

## Lower Decile Targets Prove High Return

### Project Summary

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A leading pharmaceutical company in the United States sought to promote a late-stage pain management drug. The company and brand team wanted to position itself as a “value-added” service provider to physicians and make physicians aware of the resources available to them and their patients. The team worked with Physicians Interactive® to drive new prescription (NRx) uplift and share gain for physicians.

#### Recruiting Plan

To increase reach and profit, the brand expanded the traditional brand marketing model, which targets mainly high-decile physicians (frequent prescribers), and included groups of physicians in lower deciles. The target audience consisted of approximately 34,000 lower-decile physicians, or deciles three and four, who were called on less frequently by representatives, and 29,000 higher-decile physicians, including deciles five through ten.

#### Program Design

The 10-month multi-channel, multi-wave campaign included three eNewsletters delivered via e-mail and direct mail, eSampling, and one eDetail program in the form of an interactive matching game. An educational fulfillment item was available to all participants who completed an eDetail.

#### Campaign Results

For analysis purposes, a control group was created to use as a comparison to those physicians that were sent the campaign communications.

The overall campaign showed that sustained communication over multiple channels bears positive results. Positive ROI was achieved through the integration of campaign tactics and repetitious contact with physicians. The ROI for individual tactics did not show a noticeable lift in NRx.

Campaign results for physicians in the lower deciles showed a significant increase in NRx at 2.9%, well above the break-even points calculated during the design of the project. The 12-month ROI for the lower deciles was 722% and for the higher deciles 160%.

#### Conclusion Summary

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

- Reaching out to physicians via multiple channels with multiple touch points significantly drives NRx/TRx uplift and share gain
- Reaching out to lower-decile physicians can produce an even higher return than only focusing on higher-decile physicians
- Physicians at all deciles are valuable to a brand's earning potential due to the relatively low-cost of non-personal promotional efforts