IDP with 1 A Pharma:  
Conception of a mobile app for an optimized Doctor-Patient-Communication

As one of the leading providers of generic medicines in Germany, 1 A Pharma covers with more than 220 active substances a wide range of therapeutic areas. Since drugs can only be part of comprehensive healthcare, 1 A Pharma is currently focusing under the motto “Simply understand” on facilitating the communication between non-German-speaking patients and physicians or pharmacists. For this purpose, the illustrative dictionary “Simply communicate” was developed in print format, which contains universally comprehensible pictograms on various medical topics.

Your tasks

- Create a mock-up for the mobile application „Simply Communicate“
- Identify adequate and innovative features which facilitate the communication between patients and physicians / pharmacists, as well as their documentation
- Evaluate communication and marketing measures for the app launch

Your profile

- Bachelor / Master student in Computer Science, Management & Technology or similar course of studies with Business and Computer Science orientation
- Deep technical understanding and experience in App development
- Excellent knowledge of common programming languages for iOS and Android Apps
- Independent and responsible working
- Hands-on mindset and solution-oriented
- Enthusiasm for digital trends and new technological developments

What we offer you

- Deep insights into the pharmaceuticals market
- Gaining entrepreneurial experience at Sandoz Germany - a Novartis division
- Close collaboration with a dedicated, experienced and agile marketing team
- Open corporate culture with flat hierarchies and cross-functional exchange
- Opportunity to be innovative and to contribute your own ideas
- Flexible working hours

Start date: as of now

Sound interesting? Then apply by sending us your cover letter and CV

Contact 1 A Pharma: Elina Ziebart elina.ziebart@sandoz.com
Contact TUM: Entrepreneurship Research Institute, Rebecca Preller rebecca.preller@tum.de
Lecture: Entrepreneurship & Strategic Management