12 |
|---|---|
| RIVOTRIL (B7I) | 42% |
| CLONAGIN (B+L) | 33% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |

| MDO: Gadocor | 1 |
|---|---|
| NEBIX (BAG) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| **TOTAL DIABESIL** | **100%** |
| DIABESIL | 100% |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| SUANEL (BAG) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (1.0%)

| MDO: Filten | 1 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PONTEL LEONIDAS MIGUEL ANGEL (CIR) - CP: 1706 -- 104 prescripciones

LANZAMIENTOS (96.2%)

| MDO: Aturen | 1 | 100 |
|---|---|---|
| DAFLON 1000 (SVR) | | 53% |
| DAFLON 500 (SVR) | | 43% |
| VEDIPAL (RF2) | | 4% |
| **ATUREN (GAD)** | | **0%** |

1° PROMOCION (3.8%)

| MDO: Alplax_D- | 2 | 4 |
|---|---|---|
| RIVOTRIL (B7I) | | 50% |
| VALIUM (SIE) | | 50% |
| **ALPLAX + DIOCAM** | | **0%** |

## ✔ E GRAVANO ELIANA VANINA (CLM) - CP: 1706 -- 101 prescripciones

LANZAMIENTOS (3.0%)

| MDO: Paliax | | 3 |
|---|---|---|
| DILCORAN (CSO) | | 67% |
| SARVAL (B+L) | | 33% |
| **PALIAX (GAD)** | | **0%** |

1° PROMOCION (90.1%)

| MDO: Paxon | 1 | 35 |
|---|---|---|
| **PAXON TOTAL** | | **43%** |
| PAXON | | 43% |
| LOSACOR (RMM) | | 23% |
| LOPLAC (CSO) | | 23% |

| MDO: Bisopil | 2 | 29 |
|---|---|---|
| CORBIS (RMM) | | 100% |
| **BISOPIL (GAD)** | | **0%** |

| MDO: Sinlip | 3 | 21 |
|---|---|---|
| ROVARTAL (RMM) | | 38% |
| REOVEX (B+L) | | 5% |
| LIPITOR (PFZ) | | 5% |
| **SINLIP (GAD)** | | **0%** |

| MDO: Gadolip | 5 | 5 |
|---|---|---|
| MINUSLIP (TEV) | | 80% |
| **GADOLIP (GAD)** | | **20%** |

| MDO: Gadocor | | 1 |
|---|---|---|
| SYNCROCOR (TEV) | | 100% |
| **GADOCOR (GAD)** | | **0%** |

2° PROMOCION (5.9%)

| MDO: Filten | 4 | 6 |
|---|---|---|
| **FILTEN (GAD)** | | **33%** |
| CARVEDIL (BAG) | | 33% |
| DILATREND (SIE) | | 17% |
| ISOBLOC (CSO) | | 17% |

# FICHAS MEDICOS

## E MERIP GABRIELA MARIA (PED) - CP: 1706 -- 100 prescripciones

### LANZAMIENTOS (9.0%)

| MDO: Nexdia (4) | 9 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (65.0%)

| MDO: Alplax_D- (1) | 34 |
|---|---|
| VALIUM (SIE) | 56% |
| CLONAGIN (B+L) | 21% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gavin (2) | 21 |
|---|---|
| **GAVIN (GAD)** | **86%** |
| PLENICA (RMM) | 14% |

| MDO: Divalprex | 8 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Damsel | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (17.0%)

| MDO: Myrbetric (3) | 9 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Risperin | 8 |
|---|---|
| RISPERDAL (JAN) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (9.0%)

| MDO: Somit (5) | 9 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E CASTRO BRIZUELA FACUNDO ANDRES (URO) - CP: 1706 -- 98 prescripciones

### LANZAMIENTOS (2.0%)

| MDO: Aturen | 1 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (9.2%)

| MDO: Femiden (3) | 5 |
|---|---|
| MIRANDA (ELE) | 60% |
| AMAPOLI (BEB) | 40% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 67% |
| NEURYL (BAG) | 33% |

| MDO: Diabesil (5) | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (85.7%)

| MDO: Omnic O- (1) | 72 |
|---|---|
| TANSILOPROST (FIN) | 32% |
| REDUPROST (RF2) | 31% |
| SULOS (ELE) | 11% |
| **OMNIC OCAS (GAD)** | **7%** |

| MDO: Myrbetric (2) | 11 |
|---|---|
| URGISTAT (PB.) | 64% |
| **MYRBETRIC (GAD)** | **36%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

# FICHAS MEDICOS

## E SOKIRANSKY MATIAS GABRIEL (PED) - CP: 1708 -- 98 prescripciones

### LANZAMIENTOS (43.9%)

| MDO: Etabyx (1) | 41 |
|---|---|
| KEPPRA (GSK) | 46% |
| LEVRON (RON) | 44% |
| LEVECOM (B+L) | 10% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| AXIOMAT (BET) | 100% |
| **NEXDIA (GAD)** | **0%** |

### 1° PROMOCION (36.7%)

| MDO: Alplax_D- (2) | 32 |
|---|---|
| CLONAGIN (B+L) | 3% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (5) | 4 |
|---|---|
| ZARATOR (ELE) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (14.3%)

| MDO: Risperin (3) | 14 |
|---|---|
| RISPERDAL (JAN) | 100% |
| **RISPERIN (GAD)** | **0%** |

### RECORDATORIOS (5.1%)

| MDO: Calcimax (4) | 5 |
|---|---|
| CALCIO BASE VANNIE (VN- | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E LOPEZ OMAR DANIEL (GIN) - CP: 1708 -- 96 prescripciones

### LANZAMIENTOS (10.4%)

| MDO: Gadoferol (4) | 7 |
|---|---|
| DEVISAL CB (B+L) | 57% |
| DEBLAX (RF2) | 29% |
| ORAVIL (TPQ) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| EMETIC (DOG) | 67% |
| DETIXOL (CSO) | 33% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (65.6%)

| MDO: Damsel (1) | 35 |
|---|---|
| DIVINA (ELE) | 37% |
| MAXIMA (P0F) | 29% |
| KALA (BEB) | 17% |
| **DAMSEL GAD** | **14%** |

| MDO: Damsella (3) | 14 |
|---|---|
| MAXIMA MD24 (P0F) | 50% |
| YAZ (BAY) | 29% |
| KIR 28 (RF2) | 14% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Diabesil (5) | 7 |
|---|---|
| TOTAL GLUCOPHAGE | 86% |
| TOTAL DBI | 14% |
| **TOTAL DIABESIL** | **0%** |

| MDO: April | 3 |
|---|---|
| DOS DIAS N (ELE) | 67% |
| ELEKTRA (CVI) | 33% |
| **APRIL (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 50% |
| ZOELY (MSD) | 50% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| NORMOLIPOL (LEP) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (21.9%)

| MDO: Rubi (2) | 21 |
|---|---|
| **RUBI (GAD)** | **100%** |

### RECORDATORIOS (2.1%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

## ✔ E MIGUEL PABLO JAVIER (CLM) - CP: 1708 -- 94 prescripciones

### LANZAMIENTOS (19.1%)

| MDO: Aturen (4) | 7 |
|---|---|
| DAFLON 1000 (SVR) | 57% |
| DAFLON 500 (SVR) | 43% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 6 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Bexaban | 3 |
|---|---|
| PRADAXA (B.I) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| DEVISAL (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (77.7%)

| MDO: Sinlip (1) | 20 |
|---|---|
| ROSUVAST (BAG) | 30% |
| **SINLIP (GAD)** | **20%** |
| REOVEX (B+L) | 20% |
| AMPLIAR (CSO) | 10% |

| MDO: Alplax_Diocam (2) | 18 |
|---|---|
| TENSIUM (B+L) | 56% |
| NEURYL (BAG) | 28% |
| **ALPLAX + DIOCAM** | **6%** |
| ALPLAX (GAD) | 6% |

| MDO: Gadolip (3) | 8 |
|---|---|
| CRAVERIL (CVI) | 75% |
| MINUSLIP (TEV) | 25% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Xelevia (5) | 6 |
|---|---|
| **TOTAL XELEVIA** | **83%** |
| XELEVIA MET (GAD) | 83% |
| GLUCAL (RMM) | 17% |

| MDO: Bisopil | 6 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 5 |
|---|---|
| NIRPOL (CSO) | 80% |
| NABILA (RF2) | 20% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Paxon | 5 |
|---|---|
| **PAXON TOTAL** | **60%** |
| PAXON | 60% |
| LOSACOR (RMM) | 20% |
| FENSARTAN ELEA (ELE) | 20% |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL GLUCOPHAGE | 67% |
| TOTAL DBI | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| LINPREL (B+L) | 50% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (3.2%)

| MDO: Omnic O- | 2 |
|---|---|
| URALOS CR (CSO) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Duxetin | 1 |
|---|---|
| **DUXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E MARSALLIER MARIA ISABEL (CLM) - CP: 1708 -- 94 prescripciones

### LANZAMIENTOS (35.1%)

| MDO: Gadoferol (4) | 14 |
|---|---|
| DEBLAX (RF2) | 36% |
| TRIP D3 (CVI) | 29% |
| OSTEODYN (MTP) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen (5) | 9 |
|---|---|
| DAFLON 500 (SVR) | 56% |
| DAFLON 1000 (SVR) | 44% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 6 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Paliax | 4 |
|---|---|
| RACORVAL (RMM) | 75% |
| NICORVAS (T.L) | 25% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (63.8%)

| MDO: Sinlip (1) | 19 |
|---|---|
| AMPLIAR (CSO) | 32% |
| ROSUVAST (BAG) | 26% |
| ROVARTAL (RMM) | 21% |
| **SINLIP (GAD)** | **5%** |

| MDO: Alplax_Diocam (2) | 18 |
|---|---|
| CLONAGIN (B+L) | 22% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Paxon (3) | 16 |
|---|---|
| VASEXTEN (BEB) | 62% |
| FENSARTAN ELEA (ELE) | 12% |
| **PAXON TOTAL** | **6%** |
| PAXON | 6% |

| MDO: Diabesil | 7 |
|---|---|
| TOTAL ISLOTIN | 71% |
| TOTAL DBI | 29% |
| **TOTAL DIABESIL** | **0%** |

### RECORDATORIOS (1.1%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E ANTOLA HECTOR DANIEL (URO) - CP: 1706 -- 94 prescripciones

### LANZAMIENTOS (2.1%)

| MDO: Paliax (5) | 2 |
|---|---|
| DIAPRESAN (MTP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (7.4%)

| MDO: Alplax_D- (3) | 4 |
|---|---|
| RIVOTRIL (B7I) | 75% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |

| MDO: Sinlip (4) | 2 |
|---|---|
| NORMOLIPOL (LEP) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (90.4%)

| MDO: Omnic O- (1) | 71 |
|---|---|
| TANSILOPROST (FIN) | 82% |
| PROSTOKLAR (B+L) | 14% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Myrbetric (2) | 14 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E FUNES ALEJANDRA PATRICIA (CRD) - CP: 1708 -- 93 prescripciones

### LANZAMIENTOS (28.0%)

| MDO: Paliax (1) | 25 |
|---|---|
| SARVAL (B+L) | 60% |
| RACORVAL (RMM) | 20% |
| **PALIAX (GAD)** | **8%** |
| COROSAN (ELE) | 8% |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (52.7%)

| MDO: Paxon (3) | 16 |
|---|---|
| **PAXON TOTAL** | **50%** |
| PAXON | 50% |
| LOSACOR (RMM) | 31% |
| PRISONIL (LEP) | 12% |

| MDO: Bisopil (4) | 10 |
|---|---|
| CORBIS (RMM) | 80% |
| CONCOR (ELE) | 20% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor (5) | 7 |
|---|---|
| **GADOCOR (GAD)** | **43%** |
| CORPRES (RMM) | 43% |
| NIDIB (B+L) | 14% |

| MDO: Sinlip | 7 |
|---|---|
| AMPLIAR (CSO) | 14% |
| TORIVAS (B+L) | 14% |
| LIPIFEN (RF2) | 14% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam | 7 |
|---|---|
| **ALPLAX + DIOCAM** | **71%** |
| ALPLAX (GAD) | 71% |
| CLONAGIN (B+L) | 29% |

| MDO: Gadolip | 2 |
|---|---|
| MAGNOFEN( B+L) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (19.4%)

| MDO: Filten (2) | 17 |
|---|---|
| **FILTEN (GAD)** | **29%** |
| CARVEDIL (BAG) | 29% |
| BIDECAR (B+L) | 18% |
| ISOBLOC (CSO) | 12% |

| MDO: Omnic Ocas | 1 |
|---|---|
| LOSTAM (T.L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E MIRANDA ALVARADO ALFREDO MARTIN (C.C) - CP: 1706 -- 91 prescripciones

### LANZAMIENTOS (80.2%)

| MDO: Aturen (1) | 69 |
|---|---|
| DIOSMIN (CVI) | 78% |
| DAFLON 500 (SVR) | 13% |
| DAFLON 1000 (SVR) | 6% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia (3) | 3 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

### 1° PROMOCION (13.2%)

| MDO: Alplax_D- (2) | 11 |
|---|---|
| **ALPLAX + DIOCAM** | **64%** |
| ALPLAX (GAD) | 45% |
| DIOCAM (GAD) | 18% |
| RIVOTRIL (B7I) | 18% |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (3.3%)

| MDO: Elafax (4) | 3 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

### RECORDATORIOS (3.3%)

| MDO: Somit (5) | 3 |
|---|---|
| DORCAN (MTP) | 67% |
| **TOTAL SOMIT** | **33%** |
| SOMIT (GAD) | 33% |

# FICHAS MEDICOS

## E MATOS SUSANA INES (CLM) - CP: 1708 -- 91 prescripciones

LANZAMIENTOS (2.2%)

| MDO: Nexdia (5) | 2 |
|---|---|
| EX3 (ARI) | 100% |
| **NEXDIA (GAD)** | **0%** |

1° PROMOCION (49.5%)

| MDO: Alplax_D- (1) | 43 |
|---|---|
| TRAPAX (PFZ) | 70% |
| **ALPLAX + DIOCAM** | **14%** |
| ALPLAX (GAD) | 9% |
| CLONAGIN (B+L) | 7% |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Gadolip | 1 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

2° PROMOCION (48.4%)

| MDO: Elafax (2) | 26 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Risperin (3) | 10 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

| MDO: Omnic Ocas (4) | 8 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E BERTOLA MARIA ELISA NORMA (GIN) - CP: 1708 -- 89 prescripciones

LANZAMIENTOS (61.8%)

| MDO: Gadoferol (1) | 34 |
|---|---|
| DEBLAX (RF2) | 56% |
| DEVISAL (B+L) | 35% |
| DEVISAL CB (B+L) | 6% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Reliveran Doxi (3) | 10 |
|---|---|
| EMETIC (DOG) | 70% |
| TUERIS (MLB) | 30% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Aturen | 5 |
|---|---|
| DAFLON 500 (SVR) | 80% |
| DAFLON 1000 (SVR) | 20% |
| **ATUREN (GAD)** | **0%** |

| MDO: Etabyx | 4 |
|---|---|
| CALLEXE (CSO) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

1° PROMOCION (38.2%)

| MDO: Damsel (2) | 16 |
|---|---|
| DIVINA (ELE) | 94% |
| **DAMSEL GAD** | **6%** |

| MDO: Damsella (4) | 6 |
|---|---|
| **DAMSELLA (GAD)** | **67%** |
| DIVA TOTAL (ELE) | 33% |

| MDO: Femiden (5) | 5 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: April | 5 |
|---|---|
| NORGESTREL PLUS (BEK) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Sinlip | 2 |
|---|---|
| **SINLIP (GAD)** | **100%** |

