
The



DOCTORS'
CHOICE

A W A R D S

Analysis of Winning Advertisements



Agenda

- Recap Past Studies
- Review Objectives
- Review Criteria
- Evaluate New Rx Performance for Winners
- Next Steps

Perspective

- Does Journal Advertising Work?
- Does Advertising Have an Impact on Rxs?
- How Much Advertising is Necessary?

Chronology and review of significant research

Dartmouth *Marginal* ROI Study, 2001 RAPP

ROI Analysis of Pharmaceutical Promotion

Landmark study

historical data for 1995-99

391 drugs, 16,696 monthly observations

Determined marginal ROI

JAD, \$5.00 +/- \$0.88

PME, \$3.56 +/- \$1.92

DET, \$1.72 +/- \$0.19

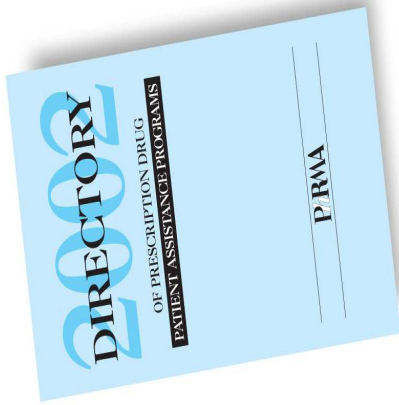
DTC, \$0.19 +/- \$0.52

Yale *Marginal* ROI Study, 2002

ARPP

- Analysis of ROI for Pharmaceutical Promotion
 - Extended data 1995-2000; 21,436 monthly observations
 - Examples of findings:
 - \$500M+/1998-2000: All tactics generate positive returns for average brand, but under spending on JAD and PME
 - Additional spend on journals could have very positive returns for both small brands and large brands

Help. For Your Neediest Patients.



Call toll-free 1-800-762-4636—it's a start.

Over ten years ago, PhRMA, the association of pharmaceutical research companies, began printing a free directory of the industry's prescription drug patient assistance programs. In 2001 alone, these programs provided free medication to more than four

million Americans—four million of our nation's neediest patients. We believe that all Americans should have access to the medicines they need. Call for a free copy of the Patient Assistance Programs directory toll-free at 1-800-762-4636—it's a start.

PhRMA
New Medicine. New Hope.
www.phrma.org

This message is provided as a public service by the Directory of Prescription Drug Patient Assistance Programs and the Coalition for Healthcare Communication, whose member organizations represent the creation and dissemination community of biomedical and health information organizations.

**Coalition
for Healthcare Communication**
www.chcforhealth.com.org
A 501(c)(6) charitable organization

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**The DOCTORS'
CHOICE**
A W A R D S

AMP

- Select targeted physician specialties
 - Oncology
 - Pulmonary Disease
 - Psychiatry
 - Neurology

- Analyze Top 10 Products for Each Specialty
 - Spend levels
 - Reach & Frequency Levels

Baseline Study

10 month advertising campaign

Follow-up Study

Evaluate Results

Total of 203 insertions

\$1,083,466 in advertising space

- Oncology - \$73,280
- Pulmonary Disease - \$91,925
- Neurology - \$99,639
- Psych - \$105,398
- Primary Care - \$432,577

Monthly Exposures

Pulmonary Disease – 75%

Psychiatry – 54%

Oncology – 48%

Neurology – 43%

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Pulmonary Disease – 75%

Psychiatry – 54%

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Neurology – 43%

Are you aware of the availability of the Directory of Prescription Drug Patient Assistance Programs, from (PhRMA)?

	Baseline	Post-Campaign
Yes	24%	45%
No	74%	54%
Not Sure	2%	1%

The Awareness increased by 89%!

- Neurologists were exposed least (43%/mo)
 - Awareness increased **69%**
- Pulmonary Disease were exposed most (75%/mo)
 - Awareness increased by **117%**

Two Product-Specific Studies

Designed to measure the relationship of detailing and print advertising

- Select two products in major therapeutic areas
 - No previous PCP promotion
 - Patent-protected
 - One year test period

- Four Cells of 16,000 PCP's
 - Control Group
 - Low level of promotion
 - Average level of promotion
 - High level of promotion

- Pretest each advertisement
- Launch Campaigns
- Six Month PostTest
 - Ad Recognition
 - Product Recall
 - Correct Message Association
 - New Rx's
- New Rx Analysis
- Twelve Month Results

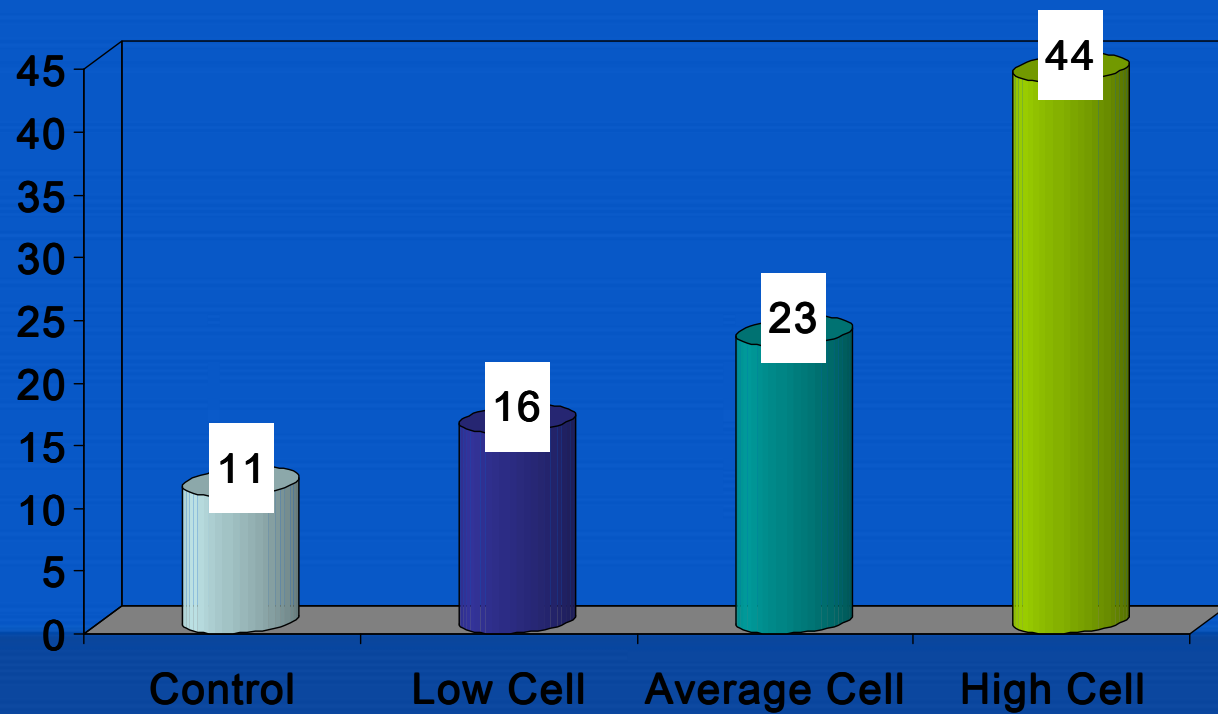
- “B” PreTest
 - 57% physicians unsure/negative
 - too busy, too crowded, too much information
 - Recommended to change ad size from 2 pages to 4 pages
 - Not Done
- Subsequent change of detail message

Metrics did not change: **PCP NRx**

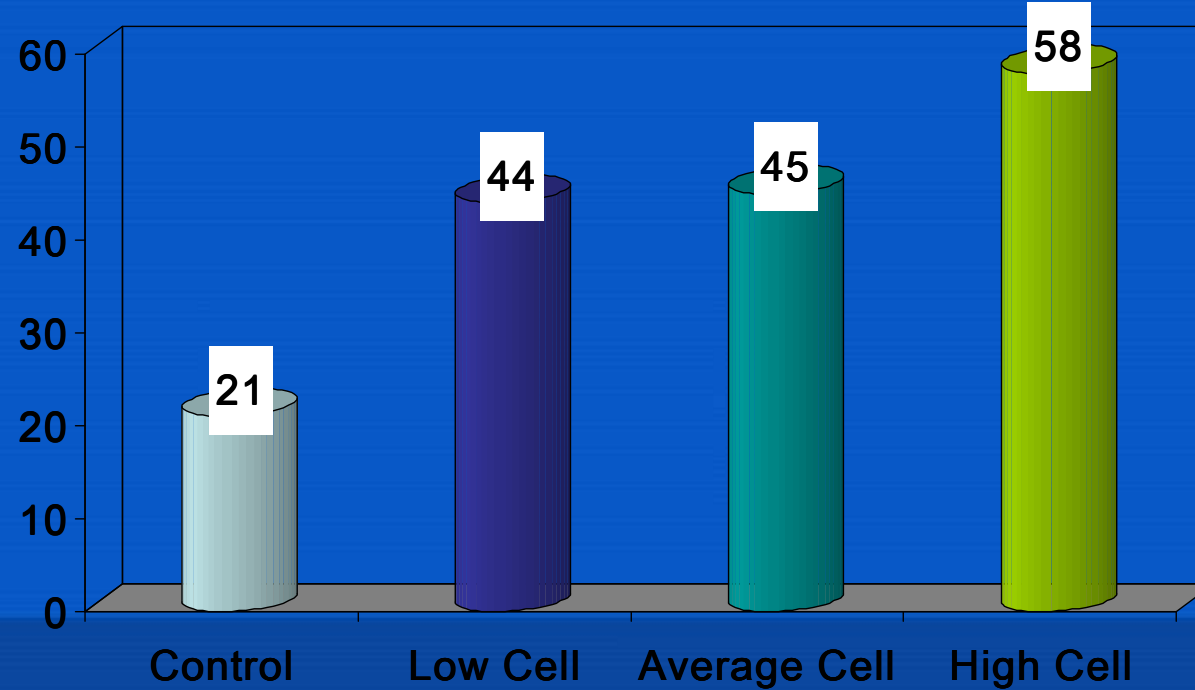
	Mar-Aug '03	Mar-Aug '04	% Change
Control	5,707	8,287	45.2%
Cell I	5,438	7,845	44.3%
Cell II	5,946	8,718	46.5%
Cell III	6,713	9,650	43.8%

- “A” PreTest
 - Good pretest acceptance
 - Accepted visual elements
 - Accepted headline
- Recommended message simplification
 - adjusted

