



# Identifying & Removing Barriers to Expanded Product Use

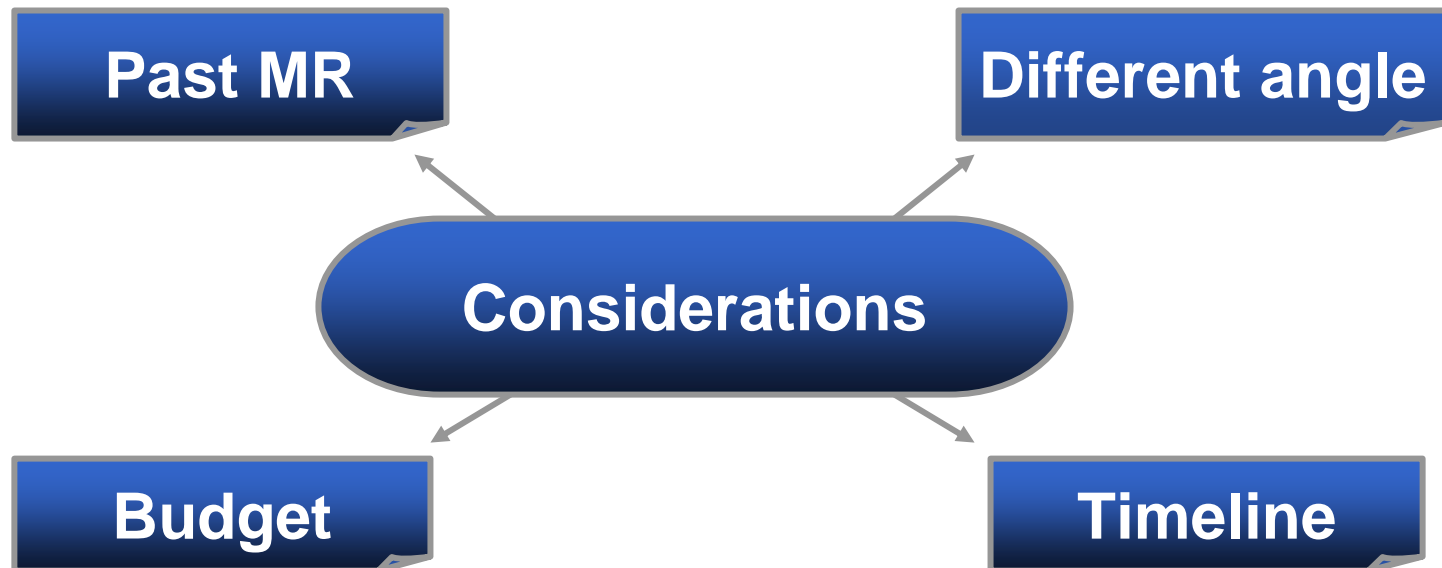
PBIRG Annual General Meeting 2005  
Research Excellence Case Study

# Setting the Stage

**Main Objective:** Hone strategy for EU launch of product

**Key Issue:** Product challenges existing in US domestic market

*“Our sales reps are having problems effectively addressing physicians’ concerns about [Product X].”*



# Our Approach



**Conduct US study to add value to previous global market research and guide EU launch plans**  
**Results would also serve interest of US team**

*Spin on areas to investigate*

1. Uncover obstacles to positive perceptions
2. Determine how to correct negative perceptions
3. Segment results to gain different levels of insight

# Core Methodology

- ❑ Self-completion Internet survey among physicians
- ❑ US sample (200 primary care and 100 specialists)
- ❑ Questionnaire length: 20 minutes
- ❑ Timeline

<i>Survey design</i>	<i>&lt; 1 week</i>
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<i>Fieldwork</i>	<i>4 days</i>
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<i>Results available</i>	<i>&lt; 1 week following fieldwork</i>
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# Themes Guiding Our Research Design

**Uncover and  
measure impact of  
BARRIERS**

**Take insights  
to the next level  
with actual  
SOLUTIONS**

**Explore results  
by physician  
SUBGROUPS**

# Results of Our Research

## **Tactical**

*Quantified barriers to product adoption & expanded use*  
*Established relationships: barriers & physician subgroups*  
*Pinpointed effective solutions to remove each barrier*

