



Supported by the MHRA
Campaign to Make Pharma Green

The concept for the Company Employee Loyalty Scheme for CRO and CMO.

Working alongside the MHRA – Medicines Health Regulatory Agency we have ventured upon a programme to enable the Pharmaceutical Contract Manufactures and Contract Research Organisations to focus towards a greener and more sustainable lifestyle. This is a drive to make the individuals greener, so companies can state their green credentials.

Pharmaceutical Companies and their Contract Partners have been trying to invest in more sustainable production methods, sourcing out greener production technology, chemicals and packaging products.

This campaign for the Green Company Employee Loyalty Scheme is a push to make the entire Contract Pharmaceutical Industry, including their staff adhere to a more sustainable and green lifestyle, and therefore changing the entire face of the Pharma industry.

Employee Demographics:

A typical CMO and CRO would employ:	Age Groups:	Salary Levels:	% Receiving
CEO/CTO/Principals	45 – 60	60,000 +	1.8
Medical Directors	40 – 60	55,000 +	2.4
Scientists	35 – 60	55,000 +	15.5
Research Professionals	23 – 45	45,000 +	15.0
Clinical Research Associate	23 – 35	24,000 – 40,000	12.0
Physicians of various theraputic areas	35 – 60	55,000 +	17.0
Marketing and Sales Professionals	23 – 45	30,000 – 65,000	15.0
Nurses	21 – 35	25,000 +	6.3
Administration professionals	21 – 40	22,000 – 45,000	15.0

Altogether the numbers of Employees are 250,000 (Total number of UK - CMO and CRO - 108 companies)

They are High Social and Networth individuals, educated and ethical personnel.

This programme is to award some unique offers to them, as a loyalty to the company, and the voucher books will be given to them by the HR Department. + There will be an email blast to each of the employees on the Company Intranet once every week for a period of 6 weeks. (Each Company Voucher will be branded by their unique Company Logo - to personalise it)

The voucher book will be of an A5 size. This will be a double sided voucher. The front of the voucher will be a graphic art, with a creative picture, and stating the offer to the individual employee. The other side of the voucher will consist of Contact details, unique identity code, addresses, or redemption numbers.

The Email blast will contain the exact same graphics, and an email link to the registration page for the offer.

The cost for participating is £3,400 nett.

I would like your company to present the GREEN product to these individuals. You product is very ethical and you are reaching a high level of ethical minded individuals.

I look forward to speaking with you soon

Some Companies you are partnering with are:

Synexus, Ltd	Urodoc Limited	Bio-Kinetic Europe Ltd	Phase 1 CTU Ltd	Simbec
Clinical Research	Almac	Quintiles	VeedaCR	Omnicare CR
Dales Pharma	Catalent	Boehringer Ingelheim	Satellite Outsourcing	ICON Research
DHP Pharma	ORION	PHLEX Global	MATRIX Clinical	CHILTERN
OXOID	PENN Pharma	OYSTAR	Steris	Thermo Fischer
Pharmalink	Premier Research	ClinPhone	KENDLE	Medidata
				PATHEON
				MEDIFACTS
				ACM Pivotail
				RSSL Pharma