

Perception is Not Reality



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There is a growing disconnect between marketing efforts and the ability to determine how well those investments have paid off. This is a result of the growing number of barriers to a physician prescribing a brand. These include:

- the lack of formulary coverage,
- no samples,
- no suitable patients,
- the product is too expensive and
- old prescribing habits.

A marketing or sales campaign is focused on changing the physicians' perception of product usage or the "mind share." Following actual prescriptions or sales will only tell you what habits and barriers the physicians are able to overcome. If instead you determine the product that the physician has established as their mental number one brand, this may be a more important measure of the brand's actual attributes and message resonance.

Doctor's Choice[®] survey asks for various therapeutic categories, "If you had to choose a medication for yourself, which brand would you prefer?" This identifies the perceived leading brand, even if habits or formularies dictate the brand they actually prescribe.

From our syndicated survey of over 3,500 physicians, we can see how this applies to major therapeutic categories. Doctor's Choice can be a valuable tool to help monitor the true goal of success—the capture of physicians' minds!

As you would expect, newer brands have the biggest differential, or "reality factor." In addition, from monitoring marketing and sales efforts, Doctor's Choice can offer a great dynamic for influencing peer to peer communications, targeting high potential physicians and identifying which brands are cannibalizing your potential market. **CPM**

Prism Healthcare Intelligence is a pharmaceutical market research company specializing in online surveys and qualitative interviews. For more information about this survey or other Prism capabilities, please contact pchalkley@prismresearch.ca or visit www.prismresearch.ca.

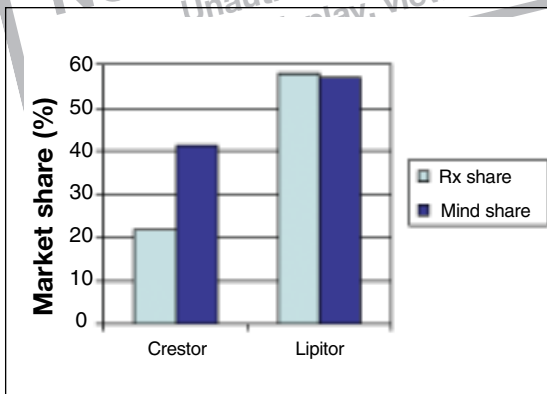


Figure 1. Statin examples of Doctor's Choice.

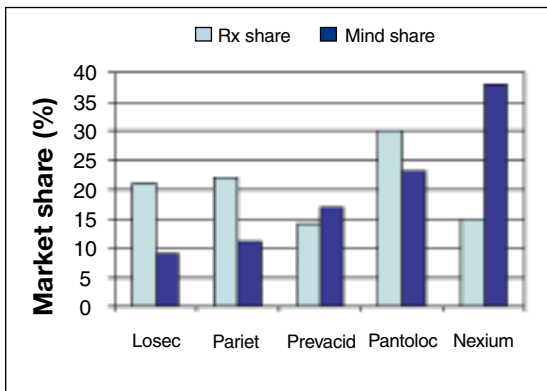


Figure 2. Proton pump inhibitors.