# FICHAS MEDICOS

## E SOCAS MAXIMILIANO NICOLAS (CLM) - CP: 1708 -- 86 prescripciones

### LANZAMIENTOS (5.8%)

| MDO: Gadoferol (3) | 4 |
|---|---|
| SUBICAL (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| VALSALEP (LEP) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (91.9%)

| MDO: L. Gastr- (1) | 63 |
|---|---|
| PANTOMETYL 40 (S+N) | 46% |
| PANTUS (B+L) | 19% |
| **GASTROMAX TOTAL** | **16%** |
| GASTROMAX (GAD) | 16% |

| MDO: Gadolip (2) | 5 |
|---|---|
| MINUSLIP (TEV) | 60% |
| PROCETOKEN( BEB) | 20% |
| DAUNLIP (MTP) | 20% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Sinlip (4) | 4 |
|---|---|
| AMPLIAR (CSO) | 50% |
| **SINLIP (GAD)** | **25%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2º PROMOCION (2.3%)

| MDO: Allopurin- (5) | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

## E ROSA ALEJANDRO DIEGO (GIN) - CP: 1744 -- 84 prescripciones

### LANZAMIENTOS (3.6%)

| MDO: Gadoferol | 2 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (70.2%)

| MDO: Damsel (1) | 25 |
|---|---|
| YASMIN (BAY) | 60% |
| **DAMSEL GAD** | **16%** |
| DIVINA (ELE) | 16% |
| KALA (BEB) | 8% |

| MDO: Femiden (3) | 16 |
|---|---|
| **FEMIDEN (GAD)** | **56%** |
| AMAPOLI (BEB) | 44% |

| MDO: Damsella (4) | 6 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Sinlip (5) | 3 |
|---|---|
| ROVARTAL (RMM) | 67% |
| NORMOLIPOL (LEP) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Alplax_Diocam | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April | 2 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL ZOMARIST | 100% |
| **TOTAL XELEVIA** | **0%** |

### 2º PROMOCION (23.8%)

| MDO: Rubi (2) | 20 |
|---|---|
| **RUBI (GAD)** | **95%** |
| QLAIRA (BAY) | 5% |

### RECORDATORIOS (2.4%)

| MDO: Calcimax | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E IRIBARNE DAVALOS LUIS RODOLFO HIPOLITO PEDRO (CIR) - CP: 1708 -- 82 prescripciones

### LANZAMIENTOS (39.0%)

| MDO: Aturen (2) | 14 |
|---|---|
| DAFLON 500 (SVR) | 43% |
| TERBENOL UD (BEB) | 43% |
| DAFLON 1000 (SVR) | 7% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax (4) | 10 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Sinlip EZ | 6 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| TRIP D3 (CVI) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (59.8%)

| MDO: April (1) | 15 |
|---|---|
| FEMEXIN-28 (ELE) | 60% |
| FEMEXIN (ELE) | 40% |
| **APRIL (GAD)** | **0%** |

| MDO: Gadocor (3) | 10 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Sinlip (5) | 8 |
|---|---|
| REOVEX (B+L) | 50% |
| LIPEX (ELE) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Femiden | 6 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **60%** |
| DIOCAM (GAD) | 60% |
| CLONAGIN (B+L) | 20% |
| LEXOTANIL (B7I) | 20% |

| MDO: Damsel | 3 |
|---|---|
| KIRUM (RF2) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

## ✔ E SBARBATI SILVIA DELIA (CLM) - CP: 1744 -- 80 prescripciones

### LANZAMIENTOS (7.5%)

| MDO: Paliax | 4 |
|---|---|
| DIOVAN (SIE) | 75% |
| DILCORAN (CSO) | 25% |
| **PALIAX (GAD)** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **100%** |

### 1° PROMOCION (76.2%)

| MDO: Alplax_D- (1) | 15 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| CLONAGIN (B+L) | 33% |
| DIOCAM (GAD) | 27% |
| NEURYL (BAG) | 20% |

| MDO: Damsel (2) | 14 |
|---|---|
| KALA (BEB) | 93% |
| JADE (CVI) | 7% |
| **DAMSEL GAD** | **0%** |

| MDO: Sinlip (3) | 9 |
|---|---|
| **SINLIP (GAD)** | **44%** |
| LIPEX (ELE) | 33% |
| REOVEX (B+L) | 22% |

| MDO: Diabesil (4) | 8 |
|---|---|
| TOTAL DBI | 62% |
| **TOTAL DIABESIL** | **38%** |
| DIABESIL AP 850 | 38% |

| MDO: Bisopil (5) | 6 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

| MDO: Damsella | 3 |
|---|---|
| JADE MD24 (CVI) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: L. Gastromax | 3 |
|---|---|
| PANTUS (B+L) | 67% |
| **GASTROMAX TOTAL** | **33%** |
| GASTROMAX MAGNES (G- | 33% |

| MDO: Gadolip | 2 |
|---|---|
| MINUSLIP (TEV) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (11.2%)

| MDO: Elafax | 5 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Rubi | 2 |
|---|---|
| **RUBI (GAD)** | **100%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CONCI FRANCO MATIAS JAVIER (CLM) - CP: 1706 -- 80 prescripciones

### LANZAMIENTOS (16.2%)

| MDO: Aturen (5) | 7 | MDO: Paliax | 3 | MDO: Gadoferol | 2 | MDO: Sinlip EZ | 1 |
|---|---|---|---|---|---|---|---|
| DAFLON 1000 (SVR) | 86% | VALSALEP (LEP) | 67% | DEVISAL CB (B+L) | 100% | REOVEX EZ (B+L) | 100% |
| TERBENOL DUO (BEB) | 14% | DIOVAN (SIE) | 33% | **GADOFEROL TOTAL** | **0%** | **SINLIP EZ (GAD)** | **0%** |
| **ATUREN (GAD)** | **0%** | **PALIAX (GAD)** | **0%** | | | | |

### 1° PROMOCION (75.0%)

| MDO: Alplax_D- (1) | 23 | MDO: Sinlip (2) | 8 | MDO: Gadolip (3) | 8 | MDO: Xelevia (4) | 7 | MDO: Diabesil | 6 | MDO: Paxon | 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LEXOTANIL (B7I) | 35% | **SINLIP (GAD)** | **25%** | **GADOLIP (GAD)** | **75%** | TOTAL GALVUS | 57% | TOTAL DBI | 83% | LOSACOR (RMM) | 100% |
| CLONAGIN (B+L) | 30% | TORIVAS (B+L) | 25% | MINUSLIP (TEV) | 12% | **TOTAL XELEVIA** | **14%** | TOTAL ISLOTIN | 17% | **PAXON TOTAL** | **0%** |
| **ALPLAX + DIOCAM** | **17%** | HIPOLIPOL (CSO) | 12% | MAGNOFEN( B+L) | 12% | XELEVIA MET (GAD) | 14% | **TOTAL DIABESIL** | **0%** | | |
| ALPLAX (GAD) | 9% | | | | | TOTAL GLUCEMIX | 14% | | | | |

| MDO: Omecap 90 | 2 | MDO: L. Gastromax | 1 | MDO: Bisopil | 1 |
|---|---|---|---|---|---|
| REGULIP (RF2) | 100% | PANTUS (B+L) | 100% | CORBIS (RMM) | 100% |
| **OMECAP 90 (GAD)** | **0%** | **GASTROMAX TOTAL** | **0%** | **BISOPIL (GAD)** | **0%** |

### 2° PROMOCION (8.8%)

| MDO: Filten | 4 | MDO: Omnic Ocas | 2 | MDO: Allopurinol | 1 |
|---|---|---|---|---|---|
| **FILTEN (GAD)** | **75%** | REDUPROST (RF2) | 100% | ALLOPURINOL CRAVER (C- | 100% |
| ISOBLOC (CSO) | 25% | **OMNIC OCAS (GAD)** | **0%** | **ALLOPURINOL GADOR (G-** | **0%** |

## ✔ E CARRERA GABRIEL (CRD) - CP: 1706 -- 79 prescripciones

### LANZAMIENTOS (8.9%)

| MDO: Paliax | 5 | MDO: Aturen | 2 |
|---|---|---|---|
| DIOVAN (SIE) | 100% | TERBENOL DUO (BEB) | 100% |
| **PALIAX (GAD)** | **0%** | **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (65.8%)

| MDO: Alplax_D- (1) | 20 | MDO: Sinlip (3) | 6 | MDO: Bisopil (4) | 5 | MDO: Gadolip (5) | 5 | MDO: Gadocor | 4 | MDO: Paxon | 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CLONAGIN (B+L) | 65% | ROSUVAST (BAG) | 67% | CORBIS (RMM) | 80% | MINUSLIP (TEV) | 60% | **GADOCOR (GAD)** | **100%** | NITEN (TEV) | 100% |
| **ALPLAX + DIOCAM** | **10%** | **SINLIP (GAD)** | **17%** | CONCOR (ELE) | 20% | **GADOLIP (GAD)** | **20%** | | | **PAXON TOTAL** | **0%** |
| ALPLAX (GAD) | 10% | HIPOLIPOL (CSO) | 17% | **BISOPIL (GAD)** | **0%** | LIPOMAX (BAG) | 20% | | | | |
| TRAPAX (PFZ) | 10% | | | | | | | | | | |

| MDO: Diabesil | 3 | MDO: April | 3 | MDO: Damsel | 2 |
|---|---|---|---|---|---|
| TOTAL DBI | 100% | **APRIL (GAD)** | **67%** | KALA (BEB) | 100% |
| **TOTAL DIABESIL** | **0%** | TRIDESTAN N (GAD) | 33% | **DAMSEL GAD** | **0%** |

### 2° PROMOCION (25.3%)

| MDO: Allopurin- (2) | 15 | MDO: Omnic Ocas | 4 | MDO: Foxetin | 1 |
|---|---|---|---|---|---|
| **ALLOPURINOL GADOR (G-** | **87%** | TANSILOPROST (FIN) | 100% | **FOXETIN (GAD)** | **100%** |
| ALLOPURINOL CRAVER (C- | 13% | **OMNIC OCAS (GAD)** | **0%** | | |

# FICHAS MEDICOS

## ✔ E BRITOS ALFREDO RAMON (CLM) - CP: 1708 -- 78 prescripciones

### LANZAMIENTOS (30.8%)

| MDO: Gadoferol (2) | 16 |
|---|---|
| **GADOFEROL TOTAL** | **50%** |
| GADOFEROL (GAD) | 50% |
| RAQUIFEROL D3 (RMM) | 38% |
| DEVISAL CB (B+L) | 12% |

| MDO: Paliax (5) | 8 |
|---|---|
| SARVAL (B+L) | 50% |
| DILCORAN (CSO) | 50% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (52.6%)

| MDO: Sinlip (1) | 24 |
|---|---|
| REOVEX (B+L) | 46% |
| ROVARTAL (RMM) | 38% |
| HIPOLIPOL (CSO) | 17% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 9 |
|---|---|
| CLONAGIN (B+L) | 67% |
| RIVOTRIL (B7I) | 33% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil | 7 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

### 2° PROMOCION (1.3%)

| MDO: Filten | 1 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

### RECORDATORIOS (10.3%)

| MDO: Somit (4) | 8 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E MAZZOLA SANDRA VIVIANA (CLM) - CP: 1706 -- 78 prescripciones

### LANZAMIENTOS (2.6%)

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (74.4%)

| MDO: Diabesil (1) | 15 |
|---|---|
| TOTAL ISLOTIN | 87% |
| **TOTAL DIABESIL** | **13%** |
| DIABESIL | 13% |

| MDO: Xelevia (2) | 14 |
|---|---|
| TOTAL TRAYENTA | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon (3) | 14 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam (4) | 10 |
|---|---|
| RIVOTRIL (B7I) | 20% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Gadocor | 5 |
|---|---|
| SYNCROCOR (TEV) | 100% |
| **GADOCOR (GAD)** | **0%** |

### 2° PROMOCION (2.6%)

| MDO: Omnic O- | 2 |
|---|---|
| PROSTOKLAR (B+L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

### RECORDATORIOS (7.7%)

| MDO: Somit (5) | 6 |
|---|---|
| DORMILAN (B+L) | 67% |
| **TOTAL SOMIT** | **33%** |
| SOMIT (GAD) | 33% |

## E RADA GUAMAN GIOVANNI ABEL (GIN) - CP: 1744 -- 78 prescripciones

### 1° PROMOCION (100.0%)

| MDO: Damsel (1) | 46 |
|---|---|
| UMMA (BEK) | 43% |
| **DAMSEL GAD** | **26%** |
| KALA (BEB) | 15% |
| KIRUM (RF2) | 15% |

| MDO: April (2) | 26 |
|---|---|
| **APRIL (GAD)** | **54%** |
| FEMEXIN-28 (ELE) | 23% |
| ELEKTRA (CVI) | 23% |

| MDO: Damsella (3) | 6 |
|---|---|
| JADE MD24 (CVI) | 100% |
| **DAMSELLA (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E KATOVSKY DEBORA JUDIT (GIN) - CP: 1708 -- 77 prescripciones

### LANZAMIENTOS (51.9%)

| MDO: Gadoferol (1) | 25 |
|---|---|
| DEBLAX (RF2) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (4) | 12 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi | 3 |
|---|---|
| TUERIS (MLB) | 67% |
| DETIXOL (CSO) | 33% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (31.2%)

| MDO: Damsel (2) | 13 |
|---|---|
| ISIS (SIE) | 46% |
| DIVINA (ELE) | 31% |
| KIRUM (RF2) | 23% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (5) | 6 |
|---|---|
| FEMALVI (RF2) | 67% |
| MIRANDA (ELE) | 33% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Sinlip | 3 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

### RECORDATORIOS (16.9%)

| MDO: Calcimax (3) | 13 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

## ✔ E CHOCLIN WALDO DAMIAN (GIN) - CP: 1708 -- 76 prescripciones

### LANZAMIENTOS (25.0%)

| MDO: Gadoferol (2) | 10 |
|---|---|
| TESTRI CB (ELE) | 50% |
| TRIP D3 (CVI) | 40% |
| DEVISAL CB (B+L) | 10% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen (5) | 7 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (65.8%)

| MDO: Damsella (1) | 20 |
|---|---|
| DIVA TOTAL (ELE) | 60% |
| ISIS MINI 24 (SIE) | 30% |
| KALA MD 24 (BEB) | 10% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (3) | 8 |
|---|---|
| MIRANDA (ELE) | 75% |
| AMAPOLI (BEB) | 25% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: April (4) | 8 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Sinlip | 6 |
|---|---|
| AMPLIAR (CSO) | 50% |
| NORMOLIPOL (LEP) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 67% |
| PRISONIL (LEP) | 33% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Damsel | 2 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

### 2° PROMOCION (9.2%)

| MDO: Myrbetric | 2 |
|---|---|
| **MYRBETRIC (GAD)** | **100%** |

| MDO: Allopurinol | 2 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Elafax | 2 |
|---|---|
| EFEXOR (PFZ) | 100% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E ROVERE CARLA (GIN) - CP: 1708 -- 75 prescripciones

