

# Market Share and HCP Engagement Increase Despite Sales Force Redirection

## Project Summary

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A mid-sized biopharmaceutical company in the United States sought to maintain market share and healthcare provider (HCP) engagement for its diabetes franchise after redirecting sales force efforts. They worked with Physicians Interactive (PI) to implement a multi-channel marketing campaign as a replacement for redirected sales force activity. The campaign launched in March 2010.

### Recruiting Plan and Program Design

PI launched a multi-channel campaign consisting of six eDetails, 12 eNewsletters with three Quickspots, and six MedAlerts aimed at the franchise call plan targets representing a range of decile groups made up of general and family practitioners, as well as endocrinologists.

PI developed a sophisticated recruiting plan that delivered the right program to the right segment at the right time using a customized targeting and multi-layered recruiting approach. Throughout the campaign, PI closely monitored responses and adjusted recruiting vehicles to ensure maximum exposure to targets. The campaign was delivered over the course of nine months.

### Campaign Results

Two methods were used to evaluate the campaign for return-on-investment (ROI). One was a randomized analysis, where random groups of physicians were selected and compared – one group was campaign participants and the other group was not. The other method used in the evaluation was a matched pair analysis. Prior to the start of the campaign, 5,000 of the targets were each paired with one “control physician” who had similar prescribing behavior. Targets and control physicians are matched on a set of variables that included prescribing volume and specialty.

#### Total Prescriptions (TRx)

The brands combined, had a 0.9% increase in TRxs for the test period of March through December 2010 at a 90% level of confidence.

However, the impact of the campaign first appeared in August, at which point nearly 35% of the program’s campaign tactics had been delivered. The TRx for the period August through December 2010 is 1.6% at a 90% level of confidence, well above the program’s breakeven point of 0.5%.

#### New Prescriptions (NRx)

According to the matched pair analysis, the sample of physicians who opened the eDetail invites showed an 11.5% NRx increase (at a 90% level of confidence) compared to the control group, HCPs not involved in the campaign. Physicians who clicked into the eDetail program showed an increase of 18.1%, at a 78% level of confidence, when targets and controls were compared.

#### Return-on-Investment (ROI)

The campaign results compared to the campaign spend proved to be extremely cost-effective. In fact, the ROI for the program met and exceeded expectations – generating revenue that was 70% over the cost of the campaign.

The campaign “cost per HCP” was an estimated \$41 each.

### Conclusion Summary

Based on the results, PI drew the following conclusions about the success of the campaign:

- Multi-channel marketing, under the right circumstances, is capable of sustaining, if not growing NRx and TRx generation and, therefore, market share;
- Targets respond to and engage with brand messaging at different points in the continuum; therefore integrated campaigns are necessary to drive value;
- The success of recruiting lies in the value of impressions, whether brief or more in-depth;
- Be patient as campaign results may experience a time lag between resource delivery and changes in HCP prescribing behavior;
- A decrease in sales rep coverage does not necessarily mean a loss in market share and physician engagement if the right messages, channels, targeting, timing and partners are deployed.