

# Online Sampling Gets Boost from Channel Partners— Drives TRx Uplift

## Project Summary

A leading pharmaceutical company in the United States sought to promote a mid-stage pain relief drug. The brand had samples available online since 2005, but wanted to significantly increase its market share and drive both new and refill prescriptions written (TRx) using online sampling. In late 2008, Physicians Interactive® (PI) helped develop and execute an eSampling strategy for the brand to achieve its goals.

### Recruiting Plan

The campaign targeted physicians including PCPs and Neurologists in all deciles, with an initial target list of 26,000 physicians. The list was later expanded to reach a total of 45,000 targets. The physicians were invited to order samples through the brand's Web sites as well as through a growing network of PI's channel partners—physician resource portals including Doctor Directory, MDLinx, Modern Medicine, Henry Schein, Skyscape, and Allscripts-Misys. The channel network provides access to an estimated 90% of physicians.

### Program Design

Over the course of the 15-month campaign, physicians were targeted through multiple channels via e-mail, direct mail, call centers, and in-person through service representatives. All channels led physicians to their individual online "sample closet" where they could order the samples that they wanted. Requested samples were shipped directly to the prescriber's practice from the brand's fulfillment warehouse. A business rules-driven system generated re-order reminders that alerted physicians when additional samples were available to request.

### Campaign Results

During the campaign, promotional response was monitored and adjusted for top results. For analysis purposes, a control group using matched pairs was created to use as a comparison to those physicians who participated in online sampling.

The campaign produced a 13.1% increase in TRx and a 291% return on investment (ROI) over the 15-month period compared to the control group.

Program effectiveness showed:

- 5,358 new physicians registered for online sampling
- 6,239 new online sample orders were placed
- 23,497 repeat online sample orders were placed.



### Conclusion Summary

Based on the results, Physicians Interactive was able to draw the following conclusions:

- Online sampling programs, combined with multi-channel recruiting methods supports physician adoption of online sampling and repeat use
- Allowing physicians sample access on multiple Web sites where they are —on HCP resource Web sites—efficiently increases reach, sample requests, new patient starts, and revenue
- PI's eSampling solution is designed to allow for scalability and future target list expansion that increases the number of eligible prescribers and product lines