## **Strategic**

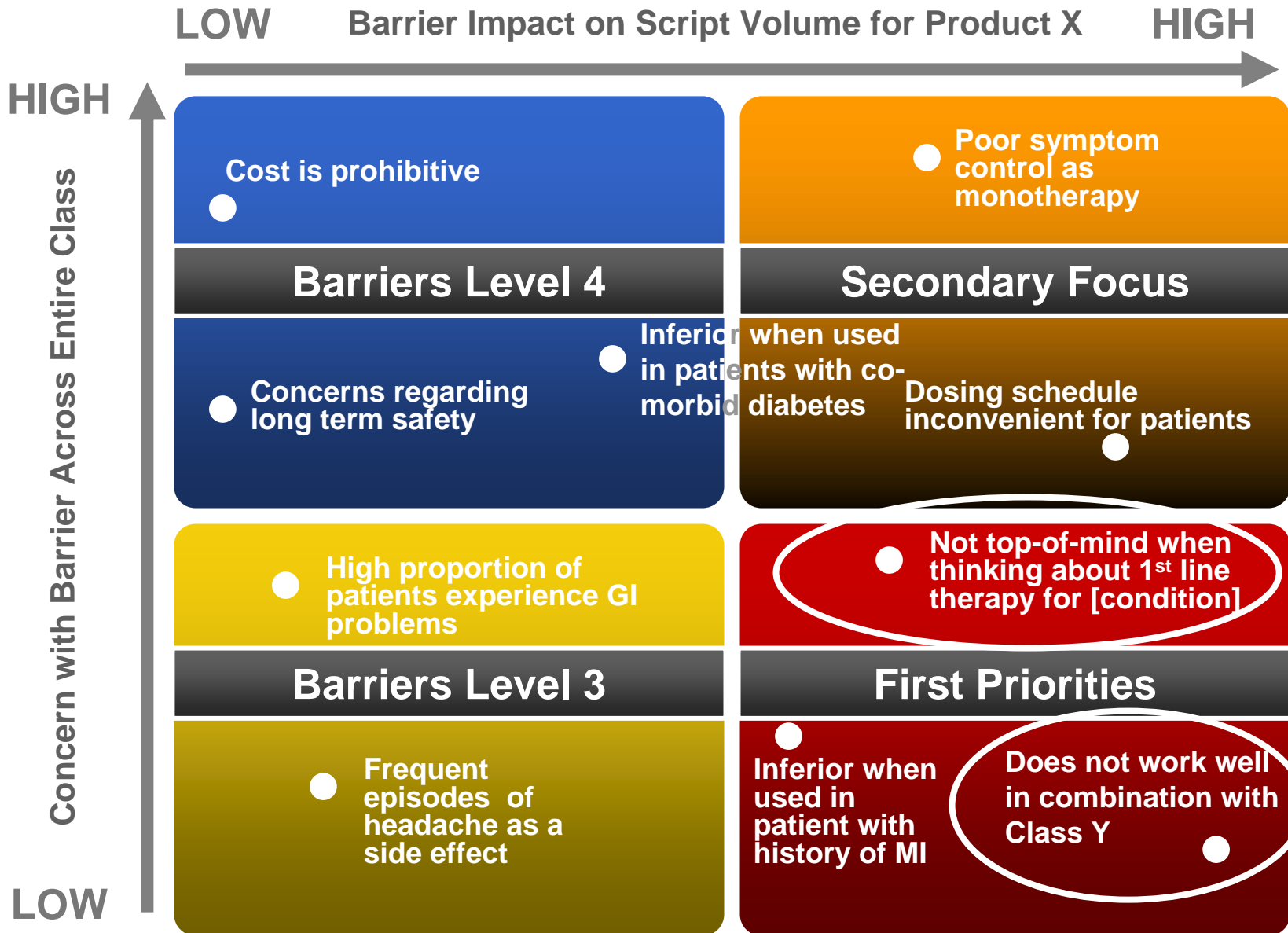
*Honed brand launch plans for Europe*  
*Identified way to counter post-launch barriers in EU markets*  
*Prioritized future research needs (marketing & clinical)*

