

Client:	Large Pharmaceutical Company
Therapeutic Area:	Neurology – Anxiety
Brand:	Oral Medication
Product Life Cycle:	Growth/New Indication
Primary Objectives:	<ul style="list-style-type: none">• Increase awareness of anxiety disorder among consumers and physicians• Assist client in highlighting launch of brand with new indication• Assist client in positioning brand as only one with FDA approval for the condition
InfoMedics' Solution:	<p>InfoMedics proposed a Campaign Booster as part of the company's launch strategy for their brand. InfoMedics' approach included three phases. Phase I, a series of national CME teleconferences, was designed to engage physicians in discussion about the condition and medication, as well as enroll interested physicians into Phase II, the patient registry. In Phase II, the enrolled physicians used validated screening tools to assess their patient populations. Patients identified as screening positive were instructed to call a toll-free number and answer a series of symptom-related questions. A summary of each patient's responses was sent to the prescribing physician. Phase III was implemented to augment the release of the client's DTC campaign for their anxiety disorder medication. The campaign included a Web site and a toll-free telephone number for patients to call for additional information about their condition and the medication. InfoMedics' automated system fielded the calls and collected demographic and market research data from consumer respondents. InfoMedics also fulfilled requests for materials containing educational information. Callers were also given the opportunity to answer survey questions that included an anxiety disorder screening tool, which was scored and read to the caller in real-time, and could be used to initiate discussions with their physicians.</p>
Program Description:	<ul style="list-style-type: none">• Three phases designed to integrate with the company's established strategy• Phase I: CME teleconferences worked to engage and educate physicians about the condition and the medication• InfoMedics leveraged the technology-based Interactive Voice Response (IVR) system to engage and enroll physicians• Phase II: Patient registry allowed the client to educate patients about the condition and treatment options by providing them with pertinent information and a support mechanism to help them• Physicians screened their patient populations and invited appropriate patients to call the toll-free program number and provide information about their experiences• Patients voluntarily enrolled in the program and completed a series of surveys based on validated instruments that focused on the specific elements of the disorder that affected patients' lives• Physicians received an individual patient report with graphical displays detailing that patient's experiences with the medication compared with the norms from the validated instruments• Phase III: DTC campaign consisting of broadcast TV commercials and print advertisements that were developed and released by the client• Toll-free number appearing in campaign was directed to InfoMedics