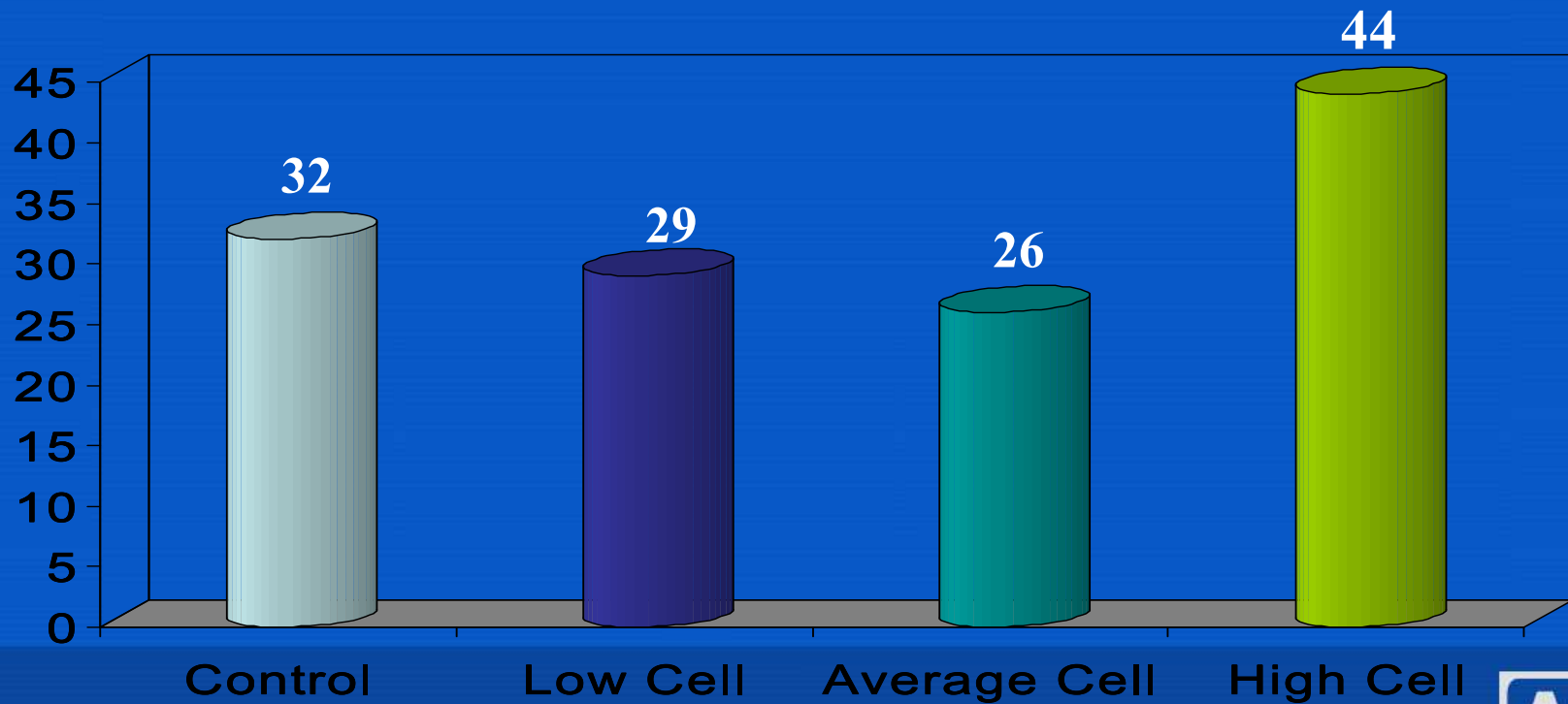
Product Recall – six months



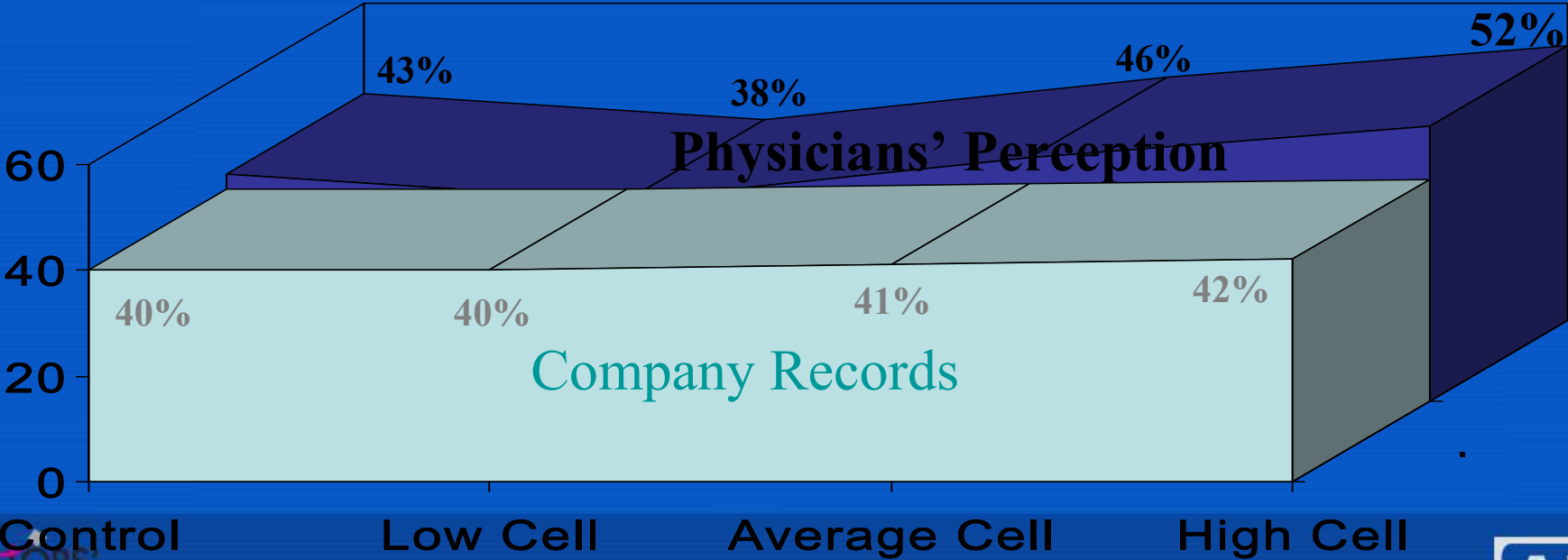
Ad Recognition – six months



Correct Message Association – six months

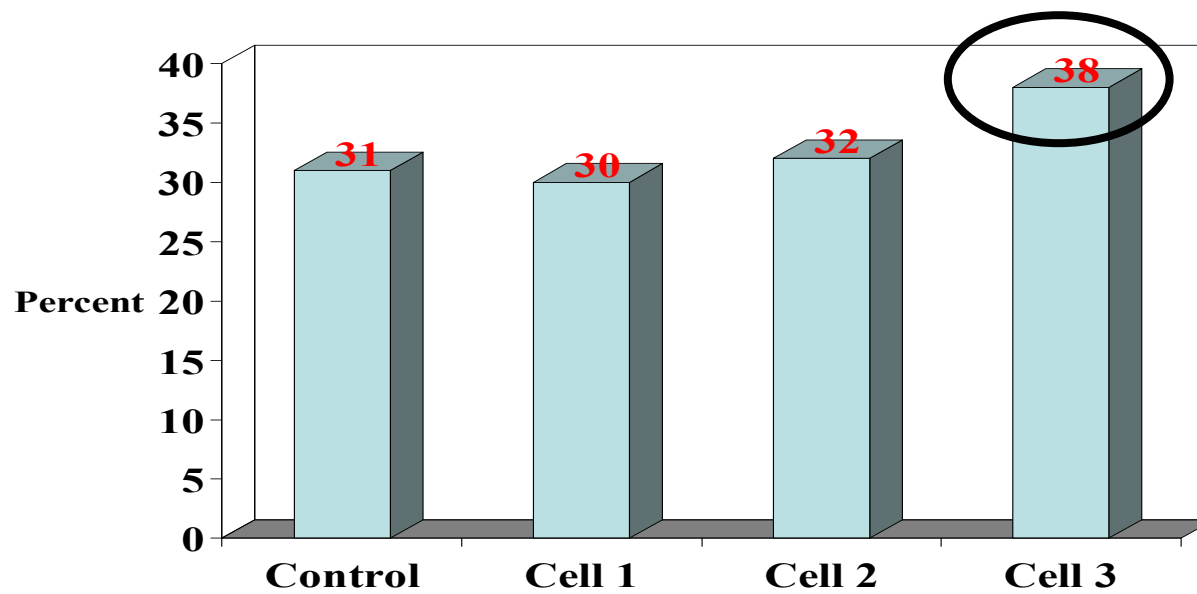


Perception of Detailing – six months

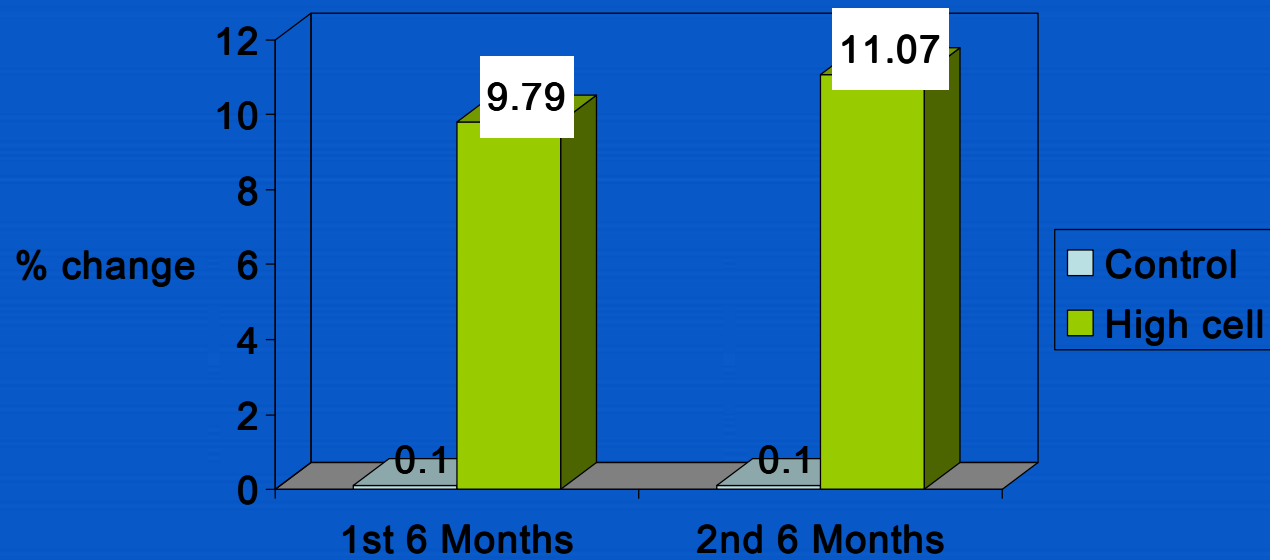


Product “A” Six Month PostTest

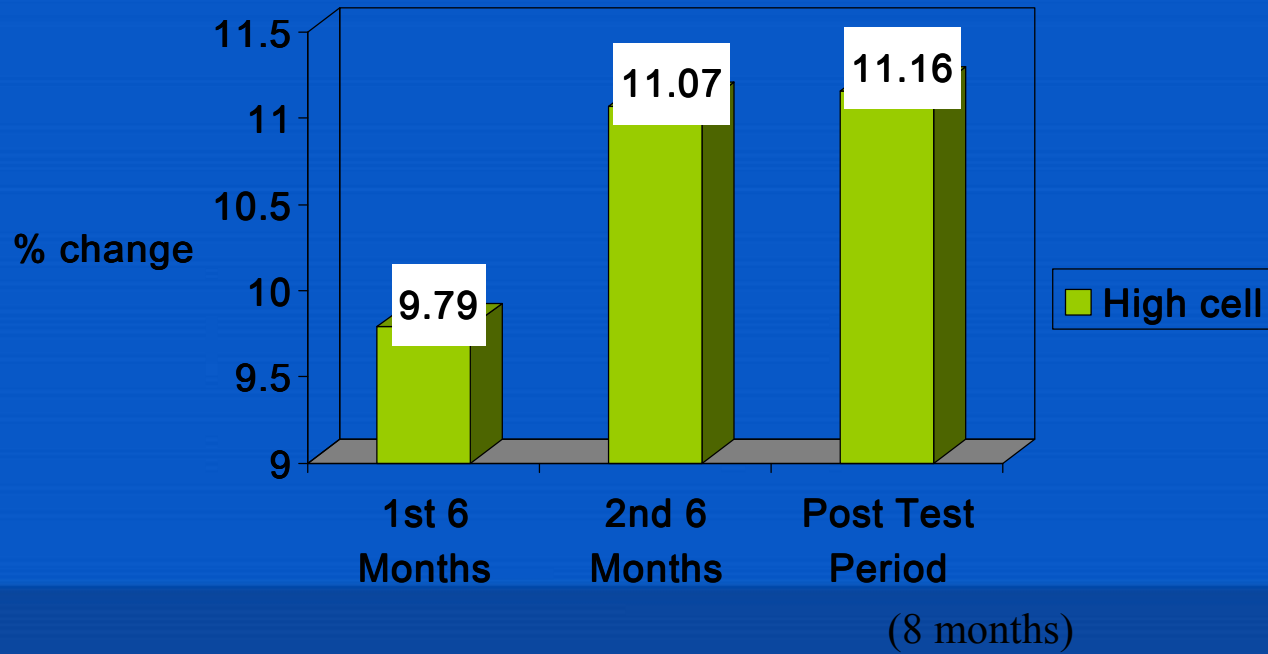
First Choice Therapy



Change in NRx



Change in NRx



Doctor's Choice Awards

Journal Advertisement Attributes – Doctors' Choice Questionnaire

- **Communicates clearly and quickly**
- **Has immediate appeal to gain interest**
- **Prompts seeking more information or re-examination of treatment**
