

## *Major pharma firm uncovers R<sub>x</sub> category potential through deep exploration of patient base*

### **Challenge**

The management team of a well-known women's drug needed to understand consumer and physician perceptions of their product category, and to estimate the incremental number of prescriptions the drug could receive if the category could prove additional benefits to treaters. The goal: to identify the benefits that would give the brand the greatest "lift" – and inspire the manufacturer to conduct additional clinical trials.

### **Background**

Reliable marketing information from Knowledge Networks helps fuel pharmaceutical success. From gauging prescribing behavior to defining R<sub>x</sub> brand perception, Knowledge Networks (KN) delivers sound results for pharma marketing efficiency. And KN's in-depth knowledge of its panelists allows product management teams to locate key target audiences and learn more about their health, brand commitments, and media consumption.

### **Knowledge Networks solution**

Using its unique online panel – which represents the U.S. population as a whole, not just Internet users – KN fielded a conjoint study that utilized an experimental design to gauge reactions to incremental drug benefits and benefit combinations. The client had access to a rich sample of the target patient audience, including treaters and non-treaters. Completing surveys in the comfort and privacy of their own homes, consumers gave "unpressured" responses and revealed deep, behavioral drivers. KN simultaneously used a separate, online physician panel—comprised of PCPs and specialists — to gauge physicians' willingness to prescribe based on incremental benefits of the drug.

### **Effects**

Knowledge Networks provided the product team with essential ammunition. The research revealed that specific combinations of benefits increased symptomatic non-treaters' interest in seeking treatment, and current treaters reported a willingness to remain on therapy for longer than previously demonstrated. In addition, physicians expressed enthusiasm for additional clinical studies to document the product's benefits more fully. Two weeks after receiving KN's report, the product team delivered to senior management a persuasive presentation for additional clinical trials.

For more information, contact your Knowledge Networks representative or Patricia Graham at (773) 404-1089.