**Global & US teams developed actionable plans based on quantitative data**






















## **SOME RESULTS**

Identifying & Removing Barriers to  
Expanded Product Use  
(Case Study)

# Barrier Gap Matrix



# Physician Segment Barrier Summary

Barriers		Product X Users by Rx Decile		
		Low	Mod	High
Tier I	Does not work well in combination with Class Y			
	Dosing schedule inconvenient for patients			
	Poor symptom control as monotherapy			
Tier II	Not top-of-mind when thinking about first line therapy for [condition]			
	Inferior when used in patients with history of MI			
	Inferior when used in patients with co-morbid diabetes			
	High proportion of patients experience GI problems			
Tier III	Frequent episodes of headache as side effect			
	Cost is prohibitive			
	Concerns about long term safety			



Size of circles = degree of barrier to increased use of Product X

# Identification of Countermeasures

- Working within the tight timelines for this study, cues taken from the brand team regarding what might be done to correct existing misconceptions, as well as valid concerns about their product
- Brainstorming session included representatives from MR and Marketing - US and Global

## OBJECTIVE:

Derive a list of potentially effective, yet *realistic* countermeasures

# Types of Countermeasures

- ❑ A range of potential countermeasures to correct disappointing product uptake were brought to the table
- ❑ Various categories were evoked...

Increased Sampling

Heightened Sales Activity

Patient Satisfaction Data

Patient Materials

Promotional Materials

Clinical Trial Data

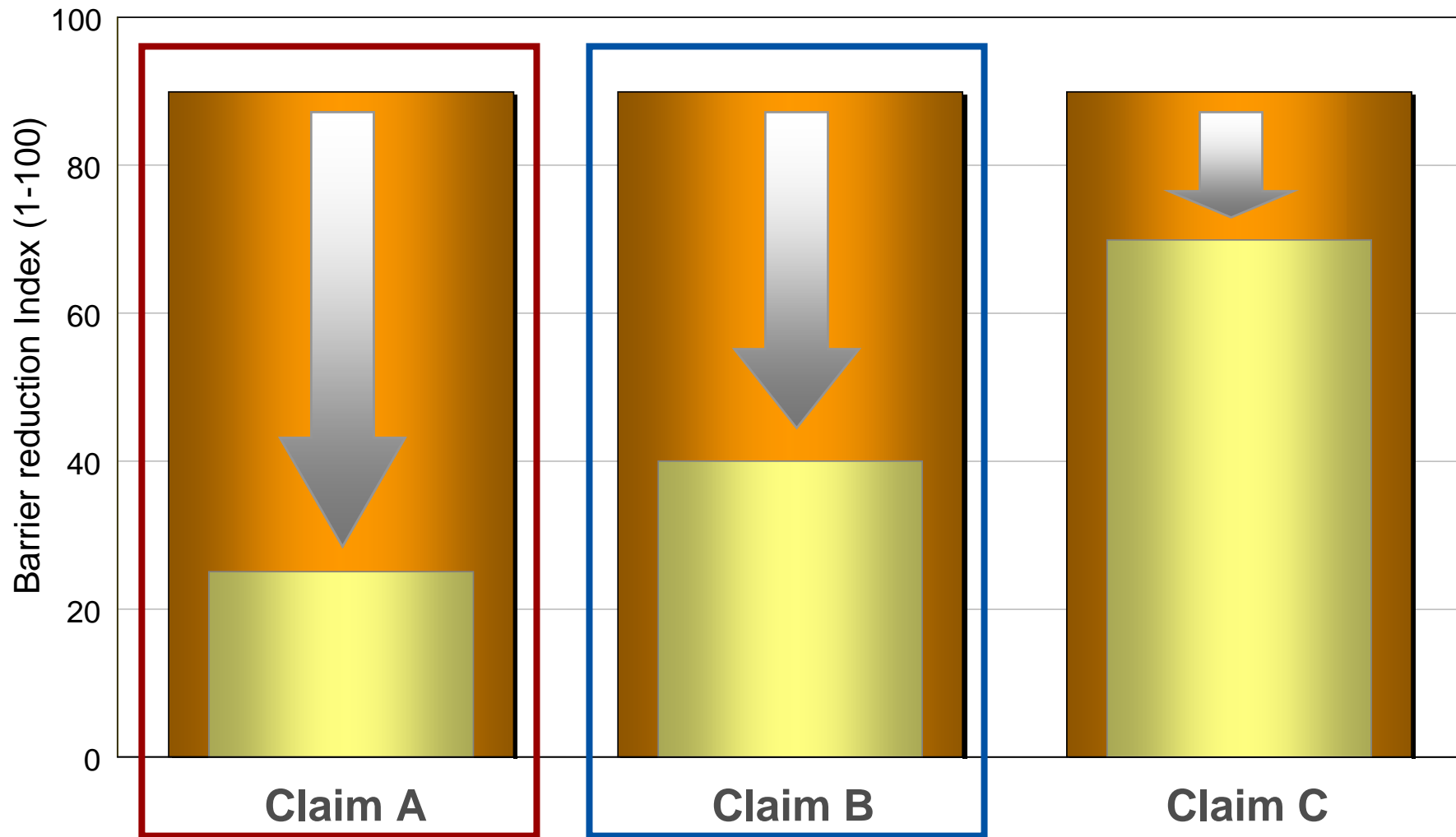
Some fairly immediate correctives, others requiring medium to long term planning efforts