- **Helps with clinical decisions**
- **Adds to information provided by company representative**
- **Reminds about value of product prescribed**

Doctor's Choice Awards 2006

- Majority of winning advertisement achieved *increased* New Rx's

Doctor's Choice Awards 2007

- Newest findings

Put one of these on your shelf



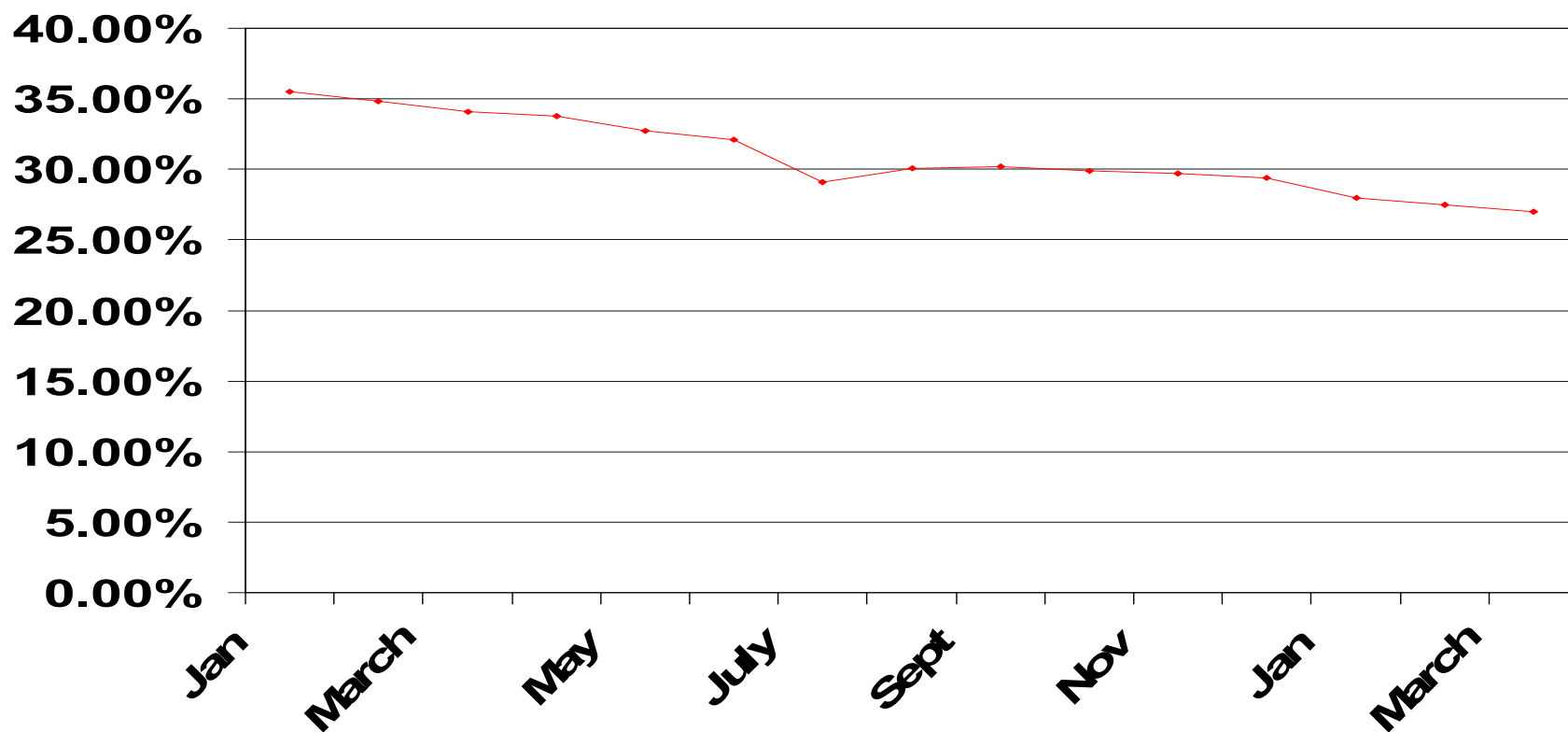
**80% of ads that have won the Doctors' Choice Award
have seen an increase in marketshare**

Once again, the overwhelming majority of winners gained New Rx marketshare

New Rx's data contributed by Verispan

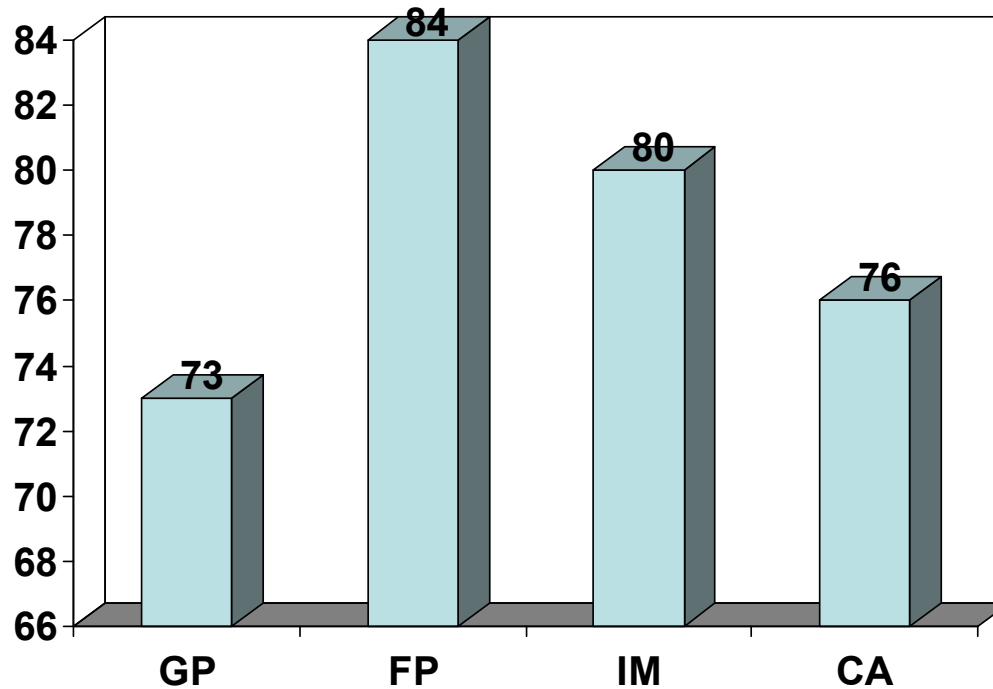
Reach & Frequency data contributed by MARS Medical

Lipitor



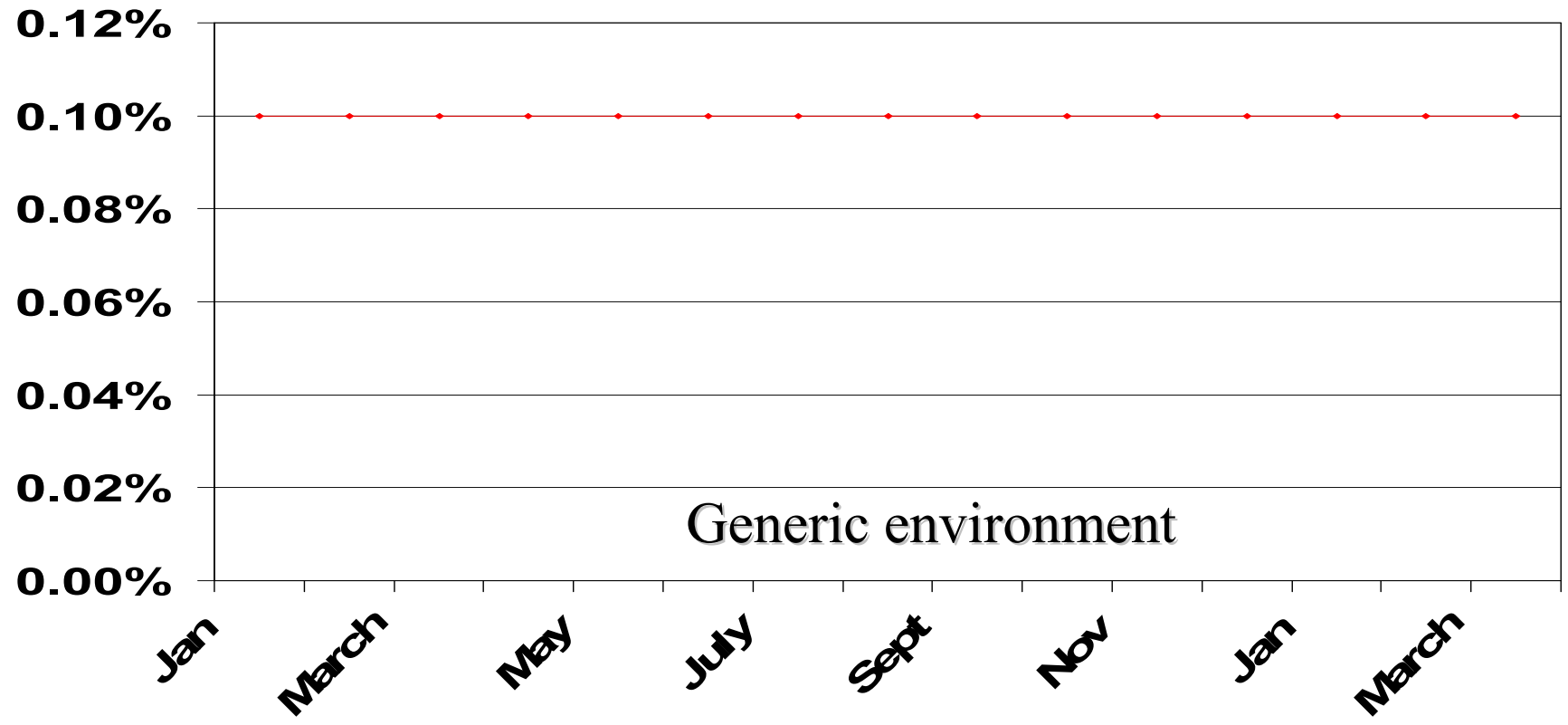
Cardiovasculars

Lipitor



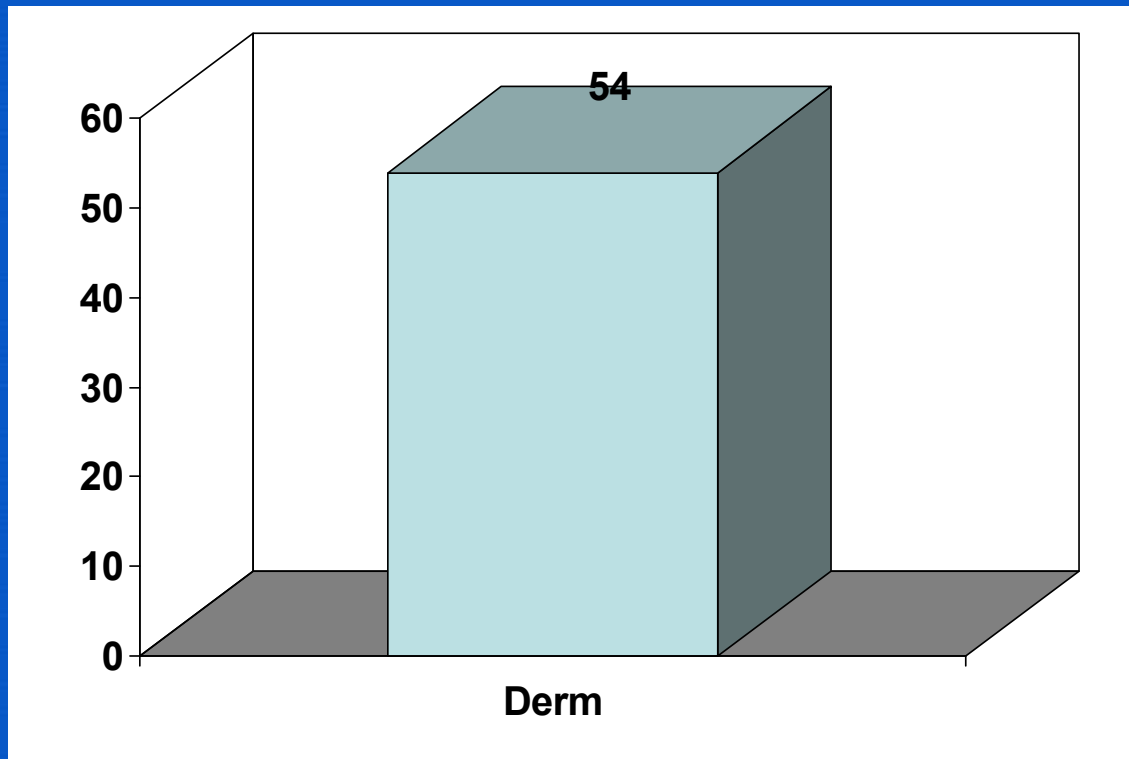
***This is read as 76% of the Card universe was exposed to the Lipitor ad each month of the campaign**

