



What is Slowing Your Brand's Growth?

Barriers to Expanded Usage

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Today's pharmaceutical marketing is defined by shrinking promotional budgets, declining ROIs and physicians' increasing reluctance to see sales representatives for more than two minutes (if they see them at all). The need for marketers to "get it right" for each segment of their physician audience has become an absolute necessity rather than something to boast about in your business review. Without a doubt, today's brand teams are faced with the ever growing challenge of reduced time to peak sales, expectations of higher sales and a reduction in the number of field forces supporting the brand.

Luckily, today's marketers also have more tools at their disposition than at any time in the past. Effectively used, these tools can accelerate sales, while reducing investment. Barriers to Expanded Usage is one such tool.

MR: Stepping up to the challenge

Traditionally, pharmaceutical market research (MR) has been called upon for insights into potential courses of action among key supporters. Today, expectations are heightened. In order to defend its role in the race to effectively reduce spending and maximize sales, MR needs to provide a well defined "action plan" that demonstrates the ability to increase sales.

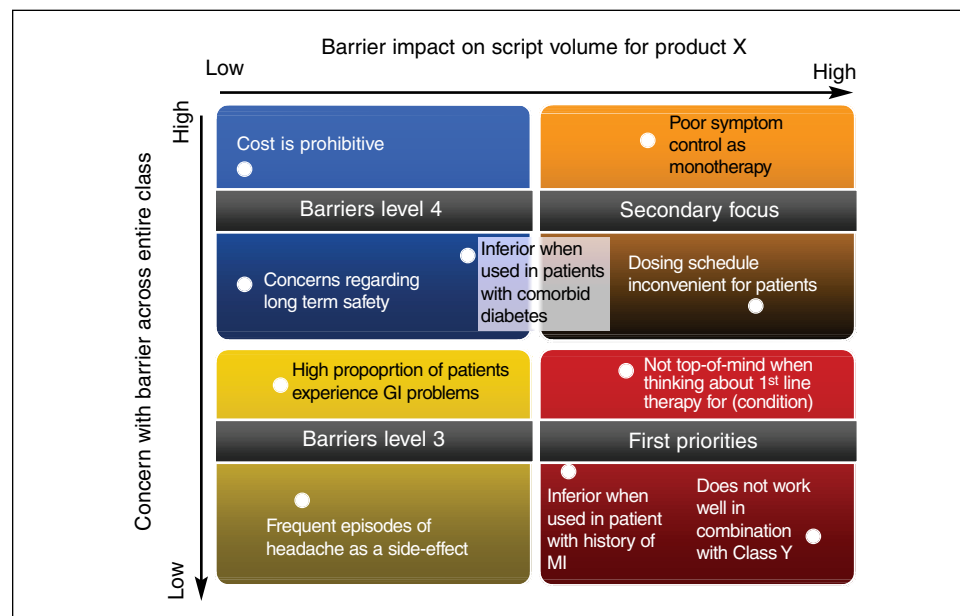


Figure 1. Barrier matrix: prioritizing the barriers that are most limiting your brand.

