

STOPPING MARKET EROSION BY REACHING UNCOVERED PRESCRIBERS

COMPANY TYPE Pharmaceutical

SIZE OF AUDIENCE 43,000

TARGET AUDIENCE Primary Care Physicians

TIMELINE 12 months

CHALLENGE

Our client, a major pharmaceutical company, was looking to increase TRx of its dermatological brand. However, the market was crowded by generic products and its field sales force was focusing only on dermatologists. As a result, its market share had eroded among primary care physicians (PCPs). Our client needed to find a way fill the gaps their sales force left behind.

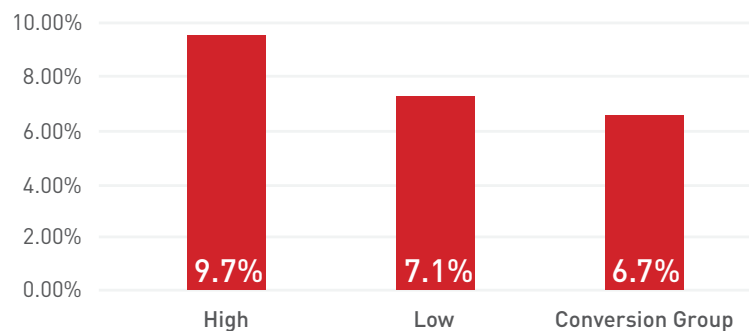
SOLUTION

Our data-driven multichannel strategy used inside sales representatives, email blasts, and sampling to reach previously untouched PCPs. We segmented the PCPs based on prescribing potential, allocating the proper resources for each segment based on its projected value (high value, low value, and a conversion group that was prescribing a competitor's brand). All our communication was measured and analyzed to provide learning and campaign optimization constantly throughout the program.

RESULTS

Among the 43,000 PCPs we targeted, **TRx for the brand increased 8.6% overall** against a holdout of comparable physicians.

INCREMENTAL TRx LIFT OVER CONTROL AFTER 12 MONTHS



8.6% OVERALL TRx INCREASE

We can help you uncover opportunities for growth and increase your TRx through the power of multichannel messaging. Contact us at info@mmcglobal.com for a free analysis of your TRx data.

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