### LANZAMIENTOS (28.0%)

| MDO: Fucsia (3) | 10 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **80%** |
| ISIS FREE S/ESTROG (SIE) | 20% |

| MDO: Paliax (5) | 9 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| OSTEODYN (MTP) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (72.0%)

| MDO: Femiden (1) | 22 |
|---|---|
| **FEMIDEN (GAD)** | **50%** |
| MIRANDA (ELE) | 50% |

| MDO: Damsel (2) | 16 |
|---|---|
| **DAMSEL GAD** | **44%** |
| DIVINA (ELE) | 25% |
| KALA (BEB) | 25% |
| ISIS (SIE) | 6% |

| MDO: Alplax_Diocam (4) | 10 |
|---|---|
| VALIUM (SIE) | 70% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella | 2 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| NEBILET (SIE) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E MIGLIORETTI GABRIELA FERNANDA (T.I) - CP: 1708 -- 75 prescripciones

### LANZAMIENTOS (6.7%)

| MDO: Aturen | 5 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (84.0%)

| MDO: Alplax_D- (1) | 22 |
|---|---|
| **ALPLAX + DIOCAM** | **64%** |
| ALPLAX (GAD) | 59% |
| NEURYL (BAG) | 14% |
| CLONAGIN (B+L) | 9% |

| MDO: Diabesil (2) | 16 |
|---|---|
| TOTAL DBI | 56% |
| MEDOBIS LZA | 31% |
| TOTAL METGLUCON | 6% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon (3) | 15 |
|---|---|
| VASEXTEN (BEB) | 67% |
| LOSACOR (RMM) | 27% |
| FENSARTAN ELEA (ELE) | 7% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (4) | 9 |
|---|---|
| **SINLIP (GAD)** | **33%** |
| NORMOLIPOL (LEP) | 22% |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

### 2° PROMOCION (9.3%)

| MDO: Filten (5) | 5 |
|---|---|
| **FILTEN (GAD)** | **60%** |
| CARVEDIL (BAG) | 40% |

| MDO: Foxetin | 2 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E COVANTI SANDRA CRISTINA (GET) - CP: 1706 -- 74 prescripciones

### LANZAMIENTOS (14.9%)

| MDO: Gadoferol (3) | 7 |
|---|---|
| DEBLAX (RF2) | 57% |
| RAQUIFEROL D3 (RMM) | 29% |
| OSTEODYN (MTP) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Etabyx | 2 |
|---|---|
| LEVECOM (B+L) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (68.9%)

| MDO: Alplax_D- (1) | 19 |
|---|---|
| CLONAGIN (B+L) | 21% |
| CLONAGIN SL (B+L) | 11% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Paxon (2) | 16 |
|---|---|
| PRISONIL (LEP) | 88% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax | 4 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Deslafax | 4 |
|---|---|
| DROSIX (B+L) | 50% |
| VELDEX (CSO) | 50% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip | 3 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (13.5%)

| MDO: Elafax (4) | 6 |
|---|---|
| QUILAREX XR (ARI) | 83% |
| SESAREN (RMM) | 17% |
| **ELAFAX (GAD)** | **0%** |

| MDO: Allopurinol (5) | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

### RECORDATORIOS (2.7%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E GONZALEZ CAROZZI ILLAN DIEGO ENRIQUE (CLM) - CP: 1708 -- 74 prescripciones

### LANZAMIENTOS (12.2%)

| MDO: Fucsia (4) | 8 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (68.9%)

| MDO: Damsel (1) | 34 |
|---|---|
| DIVINA (ELE) | 50% |
| KALA (BEB) | 29% |
| ISIS (SIE) | 15% |
| **DAMSEL GAD** | **6%** |

| MDO: Damsella (3) | 11 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April (5) | 4 |
|---|---|
| NORGESTREL PLUS (BEK) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

### 2° PROMOCION (18.9%)

| MDO: Rubi (2) | 14 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E SPANGENBERG VIVIANA BEATRIZ (CLM) - CP: 1708 -- 69 prescripciones

### LANZAMIENTOS (17.4%)

| MDO: Gadoferol (4) | 7 |
|---|---|
| ORAVIL (TPQ) | 71% |
| OSTEODYN (MTP) | 29% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Etabyx | 3 |
|---|---|
| VECETAM (RC5) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (56.5%)

| MDO: Alplax_D- (1) | 17 |
|---|---|
| NEURYL (BAG) | 53% |
| CLONAGIN (B+L) | 35% |
| **ALPLAX + DIOCAM** | **6%** |
| ALPLAX (GAD) | 6% |

| MDO: Sinlip (2) | 15 |
|---|---|
| **SINLIP (GAD)** | **27%** |
| NORMOLIPOL (LEP) | 27% |
| LIPITOR (PFZ) | 13% |
| ROVARTAL (RMM) | 7% |

| MDO: Bisopil (5) | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Divalprex | 1 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Gadolip | 1 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (26.1%)

| MDO: Elafax (3) | 14 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Filten | 2 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 2 |
|---|---|
| TANSILOPROST RET (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## E SANCHOLUZ JORGE AUGUSTO (OFT) - CP: 1744 -- 68 prescripciones

### 1° PROMOCION (16.2%)

| MDO: Alplax_D- (2) | 6 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Bisopil (3) | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil (4) | 2 |
|---|---|
| TOTAL DBI | 50% |
| **TOTAL DIABESIL** | **0%** |

### RECORDATORIOS (83.8%)

| MDO: Somit (1) | 57 |
|---|---|
| **TOTAL SOMIT** | **63%** |
| SOMIT (GAD) | 63% |
| REM CHOBET (SUE) | 37% |

# FICHAS MEDICOS

## ✔ E DESCALZO CARLOS VICTOR (GIN) - CP: 1708 -- 67 prescripciones

### LANZAMIENTOS (14.9%)

| MDO: Gadoferol (2) | 6 |
|---|---|
| ORAVIL (TPQ) | 33% |
| OSTEODYN (MTP) | 33% |
| DEVISAL CB (B+L) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 3 |
|---|---|
| DIPEMINA (LZA) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 1 |
|---|---|
| TONVAL (CVI) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (70.1%)

| MDO: Damsel (1) | 32 |
|---|---|
| **DAMSEL GAD** | **38%** |
| DIVINA (ELE) | 28% |
| KALA (BEB) | 25% |
| MAXIMA (P0F) | 6% |

| MDO: Sinlip (3) | 5 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Damsella (4) | 4 |
|---|---|
| YAZ (BAY) | 50% |
| KALA MD 24 (BEB) | 50% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (5) | 4 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 50% |
| TOTAL GLUCOPHAGE | 50% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (4.5%)

| MDO: Rubi | 3 |
|---|---|
| **RUBI (GAD)** | **100%** |

## ✔ E DE BENEDETTO LAURA EDITH (GIN) - CP: 1708 -- 64 prescripciones

### LANZAMIENTOS (57.8%)

| MDO: Gadoferol (1) | 28 |
|---|---|
| DEVISAL (B+L) | 75% |
| DEVISAL CB (B+L) | 14% |
| **GADOFEROL TOTAL** | **11%** |
| GADOFEROL (GAD) | 11% |

| MDO: Fucsia (5) | 3 |
|---|---|
| SLINDA (ELE) | 67% |
| **FUCSIA S/ESTROGENO (G-** | **33%** |

| MDO: Nexdia | 2 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Reliveran Doxi | 2 |
|---|---|
| TONVAL (CVI) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

### 1° PROMOCION (39.1%)

| MDO: Damsel (2) | 9 |
|---|---|
| YASMIN (BAY) | 44% |
| DIVINA (ELE) | 33% |
| UMMA (BEK) | 22% |
| **DAMSEL GAD** | **0%** |

| MDO: L. Gastromax (3) | 9 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil (4) | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| CLONAGIN (B+L) | 67% |
| RIVOTRIL (B7I) | 33% |
| **ALPLAX + DIOCAM** | **0%** |

### 2° PROMOCION (3.1%)

| MDO: Filten | 2 |
|---|---|
| VERATEN (ELE) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PARRAGA MEZA DAVID ALFONSO (CRD) - CP: 1708 -- 64 prescripciones

1° PROMOCION (75.0%)

| MDO: Alplax_D- (1) | 22 |
|---|---|
| NEURYL (BAG) | 64% |
| TRANQUINAL (BAG) | 32% |
| **ALPLAX + DIOCAM** | **5%** |
| ALPLAX (GAD) | 5% |

| MDO: Bisopil (2) | 12 |
|---|---|
| CORBIS (RMM) | 67% |
| BICARDIL (B+L) | 33% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (5) | 7 |
|---|---|
| ROSUVAST (BAG) | 57% |
| **SINLIP (GAD)** | **14%** |

| MDO: Paxon | 5 |
|---|---|
| FENSARTAN ELEA (ELE) | 80% |
| LOPLAC (CSO) | 20% |
| **PAXON TOTAL** | **0%** |

| MDO: Gadocor | 2 |
|---|---|
| **GADOCOR (GAD)** | **100%** |

2° PROMOCION (25.0%)

| MDO: Filten (3) | 9 |
|---|---|
| DILATREND (SIE) | 67% |
| **FILTEN (GAD)** | **22%** |
| CARVEDIL (BAG) | 11% |

| MDO: Foxetin (4) | 7 |
|---|---|
| NEUPAX (BAG) | 100% |
| **FOXETIN (GAD)** | **0%** |

## ✔ E COLOME OLIVIERI LAURA (GIN) - CP: 1708 -- 63 prescripciones

LANZAMIENTOS (57.1%)

| MDO: Gadoferol (1) | 32 |
|---|---|
| SUBICAL (BEB) | 94% |
| SUBICAL CB (BEB) | 6% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax (4) | 4 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

1° PROMOCION (42.9%)

| MDO: Diabesil (2) | 14 |
|---|---|
| TOTAL DBI | 86% |
| TOTAL GLUCOPHAGE | 14% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel (3) | 10 |
|---|---|
| YASMIN (BAY) | 80% |
| KALA (BEB) | 20% |
| **DAMSEL GAD** | **0%** |

| MDO: April (5) | 2 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E ZUNINO MARIA LUJAN (NEF) - CP: 1706 -- 62 prescripciones

**LANZAMIENTOS (11.3%)**

| MDO: Gadoferol | 5 |
|---|---|
| ORAVIL (TPQ) | 40% |
| SUBICAL (BEB) | 40% |
| DEBLAX (RF2) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| EX3 (ARI) | 100% |
| **NEXDIA (GAD)** | **0%** |

**1° PROMOCION (62.9%)**

| MDO: Diabesil (1) | 12 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (2) | 10 |
|---|---|
| **ALPLAX + DIOCAM** | **70%** |
| ALPLAX (GAD) | 70% |

| MDO: Sinlip (4) | 9 |
|---|---|
| AMPLIAR (CSO) | 33% |
| REOVEX (B+L) | 11% |
| TORIVAS (B+L) | 11% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gavin (5) | 8 |
|---|---|
| PREBICTAL (RF2) | 50% |
| AXUAL (TEV) | 25% |
| MYSTIKA (RC5) | 25% |
| **GAVIN (GAD)** | **0%** |

**2° PROMOCION (25.8%)**

| MDO: Filten (3) | 9 |
|---|---|
| **FILTEN (GAD)** | **33%** |
| BIDECAR (B+L) | 33% |
| DILATREND (SIE) | 22% |
| CARVEDIL (BAG) | 11% |

| MDO: Allopurinol | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| **OMNIC OCAS (GAD)** | **100%** |

## ✔ E PICASSO MARIA AMALIA (CLM) - CP: 1708 -- 60 prescripciones

**LANZAMIENTOS (13.3%)**

| MDO: Bexaban (3) | 6 |
|---|---|
| XAROBAN (RF2) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| **PALIAX (GAD)** | **100%** |

**1° PROMOCION (86.7%)**

| MDO: Damsel (1) | 40 |
|---|---|
| DIVINA (ELE) | 55% |
| KALA (BEB) | 35% |
| **DAMSEL GAD** | **5%** |
| UMMA (BEK) | 5% |

| MDO: April (2) | 7 |
|---|---|
| FEMEXIN (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Damsella (4) | 2 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Sinlip (5) | 2 |
|---|---|
| TORIVAS (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| PRISONIL (LEP) | 100% |
| **PAXON TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E NETEL JACOBO SIMON (CLM) - CP: 1708 -- 58 prescripciones

**LANZAMIENTOS (43.1%)**

| MDO: Gadoferol (1) | 18 |
|---|---|
| ORAVIL (TPQ) | 67% |
| DEVISAL (B+L) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax (4) | 7 |
|---|---|
| DILCORAN (CSO) | 86% |
| ALPERTAN (RF2) | 14% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (56.9%)**

| MDO: Alplax_D- (2) | 17 |
|---|---|
| CLONAGIN (B+L) | 53% |
| TENSIUM (B+L) | 29% |
| **ALPLAX + DIOCAM** | **18%** |
| ALPLAX (GAD) | 18% |

| MDO: Gavin (3) | 11 |
|---|---|
| LINPREL (B+L) | 36% |
| PLENICA (RMM) | 18% |
| PGB (SIE) | 18% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia (5) | 2 |
|---|---|
| TOTAL VILZER | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

## ✔ E CRUDO JESICA VANESA (CLM) - CP: 1708 -- 58 prescripciones

**1° PROMOCION (63.8%)**

| MDO: Diabesil (2) | 20 |
|---|---|
| TOTAL DBI | 60% |
| **TOTAL DIABESIL** | **40%** |
| DIABESIL AP 850 | 40% |

| MDO: Alplax_Diocam (3) | 11 |
|---|---|
| TRANQUINAL (BAG) | 64% |
| NEURYL (BAG) | 36% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Sinlip (4) | 6 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

**2° PROMOCION (36.2%)**

| MDO: Filten (1) | 21 |
|---|---|
| **FILTEN (GAD)** | **86%** |
| BIDECAR (B+L) | 14% |

# FICHAS MEDICOS

## E CERIANI PABLO MARTIN (GIN) - CP: 1708 -- 58 prescripciones

LANZAMIENTOS (34.5%)

| MDO: Reliveran (3) | 13 |
|---|---|
| EMETIC (DOG) | 69% |
| TUERIS (MLB) | 15% |
| DETIXOL (CSO) | 15% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Fucsia (4) | 4 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Gadoferol (5) | 3 |
|---|---|
| RAQUIFEROL D3 (RMM) | 67% |
| DEVISAL CB (B+L) | 33% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (63.8%)

| MDO: Damsel (1) | 15 |
|---|---|
| KALA (BEB) | 67% |
| **DAMSEL GAD** | **27%** |
| JADE (CVI) | 7% |

| MDO: Femiden (2) | 13 |
|---|---|
| MIRANDA (ELE) | 85% |
| AMAPOLI (BEB) | 15% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Paxon | 3 |
|---|---|
| PRESIMAX (BAG) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| RIVOTRIL (B7I) | 33% |
| VALIUM (SIE) | 33% |

| MDO: April | 3 |
|---|---|
| **APRIL (GAD)** | **100%** |

RECORDATORIOS (1.7%)

| MDO: Calcimax | 1 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

## E VIVIANI NESTOR CARLOS (PED) - CP: 1708 -- 57 prescripciones

1° PROMOCION (100.0%)

| MDO: Gavin (1) | 57 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

## E CANTO ALAN CHRISTIAN (CLM) - CP: 1708 -- 57 prescripciones

LANZAMIENTOS (57.9%)

| MDO: Gadoferol (1) | 33 |
|---|---|
| ORAVIL (TPQ) | 48% |
| SUBICAL (BEB) | 30% |
| RAQUIFEROL D3 (RMM) | 12% |
| **GADOFEROL TOTAL** | **3%** |

RECORDATORIOS (42.1%)

| MDO: Calcimax (2) | 24 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 67% |
| CALCIMAX (GAD) | 33% |

# FICHAS MEDICOS

## E PINTO DIEGO EDUARDO (CIR) - CP: 1744 -- 55 prescripciones

### LANZAMIENTOS (43.6%)

| MDO: Bexaban (2) | 12 |
|---|---|
| XARELTO (BAY) | 92% |
| ELIQUIS (PFZ) | 8% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Aturen (3) | 11 |
|---|---|
| DAFLON 1000 (SVR) | 91% |
| VEDIPAL (RF2) | 9% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (54.5%)

| MDO: Sinlip (1) | 16 |
|---|---|
| **SINLIP (GAD)** | **31%** |
| TORIVAS (B+L) | 19% |
| CRESTOR (AZN) | 19% |
| ROSUVAST (BAG) | 12% |

| MDO: L. Gastromax (4) | 5 |
|---|---|
| PANTUS (B+L) | 80% |
| PANTOP (RF2) | 20% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Bisopil (5) | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| CLONAGIN (B+L) | 33% |
| NEURYL (BAG) | 33% |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (1.8%)

| MDO: Omnic O- | 1 |
|---|---|
| PROSTOKLAR (B+L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E AGUIRRE NESTOR GUSTAVO (NEF) - CP: 1706 -- 54 prescripciones

### LANZAMIENTOS (9.3%)

| MDO: Paliax (5) | 3 |
|---|---|
| ALPERTAN (RF2) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| ALIVIAFLEB (DEN) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (83.3%)

| MDO: Bisopil (1) | 15 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 13 |
|---|---|
| **ALPLAX + DIOCAM** | **46%** |
| DIOCAM (GAD) | 46% |
| CLONAGIN (B+L) | 23% |
| VALIUM (SIE) | 23% |

| MDO: Paxon (3) | 10 |
|---|---|
| LOSACOR (RMM) | 70% |
| PRESIMAX (BAG) | 20% |
| **PAXON TOTAL** | **10%** |
| PAXON | 10% |

| MDO: Gavin (4) | 5 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL JANUMET | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2° PROMOCION (5.6%)

| MDO: Filten | 2 |
|---|---|
| **FILTEN (GAD)** | **100%** |

| MDO: Allopurinol | 1 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

# FICHAS MEDICOS

## ✔ E CIMERMAN LEONARDO MARCELO (CRD) - CP: 1708 -- 53 prescripciones

### LANZAMIENTOS (35.8%)

| MDO: Paliax (2) | 16 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen (4) | 3 |
|---|---|
| DIPEMINA (LZA) | 67% |
| DAFLON 500 (SVR) | 33% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (47.2%)

| MDO: Alplax_D- (1) | 17 |
|---|---|
| TRANQUINAL (BAG) | 47% |
| NEURYL (BAG) | 29% |
| CLONAGIN (B+L) | 12% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Bisopil (3) | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: L. Gastromax | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

### 2° PROMOCION (5.7%)

| MDO: Filten (5) | 2 |
|---|---|
| BIDECAR (B+L) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Neurobiletan 600 | 1 |
|---|---|
| TINACTOL (CSO) | 100% |
| **NEURO BILETAN (GAD)** | **0%** |

### RECORDATORIOS (3.8%)

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E MARTINEZ EDITH ANALIA (GIN) - CP: 1708 -- 50 prescripciones

### LANZAMIENTOS (64.0%)

| MDO: Gadoferol (1) | 25 |
|---|---|
| DEVISAL CB (B+L) | 20% |
| TESTRI CB (ELE) | 20% |
| SUBICAL (BEB) | 16% |
| **GADOFEROL TOTAL** | **8%** |

| MDO: Fucsia (3) | 6 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (36.0%)

| MDO: Damsel (2) | 9 |
|---|---|
| DIVINA (ELE) | 44% |
| KALA (BEB) | 33% |
| YASMIN (BAY) | 22% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (4) | 3 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 2 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Damsella | 1 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: April | 1 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CANEVARI MARIO (CLM) - CP: 1706 -- 50 prescripciones

LANZAMIENTOS (96.0%)

| MDO: Aturen (1) | 48 |
|---|---|
| DAFLON 1000 (SVR) | 88% |
| DAFLON 500 (SVR) | 10% |
| VEDIPAL (RF2) | 2% |
| **ATUREN (GAD)** | **0%** |

1° PROMOCION (2.0%)

| MDO: Alplax_D- (2) | 1 |
|---|---|
| TRAPAX (PFZ) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## E ROMANO FABIAN ALBERTO (HEM) - CP: 1706 -- 50 prescripciones

LANZAMIENTOS (6.0%)

| MDO: Gadoferol | 1 |
|---|---|
| TESTRI CB (ELE) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| **SINLIP EZ (GAD)** | **100%** |

| MDO: Aturen | 1 |
|---|---|
| ALIVIAFLEB (DEN) | 100% |
| **ATUREN (GAD)** | **0%** |

1° PROMOCION (70.0%)

| MDO: Sinlip (1) | 11 |
|---|---|
| LIPITOR (PFZ) | 36% |
| TORIVAS (B+L) | 9% |
| **SINLIP (GAD)** | **0%** |

| MDO: Omecap 90 (2) | 9 |
|---|---|
| **OMECAP 90 (GAD)** | **100%** |

| MDO: Alplax_Diocam (3) | 9 |
|---|---|
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| CLONAGIN (B+L) | 22% |
| VALIUM (SIE) | 22% |

| MDO: L. Gastromax (5) | 5 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Damsel | 1 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

2° PROMOCION (20.0%)

| MDO: Filten (4) | 7 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Rubi | 3 |
|---|---|
| AZUCENA (BEB) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PESSACQ LAURA CONSTANZA (CLM) - CP: 1708 -- 48 prescripciones

**LANZAMIENTOS (39.6%)**

| MDO: Fucsia (2) | 12 |
|---|---|
| SLINDA (ELE) | 67% |
| **FUCSIA S/ESTROGENO (G-** | **17%** |
| ISIS FREE S/ESTROG (SIE) | 17% |

| MDO: Gadoferol (3) | 5 |
|---|---|
| DEVISAL (B+L) | 60% |
| DEBLAX (RF2) | 40% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 2 |
|---|---|
| COROSAN (ELE) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (56.2%)**

| MDO: Damsel (1) | 21 |
|---|---|
| KIRUM (RF2) | 57% |
| JADE (CVI) | 33% |
| **DAMSEL GAD** | **10%** |

| MDO: Femiden (4) | 4 |
|---|---|
| AMAPOLI (BEB) | 50% |
| SIGNORINA (CVI) | 50% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NEBICOR (LZA) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

**2° PROMOCION (4.2%)**

| MDO: Omnic O- (5) | 2 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E FURIO GUSTAVO GABRIEL (CLM) - CP: 1708 -- 48 prescripciones

**LANZAMIENTOS (37.5%)**

| MDO: Paliax (2) | 11 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

| MDO: Aturen (5) | 7 |
|---|---|
| DAFLON 500 (SVR) | 57% |
| DIPEMINA (LZA) | 43% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (62.5%)**

| MDO: Bisopil (1) | 11 |
|---|---|
| CONCOR (ELE) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Damsel (3) | 8 |
|---|---|
| **DAMSEL GAD** | **100%** |

| MDO: L. Gastromax (4) | 8 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Paxon | 3 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E BELOQUI MARIA PATRICIA (CLM) - CP: 1708 -- 48 prescripciones

### LANZAMIENTOS (41.7%)

| MDO: Reliveran (2) | 15 |
|---|---|
| EMETIC (DOG) | 60% |
| DETIXOL (CSO) | 27% |
| TUERIS (MLB) | 13% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Gadoferol (5) | 3 |
|---|---|
| ORAVIL (TPQ) | 67% |
| DEBLAX (RF2) | 33% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia | 2 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

### 1° PROMOCION (58.3%)

| MDO: Damsel (1) | 20 |
|---|---|
| DIVINA (ELE) | 80% |
| **DAMSEL GAD** | **10%** |
| KALA (BEB) | 5% |
| YASMIN (BAY) | 5% |

| MDO: Femiden (3) | 4 |
|---|---|
| AMAPOLI (BEB) | 75% |
| MIRANDA (ELE) | 25% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (4) | 3 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

## ✔ E DEVOLI ADRIAN PABLO (CLM) - CP: 1708 -- 46 prescripciones

### LANZAMIENTOS (19.6%)

| MDO: Gadoferol (4) | 6 |
|---|---|
| TRIP D3 (CVI) | 83% |
| DEVISAL (B+L) | 17% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Bexaban | 3 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

### 1° PROMOCION (60.9%)

| MDO: Diabesil (2) | 8 |
|---|---|
| TOTAL DBI | 88% |
| TOTAL ISLOTIN | 12% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam (3) | 7 |
|---|---|
| **ALPLAX + DIOCAM** | **29%** |
| ALPLAX (GAD) | 29% |
| CLONAGIN (B+L) | 29% |
| TRANQUINAL (BAG) | 29% |

| MDO: Sinlip (5) | 5 |
|---|---|
| TORIVAS (B+L) | 20% |
| NORMOLIPOL (LEP) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon | 2 |
|---|---|
| LOPLAC (CSO) | 50% |
| PRISONIL (LEP) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Gavin | 1 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Gadolip | 1 |
|---|---|
| CRAVERIL (CVI) | 100% |
| **GADOLIP (GAD)** | **0%** |

### 2° PROMOCION (19.6%)

| MDO: Filten (1) | 8 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E SALOMON SANCHEZ MARTIN SEBASTIAN (CRD) - CP: 1706 -- 46 prescripciones

### LANZAMIENTOS (37.0%)

| MDO: Paliax (1) | 16 |
|---|---|
| SARVAL (B+L) | 62% |
| DILCORAN (CSO) | 19% |
| DIAPRESAN (MTP) | 12% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (43.5%)

| MDO: Bisopil (2) | 9 |
|---|---|
| CORBIS (RMM) | 78% |
| BIPROSOL (LEP) | 22% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Paxon (4) | 6 |
|---|---|
| **PAXON TOTAL** | **67%** |
| PAXON | 67% |
| PRISONIL (LEP) | 33% |

| MDO: Alplax_Diocam (5) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 67% |
| LORAZEPAN (SUE) | 33% |

| MDO: L. Gastromax | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

### 2° PROMOCION (15.2%)

| MDO: Filten (3) | 7 |
|---|---|
| **FILTEN (GAD)** | **100%** |

### RECORDATORIOS (4.3%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

| MDO: Calcimax | 1 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E ZORRAQUIN CARLOS ALCIDES (CIR) - CP: 1708 -- 46 prescripciones

### 1° PROMOCION (93.5%)

| MDO: Sinlip (1) | 16 |
|---|---|
| REOVEX (B+L) | 31% |
| ROVARTAL (RMM) | 12% |
| AMPLIAR (CSO) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 11 |
|---|---|
| **ALPLAX + DIOCAM** | **73%** |
| ALPLAX (GAD) | 73% |
| RIVOTRIL (B7I) | 18% |
| CLONAGIN (B+L) | 9% |

| MDO: Deslafax (3) | 6 |
|---|---|
| PRISTIQ (PFZ) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Paxon (4) | 5 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Bisopil (5) | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gavin | 1 |
|---|---|
| **GAVIN (GAD)** | **100%** |

### 2° PROMOCION (4.3%)

| MDO: Filten | 1 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Risperin | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

### RECORDATORIOS (2.2%)

| MDO: Somit | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E GIANNINI MARIA FLORENCIA (CLM) - CP: 1708 -- 46 prescripciones

**LANZAMIENTOS (6.5%)**

| MDO: Paliax | 3 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (78.3%)**

| MDO: Sinlip (1) | 13 |
|---|---|
| ROVARTAL (RMM) | 23% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (2) | 9 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil (3) | 9 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

| MDO: Gadocor | 2 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

**2° PROMOCION (13.0%)**

| MDO: Allopurin- (4) | 6 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

**RECORDATORIOS (2.2%)**

| MDO: Somit | 1 |
|---|---|
| DORMILAN (B+L) | 100% |
| **TOTAL SOMIT** | **0%** |

## ✔ E SASLAVSKY GABRIEL ALEJANDRO (CLM) - CP: 1708 -- 45 prescripciones

**1° PROMOCION (100.0%)**

| MDO: Damsel (1) | 36 |
|---|---|
| DIVINA (ELE) | 97% |
| KALA (BEB) | 3% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil (2) | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Femiden (3) | 4 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Damsella (4) | 1 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E PEREGRINA VANESA SOLEDAD (CLM) - CP: 1708 -- 42 prescripciones

1º PROMOCION (78.6%)

| MDO: Bisopil (1) | 10 |
|---|---|
| CORBIS (RMM) | 80% |
| LOSTAPROLOL (T.L) | 20% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 10 |
|---|---|
| **ALPLAX + DIOCAM** | **80%** |
| ALPLAX (GAD) | 80% |
| CLONAGIN (B+L) | 20% |

| MDO: Sinlip (3) | 7 |
|---|---|
| ROVARTAL (RMM) | 43% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadolip (5) | 4 |
|---|---|
| DAUNLIP (MTP) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Xelevia | 2 |
|---|---|
| **TOTAL XELEVIA** | **100%** |
| XELEVIA MET (GAD) | 100% |

2º PROMOCION (21.4%)

| MDO: Allopurin- (4) | 6 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Omnic Ocas | 3 |
|---|---|
| REDUPROST (RF2) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## E MARTINELLI DIEGO FERNANDO (CLM) - CP: 1706 -- 42 prescripciones

LANZAMIENTOS (38.1%)

| MDO: Gadoferol (2) | 15 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ (4) | 1 |
|---|---|
| ROSUFEN DUO (NLT) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

1º PROMOCION (54.8%)

| MDO: Omecap - (1) | 23 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

RECORDATORIOS (7.1%)

| MDO: Somit (3) | 3 |
|---|---|
| MIAPAX (CSO) | 100% |
| **TOTAL SOMIT** | **0%** |

# FICHAS MEDICOS

## E ALMANZA MARINA PAULA (PED) - CP: 1708 -- 42 prescripciones

LANZAMIENTOS (81.0%)

| MDO: Etabyx (1) | 34 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

1° PROMOCION (9.5%)

| MDO: Diabesil (2) | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax (3) | 1 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (4) | 1 |
|---|---|
| ZARATOR (ELE) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadolip (5) | 1 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

## ✔ E RODRIGUEZ SEBASTIAN ANTONIO (CLM) - CP: 1708 -- 41 prescripciones

LANZAMIENTOS (17.1%)

| MDO: Paliax (4) | 4 |
|---|---|
| SARVAL (B+L) | 50% |
| DIAPRESAN (MTP) | 50% |
| **PALIAX (GAD)** | **0%** |

| MDO: Gadoferol (5) | 3 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (75.6%)

| MDO: Sinlip (1) | 11 |
|---|---|
| AMPLIAR (CSO) | 27% |
| ZARATOR (ELE) | 18% |
| TORIVAS (B+L) | 9% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (2) | 10 |
|---|---|
| LOPLAC (CSO) | 40% |
| **PAXON TOTAL** | **30%** |
| PAXON | 30% |
| LOSACOR (RMM) | 20% |

| MDO: L. Gastromax (3) | 6 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil | 3 |
|---|---|
| TOTAL GLUCOPHAGE | 67% |
| TOTAL ISLOTIN | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CONCOR (ELE) | 100% |
| **BISOPIL (GAD)** | **0%** |

