

CASE STUDY

ENSURING OPTIMIZED SEGMENTATION AND TARGETING THROUGH IDENTIFYING HIGH-VALUE HCPs

HIGHER EFFICIENCY THROUGH TARGET LIST CREATION AND MANAGEMENT FOR OTC BRANDS FOR A CONSUMER HEALTH COMPANY



For OTC drugs, lack of prescription requirement shifts decision-making power directly into the patients' hands, however, physician verbal recommendation could impact the patient's buying behaviour thus making them an important stakeholder

INTRODUCTION

Over-the-counter (OTC) drugs form a very important part of the healthcare landscape, allowing the patients to manage their symptoms on their own without having to visit a physician. OTC drugs save the healthcare system over \$145 billion annually, while reducing unnecessary burden on the system¹. As per a joint survey by Nielsen and IMS Health, nearly three-fourths of primary care physicians recommend OTC medicines to their patients to relieve symptoms before recommending a prescription treatment².

The market for OTC drugs is vastly different from those of prescription drugs, as the lack of prescription requirement shifts decision-making power directly into the patients' hands. However, physicians continue to play a key role, because for consumption of OTC drugs, a physician's verbal recommendation could impact the patient's buying behavior. Thus, to carve their space in this highly-competitive market, consumer healthcare companies invest billions of dollars every year to promote their non-prescription drugs to physicians and patients. To get the full return on their marketing investment, it is imperative for organizations to target the consumer at the right time through the right channel.

This illustration details how Axtria helped a consumer health company with target physician list creation and management for their OTC brands. These services brought significant value to the targeting exercise for the marketing teams, leading to increased efficiency. Because of the synergy created through this exercise, the client decided to partner with Axtria for this work on an ongoing basis.

BUSINESS SCENARIO

The marketing and operations team of a consumer health firm conducts various activities on a regular basis to build brand equity and to drive sales of their OTC brands. These comprise of:

- Targeting HCPs through contracted sales force.
- Direct mail shipments including samples, coupons, and brand literature.

The client enlisted Axtria's help to identify high-value HCPs that needed to be targeted through these marketing activities for their OTC brands

CHALLENGES

Unavailability of Direct Data

- No syndicated data sources report OTC physician/patient statistics.
 - Internal and competition sales data are available, but it is difficult to identify the percentage of these sales coming from HCP recommendations
 - Quantum of brand recommendations determined by patient purchase data in the pharmacies located nearest to the targeted physicians, along with the results of physician surveys conducted at regular intervals.
- Difficult one-to-one mapping of a physician specialty with OTC brand category
 - Most prominent specialties to be targeted are determined by sales data by indication

Process Challenges

- Lack of on-time data availability leading to delay in the entire exercise
- Data from multiple vendors in different formats needs to be collated into a single master data
- Poor quality of data raising the need to perform QC checks on 50+ fields every time



AXTRIA'S APPROACH

Through this project, Axtria leverages its deep expertise with "list management" as well as in the consumer health space to constantly devise and redevelop a logical multi-step approach to identify high-value targets for the client's OTC drugs:



BUSINESS RULES

Creating business rules based on the client's requirements, which are and will be used as a base for the entire segmentation and targeting exercise



SEGMENTATION

Segmenting HCPs using the following characteristics:

- Brand recommendations
- Patient volume per brand category recommendation
- Coupons redeemed by patient



TARGETING

Scoring the long list of all HCPs on the following parameters to calculate the value score for each HCP

- Prescription behaviour
- HCP specialty
- Account footfall and demographic information
- Previous engagements – calculated using weighted scores across channels (DM/Email/Rep)
- Other physicians in the list from same hospital – the list is vetted to ensure that there is wide-spread geographic coverage of physicians by restricting the maximum number of physicians to be targeting in each hospital

A target list of HCPs is derived based on this scoring methodology.