Zovirax

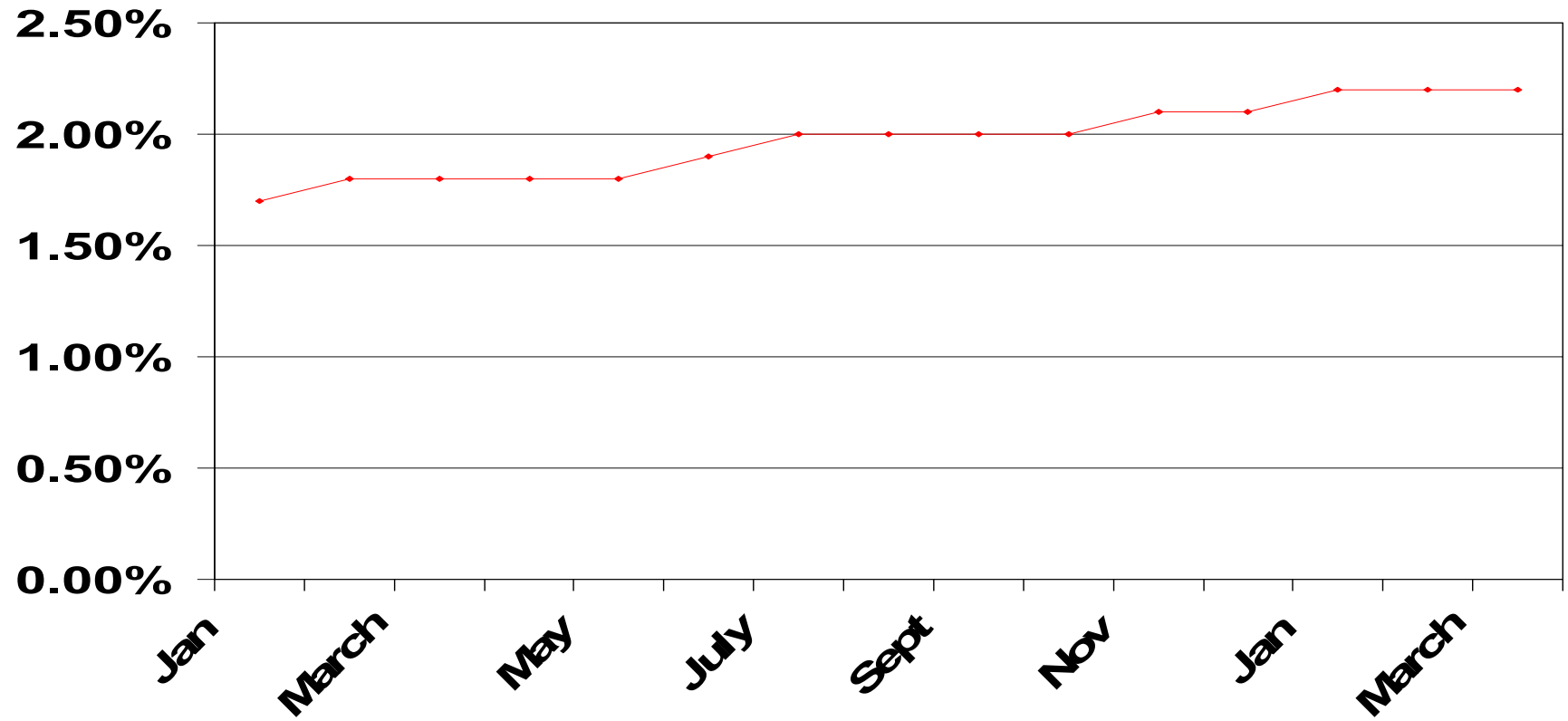


Dermatologicals

Zovirax

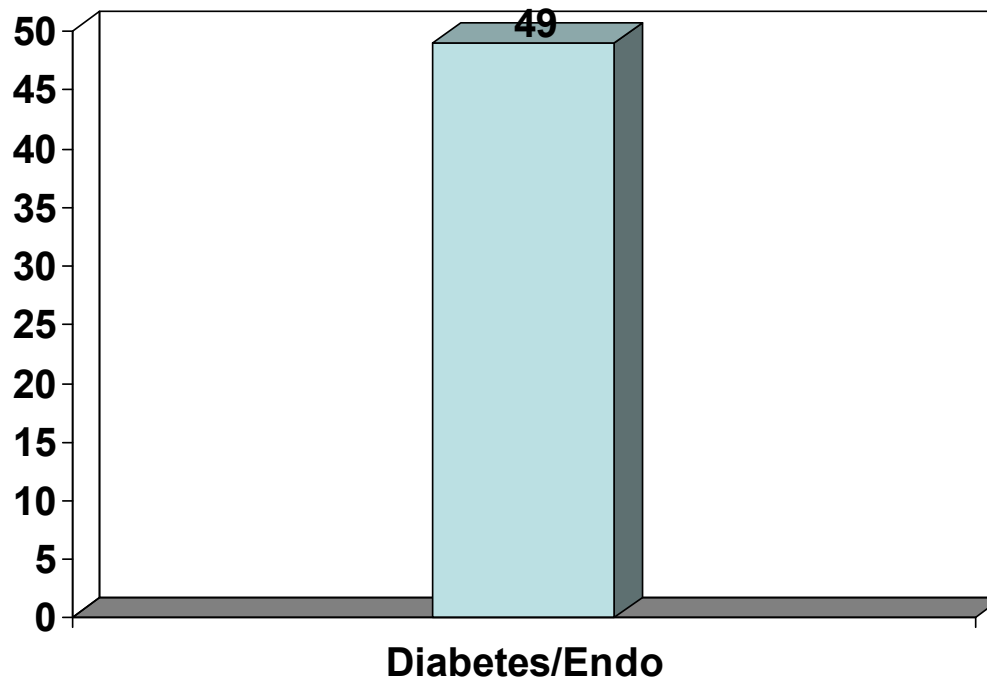


Novolog FlexPen

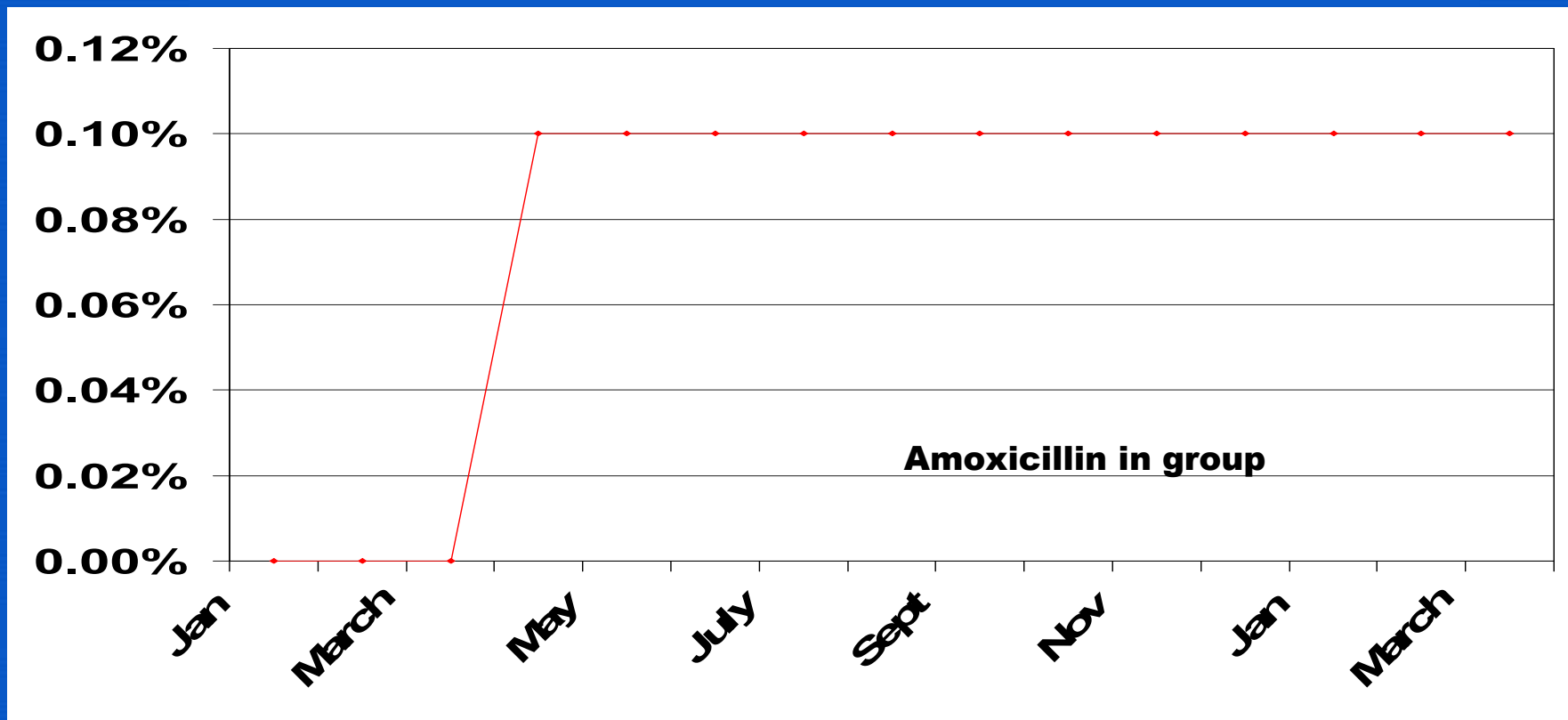


Diabetes

Novolog FlexPen

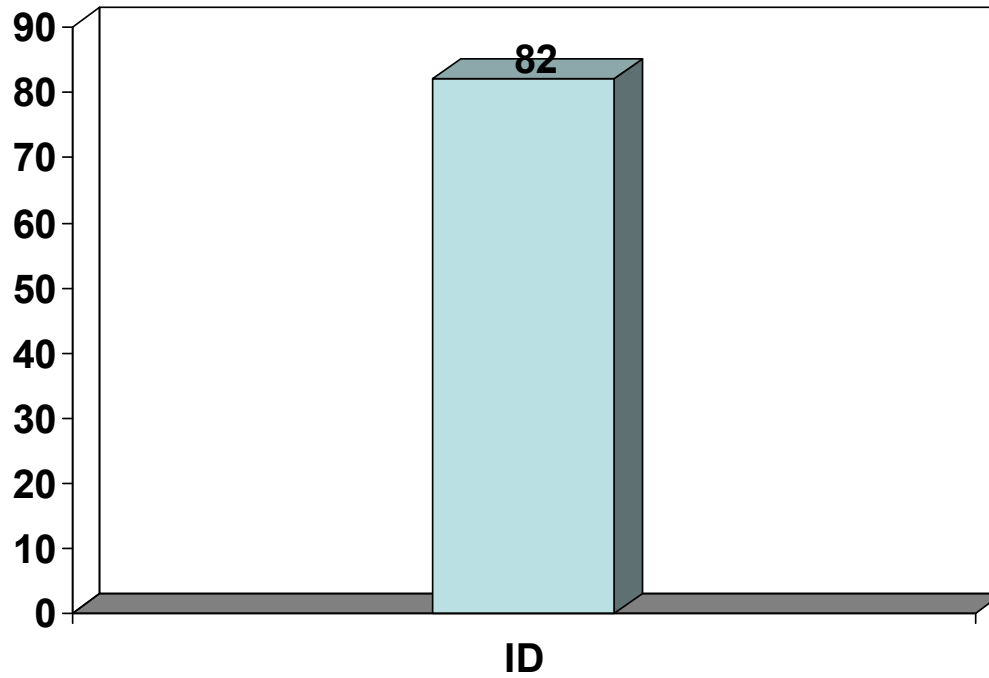


Zyvox

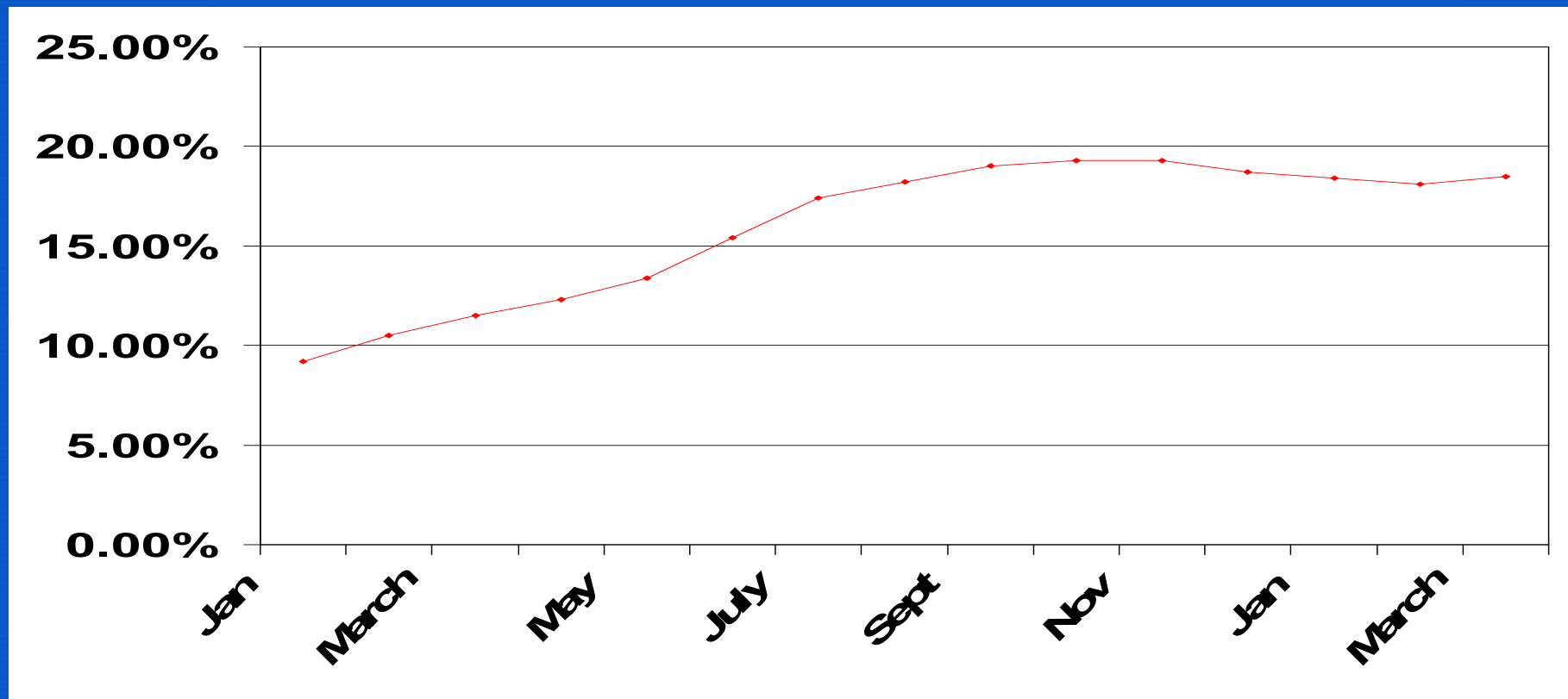


Anti-Infectives

Zyvox

