

Pharmaceutical Executive

The Power of Positive Feedback

Boost doctors' confidence in your brand by validating their prescription decisions.

Doctors tend to hear from patients when medications fail, not when they work. But hearing positive feedback can sometimes be just as valuable. Doctors want to know that the drugs they prescribe produce positive outcomes and boost compliance. Yet, many have little information about the efficacy of these drugs because they don't have time to follow up with each patient and track their progress. Without reinforcement of their prescription decisions, doctors may feel less certain about their choices and more open to trying a different script on their next patient. But marketers can change this mindset of uncertainty by validating physicians' prescribing habits. By presenting doctors with positive feedback from their patient pools, marketers can help boost doctors' script-writing confidence, and help shape their brand preferences.

Positive Patient Input Counts

Patient data represents a powerful marketing tool, especially when the data is customized. Instead of presenting generic clinical trials evidence, marketers can now offer data from a doctor's own patient population, collected through electronic surveys. In these surveys, marketers ask patients specific questions about relief of symptoms, ease and convenience of use, and drug productivity. Armed with this data, reps can incorporate the results of these surveys into the

detailing process. Not only does this personalize the often impersonal

experience, but it also helps marketers increase their chances of creating positive brand impressions.

The survey results go into a linked database of information about the participating patients and physicians. Every time a patient inputs information, the doctor automatically receives a report. If the doctor sees that the patient is struggling with compliance, he or she can follow up with the patient by phone. The data can be repurposed for additional uses:

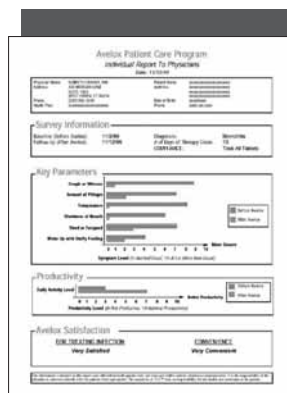
» Market research Physicians and their patients develop an understanding of the medication experience they've shared, allowing insight into the



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↑ The patient care program report gives doctors a glimpse into their patients' level of compliance and satisfaction with the medication.

CASE STUDY

Avelox Patient Experience Program

Several years ago, Bayer ran a patient experience program that increased prescribing of its new drug Avelox (quinolone) by 110 percent. Family physicians provided starter kits of Avelox to the appropriate patients in their practices and encouraged patients to report on their experiences using interactive voice response (IVR), or online.

They asked patients to complete two surveys, the first prior to taking the medication and the second after they had finished taking the medication. The surveys asked patients about a number of aspects of their experience using Avelox, including:

- Time to onset of action
- Relief of symptoms
- Productivity
- Satisfaction and convenience

After patients completed their follow-up survey, physicians received a faxed report detailing the patients' responses at both baseline and follow-up. The results showed enough positive feedback to encourage physicians to continue writing scripts for the drug.

» Positive Feedback

choices and beliefs that each party made with regard to the product.

- » **Patient education** The database provides a vehicle for educating both patients and physicians about which educational messages were delivered and understood.
- » **Compliance/Loyalty** For compliance and loyalty, continued brand-use follow-up surveys of patients provide notifications of brand termination and inform physicians about their patient's treatment stoppage, thereby allowing the physician to intervene when appropriate.
- » **Outcomes studies** Unified patient-experience marketing allows researchers to have precise information about new patient starts, length of continuous use, and insight into product use. This information can be exceedingly difficult to gather without access to electronic medical records and claims datasets.

Beyond these areas, the collected patient-experience data can be repurposed for use in specialty conferences and journals. The data can also support abstracts, poster presentations, and manuscripts. »

Spillover Sales

This marketing strategy can also benefit patients. They take comfort in knowing that their doctor is monitoring their compliance with the medication. They also tend to appreciate the increased communication with their doctor. As a result, they spread the word to other patients about their positive experiences with a particular prescription.

Ironically, most of the economic benefits that result from higher script writing are actually conferred by patients unassociated with the program. Marketers know this phenomenon as the "spillover effect," or the positive change in prescribing that results from impres-

"Spillover" patients account for 86 percent of NRx generated from patient experience programs.

Spillover Effect

Therapeutic Class	MDs Engaged	Patient NRx	Spillover Patient NRx	Total Incremental NRx	Total Incremental Annual Revenue
Anti-Depressant	4,644	1,380	5,995	7,375	\$7.2M
COPD	5,936	1,841	17,867	19,707	\$6.2M
Anti-Emetic	1,613	1,225	5,066	6,291	\$2.2M
AVERAGE	4,064	1,482	9,642	11,124	\$5.2M

Repurpose Patient Data

Unified Patient-MD Database

Unified patient-MD database serves as the "address book" for the brand.

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- >Market research
Dyads of MDs and patients with recent positive brand experiences.
- >Patient education
Reinforces appropriate use to patients; reports to MDs about compliance.
- >Compliance/Loyalty
Follow-up surveys of continued patient brand use with reporting to MDs about compliance.
- >Outcomes studies
Long-term assessment of outcomes from patients with clearly documented periods of product use.

sions generated from one patient "spilling over" to other similar patients in that physician's practice.

The "Spillover Effect" chart (top right) highlights three examples of recent patient program pilots conducted in very different therapeutic classes. Eighty-six percent (9,642 / 11,124) of the NRx generated from these patient-experience programs were contributed by "Spillover Patient NRx," and not from the actual participants of the program as shown in the "Patient NRx" column.

Yet, not all patient feedback from the survey supports this marketing strategy. Sometimes, patients do not respond positively to a particular treatment. Marketers should not ignore this kind of negative data—they should respond to it. Doctors expect to see variability among treatment outcomes. Besides, more often than not, a medication will

produce a positive outcome—whether that means an actual improvement or just the stabilization of a patient's condition. So at a minimum, this tactic can provide physicians with feedback on some patients who have had positive experiences.

Customized patient-experience programs can dramatically increase the value of traditional detailing. While doctors may not pay close attention to clinical trials data presented during a rep visit, they will listen when confronted with data about their own patient population. Doctors value marketers who do their homework for them. Not only do they get information about their patients' progress, but they also learn about the efficacy of the drugs they prescribe. This personalized approach increases their efficiency and produces better patient outcomes. ☉

