

Case Study

Client:	Mid-Size Pharmaceutical Company
Therapeutic Area:	Neurology - Insomnia
Brand:	Oral Medication
Product Life Cycle:	At Launch
Primary Objectives:	<ul style="list-style-type: none">• Accelerate product uptake of new brand in crowded market• Support sales force with unique patient feedback program to offer to their target physicians• Deliver patient experience data to prescribing physicians from their own patients
InfoMedics' Solution:	InfoMedics recommended a Brand Accelerator Patient Experience Program designed to accelerate product adoption by target prescribers. The Program gave physicians an opportunity to receive information about the product's effectiveness as experienced by their own patients. The program was operational for 12 months and included free sample medication for patients. Participating patients completed surveys about their sleep quality before and after using the sleep aid, their satisfaction with the medication and their intent to continue using it. A feedback report summarizing each patient's responses was generated and sent to the prescribing physician.
Program Description:	<ul style="list-style-type: none">• More than 20,000 physicians were engaged in the program.• More than 7,600 patients enrolled; 5,300 patients completed the surveys.• Physicians identified patients appropriate for the medication and provided them with survey program materials; patients voluntarily enrolled.• Using Interactive Voice Response (IVR) technology via the telephone or web-based surveys via the Internet, patients completed a baseline survey and a follow-up survey after several uses of the medication.• Primary outcomes of interest included: ease of falling asleep, getting a good night's sleep, waking up refreshed, and satisfaction with medication.
Client Value:	This program allowed the client to reach thousands of target prescribers with several branded impressions of their product and patients' responses to it. In addition, thousands of patients were able to trial the medication and provide information about their experiences back to their physicians. The surveys and feedback allowed physicians to gain knowledge quickly about the new product and its effectiveness as reported by their own patients. The success of this program prompted the client to implement a second program to target additional physicians.
Program Metrics:	IMS conducted independent analyses of the prescribing behavior of physicians participating in the program compared with a matched group of physicians not participating in the program. <ul style="list-style-type: none">• Overall, physicians in the program wrote 76% more new prescriptions (NRxs) than physicians not participating in the Experience Program• Program physicians who had at least one patient participating wrote 153% more NRxs than physicians not enrolled in the program.