2° PROMOCION (7.3%)

| MDO: Filten | 3 |
|---|---|
| DILATREND (SIE) | 67% |
| **FILTEN (GAD)** | **33%** |

# FICHAS MEDICOS

## ✔ E EVANGELISTA OLIVEIRA GILDENIA (CLM) - CP: 1708 -- 41 prescripciones

**1° PROMOCION (36.6%)**

| MDO: Paxon (2) | 8 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil (3) | 4 |
|---|---|
| **TOTAL DIABESIL** | **100%** |
| DIABESIL AP 850 | 100% |

| MDO: Gavin (5) | 3 |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

**2° PROMOCION (58.5%)**

| MDO: Filten (1) | 21 |
|---|---|
| DILATREND (SIE) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas (4) | 3 |
|---|---|
| UROPROST-Q (ARI) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E GHANEM AHMED ALEJANDRO YAMIL (CIR) - CP: 1708 -- 39 prescripciones

**LANZAMIENTOS (17.9%)**

| MDO: Etabyx (2) | 5 |
|---|---|
| VECETAM (RC5) | 100% |
| **ETABYX (GAD)** | **0%** |

| MDO: Nexdia | 2 |
|---|---|
| ELEVOPRAM (LEP) | 100% |
| **NEXDIA (GAD)** | **0%** |

**1° PROMOCION (66.7%)**

| MDO: Alplax_D- (1) | 15 |
|---|---|
| CLONAGIN (B+L) | 60% |
| **ALPLAX + DIOCAM** | **27%** |
| ALPLAX (GAD) | 13% |
| DIOCAM (GAD) | 13% |

| MDO: Paxon (3) | 5 |
|---|---|
| TACARDIA (RC5) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (5) | 4 |
|---|---|
| NORMOLIPOL (LEP) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Tonibral XR | 2 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

**2° PROMOCION (10.3%)**

| MDO: Filten (4) | 4 |
|---|---|
| CARDIONORM (DEN) | 100% |
| **FILTEN (GAD)** | **0%** |

**RECORDATORIOS (5.1%)**

| MDO: Somit | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E DEHOLLAIN SALAME DIEGO CRUZ (CLM) - CP: 1706 -- 38 prescripciones

**1° PROMOCION (5.3%)**

| MDO: Bisopil (2) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (94.7%)**

| MDO: Omnic O- (1) | 36 |
|---|---|
| TANSILOPROST (FIN) | 17% |
| SULOS (ELE) | 3% |
| **OMNIC OCAS (GAD)** | **0%** |

## E VALENTE MARCELO VICENTE (NCI) - CP: 1744 -- 38 prescripciones

**LANZAMIENTOS (13.2%)**

| MDO: Nexdia | 3 |
|---|---|
| ESCITALOPRAN TEVA (TEV) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 2 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (57.9%)**

| MDO: Paxon (2) | 6 |
|---|---|
| PRISONIL (LEP) | 67% |
| **PAXON TOTAL** | **17%** |
| PAXON | 17% |
| LOPLAC (CSO) | 17% |

| MDO: Alplax_Diocam (3) | 5 |
|---|---|
| CLONAGIN (B+L) | 60% |
| **ALPLAX + DIOCAM** | **20%** |
| ALPLAX (GAD) | 20% |

| MDO: Divalprex (4) | 4 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Bisopil (5) | 4 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: L. Gastromax | 1 |
|---|---|
| **GASTROMAX TOTAL** | **100%** |
| GASTROMAX (GAD) | 100% |

| MDO: Sinlip | 1 |
|---|---|
| HIPOLIPOL (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

**2° PROMOCION (28.9%)**

| MDO: Duxetin (1) | 11 |
|---|---|
| **DUXETIN (GAD)** | **73%** |
| DUERIX (ARI) | 27% |

# FICHAS MEDICOS

## E IBARRA DANIEL ANTONIO (NEO) - CP: 1708 -- 38 prescripciones

**LANZAMIENTOS (28.9%)**

| MDO: Sinlip EZ (2) | 11 |
|---|---|
| LIPEX PLUS (ELE) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

**1° PROMOCION (31.6%)**

| MDO: Damsel (3) | 7 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Damsella (4) | 3 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden (5) | 2 |
|---|---|
| SIGNORINA (CVI) | 100% |
| **FEMIDEN (GAD)** | **0%** |

**2° PROMOCION (39.5%)**

| MDO: Rubi (1) | 15 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## E CARABALLO PABLO CESAR (PED) - CP: 1708 -- 38 prescripciones

**LANZAMIENTOS (55.3%)**

| MDO: Bexaban (1) | 14 |
|---|---|
| REMEXAL (CSO) | 100% |
| **BEXABAN (GAD)** | **0%** |

| MDO: Nexdia (3) | 7 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

**1° PROMOCION (44.7%)**

| MDO: Bisopil (2) | 9 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (4) | 4 |
|---|---|
| ROVARTAL (RMM) | 50% |
| TORIVAS (B+L) | 50% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E COSTA MARCELO PABLO (GIN) - CP: 1708 -- 35 prescripciones

LANZAMIENTOS (94.3%)

| MDO: Reliveran (1) | 21 |
|---|---|
| TONVAL (CVI) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Gadoferol (2) | 8 |
|---|---|
| TRIP D3 (CVI) | 75% |
| ORAVIL (TPQ) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (3) | 3 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

| MDO: Aturen (5) | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

1° PROMOCION (5.7%)

| MDO: Damsella (4) | 2 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

## ✔ E MUZIO CHRISTIAN GABRIEL (GIN) - CP: 1708 -- 35 prescripciones

LANZAMIENTOS (17.1%)

| MDO: Reliveran (2) | 6 |
|---|---|
| TUERIS (MLB) | 83% |
| DETIXOL (CSO) | 17% |
| **RELIVERAN DOXI (GAD)** | **0%** |

1° PROMOCION (71.4%)

| MDO: Damsel (1) | 13 |
|---|---|
| DIVINA (ELE) | 77% |
| **DAMSEL GAD** | **23%** |

| MDO: Divalprex (3) | 4 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 4 |
|---|---|
| LEXOTANIL (B7I) | 25% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella (5) | 3 |
|---|---|
| DIVA TOTAL (ELE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| SIGNORINA (CVI) | 100% |
| **FEMIDEN (GAD)** | **0%** |

## E TACCHI ROMINA FLAVIA (CLM) - CP: 1708 -- 34 prescripciones

LANZAMIENTOS (100.0%)

| MDO: Etabyx (1) | 34 |
|---|---|
| LEVECOM (B+L) | 82% |
| KEPPRA (GSK) | 18% |
| **ETABYX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E GOMEZ MARCELA CRISTINA (CLM) - CP: 1706 -- 33 prescripciones

**1° PROMOCION (93.9%)**

| MDO: Femiden (1) | 8 |
|---|---|
| SIGNORINA (CVI) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 8 |
|---|---|
| VALIUM (SIE) | 38% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |
| CLONAGIN (B+L) | 25% |

| MDO: Diabesil (3) | 3 |
|---|---|
| TOTAL GLUCOPHAGE | 67% |
| TOTAL DBI | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (4) | 3 |
|---|---|
| REOVEX (B+L) | 67% |
| TORIVAS (B+L) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (5) | 2 |
|---|---|
| PRESIMAX (BAG) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Deslafax | 2 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| PLENICA (RMM) | 50% |
| LYRICA (PFZ) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Bisopil | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Gadocor | 1 |
|---|---|
| NIRPOL (CSO) | 100% |
| **GADOCOR (GAD)** | **0%** |

**2° PROMOCION (6.1%)**

| MDO: Filten | 1 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Omnic Ocas | 1 |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

## ✔ E REILLY JORGE ALBERTO (CIR) - CP: 1708 -- 33 prescripciones

**LANZAMIENTOS (100.0%)**

| MDO: Aturen (1) | 30 |
|---|---|
| DAFLON 1000 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Fucsia (2) | 3 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

## E DOMENINO SUSANA BEATRIZ (PED) - CP: 1708 -- 33 prescripciones

**1° PROMOCION (36.4%)**

| MDO: Alplax_D- (2) | 7 |
|---|---|
| NEURYL (BAG) | 71% |
| CLONAGIN (B+L) | 29% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Diabesil (3) | 5 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

**2° PROMOCION (63.6%)**

| MDO: Rubi (1) | 19 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

| MDO: Filten (4) | 2 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

# FICHAS MEDICOS

## E GONZALEZ IVANA MARIA DE LOS ANGELES (GIN) - CP: 1708 -- 33 prescripciones

**LANZAMIENTOS (15.2%)**

| MDO: Reliveran (3) | 4 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| MERIDIAN (RMM) | 100% |
| **NEXDIA (GAD)** | **0%** |

**1° PROMOCION (84.8%)**

| MDO: Damsel (1) | 17 |
|---|---|
| **DAMSEL GAD** | **53%** |
| ISIS (SIE) | 47% |

| MDO: Damsella (2) | 6 |
|---|---|
| ISIS MINI 24 (SIE) | 50% |
| YAZ (BAY) | 50% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 2 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April (5) | 2 |
|---|---|
| FEMEXIN-28 (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: Femiden | 1 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

## ✔ E CHAPEZONI LUZ (CLM) - CP: 1708 -- 32 prescripciones

**LANZAMIENTOS (3.1%)**

| MDO: Aturen | 1 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (75.0%)**

| MDO: Bisopil (1) | 7 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **80%** |
| ALPLAX (GAD) | 80% |
| CLONAGIN (B+L) | 20% |

| MDO: Paxon (4) | 4 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip (5) | 4 |
|---|---|
| NORMOLIPOL (LEP) | 75% |
| TORIVAS (B+L) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadolip | 2 |
|---|---|
| MINUSLIP (TEV) | 50% |
| LIPOMAX (BAG) | 50% |
| **GADOLIP (GAD)** | **0%** |

**2° PROMOCION (15.6%)**

| MDO: Allopurin- (3) | 4 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

| MDO: Foxetin | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

**RECORDATORIOS (6.2%)**

| MDO: Calcimax | 2 |
|---|---|
| CALCIO BASE (SIE) | 100% |
| **CALCIMAX TOTAL** | **0%** |

# FICHAS MEDICOS

## ✔ E VELAZQUEZ NATALIA MARIEL (CLM) - CP: 1708 -- 31 prescripciones

### LANZAMIENTOS (61.3%)

| MDO: Gadoferol (1) | 18 |
|---|---|
| ORAVIL (TPQ) | 78% |
| OSTEODYN (MTP) | 11% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax | 1 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (32.3%)

| MDO: Alplax_D- (2) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| DIOCAM (GAD) | 50% |
| NEURYL (BAG) | 25% |

| MDO: Sinlip (3) | 3 |
|---|---|
| REOVEX (B+L) | 67% |
| LIPITOR (PFZ) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadolip (5) | 2 |
|---|---|
| LIPOMAX (BAG) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

### RECORDATORIOS (6.5%)

| MDO: Somit (4) | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E CORBELLA OSVALDO HORACIO (GIN) - CP: 1708 -- 30 prescripciones

### LANZAMIENTOS (16.7%)

| MDO: Nexdia (3) | 4 |
|---|---|
| EX3 (ARI) | 75% |
| LEXTOR (CSO) | 25% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Aturen | 1 |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1° PROMOCION (70.0%)

| MDO: Alplax_D- (1) | 12 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| DIOCAM (GAD) | 42% |
| TRANQUINAL (BAG) | 25% |
| ALPLAX (GAD) | 8% |

| MDO: Damsel (2) | 6 |
|---|---|
| DIVINA (ELE) | 67% |
| KIRUM (RF2) | 33% |
| **DAMSEL GAD** | **0%** |

| MDO: Diabesil (5) | 2 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsella | 1 |
|---|---|
| YAZ (BAY) | 100% |
| **DAMSELLA (GAD)** | **0%** |

### 2° PROMOCION (13.3%)

| MDO: Filten (4) | 3 |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| MDO: Elafax | 1 |
|---|---|
| SESAREN (RMM) | 100% |
| **ELAFAX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CASTELLARO ALEJANDRO LUIS AITO (TRA) - CP: 1708 -- 29 prescripciones

**LANZAMIENTOS (10.3%)**

| MDO: Aturen (3) | 3 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (62.1%)**

| MDO: Sinlip (1) | 13 |
|---|---|
| VASOTENAL (RMM) | 46% |
| REOVEX (B+L) | 31% |
| **SINLIP (GAD)** | **0%** |

| MDO: Diabesil (2) | 3 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gadocor (4) | 1 |
|---|---|
| CORPRES (RMM) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 1 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

## ✔ E CINELLA ELISA (CLM) - CP: 1708 -- 29 prescripciones

**LANZAMIENTOS (27.6%)**

| MDO: Gadoferol (2) | 7 |
|---|---|
| SUBICAL CB (BEB) | 86% |
| ORAVIL (TPQ) | 14% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (5) | 1 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (27.6%)**

| MDO: Damsel (3) | 6 |
|---|---|
| DIVINA (ELE) | 50% |
| IFENIL (CSO) | 50% |
| **DAMSEL GAD** | **0%** |

| MDO: Femiden (4) | 2 |
|---|---|
| AMAPOLI (BEB) | 100% |
| **FEMIDEN (GAD)** | **0%** |

**2° PROMOCION (44.8%)**

| MDO: Rubi (1) | 13 |
|---|---|
| AZUCENA (BEB) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CASTELLVI MIGUEL ANGEL (CLM) - CP: 1708 -- 28 prescripciones

### LANZAMIENTOS (3.6%)

| MDO: Aturen | 1 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

### 1º PROMOCION (92.9%)

| MDO: Damsel (1) | 11 |
|---|---|
| YASMIN (BAY) | 55% |
| **DAMSEL GAD** | **27%** |
| DIVINA (ELE) | 18% |

| MDO: Femiden (2) | 6 |
|---|---|
| AMAPOLI (BEB) | 50% |
| **FEMIDEN (GAD)** | **33%** |
| MIRANDA (ELE) | 17% |

| MDO: Damsella (3) | 5 |
|---|---|
| DIVA TOTAL (ELE) | 60% |
| YAZ (BAY) | 40% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April (4) | 3 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Diabesil (5) | 1 |
|---|---|
| METFORMIN TEMIS T.L | 100% |
| **TOTAL DIABESIL** | **0%** |

### 2º PROMOCION (3.6%)

| MDO: Rubi | 1 |
|---|---|
| **RUBI (GAD)** | **100%** |

## ✔ E GARCIA MARIO CESAR (CLM) - CP: 1706 -- 28 prescripciones

### LANZAMIENTOS (35.7%)

| MDO: Paliax (1) | 10 |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1º PROMOCION (35.7%)

| MDO: L. Gastr- (3) | 6 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gadocor (4) | 2 |
|---|---|
| NABILA (RF2) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 2 |
|---|---|
| LORAZEPAN (SUE) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

### 2º PROMOCION (28.6%)

| MDO: Omnic O- (2) | 8 |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E DE STEFANO YANINA GABRIELA (CLM) - CP: 1708 -- 27 prescripciones

**LANZAMIENTOS (25.9%)**

| MDO: Gadoferol (3) | 4 |
|---|---|
| **GADOFEROL TOTAL** | **75%** |
| GADOFEROL CB (GAD) | 75% |
| SUBICAL CB (BEB) | 25% |

| MDO: Fucsia (4) | 3 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (66.7%)**

| MDO: Damsel (1) | 9 |
|---|---|
| KIRUM (RF2) | 44% |
| IFENIL (CSO) | 22% |
| DIVINA (ELE) | 11% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon (2) | 6 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: April | 1 |
|---|---|
| **APRIL (GAD)** | **100%** |