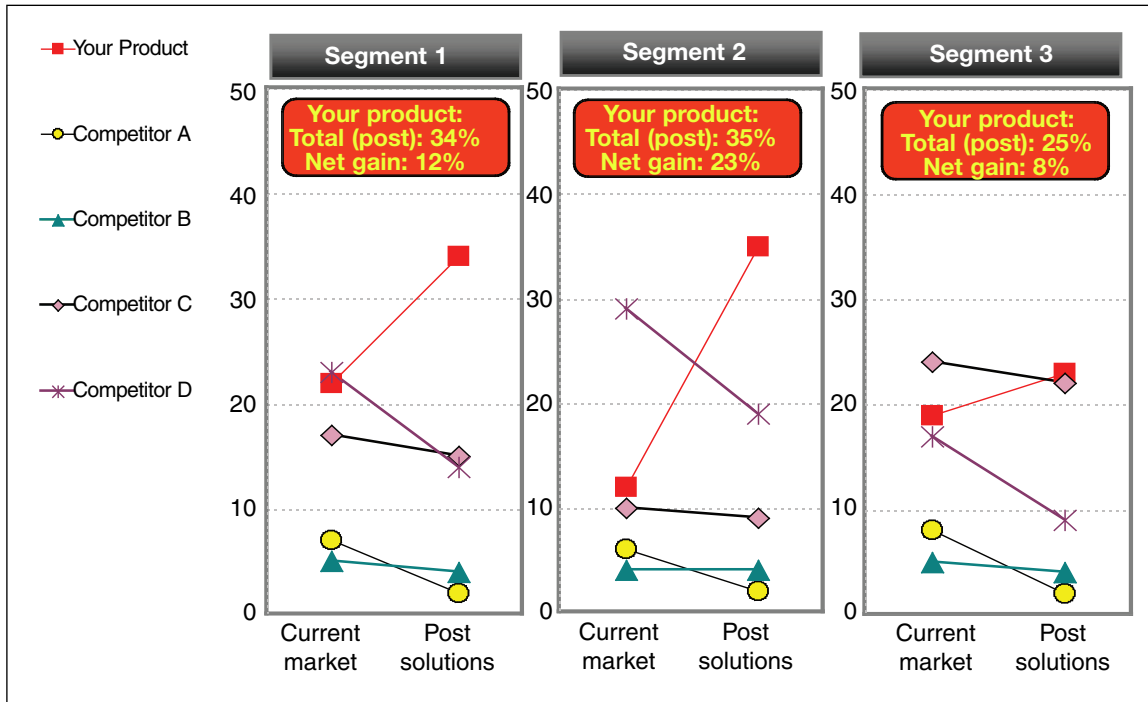


Figure 2. Address segment-specific barriers with targeted solutions and quantify segments of greater opportunity.

It is in this very spirit that Barriers to Expanded Usage was born. Initially presented as a case study at the Pharmaceutical Business Intelligence and Research Group annual conference in 2005, it quickly evolved into a custom research offering which has mapped the path to greater product usage for brands at various stages of their life cycle. The focus is straightforward:

1. What is stopping your key supporters from using your brand more extensively?
2. What segment-specific initiatives should you invest in, in order to meet your pre-determined objectives?

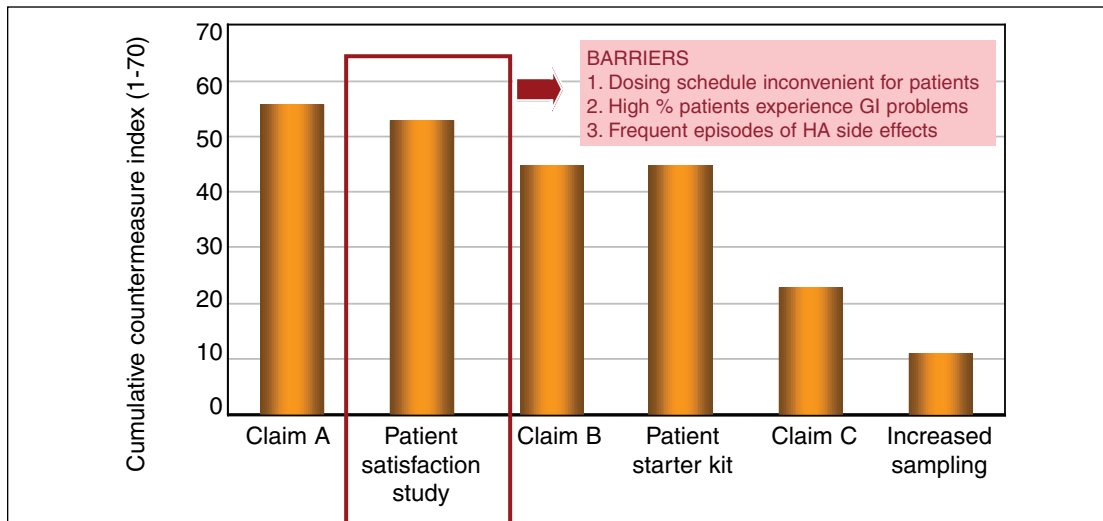


Figure 3. Identify the tactics that will most effectively help alleviate or eliminate your prescription barriers.

