

Dynamic Prescriber Pull-Through Messaging Proven Effective at Growing Share

Targeted pull-through messages demonstrated to be more effective with increased frequency

A PRECISION BRIEF



Introduction

Healthcare providers who believe your brand offers clinical advantages that benefit their patients may nonetheless be reluctant to prescribe due to access misperceptions. These perceptions may form when a pharmacy calls about a prior authorization or a patient complains that her co-pay was too high. This can lead the provider to believe this to be the case for more patients than is actually the case—and prescribing for your brand to go down.

This study demonstrates that a field force equipped with dynamic pull-through messages informed by a proprietary methodology extracting prescriber-specific cost and coverage information was able to address access misperceptions and realize previously suppressed prescribing by target doctors after the first detail. Furthermore, subsequent details resulted in incremental prescriptions, proving the axiom that the right message to the right doctor delivered with the right frequency has the most impact on prescribing behavior.

Physician-specific messages enabled a field force to increase share 15% in 3 months

At the heart of this study is proprietary technology developed by former pharmaceutical industry marketers and data management experts: the Precision Cost & Coverage (C&C) Communicator. This platform was built to translate any of the commonly known prescribing and access data sets purchased by pharmaceutical companies into prescriber-specific pull-through messages and make them available through any detail medium.

Overcoming Negative Access Perceptions

A pharmaceutical client had recently invested in an expanded sales force and improving formulary access for its key brands. How could this client extract the most value from these investments?

While a “pull-through system” for field use had been in place for years, teams faced several challenges due to the low relevance of messages to prescribers. With the motivating factor of maximizing the ROI on rebate and field force investments, the client engaged the Precision Promotional Effectiveness team. Precision employed its deep understanding of an exceedingly complicated access situation to (1) identify critical access and reimbursement factors and (2) develop a platform that would best enable the field sales representatives to discuss access with their physician targets.

A VIEW FROM THE FIELD

“I love how specific the C&C app is. I like that you can drill down to a particular plan and give the co-pay info specific to the doctor. It is a great tool!”

Extracting More Value From Existing Data

The brand team was facing several challenges:

- A homegrown prescriber-targeting database was available, but payer names and formularies were difficult to interpret and understand. The tool required multiple sorting functions and filters to extract actionable information
- Although a third-party formulary vendor pull-through tool was in place, it was difficult to use and provided only high-level non-prescriber-specific formulary information
- The win tracker was not conversant with most managed market terms or how to present coverage information to prescribers in a relevant manner

Blinded results from a recent study for a primary care drug

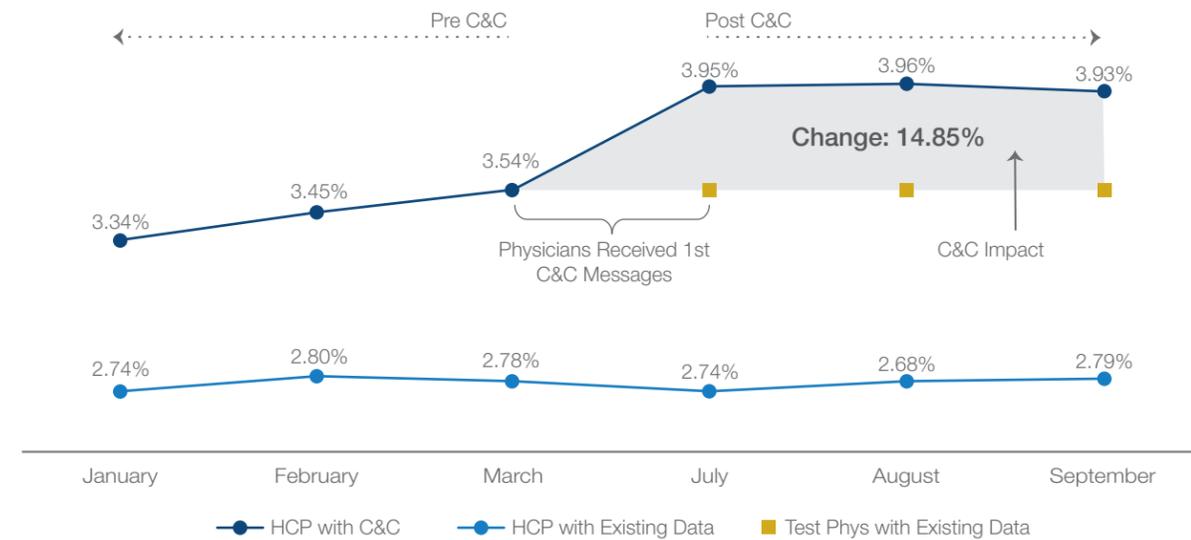


Figure 1. For those targeted physicians that had low prescription volume for both the therapeutic class as well as the brand, targeted messaging delivered a significant increase in market share by effectively improving the HCPs' perception of access for the promoted brand.

