

## **The customer is king: The marketing concept of the Oncotherm Group**

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*(1) Oncotherm Group, Germany*

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Introduction: Advertising, distribution and selling are words often identified with marketing. But this is not all. Of course they are part of every marketing concept. Oncotherm however sees something else in the centre of the work: the customer. Oncotherm sells for them not devices only, but a complete method and permanent help to use it.

Method: Marketing of Oncotherm is the process of identifying, anticipating and satisfying the customers' needs. While in the past our marketing was seen as a creative progress with its focus on selling and advertising, it is today judged as an academic study. Marketing in our philosophy is not only a science of itself, but also benefits and lives from other fields like psychology, sociology, mathematics, economics and neuroscience. It is a combination of objective analyzing and creative works and cultural studies, it is completely interdisciplinary like the oncothermia method itself.

We would like to introduce the marketing strategy and the aims of the Oncotherm Group. The focus of our work is informing doctors from all over the world about the method and possibilities of Oncothermia. We want to help the suffering patients. Only when the doctors see and accept the complementary treatment option of Oncothermia, the patient can be helped by us. Through different actions we are trying to offer the best possible service and support for our customers, mainly by keeping them informed on scientific results and backgrounds.

Our different tools, publications, website, newsletters, events, brochures, patient information and so on present our successful synergy of professional technique and the science and shall be introduced here.

Conclusion: Oncotherm works with a professional marketing concept based on the needs of our customers. Our aim is to make the method more prominent to help patients and to support the doctors using our devices. Oncotherm knows very well: we are united community with our customers, our devices can not fulfill they intended prospective without our smart and active customers.