



#### DTP CAMPAIGN WINNER Sanofi-aventis's KidCare Kit

What do the parents of newly diagnosed diabetic children and adolescents care most about? That's the question Euro RSCG Life MetaMax asked when given the task of creating a greater presence for Sanofi-aventis and its products Lantus and Apidra in the pediatric insulin market. The answer is not getting more information; they found that parents were already overloaded. The answer lies in the heart rather than the head. These parents feel overwhelmed emotionally and physically. They often blame themselves for the diabetes and live in fear they might kill their child if they do something wrong. Euro RSCG Life MetaMax concluded that what these parents need most is emotional support, reassurance, and simple, practical tools to get them through those difficult first days after diagnosis. That was the central idea behind the Sanofi-aventis KidCare Kit they designed.

Every aspect of the kit reflects these ideas: Its look is warm and engaging, featuring a visual theme of helping hands. Users are asked to watch a specially created *Diabetes Comes Home* DVD, an emotional account of two families' personal stories of learning to cope with their children's diabetes as well as advice and encouragement from experts. Other materials inside the kit, made to be tucked into a purse or backpack, include "Give One" cards—designed to lighten the burden of difficult conversations—that parents can give to teachers, coaches, and babysitters on ways to address their child's special needs. (A Website allows parents to customize these.) Finally, a copy of the book *Calorie King* is included to get families comfortable with carbohydrate counting. In the end, the KidCare Kit helps parents and caregivers understand that they aren't alone and provides the tools they need to move forward after a difficult diagnosis.

#### INTERACTIVE MARKETING PROGRAM WINNER Virco's TYPE HIV-1 testing kit

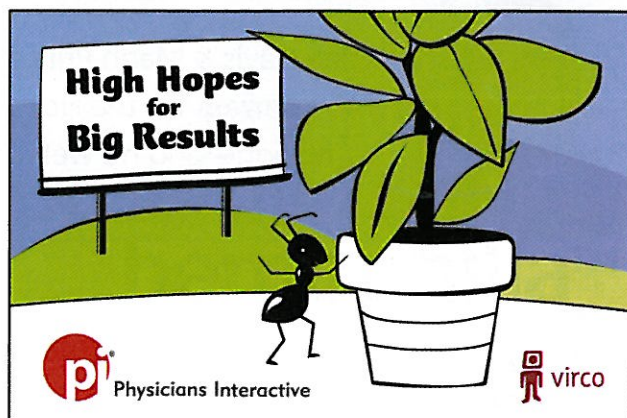
The current HIV drug arsenal includes over 20 medications in six drug classes, which need to be used in combination to be most effective. Since drug resistance is common among HIV patients, HIV resistance tests help physicians determine which drugs are most likely to work for a particular patient.

The Virco TYPE HIV-1 testing kit uses a sophisticated bio-informatics technology, Virtual Phenotype-LM to calculate the level of drug resistance and optimize drug choice. In 2007 Virco supplemented the kit with an online tool—[www.Resist-HIV.info](http://www.Resist-HIV.info)—designed to guide HIV treatment experts through the wealth of HIV resistance information and provide information on the Virco test.

Virco, facing a flat or declining market for the testing kit in 2008, turned to several partners to execute an integrated strategy to improve sales—Physicians Interactive, R&R Healthcare Communications, and Skyscape. Their strategy: Target 5,400 healthcare providers specializing in HIV and drive them to the Resist-HIV Website, where they could join the opt-in database while learning what the Website and Virco testing tools had to offer.

To accomplish this on a small budget, Virco deployed a collection of online and interactive tools. PI's interactive eDetail programs increased the reach of the sales force. Mobile alerts to PDAs were issued with the help of PI's partner Skyscape. PI's Rapid Access Surveys elicited responses in days. Clinical updates created by R&R provided detailed information in an educational format.

The low-cost campaign reached 75% of the target group and doubled opt-ins to the resource center, resulting in 9% sales growth in the first half of 2008. To view the celebratory video (to the tune of Frank Sinatra's "High Hopes"), see [www.physinteractive.com/Demo/Virco\\_Burke/index.html](http://www.physinteractive.com/Demo/Virco_Burke/index.html).



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