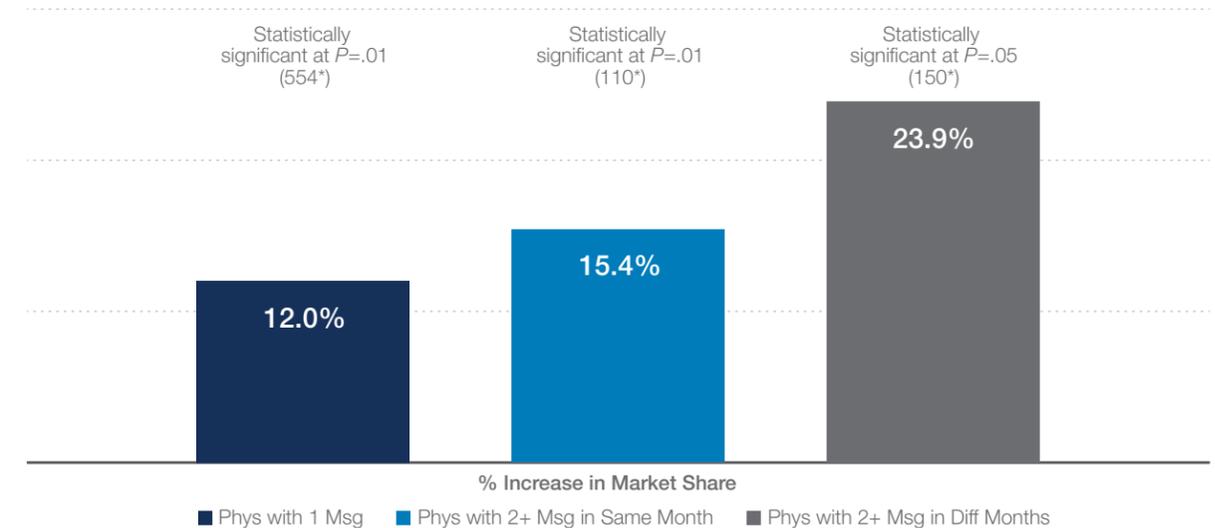
Translating Prescription and Formulary Data Into Prescriber-Specific Pull-Through Communications

Precision recommended and executed the following game plan:

- Analyzed physician-level claims and brand payer access with its proprietary payer hierarchy approach for the 5 therapeutic classes, creating local market access landscapes for each targeted healthcare professional for the 6 promoted brands
- Deployed the Precision C&C Communicator to create a new targeting resource that captured the favorability of payer coverage for each prescriber's patient population
- Identified physician-specific access opportunities and developed corresponding local, relevant, and optimized pull-through messages to help physicians understand true access scenarios for the respective brands
- Integrated the physician-specific messages into a print-on-demand portal, making them readily available to the field force

The right pull-through messages to the right doctor with the right frequency realizes more prescriptions

Net increase in pull-through drug market share relative to no C&C pull-through message, %



*No. of physicians.

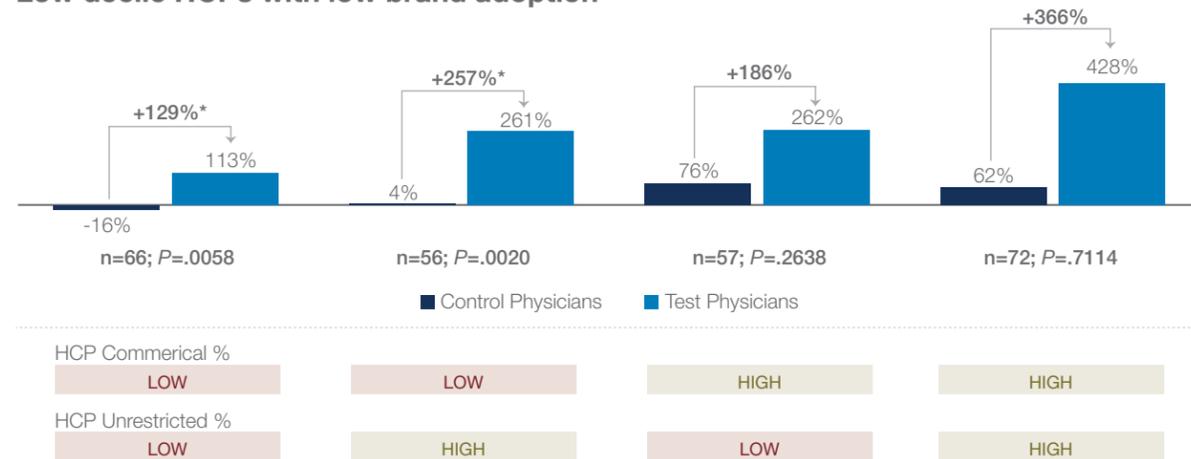
Figure 2. When delivered multiple times to the target HCP, especially when repeated over the months, Precision's messaging amplified the positive impact on market share.