EXCLUSIONS

Checking the target list to exclude HCPs with address and name inconsistencies, the ones who have opted-out of receiving calls and samples (DNC) and those who have been contacted by reps in the previous quarter



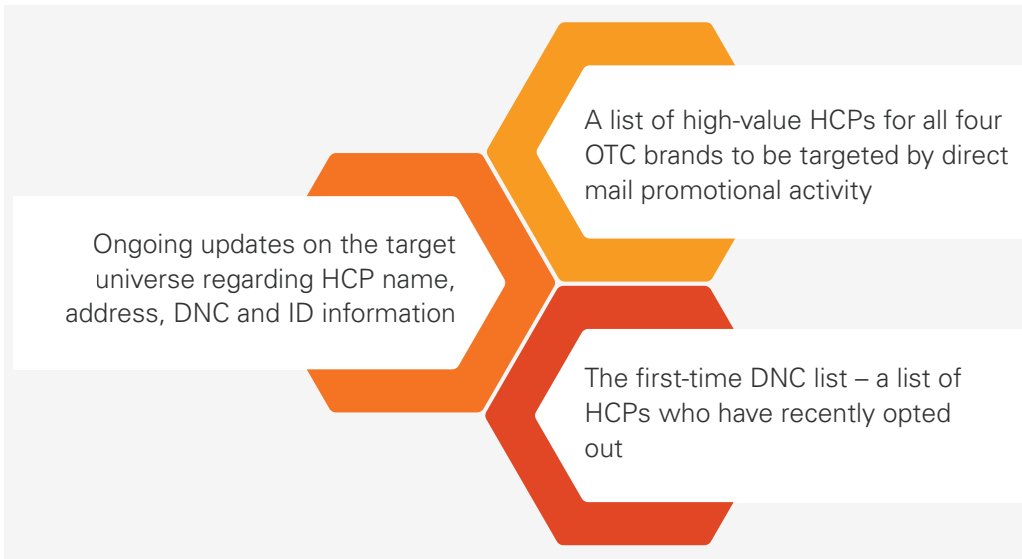
LIST MAINTENANCE

Helping the client with the list maintenance process involving the following steps:

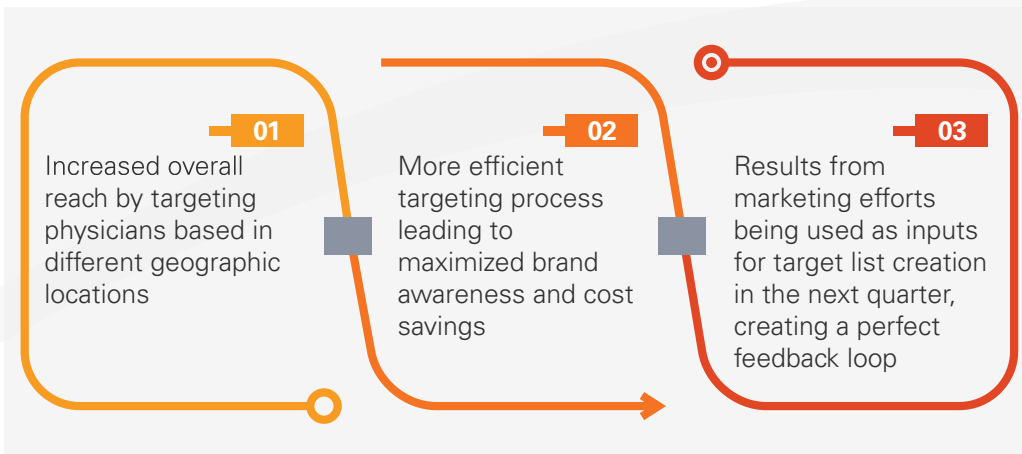
- Interacting and coordinating with multiple third-party vendors for shipment of direct mail, which also help in verifying addresses and "do not contact" (DNC) status.
- Updating the target list to reflect the changes based on updates shared by the vendor once the delivery is attempted.

KEY TAKEAWAYS

Axtria regularly provides the client with the following:



CLIENT BENEFITS





CONCLUSION

In the case of OTC drugs, it is challenging to determine the right HCPs to target with the lack of prescription data. Proper targeting ensures that consumer health companies do not spend their valuable resources on reaching out to physicians who may not be high-value, while running the risk of leaving out the ones with high potential.

Reaching out to the right physicians through the right channels helps consumer health companies create an army of brand loyalists that stick to the drug and help them achieve their peak potential. This also significantly reduces the cost. Instead of reaching all the HCPs, the consumer health company can target selected priority HCPs with ample patient footfall who are more likely to recommend their brand

REFERENCES

1. http://overthecountervalue.org/wp-content/uploads/2019/03/CHPA_OTC_One-Pager_031619.pdf
2. https://www.chpa.org/PDF/CHPA_YHAH_OTC_Trust_Survey_White_Paper.aspx

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the Life Sciences industry. We help Life Sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy Artificial Intelligence and Machine Learning. Our cloud-based platforms - Axtria DataMAX™, Axtria SalesIQ™, and Axtria MarketingIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from Data to Insights to Operations.

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