

Smart Advise Case Study

Understanding the Impact of Targeted Messaging on Potential in the Broader Market

How Smart Advise helped a global pharmaceutical company carve out its messaging strategy for targeted impact without sacrificing reach



EXECUTIVE SUMMARY

Our client wanted to study the impact of targeted messaging for a specific patient group on overall prescribing - would messaging for one patient group lead to broad prescribing across patient groups or just for that one group?

Smart Advise demonstrated that growth would be seen across patient groups, even if the messaging was focused on only one

OBJECTIVES

Smart Advise began the project with the following objectives:

Predict the impact on Drug X prescriptions for other patient groups if promotional activity is exclusively focused on prescribing Drug X for one target patient group

Assess if promotional focus on exclusively one patient group will decrease Drug X prescriptions for other patient groups and understand the variations by specialty

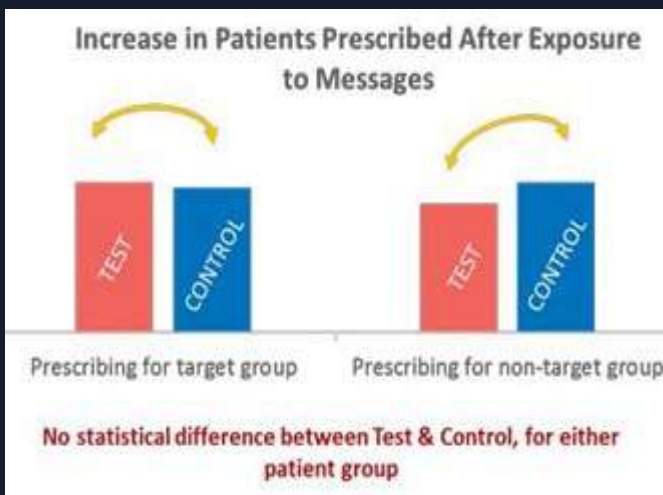
Determine source of business for all patient groups both before and after exposure to stimuli (messages)

Determine which messages and which combination(s) of messages are most persuasive and motivating to target HCPs to prescribe Drug X

RESULTS

It was discovered that:

- 1) A messaging strategy exclusively focused on one patient group will not negatively impact patient share for Drug X
- 2) Both the “Test” group, who saw the limited subset of messages, and “Control” group who saw all messages, increased the percent of patients they predicted they would prescribe this drug after seeing these messages



- 3) There were no significant differences between Test and Control across all physicians, by specialty or physician decile level, for either patient type, further demonstrating the soundness of this approach

- 4) A targeted, impactful set of messages was identified, along with potential variations tailored to specialists

STRATEGY

Smart-advise conducted two simultaneous, identical surveys that differed only in the messages presented.

One included message targeted at all patient groups (Control Group). Another kept only messages relevant to one specific patient group and eliminated any reference or messages associated with the non-target population (Test Group). Care was taken to ensure that the two sample groups were matched in every possible dimension