Rapid Deployment and Dramatic Impact

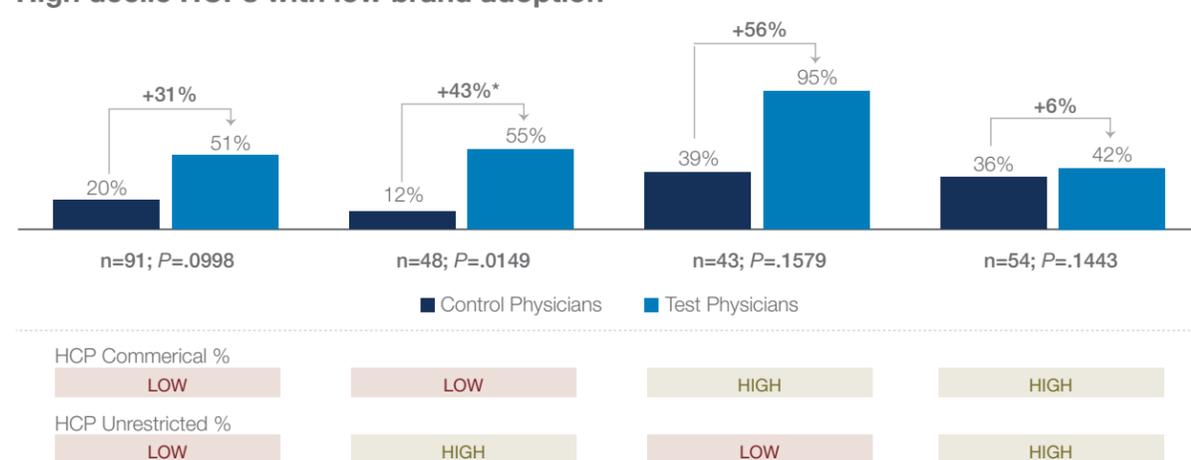
Precision's pull-through solution helped the brand:

- Deliver ~29,000 individualized pull-through messages to ~10,000 targeted physicians across the nation in a span of 2 quarters
- Realize a 14% increase in TRx share within 3 months among targeted physicians who received updated messaging (as evidenced in a controlled, retrospective study). The control group were physicians that continued to receive pull-through messaging that was geographically based and provided by a standard formulary vendor system
- Approximately \$400MM in latent pull-through opportunities were uncovered

Low decile HCPs with low brand adoption



High decile HCPs with low brand adoption



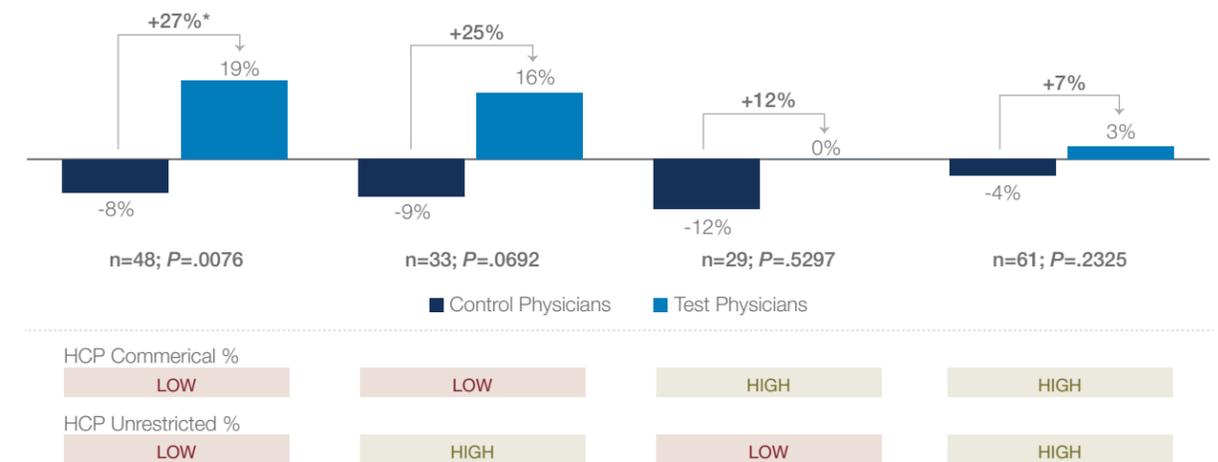
* Indicates statistical significance at $\alpha=0.05$.

Figures 3 and 4. For those targeted physicians that had low market share for the brand but did write significantly for the therapeutic class, targeted messaging delivered a significant increase in market share by effectively resetting the HCPs' poor perception of access for the promoted brand to its real access.

A VIEW FROM THE FIELD

"We can target specific employer groups per coverage plan based on location. This helps each HCP put an individual patient's face to each coverage plan."

High decile physicians with high brand adoption



* Indicates statistical significance at $\alpha=0.05$.

Figure 5. For those targeted physicians that were high performers for both the therapeutic class as well as the brand, market share was defended by effectively reversing share erosion for the promoted brand.

A VIEW FROM THE FIELD

"The HCPs have appreciated the accurate managed care information that is relevant to their specific practice. Showing the co-pay allows the provider to know and understand exactly what his or her patients will be paying at the pharmacy. This new app offers credibility and allows us to partner and remain a resource with the provider and staff."

For more information about Precision Promotional Effectiveness services, contact:

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