**2° PROMOCION (7.4%)**

| MDO: Rubi (5) | 2 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

## ✔ E LOPEZ NESTOR EDUARDO (CRD) - CP: 1708 -- 27 prescripciones

**LANZAMIENTOS (7.4%)**

| MDO: Bexaban (5) | 2 |
|---|---|
| ELIQUIS (PFZ) | 100% |
| **BEXABAN (GAD)** | **0%** |

**1° PROMOCION (74.1%)**

| MDO: Sinlip (1) | 8 |
|---|---|
| AMPLIAR (CSO) | 38% |
| ROSUVAST (BAG) | 38% |
| ROVARTAL (RMM) | 12% |
| **SINLIP (GAD)** | **0%** |

| MDO: Gadolip (2) | 8 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Paxon (3) | 4 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

**2° PROMOCION (11.1%)**

| MDO: Filten (4) | 3 |
|---|---|
| **FILTEN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E BORELLI FRANCO (CLM) - CP: 1708 -- 27 prescripciones

**LANZAMIENTOS (22.2%)**

| MDO: Gadoferol (2) | 3 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (3) | 3 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (77.8%)**

| MDO: Damsel (1) | 18 |
|---|---|
| KALA (BEB) | 44% |
| DIVINA (ELE) | 17% |
| KIRUM (RF2) | 17% |
| **DAMSEL GAD** | **11%** |

| MDO: Femiden (4) | 3 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

## ✔ E BENTANCUR BURGOS MARIA CECILIA (CLM) - CP: 1708 -- 26 prescripciones

**LANZAMIENTOS (19.2%)**

| MDO: Aturen | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Nexdia | 1 |
|---|---|
| LEXAPRO (LUN) | 100% |
| **NEXDIA (GAD)** | **0%** |

| MDO: Gadoferol | 1 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Sinlip EZ | 1 |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

**1° PROMOCION (73.1%)**

| MDO: L. Gastr- (1) | 9 |
|---|---|
| PANTOP (RF2) | 89% |
| PANTOCAS( CSO) | 11% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (2) | 3 |
|---|---|
| LIPIFEN (RF2) | 33% |
| VASOTENAL (RMM) | 33% |
| **SINLIP (GAD)** | **0%** |

| MDO: Paxon (4) | 2 |
|---|---|
| LOSACOR (RMM) | 50% |
| LOPLAC (CSO) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Bisopil (5) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| CLONAGIN (B+L) | 50% |

| MDO: Xelevia | 1 |
|---|---|
| TOTAL GLUCEMIX | 100% |
| **TOTAL XELEVIA** | **0%** |

**2° PROMOCION (7.7%)**

| MDO: Filten (3) | 2 |
|---|---|
| ISOBLOC (CSO) | 50% |
| VERATEN (ELE) | 50% |
| **FILTEN (GAD)** | **0%** |

## ✔ E TORRES EMA AGUSTINA (GIN) - CP: 1708 -- 26 prescripciones

**1° PROMOCION (100.0%)**

| MDO: April (1) | 16 |
|---|---|
| **APRIL (GAD)** | **69%** |
| FEMEXIN-28 (ELE) | 31% |

| MDO: Sinlip (2) | 3 |
|---|---|
| **SINLIP (GAD)** | **100%** |

| MDO: Alplax_Diocam (3) | 3 |
|---|---|
| **ALPLAX + DIOCAM** | **67%** |
| ALPLAX (GAD) | 67% |

| MDO: Damsel (4) | 2 |
|---|---|
| ISIS (SIE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil (5) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E LOPEZ MENDEZ SILVIA (GIN) - CP: 1706 -- 26 prescripciones

LANZAMIENTOS (7.7%)

| MDO: Nexdia (5) | 2 |
|---|---|
| OPTISER (B+L) | 50% |
| ELEVOPRAM (LEP) | 50% |
| **NEXDIA (GAD)** | **0%** |

1° PROMOCION (34.6%)

| MDO: Alplax_D- (1) | 9 |
|---|---|
| CLONAGIN (B+L) | 44% |
| **ALPLAX + DIOCAM** | **33%** |
| ALPLAX (GAD) | 33% |
| EMOTIVAL (TEV) | 22% |

2° PROMOCION (42.3%)

| MDO: Risperin (2) | 8 |
|---|---|
| **RISPERIN (GAD)** | **62%** |
| RIATUL (B+L) | 38% |

| MDO: Foxetin (4) | 3 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

RECORDATORIOS (15.4%)

| MDO: Somit (3) | 4 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## E VERDI MARIA FLORENCIA (CLM) - CP: 1708 -- 26 prescripciones

LANZAMIENTOS (38.5%)

| MDO: Sinlip Pr- (1) | 8 |
|---|---|
| **SINLIP PREVENT (GAD)** | **100%** |

| MDO: Gadoferol (4) | 2 |
|---|---|
| CRADA (CSO) | 100% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (61.5%)

| MDO: Bisopil (2) | 8 |
|---|---|
| **BISOPIL (GAD)** | **100%** |

| MDO: L. Gastromax (3) | 7 |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (5) | 1 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E SORIA LORENA BEATRIZ (GIN) - CP: 1708 -- 25 prescripciones

1° PROMOCION (100.0%)

| MDO: Damsel (1) | 19 | MDO: Femiden (2) | 6 |
|---|---|---|---|
| KIRUM (RF2) | 79% | **FEMIDEN (GAD)** | **100%** |
| KALA (BEB) | 16% | | |
| DIVINA (ELE) | 5% | | |
| **DAMSEL GAD** | **0%** | | |

## ✔ E JUAREZ ROMINA CYNTHIA (CLM) - CP: 1708 -- 25 prescripciones

LANZAMIENTOS (92.0%)

| MDO: Aturen (1) | 20 | MDO: Bexaban (2) | 3 |
|---|---|---|---|
| DAFLON 1000 (SVR) | 95% | XARELTO (BAY) | 100% |
| **ATUREN (GAD)** | **5%** | **BEXABAN (GAD)** | **0%** |

1° PROMOCION (8.0%)

| MDO: Bisopil (3) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

## ✔ E MASSEROLI ANDREA KARINA (TRA) - CP: 1706 -- 22 prescripciones

LANZAMIENTOS (27.3%)

| MDO: Paliax (2) | 5 | MDO: Nexdia | 1 |
|---|---|---|---|
| DILCORAN (CSO) | 100% | MERIDIAN (RMM) | 100% |
| **PALIAX (GAD)** | **0%** | **NEXDIA (GAD)** | **0%** |

1° PROMOCION (72.7%)

| MDO: Sinlip (1) | 9 | MDO: Paxon (3) | 3 | MDO: Gavin (4) | 2 | MDO: Alplax_Diocam (5) | 2 |
|---|---|---|---|---|---|---|---|
| VASOTENAL (RMM) | 11% | LOPLAC (CSO) | 100% | PREBICTAL (RF2) | 100% | VALIUM (SIE) | 100% |
| **SINLIP (GAD)** | **0%** | **PAXON TOTAL** | **0%** | **GAVIN (GAD)** | **0%** | **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E TRICARICO MARIA VICTORIA (CLM) - CP: 1744 -- 22 prescripciones

**LANZAMIENTOS (18.2%)**

| MDO: Gadoferol (2) | 4 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (81.8%)**

| MDO: Bisopil (1) | 11 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 4 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsella (4) | 3 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

## ✔ E YUNGER VANESA PAOLA (GIN) - CP: 1708 -- 22 prescripciones

**LANZAMIENTOS (13.6%)**

| MDO: Fucsia (2) | 3 |
|---|---|
| KALI (BEB) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (86.4%)**

| MDO: Damsel (1) | 14 |
|---|---|
| JADE (CVI) | 57% |
| **DAMSEL GAD** | **29%** |
| KALA (BEB) | 7% |
| ISIS (SIE) | 7% |

| MDO: Damsella (3) | 2 |
|---|---|
| DIVA TOTAL (ELE) | 50% |
| JADE MD24 (CVI) | 50% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: April (4) | 2 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 1 |
|---|---|
| PANTOCAS( CSO) | 100% |
| **GASTROMAX TOTAL** | **0%** |

## ✔ E NOGUERAS MARIA BELEN (GIN) - CP: 1708 -- 22 prescripciones

**LANZAMIENTOS (36.4%)**

| MDO: Fucsia (1) | 8 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 88% |
| **FUCSIA S/ESTROGENO (G-** | **12%** |

**1° PROMOCION (63.6%)**

| MDO: Damsel (2) | 7 |
|---|---|
| **DAMSEL GAD** | **71%** |
| KALA (BEB) | 29% |

| MDO: April (3) | 6 |
|---|---|
| FEMEXIN-28 (ELE) | 67% |
| **APRIL (GAD)** | **33%** |

| MDO: Damsella (4) | 1 |
|---|---|
| **DAMSELLA (GAD)** | **100%** |

# FICHAS MEDICOS

## E BLECHMAN SOFIA (CLM) - CP: 1708 -- 22 prescripciones

1° PROMOCION (100.0%)

| MDO: Lapenax (1) | 18 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Bisopil (2) | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (3) | 1 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E PERACHINO MARIA DEL PILAR (CLM) - CP: 1708 -- 21 prescripciones

LANZAMIENTOS (4.8%)

| MDO: Gadoferol | 1 |
|---|---|
| DEVISAL CB (B+L) | 100% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (95.2%)

| MDO: Sinlip (1) | 5 |
|---|---|
| LIPITOR (PFZ) | 20% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (2) | 5 |
|---|---|
| **ALPLAX + DIOCAM** | **80%** |
| ALPLAX (GAD) | 80% |
| CLONAGIN (B+L) | 20% |

| MDO: Paxon (3) | 3 |
|---|---|
| LOSACOR (RMM) | 67% |
| **PAXON TOTAL** | **33%** |
| PAXON | 33% |

| MDO: Gadocor (4) | 2 |
|---|---|
| NEBICOR (LZA) | 100% |
| **GADOCOR (GAD)** | **0%** |

| MDO: L. Gastromax (5) | 2 |
|---|---|
| PANTOP (RF2) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Gavin | 2 |
|---|---|
| **GAVIN (GAD)** | **100%** |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

## ✔ E GIACOBONI AYELEN MAITEN (CLM) - CP: 1708 -- 20 prescripciones

LANZAMIENTOS (55.0%)

| MDO: Gadoferol (1) | 11 |
|---|---|
| TRIP D3 (CVI) | 55% |
| SUBICAL CB (BEB) | 18% |
| DEVISAL CB (B+L) | 18% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (25.0%)

| MDO: Diabesil (2) | 3 |
|---|---|
| TOTAL ISLOTIN | 67% |
| TOTAL DBI | 33% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Xelevia (4) | 1 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Paxon (5) | 1 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

RECORDATORIOS (10.0%)

| MDO: Calcimax (3) | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E MACUA CLAUDIA VIVIANA (CLM) - CP: 1708 -- 20 prescripciones

**1° PROMOCION (90.0%)**

| MDO: Damsel (1) | 6 |
|---|---|
| **DAMSEL GAD** | **67%** |
| KALA (BEB) | 17% |
| YASMIN (BAY) | 17% |

| MDO: April (2) | 6 |
|---|---|
| **APRIL (GAD)** | **100%** |

| MDO: Paxon (3) | 3 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Femiden (5) | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Alplax_Diocam | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

**2° PROMOCION (10.0%)**

| MDO: Filten (4) | 2 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| ISOBLOC (CSO) | 50% |

## ✔ E TAMBUCCI GRACIELA MABEL (CIR) - CP: 1706 -- 20 prescripciones

**LANZAMIENTOS (95.0%)**

| MDO: Gadoferol (1) | 19 |
|---|---|
| DEVISAL (B+L) | 53% |
| OSTEODYN (MTP) | 42% |
| SUBICAL CB (BEB) | 5% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (5.0%)**

| MDO: Diabesil (2) | 1 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

# FICHAS MEDICOS

## ✔ E MARTINEZ GISELA CLAUDIA (GIN) - CP: 1706 -- 20 prescripciones

LANZAMIENTOS (85.0%)

| MDO: Gadoferol (1) | 17 |
|---|---|
| OSTEODYN (MTP) | 53% |
| ORAVIL (TPQ) | 18% |
| DEVISAL (B+L) | 18% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (10.0%)

| MDO: Diabesil (2) | 2 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

2° PROMOCION (5.0%)

| MDO: Filten (3) | 1 |
|---|---|
| **FILTEN (GAD)** | **100%** |

## ✔ E VITALE CECILIA ADRIANA (NEF) - CP: 1708 -- 19 prescripciones

LANZAMIENTOS (10.5%)

| MDO: Paliax (3) | 2 |
|---|---|
| VALSALEP (LEP) | 100% |
| **PALIAX (GAD)** | **0%** |

1° PROMOCION (21.1%)

| MDO: Gadolip (2) | 3 |
|---|---|
| PROCETOKEN( BEB) | 100% |
| **GADOLIP (GAD)** | **0%** |

| MDO: Damsella (4) | 1 |
|---|---|
| KALA MD 24 (BEB) | 100% |
| **DAMSELLA (GAD)** | **0%** |

2° PROMOCION (68.4%)

| MDO: Allopurin- (1) | 13 |
|---|---|
| **ALLOPURINOL GADOR (G-** | **85%** |
| ALLOPURINOL CRAVER (C- | 15% |

# FICHAS MEDICOS

## ✔ E GARCIA ALBERTO (GIN) - CP: 1708 -- 19 prescripciones

### LANZAMIENTOS (21.1%)

| MDO: Fucsia (2) | 3 |
|---|---|
| **FUCSIA S/ESTROGENO (G-** | **100%** |

| MDO: Gadoferol | 1 |
|---|---|
| DEBLAX (RF2) | 100% |
| **GADOFEROL TOTAL** | **0%** |

### 1° PROMOCION (57.9%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Damsel (3) | 3 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Xelevia | 1 |
|---|---|
| **TOTAL XELEVIA** | **100%** |
| XELEVIA MET (GAD) | 100% |

| MDO: Diabesil | 1 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Paxon | 1 |
|---|---|
| LOPLAC (CSO) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: April | 1 |
|---|---|
| DOS DIAS N (ELE) | 100% |
| **APRIL (GAD)** | **0%** |

### RECORDATORIOS (21.1%)

| MDO: Somit (4) | 2 |
|---|---|
| MIAPAX (CSO) | 100% |
| **TOTAL SOMIT** | **0%** |

| MDO: Calcimax (5) | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX FORTE (GAD) | 100% |

## ✔ E CACEFFO CARLINA JOSEFINA (CLM) - CP: 1706 -- 19 prescripciones

### LANZAMIENTOS (10.5%)

| MDO: Paliax (5) | 2 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

### 1° PROMOCION (84.2%)

| MDO: Alplax_D- (1) | 6 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

| MDO: Diabesil (2) | 4 |
|---|---|
| TOTAL ISLOTIN | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Gavin (3) | 4 |
|---|---|
| PLENICA (RMM) | 50% |
| NEURISTAN (CSO) | 50% |
| **GAVIN (GAD)** | **0%** |

| MDO: Paxon (4) | 2 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

### 2° PROMOCION (5.3%)

| MDO: Allopurin- | 1 |
|---|---|
| ALLOPURINOL CRAVER (C- | 100% |
| **ALLOPURINOL GADOR (G-** | **0%** |

# FICHAS MEDICOS

## ✔ E MONTEAGUDO RODOLFO AMADOR (TRA) - CP: 1744 -- 18 prescripciones

**LANZAMIENTOS (33.3%)**

| MDO: Aturen (3) | 4 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

| MDO: Paliax (4) | 2 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (66.7%)**

| MDO: Paxon (1) | 6 |
|---|---|
| **PAXON TOTAL** | **100%** |
| PAXON | 100% |

| MDO: Bisopil (2) | 5 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Omecap 90 (5) | 1 |
|---|---|
| REGULIP (RF2) | 100% |
| **OMECAP 90 (GAD)** | **0%** |