# Countermeasure Effectiveness

Initial Barrier Strength  
Revised Barrier Strength

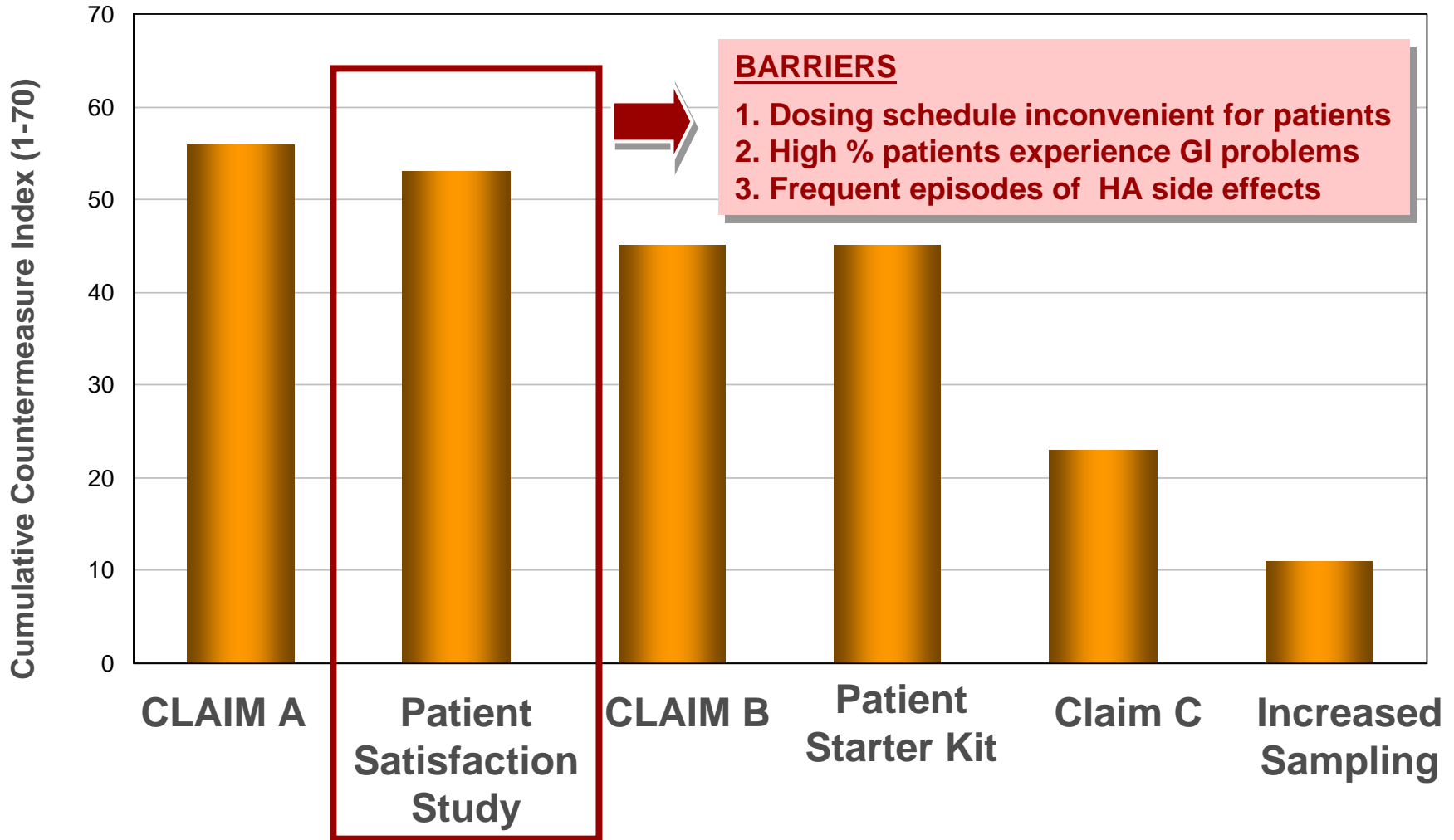
## Top Priority Barrier

Does not work well in combination w/ class Y



# Cumulative Countermeasure Index

Average Countermeasure Effectiveness for Appropriate Barrier(s)



# The Results in a Nutshell

## Key Barriers

## Top Countermeasures

**Low**

Does not work well in combination w/ class Y



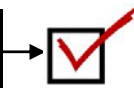
CLAIM A

Not TOM when thinking about 1st line therapy



Increased rep visits

Dosing schedule inconvenient for patients



Patient satisfaction Study

**Medium**

Does not work well in combination w/ class Y



CLAIM A

High % of pts experience GI problems



Patient Satisfaction Study

**High**

Does not work well in combination w/ class Y



CLAIM A

Poor symptom control as monotherapy



CLAIM C

# HOW THE RESULTS WERE USED

## Identifying & Removing Barriers to Expanded Product Use (Case Study)

# Insights Gained

Strategic

## Sanity check of global product strategy

Cross-reference with perceptual data  
Refine global positioning  
Address country-specific hurdles

