

Marketing Mix

News of pitches, processes and strategies to effectively reach your audiences

Emotional connections

If the essence of successful pharmaceutical marketing lies in the ability to change consumer behaviour and build brand loyalty, then imagine if pharmaceutical companies could afford to offer a health counsellor to every patient. In this boundless world, you would expect to see considerable improvements in patient compliance, product efficacy and overall patient health, as the counsellor investigates

- the patient's motivation to manage health and self confidence in his/her ability to make positive health changes
- barriers such as cost, worry about side-effects, asymptomatic condition, taking multiple medications
- available social support
- the patient's ability to comply with a medication regimen
- the patient's relationship with their physician
- potential comorbidities

Using this information, the counsellor could address the individual according to his/her specific needs and concerns, and thereby create changes in behaviour. This fiction, however, could become a reality through tailoring — a strategy that allows pharmaceutical marketers the opportunity to ask critical questions of their patients and, most importantly, to respond to them on an individual basis, specifically addressing issues of intrinsic importance to them.

By asking the right questions and applying the strategy of tailoring, pharmaceutical marketers can reach consumers in a unique and compelling way through a health programme that incorporates the individual's personal characteristics and



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focusses on his/her specific needs and concerns. Tailoring avoids the downsides of a 'targeted' campaign, where assumptions are made to allow groupings of 'like individuals,' and embraces the knowledge that no two individuals are the same. Ultimately, tailoring raises market segmentation to the next level: segments of one.

As with all advances in today's world, it is new technology that enables the health programme to deliver the right messaging to the right person at the right time for a deeply personalized approach. Truly tailored support materials also allow level differentiation; therefore no two programmes are alike.

A tailored approach encourages long-term behaviour change that provides sustainable impact on a pharmaceutical company's bottom line, in contrast to non-tailored marketing tools that promote short-term behaviour change and short-term revenue impact for companies. Aside from a measurable impact on sales, such programmes can have an important impact on public health. Overstretched GPs with limited time to spend with patients — on average less than 10 minutes per visit — can use tailored self-management programmes to help to ensure successful adherence to a treatment plan.

Pharmaceutical marketers looking for cost-effective ways to make an emotional connection with consumers may consider a tailored behaviour change health programme as part of their marketing mix.

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GlaxoSmithKline C2Q Plan

An example of a successful tailored health programme is the *Click2Quit* Stop Smoking Plan (C2Q Plan) supporting GlaxoSmithKline's *NiQuitin CQ*. Run by HealthMedia in the UK, Germany and Ireland, the C2Q

Plan was developed to help participants stop smoking. Information about the plan was provided directly in the packaging of the product to ensure a consistent delivery of the programme message.

A recent clinical trial showed a 28% increase in smoking cessation effectiveness for individuals using the individually tailored C2Q Plan compared with those using generic behaviour support

materials. In addition to improved product efficacy, GlaxoSmithKline enjoyed a significant increase in patient compliance — an added benefit that reaches above and beyond the initial programme goals.