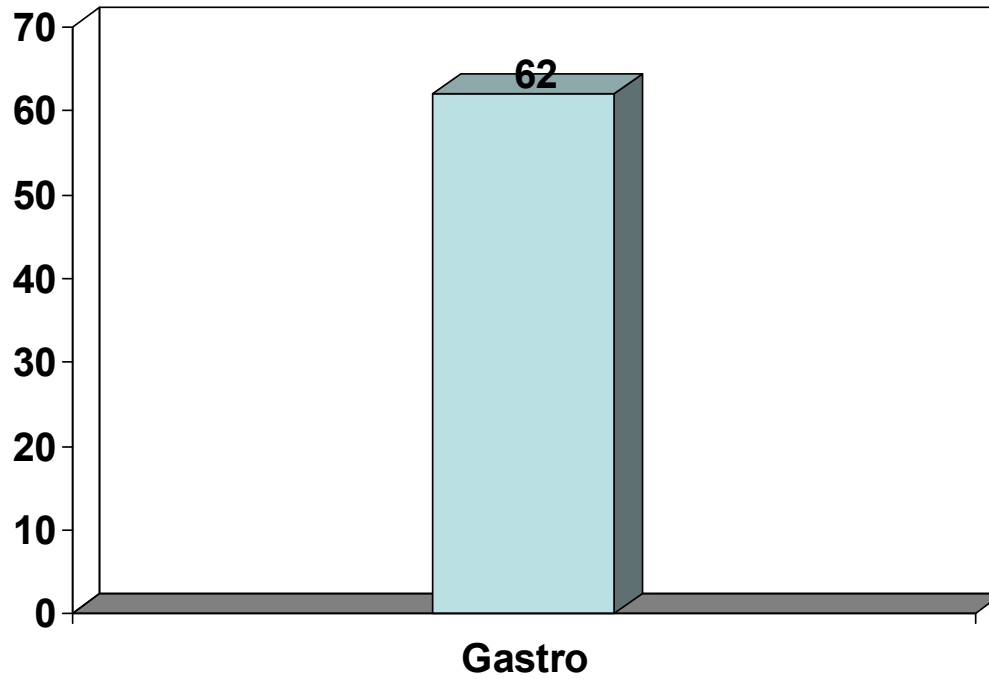


Halflytely

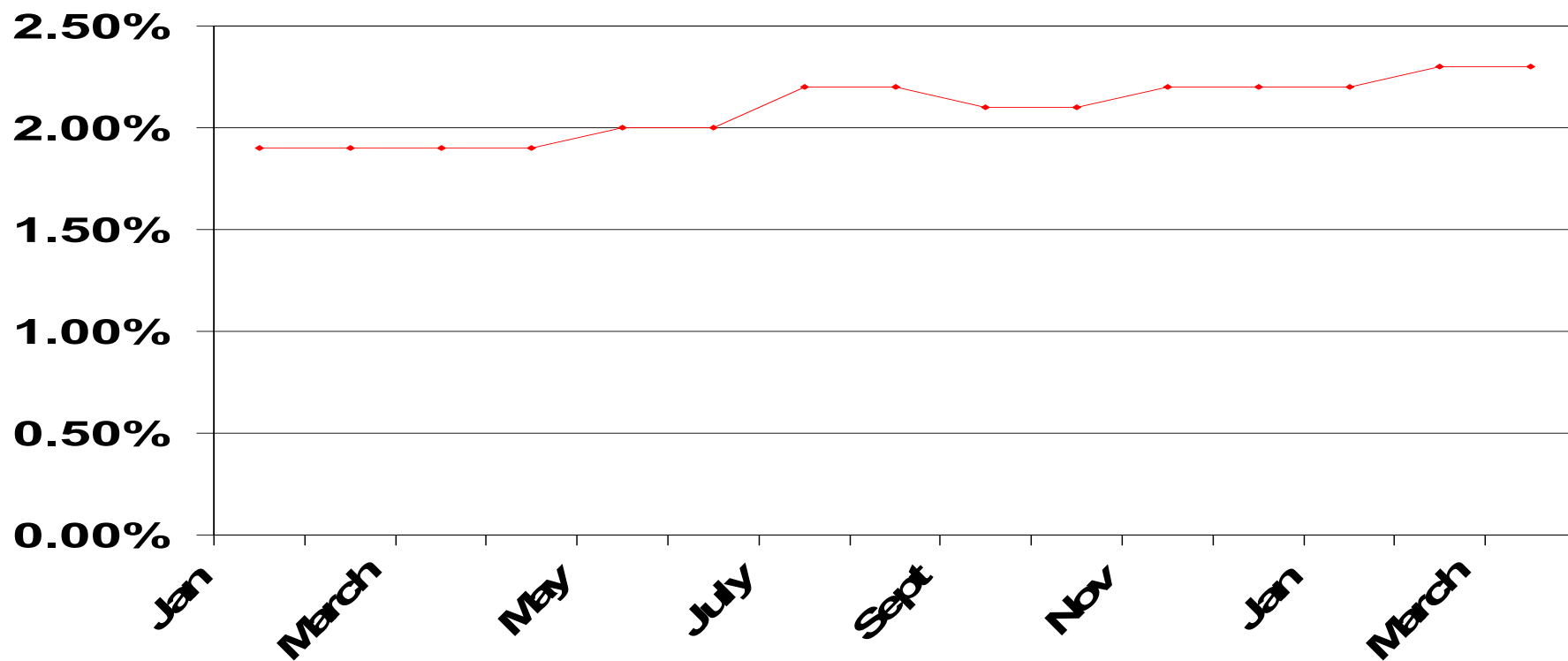


Gastroenterologicals

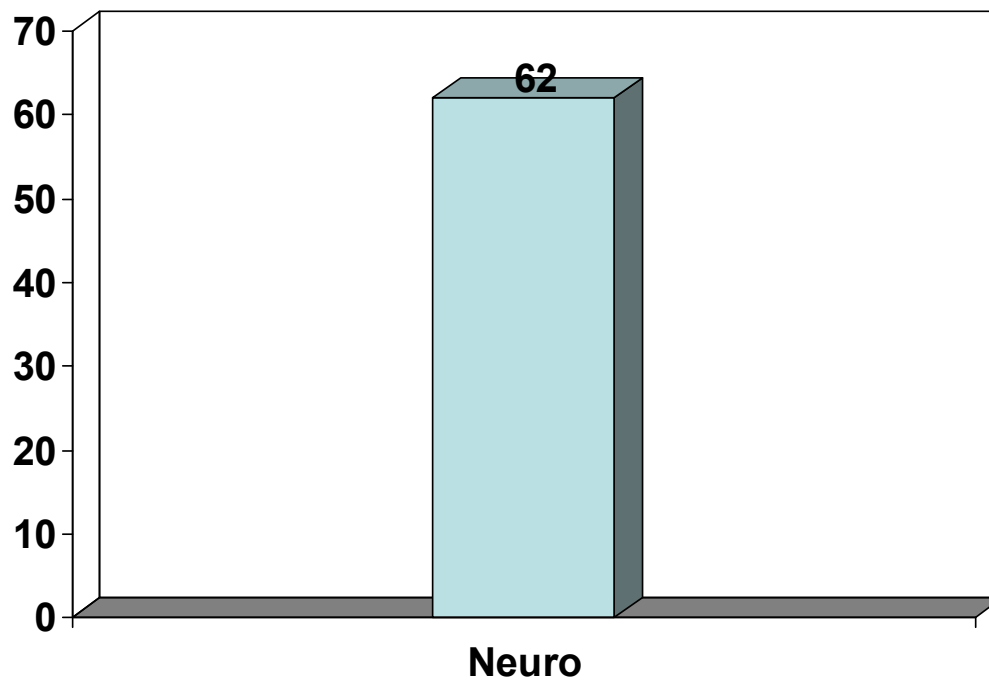
Halflytely



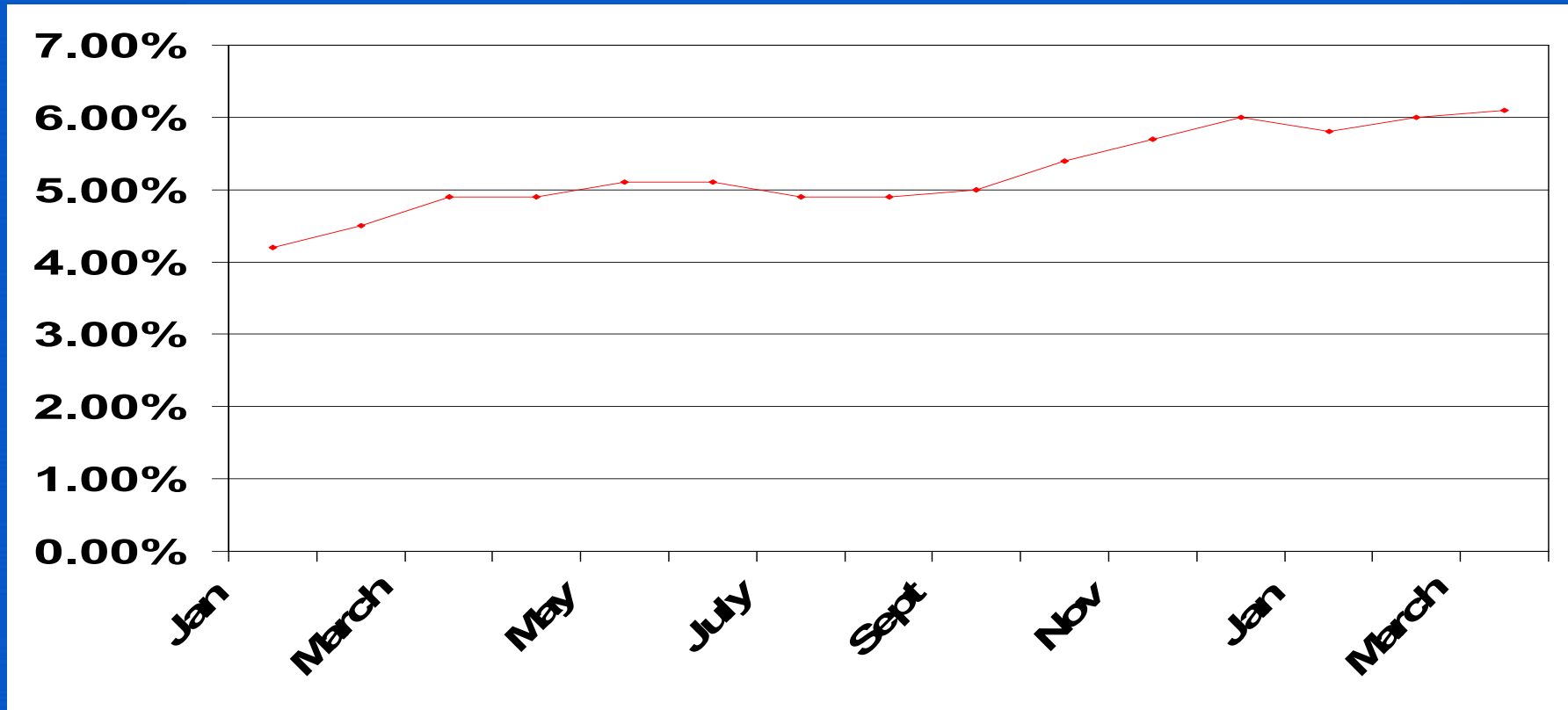
Keppra



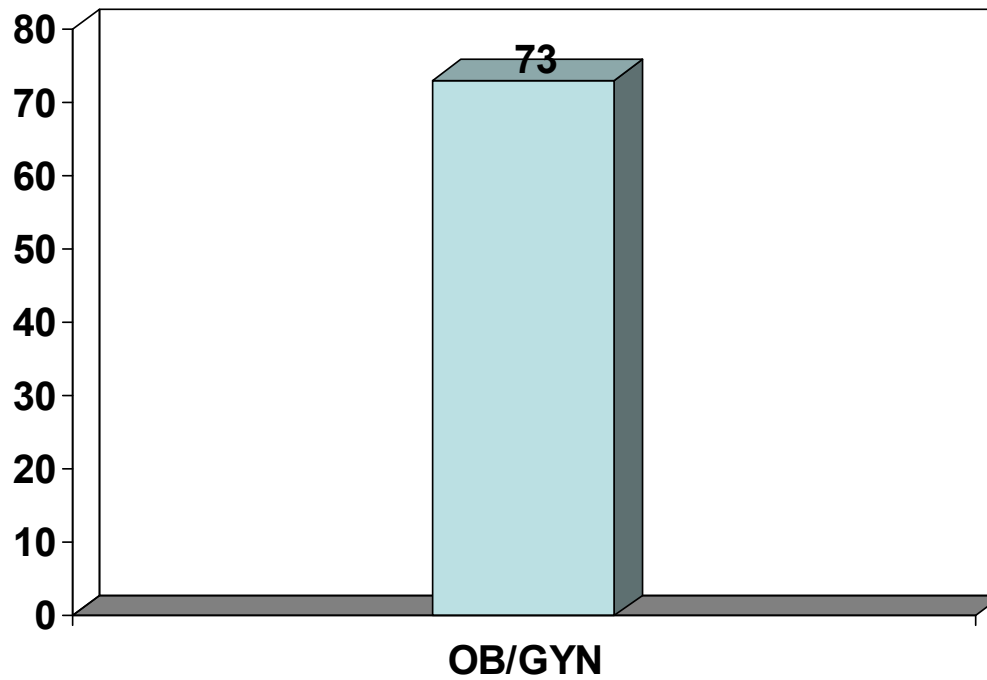
Keppra



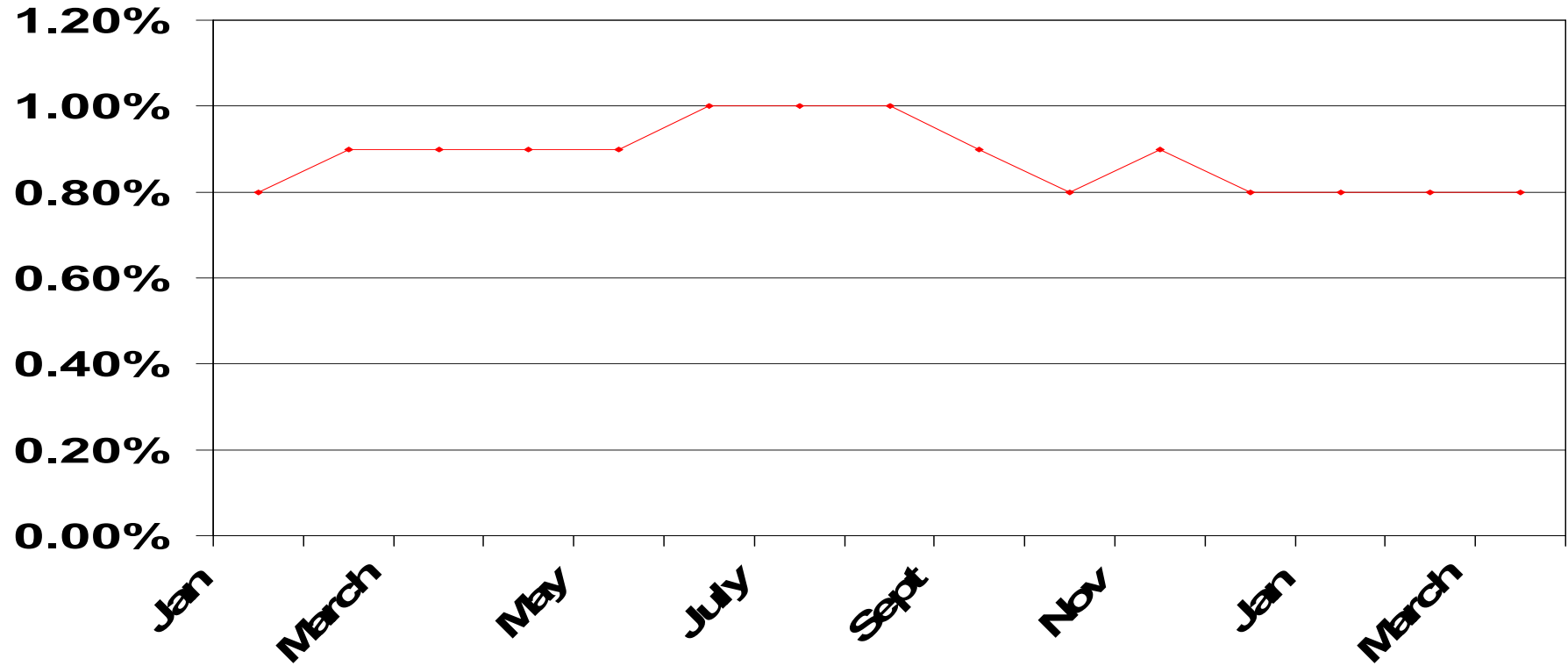
