



Project Consulting in Pharma and Biotech

Helau from Mainz! We hope you had a good start into the New Year. Even in economically uncertain times ASPIRAS is your reliable partner!

„WORK-LIFE-BALANCE“ AT ASPIRAS – SUBJECT OF A DIPLOMA THESIS

The employees of ASPIRAS highly appreciate the family-friendliness of their company. A sociology student investigated the establishment of work-life balance concepts using the example of ASPIRAS. Integrated work-life-balance concepts include the specific needs of working models, an adapted work organization, improved flexibility models for the work place, such as telework, management directives and other supporting services for the employees. At present there is a major need in the conceptional structuring of actions for the compatibility of family and career by a lack of recognition of personal time interests and the design of personnel policy and work organization at the enterprise side. On the employee side there is a need for proactive efforts, experience and learning processes from which a personal competence of time management can emerge.

If you are interested in a presentation on the topic of the ‚Work-Life-Balance‘ please contact pauly@aspiras.de.

Abstracts of recent diploma theses you will find under <http://www.aspiras.de/de/seiten/partner/initiativen.html> as download files.

NEW PRODUKT, TOM – THE FILING SYSTEM FOR HEALTH ISSUES‘

The health folder which was developed in collaboration with a Mainzer company should help people to handle their health care more efficient and to keep track more easily.

More than 90% of men and women aged 16 to 86 years participating in a survey considered the folder as positive and would also use it for their own documents. Companies may provide the folder to their personnel in the context of Corporate Social Responsibility activities, with individualized contents if necessary.

If you would like to know more about the health filing system and it’s advantages, just send an email to pauly@aspiras.de.

CREATIVITY FOR INNOVATION – IT’S ALSO OUR TOPIC IN 2009

Creativity and Innovation are central elements of today’s knowledge-based European societies to respond effectively to the opportunities and challenges of globalization. Both are closely linked, because personal creativity is a necessary condition for the innovativeness of a society. In the project work with our customers it is our driving force and makes our work interesting. Now, creativity and innovation are the topic of

the European year 2009. You will find more information at <http://create2009.europa.eu/> and http://www.ejki2009.de/ueber_das_europaeische_jahr_2009_2.html.

DESIGN, IMPLEMENTATION AND EVALUATION OF A SURVEY

ASPIRAS conducted a survey with end users as a pre-marketing study before the introduction of a new health product. ASPIRAS planned the study, selected the sample, conducted the survey and analysed the data. It was a qualitative survey using a structured questionnaire.

For planning your own survey please contact Cathrin Pauly under pauly@aspiras.de.

More project examples as well as Letters of Excellence we received from pleased customers after successful project implementation you will find under <http://www.aspiras.de/de/seiten/projektbeispiele.html> .

SEARCH SERVICE

ASPIRAS provides surveys on the development of the pharmaceutical market in general and special indication segments, forms of therapy and latest trends, compiles company profiles and can search and structure a lot more for you . . .

Try out our individual service; you can get more information at pauly@aspiras.de.

UPCOMING EVENTS

To keep our know-how up to date and to keep in touch with our clients and business partners we will be present at the following events in the near future:

One-on-One-Partnering ,Medtech-Pharma-Biotech', 17. März 2009 in Garching

ACHEMA, 11. – 15. Mai 2009 in Frankfurt

If you wish to participate in one of the events and use the chance of one-to-one interviews, please arrange a date by calling +49 (0) 6131-995304 or by sending an email to pauly@aspiras.de.

GOOD TO KNOW

Did you know that the term of carnival, also known as the "5th season", comes from the Latin, and means "The meat is leaving", because, according to Christian faith, meat is forbidden to be eaten from Ash Wednesday until Good Friday. The tradition of the "Mainzer Fassenacht" dates far back in the history. In the 16th Century, the first foolish activities occurred. But only in the 19th Century the first Fastnacht clubs were founded in Mainz. Already in the founding year

1838 there was a theatrical farce and the canopy ride on Carnival Tuesday as the important elements of the clownish bustle which still define the modern Mardi Gras. The season is launched with the annual presentation of the eleven Carnival Laws by the Mayor from the balcony of the Osteinerhof in Mainz on November 11 at eleven minutes past eleven. Helau!

TAKE A BREAK!

Allow yourself a time off and take a creative break. For this purpose we're providing a wise saying which is accompanied by a seasonally adequate photograph and relaxing music:

<http://www.aspiras.de/de/seiten/break.html>

CHALLENGE ASPIRAS

Just contact us without obligation and discuss your topics and your list of questions. Based on a sound analysis, ASPIRAS offers you a coarse concept including a cost estimation. After consultation with the client ASPIRAS provides the following services: project target identification, project planning regarding time, capacity, cost and manpower, project implementation and control and project documentation. ASPIRAS provides the project results effectively and in due time. Please contact [Cathrin Pauly](#).

CANCEL THE NEWSLETTER?

You wish to cancel the order for ASPIRAS-newsletters coming out four times a year? Send an empty mail with the subject "cancel the newsletter" to pauly@aspiras.de. We immediately take you from the recipients list. We would of course appreciate to hear about the reason for the cancellation.

CONTACT & COPYRIGHT

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