



Pharm. Burcum Uzunoğlu (MSc) (MBA)
General Director of Rx Corporate Communications

New Generation Government Engagement in Turkey and Commercial Diplomacy

Rx Corporate Communications is a strategic business partner which strives to ensure that company values are delivered at every opportunity and clearly through comprehensible messages to the decision makers as well as other social stakeholders in order to bolster feelings of positive perception and trust thus contributing towards attaining an effective solution.

Ms. Burcum, first and foremost we would like to introduce you to our readers.

I was born in Izmir in 1975. I am a graduate of Izmir Girls High School. I completed my undergraduate studies at the Faculty of Pharmacy at Hacettepe University in 1997. My career which I started through undertaking graduate studies in 'Pharmaceutical Technology' at the Faculty of Pharmacy at Hacettepe University continued at both national as well as international companies operating within the pharmaceutical industry through including corporate relations as well as Research and Development, business development and regulatory departments. Through 2009-2015 I worked as the director of regulatory and market access at Celgene. In 2015, I founded Rx Corporate Communications.

What are the most important career points in your life?

There are a couple of turning points all of which I believe to have involved determination and good inter-personal relations. The first of the turning points was taking the decision to undertake a career at the pharmaceutical industry upon completing my graduate studies and being employed in the industry. During the time period in which I completed my graduate studies in 'Pharmaceutical Technology' at the Faculty of Pharmacy at Hacettepe University, I moved from Ankara to Istanbul in order to accept a job offer I had received from Fako Pharmaceuticals.

During 2005-2008 while I was working at Bilim Pharmaceuticals, I also concluded my Global Business and

Marketing MBA at Bahçeşehir University and moved on to accept a job offer at Celgene. During my tenure at Celgene, while I was attending the BIO Convention 2013 at San Diego, the Vice-President of the company introduced me to the management team of Albright Stonebridge Group, thus enabling an increase in my interest in the field of corporate communications.

I believe my greatest fortune during the 15 years I worked at the pharmaceutical industry was that I always strived to protect our national interests and created added value for the companies which I worked, setting up corporate relations on behalf of these companies in the process. All of these experiences I gained allowed me to observe in a very efficient manner the pharmaceutical industry as well as the specific needs within it. In 2015 I returned to Ankara and founded Rx Corporate Communications which caters to all parties within the pharmaceutical industry.

What are the areas of activity of Rx Corporate Communications?

Rx Corporate Communications offers consultancy services in the area of healthcare through mutual cooperation and coordination thus producing patient oriented and long-term solutions by focusing on Government Engagement, Strategic Market Access, Commercial Diplomacy and Investment Projects.

What would you like to say regarding the importance of the Public Sector's relationship with this industry as well as the contributions made by Rx Corporate Communications in the management of this relationship?

There are underlying ideas and values in the corporate priorities and policies of companies. Realizing business goals often times depend these being accepted by the decision makers and other stakeholders.

These underlying ideas and values of the corporate priorities of companies have to be communicated at every opportunity to the government officials as well as stakeholders within the public sector in a clear and understandable format.

An establishment which tries to bring to life a certain policy or project cannot leave to their competitors the setting up of the agenda of the stakeholders that are effective in that specific topic. It has an obligation to be effective in regards to that specific topic and to deliver its own messages to the relevant stakeholders in an efficient and clear manner. Therefore the importance of the relationship between the private sector and public sector is speedily increasing, becoming an important part and tool of social security

and health policies. Establishing a transparent type of cooperation as well as a culture of consensus within the coordination between the public and private sectors is of critical importance.

Rx Corporate Communications is a strategic business partner which takes an active role to ensure that company values are delivered at every opportunity and clearly through comprehensible messages to the decision makers as well as other social stakeholders in order to bolster feelings of positive perception and trust thus contributing towards attaining an effective solution.

Rx Corporate Communications prepares communication strategies and in partnership with its corporate client, delivers these messages to the decision makers and stakeholders in the public sector so that corporate priorities are brought to life in a manner which allows all stakeholders to mutually benefit under a setting which produces; shared wisdom based on the principles of reconciliation, delivering the correct information and honesty.

What is your model of cooperation with the public sector, can you give an example?

Rx Corporate Communications follows closely the global trade related developments as well as regulations in the pharmaceutical industry, evaluating them under the context of the conditions prevalent in our country and develops an autonomous thought process in order to assist the decision makers as well as provide commercial diplomacy support by producing detailed project proposals thus contributing towards spreading strategic objectives in a manner which creates excitement at the national level.

For example, we are taking part in projects in areas such as rare diseases and orphan drugs in order to bolster the relationship between the public sector - private sector and universities, as well as in projects within the field of biotechnology in order to increase cooperation between the public and private sectors.

What are your recommendations to young colleagues who wish to develop their careers within the pharmaceutical industry?

What we need the most in today's world is being just. I would recommend first and foremost that they never sway away from the principles of justice and righteousness. Working life is a long marathon, I would recommend that they refrain from becoming a short distance runner. The road to success is based on being a very disciplined worker, "the outside world will definitely see your inner energy."