## Optimize clinical trials

Roll-out of existing data  
Design and planning of future trials

## Fine-tune promotional materials

Detail aids  
Objection handlers

## Incorporate into rep training materials

## Tailor individual detailing visits

Tactical

# Refined Sales Force Strategy

## BEFORE

Identify physician's concerns about Product X  
DURING DETAIL VISIT

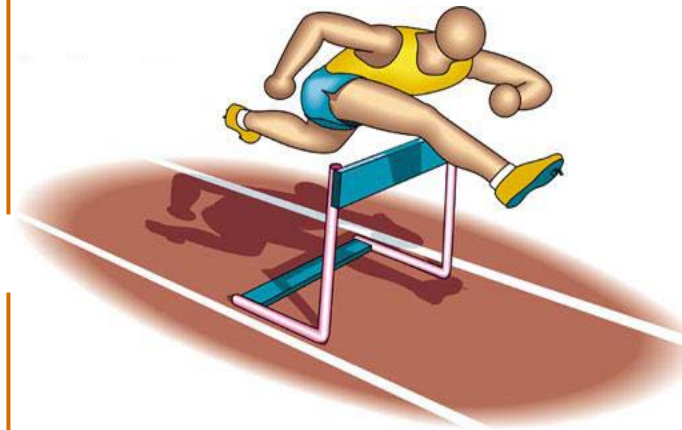


Try to counter barriers with LIMITED materials on hand



Hope the time spent in office translates to increased use of product

**Cost is prohibitive**  
**Dosing schedule inconvenient for patients**  
**Poor symptom control as monotherapy**



## AFTER

Identify physician's concerns about Product X  
PRIOR TO DETAIL VISIT



Counter barriers RELEVANT to each physician with TARGETED materials



Leave confident that time spent in office will have high ROI

# In Conclusion...

The results of this market research project were used in a multitude of ways to break through barriers and expand usage of Product X by prioritizing tactics and strategies to overcome segment-specific obstacles.

**THANK YOU!**