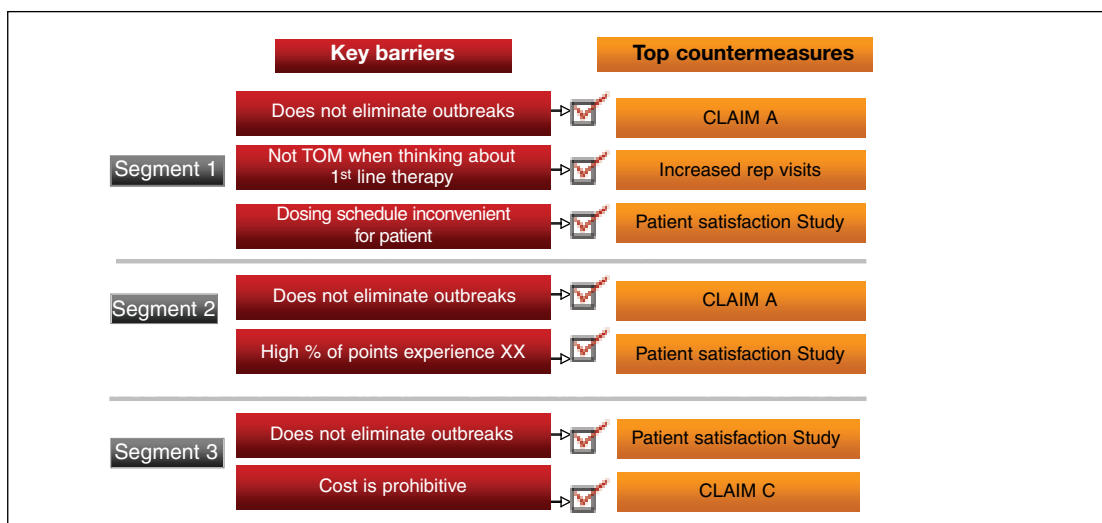


Figure 4. Tailored approaches to eliminating each prescriptions barrier.

A negative spin on typical areas of investigation

Quite simply, rather than focusing on how well your product performs on a range of attributes, Barriers to Expanded Usage focuses exclusively on unfavourable elements or barriers that are discouraging customers from using your brand (and your competitors) and the significance each barrier has on your customers' prescribing behaviour. Of note, barriers addressed in the study can (and should) be defined in ways which are not limited to the clinical properties of a drug, but rather extend to any market reality that may be limiting use (Figure 1).

More importantly, Barriers to Expanded Usage takes traditional MR insights to the next level by providing a precise understanding of what it is going to take to change the way physicians perceive your product. This is done through a quantitative assessment of potential solutions or countermeasures that would serve to resolve each barrier. These countermeasures can range between elements such as a clinical trial proving superiority to a competitor on a specific measure, the development of patient education programs, or even the quantity of samples left by the sales representatives.

What does Barriers to Expanded Usage deliver?

Study outputs provide an action plan to the brand team on several levels:

- Key countermeasures for each product barrier, including projected market share increases based on the initiative under consideration (Figure 2)
- An overview of the countermeasures which, as a group, can make the greatest contribution across your product's set of key barriers (Figure 3)
- A map of the fastest segment-specific path to greater usage (Figure 4)

Not least of all, the Barriers to Expanded Usage approach can also help teams to determine when "enough is enough" for a given market segment that is just not open to you.

In a nutshell, through a concise 20 to 30 minute online survey, Barriers to Expanded Usage can help you to determine distinct pathways to expanded usage for each of the key physician segments in your market. **CPM**

For more information on how to initiate a Barriers to Expanded Usage study for your brand, or on how to combine this market research offering with other tools that can help you achieve your 2008 sales target, contact your P\SL research consultant at (514) 938-2600.