NuvaRing



NuvaRing

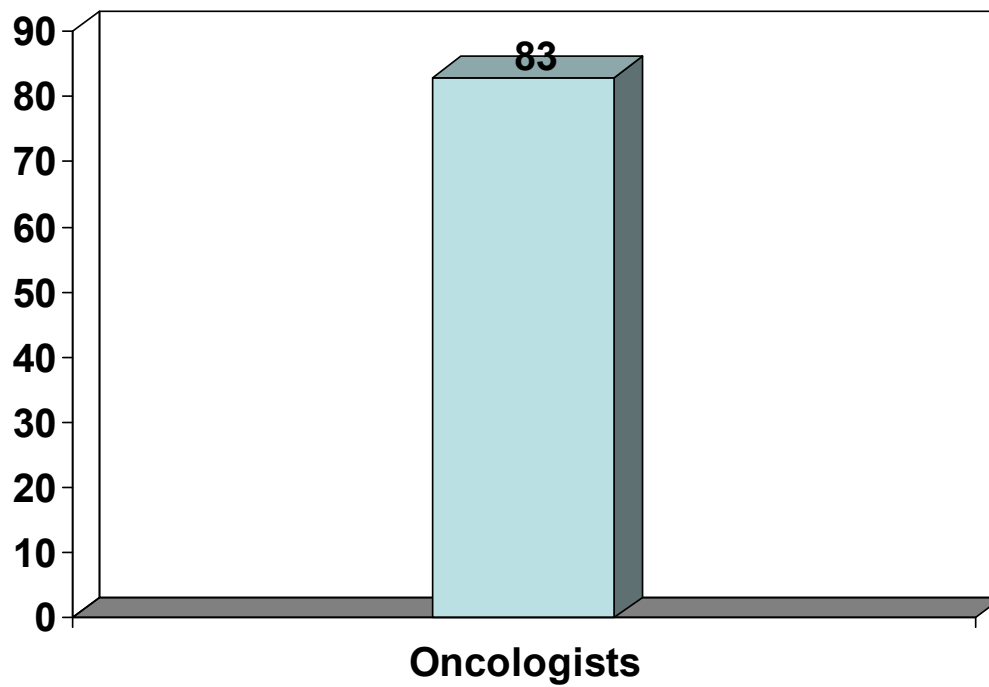


Tarceva

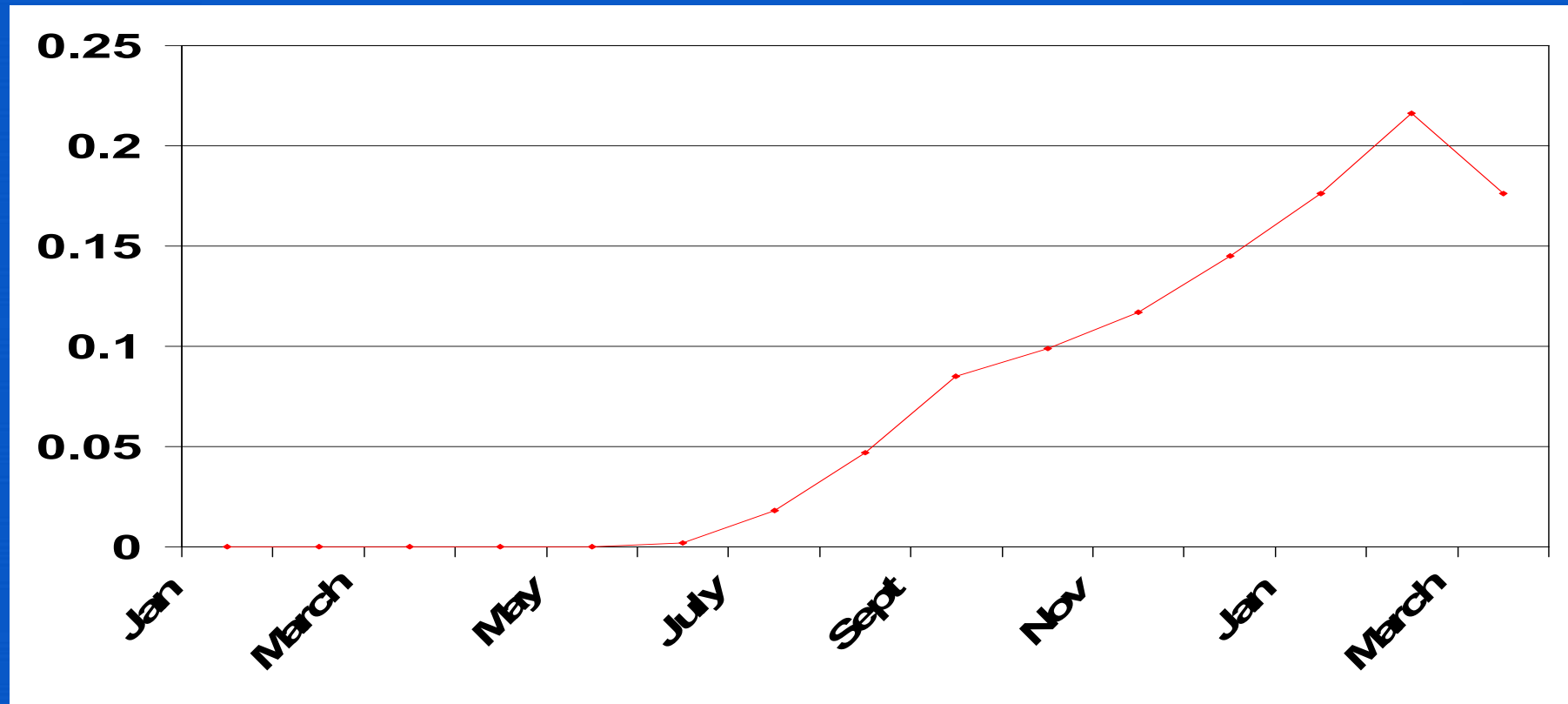


Oncologicals

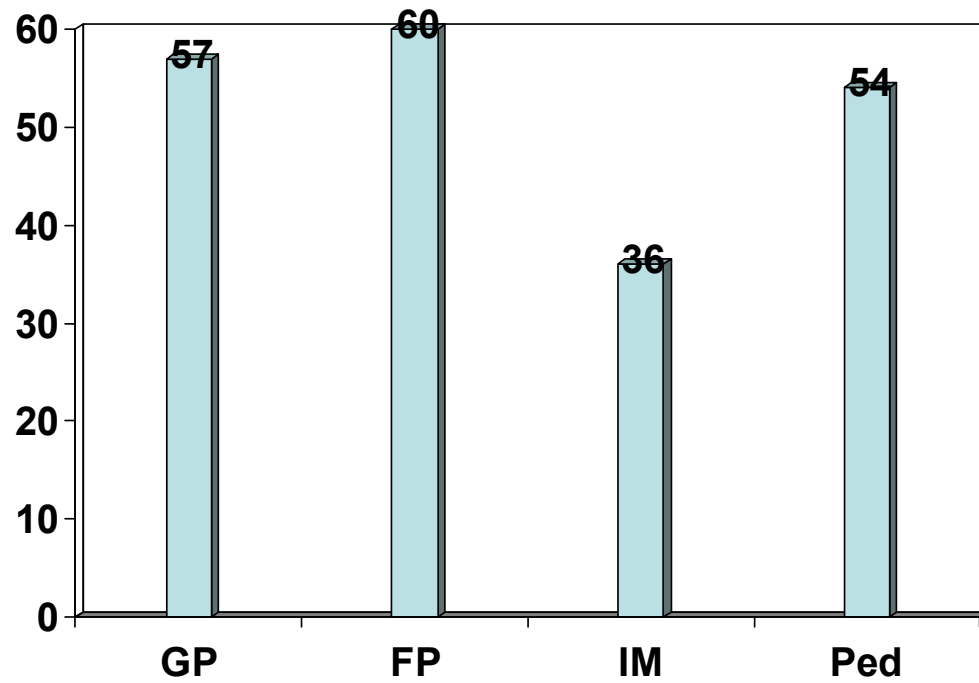
Tarceva



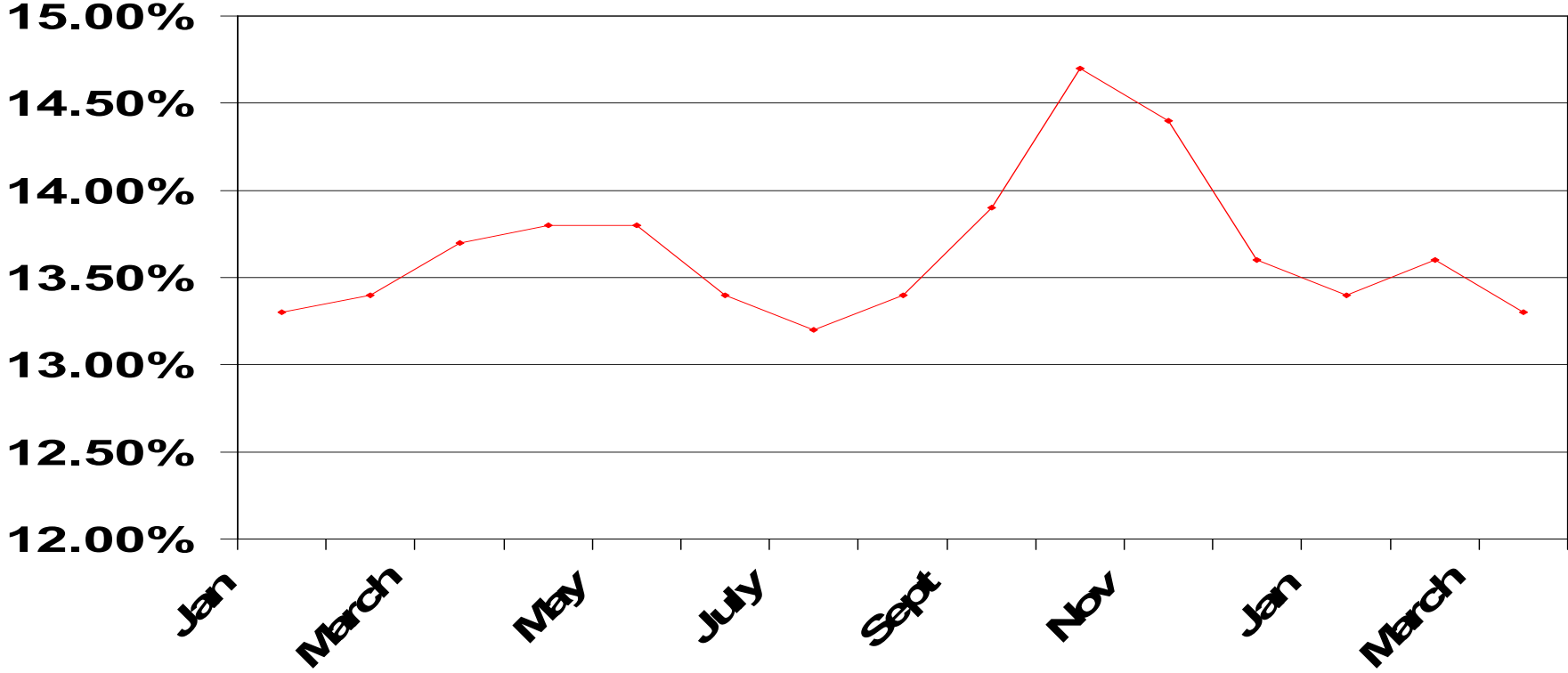
Gardasil



Gardasil



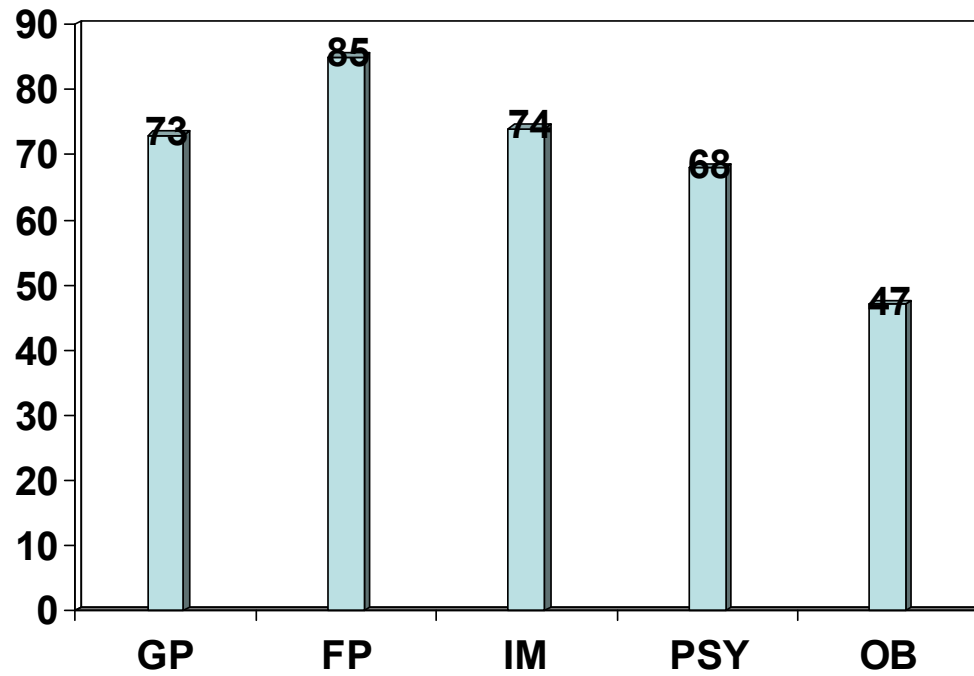
Lunesta



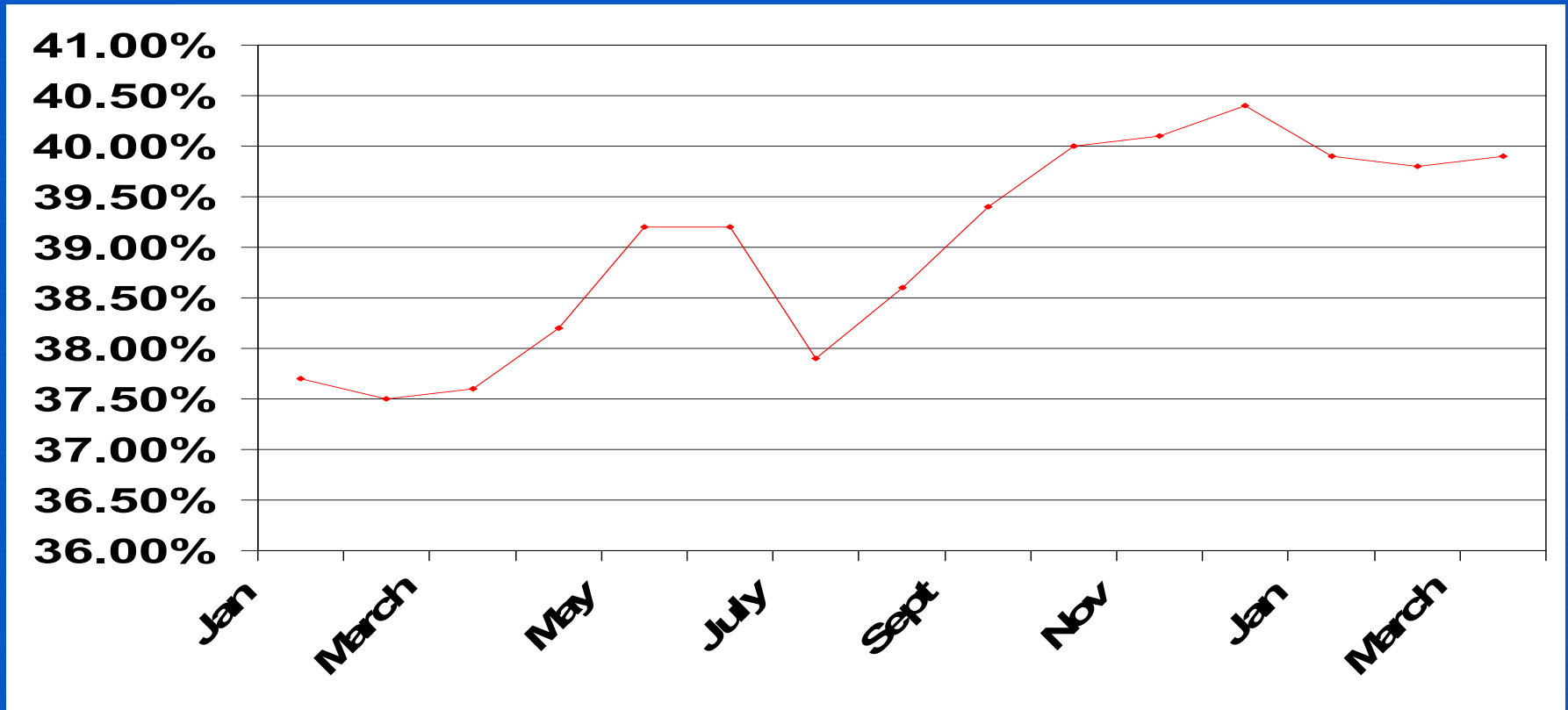
