

Live Video Detailing Complemented By A Multichannel Campaign for New Product Launch into Highly Competitive Market

A novel drug was to be launched by the client to compete with a market leader that was supported by its loyal prescribers. Client's strategic imperative was to penetrate whitespace health care professionals (HCPs) to educate them about the differentiating drug efficacy with a very lean sales force.

CLIENT CHALLENGES

- Competing market leader has a 72% market share
- Client has little expertise in targeting whitespace HCPs
- Client has a very lean sales force of only 50 reps in the United States
- Convey differentiating drug efficacy effectively

SOLUTION

A seamless and integrated multichannel campaign was deployed with strategic e-mail solutions, Live Video Detailing (Aptilon™), and the traditional field rep as the key channels for a successful campaign.

E-mail Strategy Execution:

- With pre-market preparation, MCM team prepared e-mail content with focused pre-launch messages
- A multi-wave e-mail campaign was launched with each campaign touchpoint building increasing HCP interest

Live Video Detailing Strategy and Execution:

- A 7 week drive of aggressive Live Video Detailing was set-up

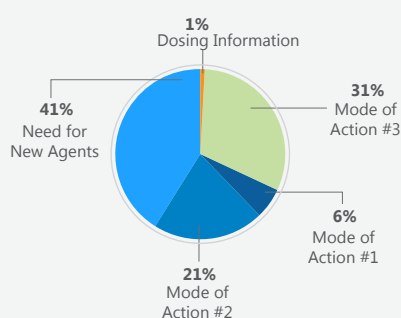
- Live Video Detailing leads were converted to new prescriptions within 48 hours of launch
- E-mail click-throughs were successfully converted to Live Video Detailing product discussions via Aptilon™'s single Click-to-Connect interface
- Product discussions led to product adoption and successful uptake
- Live Video Detailing platform reveals key insights on HCP focus and information needs, pre-launch and during launch (as seen in the charts below).
 - During pre-launch, HCPs were seeking information on modes of action
 - During launch, HCPs were focused on efficacy and safety information, followed by dosing and administration

KEY OUTCOMES

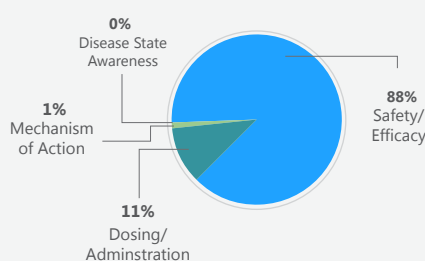
An overwhelming increase in webcast participation witnessed with the use of a 360° multi-touchpoint integrated campaign. Traffic increased across all non-personal channels while rep visits were optimized with the new multi-channel approach.

- 30,000+ unique visits: Recruited through e-mail & the brand web site
- 68% increase in inbound HCP contact post launch
- ~9.5 minutes of quality HCP interaction per call
- 73% of Live Video Detailing engagements generated follow up leads for the field sales reps; resulting in a true Closed Loop Marketing multichannel campaign
- Live Video Detailing platform reveals key insights into HCP focus and information needs

HCP Information Needs During Pre-launch, by Time Spent on Messaging



HCP Information Needs During Launch, by Time Spent on Messaging



TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:



