

# 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

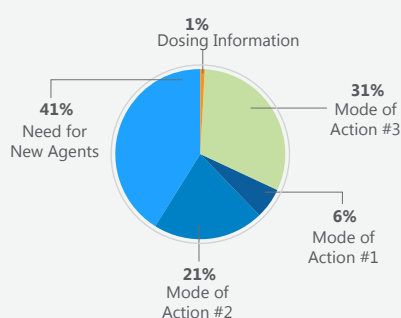
- Live Video Detailing leads were converted to new prescriptions within 48 hours of launch
- E-mail click-throughs were successfully converted to Live Video Detailing product discussions via Aptilon™'s single Click-to-Connect interface
- Product discussions led to product adoption and successful uptake
- 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

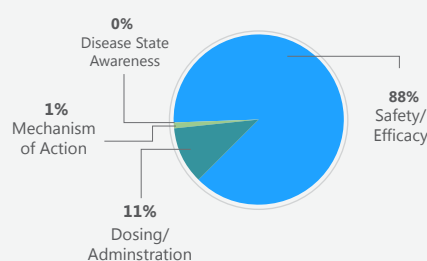
An overwhelming increase in webcast participation witnessed with the use of a 360° multi-touchpoint integrated campaign. Traffic increased across all non-personal channels while rep visits were optimized with the new multi-channel approach.

- 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:



