

Case Study

Client:	Large Pharmaceutical Company
Therapeutic Area:	Ophthalmology - Chronic Eye Condition
Brand:	Eye Drops
Product Life Cycle:	First in Class Product/2 Years Post-Launch
Primary Objectives:	<ul style="list-style-type: none">• Increase awareness and utilization of novel treatment for chronic dry eye
InfoMedics' Solution:	InfoMedics proposed that the company implement a physician-oriented, patient-centered Patient Experience Program to gather data on clinically relevant outcomes associated with treatments for the chronic eye condition. Prescribing physicians would receive feedback about their patients' responses to treatment, allowing them to see first-hand, from their own patients, the medication's effectiveness.
Program Description:	<ul style="list-style-type: none">• 4,500 Participating ophthalmologists and optometrists in US• 14,900 Patient participants• Baseline patient survey, follow-up surveys at 30 and 60 days post-medication initiation• Surveys completed via telephone using Interactive Voice Response (IVR) technology• Survey questions focused on symptom severity, impact of symptoms on everyday activities, time to onset of relief, medication satisfaction, and intent to continue• Physicians with participating patients received a one-page, individual patient report with graphs detailing a specific patient's response to treatment• The brief, easy-to-read feedback report provided physicians with clinically important information about how patients were responding to the medication
Client Value:	<p>The high patient and physician participation and strong program results prompted the client to consider further dissemination of the data to physicians. To that end, InfoMedics led the development of a manuscript detailing the program and the survey results. This manuscript was subsequently published in a peer-reviewed professional journal.</p> <p>The success of the program has also prompted the client to implement a second program, currently underway, which has over 3,300 physicians and more than 4,200 patients participating to date. This early success has the client in discussions with InfoMedics to run a third program in 2006.</p>
Program Metrics:	<p>IMS conducted independent analyses to compare the prescribing behavior of physicians participating in the program to that of physicians not participating in the InfoMedics program.</p> <ul style="list-style-type: none">• Overall, physicians who participated in the program wrote significantly more (73.2% more) new prescriptions than physicians not participating in the InfoMedics Program• Program generated \$2.4-\$3.1M in net annual revenue for brand