

**P-32 – Ms. Constanze Feißkohl, et al – The customer is king: The marketing concept of the Oncotherm Group**

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



Ms Constanze Feißkohl<sup>1</sup>, Ms Janina Leckler<sup>1</sup>

(1) Oncotherm GmbH, Troisdorf



**CONCEPT AND MARKETING TOOLS**

The focus of our work is informing doctors from all over the world about the method and possibilities of Oncothermia. We are dealing with oncothermia as a complex method and not simply market and sale of devices.

Our driving force is 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. Physicians who are applying oncothermia are not only passive users, they are active helpers to build up the next development step for their better services and for wider possibilities of the oncothermia method. We are building up the future together with all the oncothermia users. 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 include for example publications, website, newsletters, events, brochures, patient information and so on present our successful synergy of professional technique and the science.

The Menu of our new Website: [www.oncotherm.org](http://www.oncotherm.org)

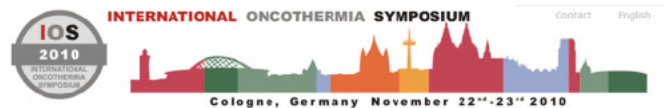
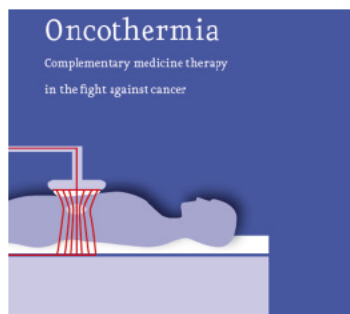


Our newsletter is sent out monthly and informs the customers about news in science, the company and on events and new developments



The yearly organized Symposium is also a tool to inform about the method and support the customers with new studies and scientific results

**New brochure design**



**CONCLUSION**

Oncotherm works with a professional marketing concept based on the needs of our customers and their own „customers“, the suffering patients. Our aim is to make the method more prominent to help patients and to support the doctors using the oncothermia method. Oncotherm knows very well: we are united community with our customers, regarding them our partners in recognising the demands and introducing it in the permanent development of the oncothermia method. Oncothermia devices can not fulfill their intended prospective without our smart and active partners who are the complete medical personal applying everyday the method and using the oncothermia skills to win the war against cancer.