Psychiatrics



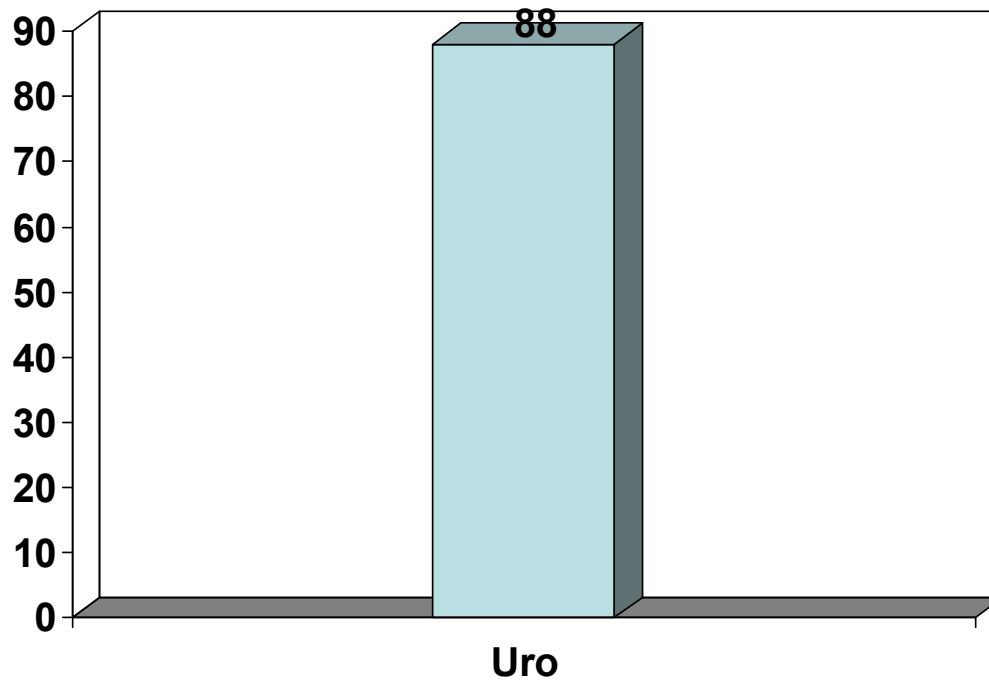
Lunesta



Flomax



Flomax



Conclusions

- Identify effective messages/creative
- Measure New Rx's Over Time
- Successful messages are effective with ample execution

The winning products continue to demonstrate success in recognition and performance