## ✔ E CONTI GRACIELA LILIAN (CLM) - CP: 1706 -- 18 prescripciones

**LANZAMIENTOS (11.1%)**

| MDO: Aturen (4) | 2 |
|---|---|
| DAFLON 500 (SVR) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (88.9%)**

| MDO: Alplax_D- (1) | 8 |
|---|---|
| CLONAGIN (B+L) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: L. Gastromax (2) | 6 |
|---|---|
| PANGEST (BET) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Diabesil (3) | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

## ✔ E PEREZ MERELES ALBERTO DELFOR (CIR) - CP: 1708 -- 17 prescripciones

**LANZAMIENTOS (64.7%)**

| MDO: Aturen (1) | 11 |
|---|---|
| **ATUREN (GAD)** | **64%** |
| DAFLON 500 (SVR) | 36% |

**1° PROMOCION (29.4%)**

| MDO: Diabesil (2) | 4 |
|---|---|
| TOTAL GLUCOPHAGE | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Bisopil (3) | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E CACERES FRANCISCO JAVIER (CLM) - CP: 1706 -- 17 prescripciones

1° PROMOCION (100.0%)

| MDO: L. Gastr- (1) | 17 |
|---|---|
| PANTOP (RF2) | 65% |
| PANTOPRAZOL TEVA (TEV) | 18% |
| PANTUS (B+L) | 12% |
| **GASTROMAX TOTAL** | **0%** |

## ✔ E MASCIOTRA HECTOR ANTONIO (CLM) - CP: 1706 -- 16 prescripciones

LANZAMIENTOS (25.0%)

| MDO: Gadoferol (3) | 2 |
|---|---|
| ORAVIL (TPQ) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (4) | 2 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

1° PROMOCION (75.0%)

| MDO: Damsella (1) | 4 |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| MDO: Damsel (2) | 3 |
|---|---|
| YASMIN (BAY) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil (5) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Femiden | 2 |
|---|---|
| MIRANDA (ELE) | 100% |
| **FEMIDEN (GAD)** | **0%** |

| MDO: Sinlip | 1 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E CORSO LUCIA JOSEFINA (CLM) - CP: 1708 -- 16 prescripciones

LANZAMIENTOS (12.5%)

| MDO: Gadoferol (3) | 2 |
|---|---|
| SUBICAL (BEB) | 100% |
| **GADOFEROL TOTAL** | **0%** |

1° PROMOCION (87.5%)

| MDO: Damsel (1) | 8 |
|---|---|
| KALA (BEB) | 50% |
| KIRUM (RF2) | 50% |
| **DAMSEL GAD** | **0%** |

| MDO: Alplax_Diocam (2) | 4 |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |

| MDO: Tonibral XR (4) | 2 |
|---|---|
| CARRIER (CSO) | 100% |
| **TONIBRAL TOTAL** | **0%** |

## ✔ E FASOLINO LUIS MARIO JOSE (GET) - CP: 1706 -- 16 prescripciones

1° PROMOCION (100.0%)

| MDO: L. Gastr- (1) | 11 |
|---|---|
| PANTUS (B+L) | 64% |
| PANTUSEC (B+L) | 36% |
| **GASTROMAX TOTAL** | **0%** |

| MDO: Sinlip (2) | 3 |
|---|---|
| ROSUVAST (BAG) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil (3) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E DI RANNI DANIELA DENISE (CLM) - CP: 1708 -- 15 prescripciones

LANZAMIENTOS (53.3%)

| MDO: Fucsia (1) | 8 |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 62% |
| SLINDA (ELE) | 38% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

1° PROMOCION (46.7%)

| MDO: Damsel (2) | 7 |
|---|---|
| KALA (BEB) | 71% |
| KIRUM (RF2) | 29% |
| **DAMSEL GAD** | **0%** |

## ✔ E BERMEJO HERNAN RODOLFO (CLM) - CP: 1706 -- 15 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- (1) | 15 |
|---|---|
| CLONAGIN (B+L) | 7% |
| **ALPLAX + DIOCAM** | **0%** |

## E CONTE ERNESTO DANIEL (PED) - CP: 1744 -- 15 prescripciones

1° PROMOCION (93.3%)

| MDO: Divalprex (1) | 6 |
|---|---|
| VALCOTE (ABT) | 100% |
| **DIVALPREX (GAD)** | **0%** |

| MDO: Lapenax (2) | 6 |
|---|---|
| **LAPENAX GADOR (GAD)** | **100%** |

| MDO: Alplax_Diocam (3) | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

2° PROMOCION (6.7%)

| MDO: Foxetin (4) | 1 |
|---|---|
| **FOXETIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E TORRES HUGO GUSTAVO (CRD) - CP: 1708 -- 14 prescripciones

**LANZAMIENTOS (7.1%)**

| MDO: Paliax (5) | 1 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (50.0%)**

| MDO: Paxon (2) | 4 |
|---|---|
| **PAXON TOTAL** | **50%** |
| PAXON | 50% |
| LOSACOR (RMM) | 50% |

| MDO: Bisopil (3) | 2 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Alplax_Diocam (4) | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| DIOCAM (GAD) | 100% |

**2° PROMOCION (42.9%)**

| MDO: Filten (1) | 6 |
|---|---|
| BIDECAR (B+L) | 67% |
| VEDILEP (LEP) | 33% |
| **FILTEN (GAD)** | **0%** |

## ✔ E HERRERA TEJADA NELSON (CLM) - CP: 1744 -- 14 prescripciones

**LANZAMIENTOS (42.9%)**

| MDO: Gadoferol (1) | 4 |
|---|---|
| RAQUIFEROL D3 (RMM) | 100% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax (4) | 2 |
|---|---|
| DIOVAN (SIE) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (35.7%)**

| MDO: Sinlip (2) | 4 |
|---|---|
| AMPLIAR (CSO) | 50% |
| TORIVAS (B+L) | 25% |
| **SINLIP (GAD)** | **0%** |

| MDO: Bisopil | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (21.4%)**

| MDO: Filten (3) | 2 |
|---|---|
| **FILTEN (GAD)** | **50%** |
| CARVEDIL (BAG) | 50% |

| MDO: Omnic Ocas (5) | 1 |
|---|---|
| LOSTAM (T.L) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PITRA NATASHA YAZMIN (GIN) - CP: 1708 -- 14 prescripciones

**LANZAMIENTOS (57.1%)**

| **MDO: Fucsia** (1) | **8** |
|---|---|
| ISIS FREE S/ESTROG (SIE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

**1° PROMOCION (42.9%)**

| **MDO: Damsella** (2) | **2** |
|---|---|
| ISIS MINI 24 (SIE) | 100% |
| **DAMSELLA (GAD)** | **0%** |

| **MDO: Damsel** (3) | **2** |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| **MDO: Femiden** (4) | **2** |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

## ✔ E POSSE CAROLINA (CLM) - CP: 1708 -- 13 prescripciones

**LANZAMIENTOS (30.8%)**

| **MDO: Aturen** (2) | **4** |
|---|---|
| VEDIPAL (RF2) | 100% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (38.5%)**

| **MDO: L. Gastr-** (3) | **3** |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| **MDO: Sinlip** (4) | **2** |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

**2° PROMOCION (30.8%)**

| **MDO: Omnic O-** (1) | **4** |
|---|---|
| UROPROST-Q (ARI) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E SPANO DIANA VANESA (GIN) - CP: 1708 -- 13 prescripciones

**LANZAMIENTOS (53.8%)**

| MDO: Gadoferol (1) | 5 |
|---|---|
| DEVISAL (B+L) | 80% |
| CRADA (CSO) | 20% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Paliax (4) | 2 |
|---|---|
| DILCORAN (CSO) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (46.2%)**

| MDO: Diabesil (2) | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (3) | 2 |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E BARTLETT ENRIQUE JOSE (CLM) - CP: 1708 -- 12 prescripciones

**1° PROMOCION (33.3%)**

| MDO: Diabesil (2) | 2 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (4) | 1 |
|---|---|
| ROVARTAL (RMM) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: Alplax_Diocam (5) | 1 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

**2° PROMOCION (58.3%)**

| MDO: Omnic O- (1) | 7 |
|---|---|
| SULOS (ELE) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

**RECORDATORIOS (8.3%)**

| MDO: Somit (3) | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E GALLO MENDOZA VIVIANA MARCELA (CLM) - CP: 1708 -- 11 prescripciones

**1° PROMOCION (100.0%)**

| MDO: Diabesil (1) | 4 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Damsel (2) | 3 |
|---|---|
| KALA (BEB) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Bisopil (3) | 3 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

| MDO: Sinlip (4) | 1 |
|---|---|
| REOVEX (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E ALARCON MARILINA GABRIELA (CLM) - CP: 1706 -- 10 prescripciones

**1° PROMOCION (40.0%)**

| **MDO: Alplax_D-** (2) | **4** |
|---|---|
| CLONAGIN (B+L) | 75% |
| **ALPLAX + DIOCAM** | **25%** |
| DIOCAM (GAD) | 25% |

**2° PROMOCION (40.0%)**

| **MDO: Allopurin-** (1) | **4** |
|---|---|
| **ALLOPURINOL GADOR (G-** | **100%** |

## ✔ E LEMA MONICA LYLIAN (CLM) - CP: 1706 -- 10 prescripciones

**LANZAMIENTOS (20.0%)**

| **MDO: Paliax** (5) | **2** |
|---|---|
| SARVAL (B+L) | 100% |
| **PALIAX (GAD)** | **0%** |

**1° PROMOCION (40.0%)**

| **MDO: L. Gastr-** (1) | **2** |
|---|---|
| PANTUS (B+L) | 100% |
| **GASTROMAX TOTAL** | **0%** |

| **MDO: Gavin** (4) | **2** |
|---|---|
| PLENICA (RMM) | 100% |
| **GAVIN (GAD)** | **0%** |

**2° PROMOCION (20.0%)**

| **MDO: Omnic O-** (3) | **2** |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

**RECORDATORIOS (20.0%)**

| **MDO: Somit** (2) | **2** |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E CARREON FERRUFINO CAROLINA ANDREA (CLM) - CP: 1708 -- 10 prescripciones

**LANZAMIENTOS (10.0%)**

| MDO: Bexaban (4) | 1 |
|---|---|
| XARELTO (BAY) | 100% |
| **BEXABAN (GAD)** | **0%** |

**1° PROMOCION (70.0%)**

| MDO: Gavin (1) | 4 |
|---|---|
| LINPREL (B+L) | 100% |
| **GAVIN (GAD)** | **0%** |

| MDO: Sinlip (2) | 2 |
|---|---|
| ZARATOR (ELE) | 100% |
| **SINLIP (GAD)** | **0%** |

| MDO: L. Gastromax (3) | 1 |
|---|---|
| PANGEST (BET) | 100% |
| **GASTROMAX TOTAL** | **0%** |

## ✔ E NAVARRO ALICIA MARIA (GIN) - CP: 1708 -- 10 prescripciones

**LANZAMIENTOS (40.0%)**

| MDO: Nexdia (1) | 4 |
|---|---|
| EX3 (ARI) | 100% |
| **NEXDIA (GAD)** | **0%** |

**1° PROMOCION (40.0%)**

| MDO: Paxon (2) | 2 |
|---|---|
| LOSACOR (RMM) | 50% |
| PRISONIL (LEP) | 50% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam (4) | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| DIOCAM (GAD) | 100% |

**2° PROMOCION (20.0%)**

| MDO: Rubi (3) | 2 |
|---|---|
| QLAIRA (BAY) | 100% |
| **RUBI (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E POLLINI VALERIA (CLM) - CP: 1708 -- 10 prescripciones

**LANZAMIENTOS (60.0%)**

| MDO: Gadoferol (1) | 6 |
|---|---|
| ORAVIL (TPQ) | 83% |
| TESTRI CB (ELE) | 17% |
| **GADOFEROL TOTAL** | **0%** |

**1° PROMOCION (30.0%)**

| MDO: Diabesil (2) | 3 |
|---|---|
| MEDOBIS LZA | 67% |
| MECTIN XR (TEV) | 33% |
| **TOTAL DIABESIL** | **0%** |

**RECORDATORIOS (10.0%)**

| MDO: Calcimax (3) | 1 |
|---|---|
| CALCIONAL CITRATO (ARI) | 100% |
| **CALCIMAX TOTAL** | **0%** |

## ✔ E PARENTE EDUARDO DANIEL (CIR) - CP: 1706 -- 9 prescripciones

**LANZAMIENTOS (22.2%)**

| MDO: Aturen (3) | 2 |
|---|---|
| DAFLON 500 (SVR) | 50% |
| VEDIPAL (RF2) | 50% |
| **ATUREN (GAD)** | **0%** |

**1° PROMOCION (33.3%)**

| MDO: Alplax_D- (1) | 3 |
|---|---|
| NEURYL (BAG) | 67% |
| CLONAGIN (B+L) | 33% |
| **ALPLAX + DIOCAM** | **0%** |

**2° PROMOCION (44.4%)**

| MDO: Omnic O- (2) | 2 |
|---|---|
| ESPONTAL (PB.) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

| MDO: Elafax (4) | 1 |
|---|---|
| **ELAFAX (GAD)** | **100%** |

| MDO: Risperin (5) | 1 |
|---|---|
| **RISPERIN (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E CABREJAS RAUL CARLOS (CIR) - CP: 1708 -- 9 prescripciones

1° PROMOCION (100.0%)

| MDO: Xelevia (1) | 4 |
|---|---|
| JANUVIA (MSD) | 100% |
| **TOTAL XELEVIA** | **0%** |

| MDO: Diabesil (2) | 3 |
|---|---|
| TOTAL DBI | 100% |
| **TOTAL DIABESIL** | **0%** |

| MDO: Sinlip (3) | 2 |
|---|---|
| TORIVAS (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E SOSA EDUARDO ANGEL (TRA) - CP: 1706 -- 8 prescripciones

1° PROMOCION (100.0%)

| MDO: Gavin (1) | 7 |
|---|---|
| LINPREL (B+L) | 57% |
| LUNEL (MTP) | 14% |
| **GAVIN (GAD)** | **0%** |

| MDO: Paxon (2) | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

## ✔ E CASCO JESSICA CAMILA (GIN) - CP: 1708 -- 8 prescripciones

1° PROMOCION (50.0%)

| MDO: Paxon (1) | 4 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

## E BALBI AIDA GRISELDA (OFT) - CP: 1708 -- 8 prescripciones

2° PROMOCION (100.0%)

| MDO: Neurobile- (1) | 8 |
|---|---|
| CIAGEN (CVI) | 62% |
| NEUROTIOCT (TPQ) | 38% |
| **NEURO BILETAN (GAD)** | **0%** |

