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THE UNIQUE IDENTITY OF "DAVILA" MEDICAL AND PHARMACEUTICAL BRAND

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On August 24th, the Romanian pharmaceutical and medical community commemorates 125 years from the death "of the one who gave it life", **Dr. CAROL DAVILA, General.**



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He was an astonishing personality not only through his visionary spirit, his intelligence and morality but also through his culture and professional training. Undoubtedly, **Dr. CAROL DAVILA, General** has definitely placed his fingerprint, in a good way, over the Romanian medicine and pharmacology fields.



The statue of *Carol Davila* made by Carol Storck in 1903

He was both admired and contested by his contemporaries and, either way, he managed to achieve his noble ideals with tenacity and devotion. Moreover, he showed his way of being “a controversial

personality” since the day he was born, his biographers could not even reach a consensus regarding the date and place of his birth.

Therefore, we consider that the date of his birth is April 8, 1828, resulting from the existing school certificates in the impressive library from "*Carol Davila*" University of Medicine and Pharmacy in Bucharest. However, Davila's older daughter, Perticari Elena Davila, specifies, in "*From the life and correspondence of Carol Davila*" that he was 10 years old in 1842. In the same time, one of his close friends, Dr. C. Istrate, mentions in his work "*Davila*", that when he died, in 1884, Davila was 53 years old.

One of his biographers, L. Thevenin, demonstrated in his work "*Essai sur Charles Antoine François Davila*" that he was the son of the famous Hungarian music writer, Franz Liszt and the French writer Daniel Stern (Countess Marie d'Angoult).

He spent his childhood years in Frankfurt-Main, Germany, in his grandmother's house, Flavigni. Afterwards he was taken to France, first in Limoges, where he went to high school, then to Nantes, where he studied pharmacy as a student trainee in Leon Saut's drugstore and benefited from Dr. A. Guepin's guidance and advice, professor at the School of Medicine in Nantes. Later on he continued his practical training in C. S. Ollivier's drugstore, in Angers, until 1847 when he graduated from high school. After winning a contest at "Hôtel Dieu" hospital in Angers he enrolled in the Preparatory School of Medicine and Pharmacy, where he was an excellent student and a teacher of Chemistry, Pharmacy and natural history,.

During this period (including the military training), Davila made proof of his intelligence and excellent skills studying surgery and inventing, at first, a device for mixing the syrup with ether, and then a heating machine for dehydrated sick patients and the well-known "*Davila drops*". In spite of some great financial difficulties, he succeeded in continuing his studies at the Faculty of Medicine in Paris, obtaining the PhD in medicine in 1853, with the thesis entitled "*From Prophylaxis to syphilis*", a paper that can be found at the Romanian Academy Library.

At no less than 25 years old, Dr. Carol Davila became the Chief of the Romanian Military and Sanitary Service, and later, the Chief of the Civil Sanitary Service. He took organizational measures regarding the health of the population and the Romanian medical education, in conditions in which hospitals were private and their maintenance came from the donors' subsidies, the medical staff was constituted mainly of foreigners, the "medical work" being downplayed and categorized as being degrading.

Moreover, the medical education consisted of a "midwife School" near Pantelimon Hospital and the "School of medical assistants" opened by Nicolae Kretzulescu near Coltea Hospital.



Bust of Carol Davila made by Constantin Brancusi

Continuing the efforts of doctors like C. Istrate, I. Barasch and I. Felix, Carol Davila founded the medical, pharmaceutical and veterinary university education in Romania, organized the military and civilian health services, expanded and equipped the existing hospitals and established new ones, he founded the Red Cross Society in Romania, "*Elena Doamna*" asylum and "*Sf. Pantelimon*" orphanage, etc.

The small school of surgery founded by Carol Davila in 1855 at the Hospital of the Army of Mihai Voda was turning after only a year, in a 4-year "*School of surgery*" which had courses for pharmacists provided in the analytical program besides others: "*Elements of Physics and Chemistry*", "*Medicinal Botanic and Herbs*" and "*Natural History*".

In 1857, Carol Davila together with Dr. Kretzulescu turned the Surgery School into a university school under the name of "National School of Medicine and Pharmacy", recognized by the Italian and French governments. Of the first 100 students of the new form of higher education 20 of them were pharmacists.



The tombstone of Carol Davila

Due to his great knowledge of Chemistry and his rigorous training in drugstores, Carol Davila showed the same responsiveness to the problems in the Pharmaceutical educational field, teaching Chemistry courses for those enrolled in the Pharmacy field and directly participating in the development of the educational plans for the pharmacists. At Carol Davila's initiative, in 1863, the first medical journal called "Romanian Pharmacopoeia" is published, and on his proposal the Botanic Garden is created in Bucharest.

In 1862 the National School of Medicine and Pharmacy is transformed into the "National School of Medicine" which had a 5-years section of Pharmacy. This section turned into the "Superior School of Pharmacy", in 1864, and, starting with 1898 became a department, with equal rights, of the Faculty of Medicine. In 1921 it became the "Faculty of Pharmacy", the first Dean being Professor St. Minovici.

Instead of conclusions: The unique identity of "Davila" medical and pharmaceutical brand

Branding is considered today a key issue in the pharmaceutical industry¹, the product managers evolving, becoming brand managers and

¹ Winning Pharmaceutical Brand Management: Maximizing Brand Value Through Best Practice in Brand Development and Product Marketing, Business Insights, March 2006, <http://www.mindbranch.com/Winning-Pharmaceutical-Brand-R162-676>

starting to understand the dynamics of brand equity that lies within the heart of product development and marketing. This aspect appeared in the context in which one of the most important things in marketing research is the contribution to the branding of product. This creates an unique identity of the brand, an identity which is able to overcome clinical objective performance and the pharmacology of that certain product.

Doctor Carol Davila, General is an immortal medical and pharmaceutical brand, genuine, confirmed by the patients. He was both a pharmacist and physician who lived and permanently thought in terms of patient experience. He was a great man who had become “owner” in the minds of the patients due to the realization of the equality between promise and expectations, creating emotional involvement.

He was an honest doctor, founder of the “National School of Medicine and Pharmacy”, who gave his best even under pressure, making the best of everything, when and where it was needed. He made doctors and patients blissful by promoting the exploration of medicine and the discovery of its virtues.

Last but not least, he was a doctor and pharmacist, a true cultural architect, who made a difference, because the patients consider him a great loyalty builder of the medical brand. In current terms, one may say that “Davila” brand is the expression of social corporate responsibility in the medical and pharmaceutical field.

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