

# Keeping the Drug Makers In-Focus Using Online Mapping

*When Topo.ly online mapping is used, drugmakers can be more focused on the steps to take emerging market in pharmaceutical industry.*

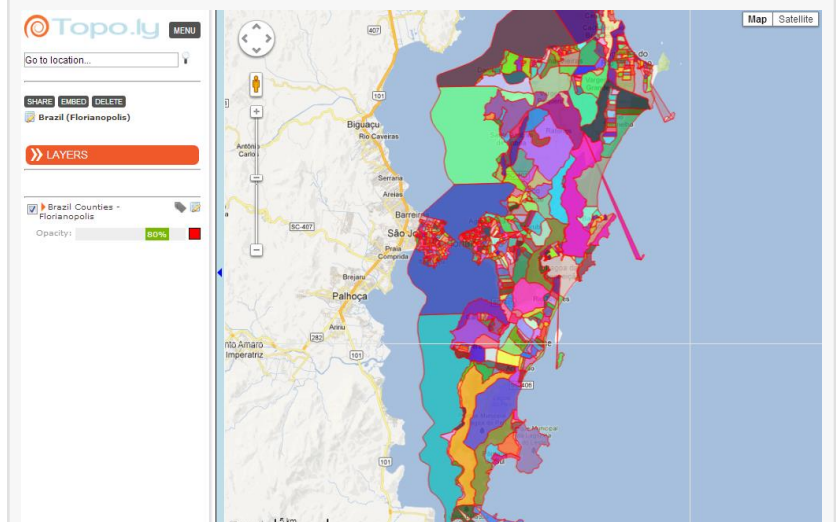
NAPERVILLE, ILLINOIS, UNITED STATES, November 8, 2013 /EINPresswire.com/

-- Drugmakers face many different issues in the [healthcare industry](#) including slowing economic growth, intense local competition and many other factors. To help pharma firms understand emerging markets inside and outside the US, Topo.ly [online mapping](#) tools can be used. Topo.ly has been known as an effective solutions provider for all mapping needs. How has mapping helped in keeping drugmakers focused on finding solutions to their emanating problems? To answer that, pharmaceutical firms should understand the top influential issue faced today by healthcare industry. This can be easily understood as they [create a map](#).

## Territory Mapping of Emerging Markets



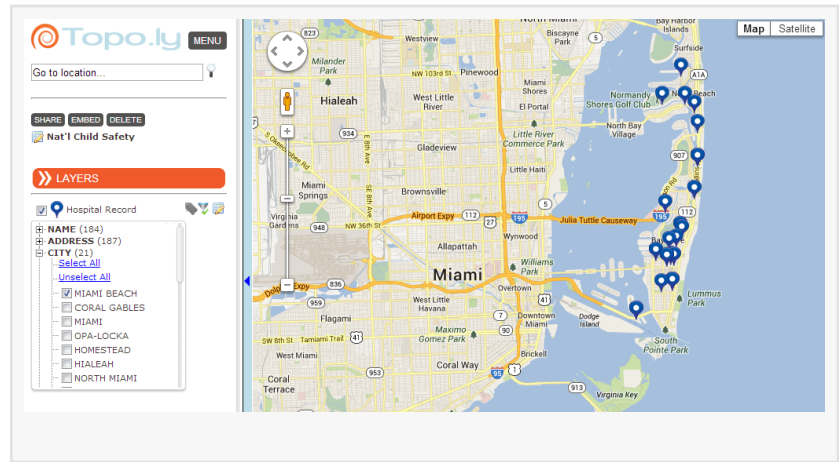
Heatmap in less than 5 minutes



The promise of emerging markets as an expanding target is what most drugmakers eye. Aside from the US market, giant pharma firms believe that understanding growth in developing markets, like China and India will help them a lot. The 2 countries are one of the most sought-after when it comes to marketing new drugs. They also look into other countries like Brazil and Turkey where rising incomes are seen. Branching out in these territories help in keeping up with

the growing demands.

Since this is the scenario that may well be existing in the long years to come, drugmakers, big or small, can resort to Topo.ly's online mapping tools to help them understand their market overseas. Topo.ly offers international territories to understand the market overseas. International territories that they can use include:



- China Provinces
- India Districts
- India Provinces
- Brazil Countries - Florianopolis
- Brazil Countries - Sao Paulo
- Brazil Neighborhood - Rio de Janeiro
- Brazil States
- Brazil Zip Codes - Sao Paulo

Using these territories helps to understand their market and sort out how sell to reach more doctors and hospitals in different regions. These territories can also be used for heatmapping.

### Other Online Mapping Features to Keep Drugmakers In-Focus

Another big questions raised are "Is it worth building local factories? Does the size of the market justify levels of local production?" Some countries may be looking for these commitments. To answer, these online mapping features can be used. Its rich features can greatly affect the decision-making of drugmakers.

### Add Unlimited Data Sets

Adding unlimited data sets help the users to figure out how they can understand their data and its relationship to other data sets or categories. By visualizing the connections, they would know if building firms for local production will help them increase their revenue.

### Filtering Categories

Data analysis can be made by filtering different categories or sub-categories. Segments from Excel data can be analyzed more thoroughly once filters are applied.

### Customizing Map Markers

A powerful map visual that most users found very helpful is customizing map markers. Plus users are able to upload their own images to assign for each data set. When maps are generated, they can easily spot the connections between data sets.

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