## ✔ E GANDUGLIA MONICA ISABEL (NEO) - CP: 1706 -- 7 prescripciones

LANZAMIENTOS (14.3%)

| MDO: Nexdia (2) | 1 |
|---|---|
| OPTISER (B+L) | 100% |
| **NEXDIA (GAD)** | **0%** |

1° PROMOCION (85.7%)

| MDO: Alplax_D- (1) | 6 |
|---|---|
| CLONAGIN (B+L) | 83% |
| **ALPLAX + DIOCAM** | **17%** |
| ALPLAX (GAD) | 17% |

# FICHAS MEDICOS

## ✔ E KLANJSCEK LIDIA ELIZABETH (CLM) - CP: 1706 -- 7 prescripciones

1° PROMOCION (85.7%)

| MDO: Gadolip (1) | 3 |
|---|---|
| **GADOLIP (GAD)** | **100%** |

| MDO: Alplax_Diocam (2) | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |

| MDO: Bisopil (3) | 1 |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

## ✔ E BELLO RUBEN FRANCISCO (TRA) - CP: 1708 -- 7 prescripciones

LANZAMIENTOS (42.9%)

| MDO: Paliax (1) | 3 |
|---|---|
| SIMULTAN (LZA) | 100% |
| **PALIAX (GAD)** | **0%** |

1° PROMOCION (28.6%)

| MDO: Alplax_D- (3) | 2 |
|---|---|
| RIVOTRIL (B7I) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

2° PROMOCION (28.6%)

| MDO: Filten (2) | 2 |
|---|---|
| ISOBLOC (CSO) | 100% |
| **FILTEN (GAD)** | **0%** |

## ✔ E ROTRYNG ARIEL (CLM) - CP: 1706 -- 7 prescripciones

LANZAMIENTOS (28.6%)

| MDO: Paliax (2) | 2 |
|---|---|
| VALSALEP (LEP) | 100% |
| **PALIAX (GAD)** | **0%** |

1° PROMOCION (71.4%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| CLONAGIN (B+L) | 50% |
| TRAPAX (PFZ) | 50% |
| **ALPLAX + DIOCAM** | **0%** |

| MDO: Divalprex (3) | 1 |
|---|---|
| VALCAS (CSO) | 100% |
| **DIVALPREX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E PONTILLI FLORENCIA GISELLE (CLM) - CP: 1706 -- 7 prescripciones

LANZAMIENTOS (100.0%)

| MDO: Gadoferol (1) | 4 |
|---|---|
| SUBICAL CB (BEB) | 25% |
| DEVISAL CB (B+L) | 25% |
| SUBICAL (BEB) | 25% |
| **GADOFEROL TOTAL** | **0%** |

| MDO: Fucsia (2) | 3 |
|---|---|
| SLINDA (ELE) | 67% |
| KALI (BEB) | 33% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

## ✔ E FILARDI FEDERICO JAVIER (CLM) - CP: 1708 -- 6 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |

| MDO: Sinlip (2) | 2 |
|---|---|
| LIPITOR (PFZ) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E KIPRIZLIAN ALBERTO MANUEL (GIN) - CP: 1706 -- 6 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| ALPLAX (GAD) | 50% |
| RIVOTRIL (B7I) | 50% |

| MDO: Damsel (2) | 2 |
|---|---|
| **DAMSEL GAD** | **100%** |

## ✔ E ROSSENDIZ MARIA EUGENIA (GIN) - CP: 1706 -- 6 prescripciones

LANZAMIENTOS (33.3%)

| MDO: Reliveran (3) | 2 |
|---|---|
| TUERIS (MLB) | 100% |
| **RELIVERAN DOXI (GAD)** | **0%** |

1° PROMOCION (66.7%)

| MDO: Femiden (1) | 2 |
|---|---|
| **FEMIDEN (GAD)** | **100%** |

| MDO: Alplax_Diocam (2) | 2 |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

# FICHAS MEDICOS

## ✔ E MARTIN MARIA DEL CARMEN (PED) - CP: 1708 -- 5 prescripciones

**LANZAMIENTOS (20.0%)**

| **MDO: Sinlip EZ** (5) | **1** |
|---|---|
| VYTORIN (ORG) | 100% |
| **SINLIP EZ (GAD)** | **0%** |

**1° PROMOCION (20.0%)**

| **MDO: Bisopil** (4) | **1** |
|---|---|
| CORBIS (RMM) | 100% |
| **BISOPIL (GAD)** | **0%** |

**2° PROMOCION (40.0%)**

| **MDO: Filten** (1) | **1** |
|---|---|
| CARVEDIL (BAG) | 100% |
| **FILTEN (GAD)** | **0%** |

| **MDO: Omnic Ocas** (3) | **1** |
|---|---|
| TANSILOPROST (FIN) | 100% |
| **OMNIC OCAS (GAD)** | **0%** |

**RECORDATORIOS (20.0%)**

| **MDO: Somit** (2) | **1** |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E ARO ARIAS ANDREA (CLM) - CP: 1708 -- 5 prescripciones

**LANZAMIENTOS (100.0%)**

| **MDO: Paliax** (1) | **5** |
|---|---|
| ALPERTAN (RF2) | 80% |
| DIAPRESAN (MTP) | 20% |
| **PALIAX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E ORLANDI MICAELA ARIADNA (CLM) - CP: 1708 -- 5 prescripciones

LANZAMIENTOS (40.0%)

| MDO: Fucsia ★2 | 2 |
|---|---|
| SLINDA (ELE) | 100% |
| **FUCSIA S/ESTROGENO (G-** | **0%** |

1° PROMOCION (60.0%)

| MDO: Damsel ★1 | 3 |
|---|---|
| KIRUM (RF2) | 100% |
| **DAMSEL GAD** | **0%** |

## ✔ E FARIAS RICARDO SERGIO (GIN) - CP: 1706 -- 4 prescripciones

LANZAMIENTOS (50.0%)

| MDO: Aturen ★2 | 2 |
|---|---|
| DIOSMIN (CVI) | 100% |
| **ATUREN (GAD)** | **0%** |

RECORDATORIOS (50.0%)

| MDO: Somit ★1 | 2 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT CR (GAD) | 100% |

## ✔ E BRAVO STELLA MARIS (N-T) - CP: 1708 -- 4 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- ★1 | 2 |
|---|---|
| **ALPLAX + DIOCAM** | **50%** |
| DIOCAM (GAD) | 50% |
| CLONAGIN (B+L) | 50% |

| MDO: Paxon ★2 | 1 |
|---|---|
| LOSACOR (RMM) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Sinlip ★3 | 1 |
|---|---|
| TORIVAS (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E LUJAMBIO MARIA NATALIA (CLM) - CP: 1706 -- 4 prescripciones

1° PROMOCION (100.0%)

| MDO: Sinlip ★1 | 4 |
|---|---|
| **SINLIP (GAD)** | **100%** |

# FICHAS MEDICOS

## ✔ E DALLA FONTANA RAUL JAVIER (OBS) - CP: 1708 -- 4 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- (1) | 2 | MDO: April (2) | 2 |
|---|---|---|---|
| CLONAGIN (B+L) | 100% | FEMEXIN (ELE) | 100% |
| **ALPLAX + DIOCAM** | **0%** | **APRIL (GAD)** | **0%** |

## ✔ E PEREYRA CECILIA FLORENCIA (CLM) - CP: 1706 -- 4 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- (1) | 4 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E GUARRERA CARLOS EMILIO (GIN) - CP: 1708 -- 3 prescripciones

1° PROMOCION (100.0%)

| MDO: Paxon (1) | 2 | MDO: Sinlip (2) | 1 |
|---|---|---|---|
| PRISONIL (LEP) | 100% | NORMOLIPOL (LEP) | 100% |
| **PAXON TOTAL** | **0%** | **SINLIP (GAD)** | **0%** |

## ✔ E KRAMAR GUSTAVO MARCELO (TRA) - CP: 1706 -- 3 prescripciones

1° PROMOCION (66.7%)

| MDO: L. Gastr- (1) | 1 | MDO: Gavin (2) | 1 |
|---|---|---|---|
| PANTUS (B+L) | 100% | PLENICA (RMM) | 100% |
| **GASTROMAX TOTAL** | **0%** | **GAVIN (GAD)** | **0%** |

## ✔ E DEL VECCHIO ANTONIO (PED) - CP: 1708 -- 3 prescripciones

LANZAMIENTOS (33.3%)

| MDO: Etabyx (2) | 1 |
|---|---|
| KEPPRA (GSK) | 100% |
| **ETABYX (GAD)** | **0%** |

RECORDATORIOS (66.7%)

| MDO: Calcimax (1) | 2 |
|---|---|
| **CALCIMAX TOTAL** | **100%** |
| CALCIMAX (GAD) | 100% |

# FICHAS MEDICOS

## ✔ E BONASERA NADIA SABRINA (CLM) - CP: 1706 -- 3 prescripciones

1° PROMOCION (100.0%)

| MDO: Damsel (1) | 1 |
|---|---|
| DIVINA (ELE) | 100% |
| **DAMSEL GAD** | **0%** |

| MDO: Paxon (2) | 1 |
|---|---|
| FENSARTAN ELEA (ELE) | 100% |
| **PAXON TOTAL** | **0%** |

| MDO: Alplax_Diocam (3) | 1 |
|---|---|
| NEURYL (BAG) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E MARENGHI HUGO HECTOR (CLM) - CP: 1708 -- 3 prescripciones

1° PROMOCION (100.0%)

| MDO: Sinlip (1) | 3 |
|---|---|
| TORIVAS (B+L) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E VALENZUELA LUIS FERNANDO (GIN) - CP: 1706 -- 2 prescripciones

1° PROMOCION (50.0%)

| MDO: Damsel (1) | 1 |
|---|---|
| **DAMSEL GAD** | **100%** |

RECORDATORIOS (50.0%)

| MDO: Somit (2) | 1 |
|---|---|
| **TOTAL SOMIT** | **100%** |
| SOMIT (GAD) | 100% |

## ✔ E MAZZOLA NATALIA (CLM) - CP: 1708 -- 2 prescripciones

1° PROMOCION (100.0%)

| MDO: Deslafax (1) | 2 |
|---|---|
| IXIUM (RMM) | 100% |
| **DESLAFAX (GAD)** | **0%** |

# FICHAS MEDICOS

## ✔ E NEGRI GABRIEL EDUARDO (CLM) - CP: 1708 -- 2 prescripciones

LANZAMIENTOS (50.0%)

| MDO: Paliax | 2 | 1 |
|---|---|---|
| DILCORAN (CSO) | | 100% |
| **PALIAX (GAD)** | | **0%** |

1° PROMOCION (50.0%)

| MDO: Bisopil | 1 | 1 |
|---|---|---|
| CORBIS (RMM) | | 100% |
| **BISOPIL (GAD)** | | **0%** |

## ✔ E MARTIN GABRIEL MARCELO (N-T) - CP: 1706 -- 2 prescripciones

LANZAMIENTOS (50.0%)

| MDO: Nexdia | 1 | 1 |
|---|---|---|
| ARAMIX (ELE) | | 100% |
| **NEXDIA (GAD)** | | **0%** |

2° PROMOCION (50.0%)

| MDO: Filten | 2 | 1 |
|---|---|---|
| BIDECAR (B+L) | | 100% |
| **FILTEN (GAD)** | | **0%** |

## ✔ E SALAMIE MICAELA FLORENCIA (CIR) - CP: 1708 -- 2 prescripciones

LANZAMIENTOS (100.0%)

| MDO: Gadoferol | 1 | 2 |
|---|---|---|
| SUBICAL (BEB) | | 100% |
| **GADOFEROL TOTAL** | | **0%** |

## ✔ E MASSACCESI SILVIA ANTONIA (GIN) - CP: 1706 -- 2 prescripciones

RECORDATORIOS (100.0%)

| MDO: Somit | 1 | 2 |
|---|---|---|
| **TOTAL SOMIT** | | **100%** |
| SOMIT (GAD) | | 100% |

# FICHAS MEDICOS

## ✔ E GOMEZ ELIZABETH DEL VALLE (GIN) - CP: 1706 -- 2 prescripciones

1° PROMOCION (100.0%)

| MDO: Xelevia | 1 | 1 |
|---|---|---|
| TOTAL TRAYENTA | | 100% |
| **TOTAL XELEVIA** | | **0%** |

| MDO: Alplax_Diocam | 2 | 1 |
|---|---|---|
| TRANQUINAL (BAG) | | 100% |
| **ALPLAX + DIOCAM** | | **0%** |

## ✔ E VILLA GARCIA ZORAIDA (CLM) - CP: 1708 -- 2 prescripciones

1° PROMOCION (100.0%)

| MDO: Gadolip | 1 | 2 |
|---|---|---|
| DAUNLIP (MTP) | | 100% |
| **GADOLIP (GAD)** | | **0%** |

## ✔ E VALENZUELA DANIEL ORLANDO (CLM) - CP: 1706 -- 2 prescripciones

1° PROMOCION (100.0%)

| MDO: Alplax_D- | 1 | 2 |
|---|---|---|
| **ALPLAX + DIOCAM** | | **100%** |
| ALPLAX (GAD) | | 100% |

## ✔ E BARZANA SABRINA (PSQ) - CP: 1706 -- 2 prescripciones

LANZAMIENTOS (100.0%)

| MDO: Gadoferol | 1 | 2 |
|---|---|---|
| RAQUIFEROL D3 (RMM) | | 100% |
| **GADOFEROL TOTAL** | | **0%** |

## ✔ E GIL PABLO GERARDO (CLM) - CP: 1708 -- 2 prescripciones

1° PROMOCION (100.0%)

| MDO: Sinlip | 1 | 2 |
|---|---|---|
| ROVARTAL (RMM) | | 100% |
| **SINLIP (GAD)** | | **0%** |

# FICHAS MEDICOS

✔ E **RODRIGUEZ YESICA ALEJANDR A (GIN) - CP: 1708 -- 2 prescripciones**

1° PROMOCION (100.0%)

| **MDO: Sinlip** | 1 | **2** |
|---|---|---|
| AMPLIAR (CSO) | | 100% |
| **SINLIP (GAD)** | | **0%** |

✔ E **LOPEZ HUGO (CIR) - CP: 1708 -- 1 prescripciones**

1° PROMOCION (100.0%)

| **MDO: Alplax_D-** | 1 | **1** |
|---|---|---|
| TRANQUINAL (BAG) | | 100% |
| **ALPLAX + DIOCAM** | | **0%** |

✔ E **BRUNO MIGUEL OSCAR (CIR) - CP: 1708 -- 1 prescripciones**

RECORDATORIOS (100.0%)

| **MDO: Somit** | 1 | **1** |
|---|---|---|
| **TOTAL SOMIT** | | **100%** |
| SOMIT CR (GAD) | | 100% |

✔ E **ROA MARIELA ALEJANDRA (OTR) - CP: 1708 -- 1 prescripciones**

LANZAMIENTOS (100.0%)

| **MDO: Fucsia** | 1 | **1** |
|---|---|---|
| SLINDA (ELE) | | 100% |
| **FUCSIA S/ESTROGENO (G-** | | **0%** |

✔ E **DIAZ NORMAN GABRIEL (CIR) - CP: 1706 -- 1 prescripciones**

LANZAMIENTOS (100.0%)

| **MDO: Nexdia** | 1 | **1** |
|---|---|---|
| OPTISER (B+L) | | 100% |
| **NEXDIA (GAD)** | | **0%** |

# FICHAS MEDICOS

## ✔ E VLACICH BRENDA AGUSTINA (CLM) - CP: 1708 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Alplax_D-** | **1** |
|---|---|
| CLONAGIN (B+L) | 100% |
| **ALPLAX + DIOCAM** | **0%** |

## ✔ E GIANNINOTO MAURA ANTONELA (CLM) - CP: 1708 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Sinlip** | **1** |
|---|---|
| AMPLIAR (CSO) | 100% |
| **SINLIP (GAD)** | **0%** |

## ✔ E REQUEJO CALLEGARI LUCIA (GIN) - CP: 1706 -- 1 prescripciones

1° PROMOCION (100.0%)

| **MDO: Alplax_D-** | **1** |
|---|---|
| **ALPLAX + DIOCAM** | **100%** |
| ALPLAX (GAD) | 100% |