

Targeted messaging for physician segments



What do you do when the market for your blockbuster drug is rapidly churning? You definitely don't sit on it.

ABOUT THE CLIENT

Even though its market share was constant, a blockbuster drug was facing competition from new entrants and churn within the market. Mu Sigma helped segment and target physicians with appropriate messaging to increase the market share of the drug.

CHALLENGE

One of the top 10 pharmaceutical firms had a blockbuster biologic drug that faced pressure from new entrants and corresponding churn in the therapy area. It realized that a “one-size-fits-all” approach to physician calls wasn’t working and needed to identify the right messages for each physician in order to defend and grow its market share

APPROACH

Even though the market-share of the drug was constant, client was aware that there was huge churn in the therapeutic area and the market was in transition. In order to protect or grow its market share, it needed to identify the drivers affecting choices of individual physicians. By analyzing detailed prescription and market data we were able to segment the physicians into multiple categories based on their prescription behavior. These segments represented differing belief systems, adoption levels, confidence in biologics vs. traditional medicines, and also the placement of physician segments at different levels in the drug’s life cycle. Knowing the drivers affecting the prescriptions of individual physicians, the client was able to devise targeted messaging to affect the mind share and prescriptions, and was also able to successfully fend off the threat from competing brands.

OUTCOME

The segmentation of physicians for targeted messaging helped our client successfully defend the market share for its blockbuster biologic drug in a fast changing market by proactively engaging with physicians to address their specific needs and concerns.