



CHAMPIONS OF THE NEW AGE

Market Research Transforming Clinical Trials

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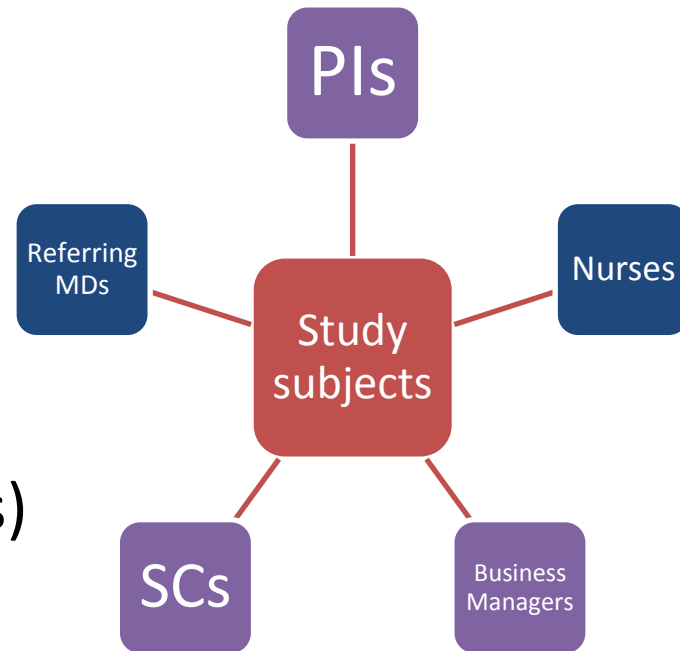
Objectives:

- Study subject journey
- Bottle necks/issues
- Solutions

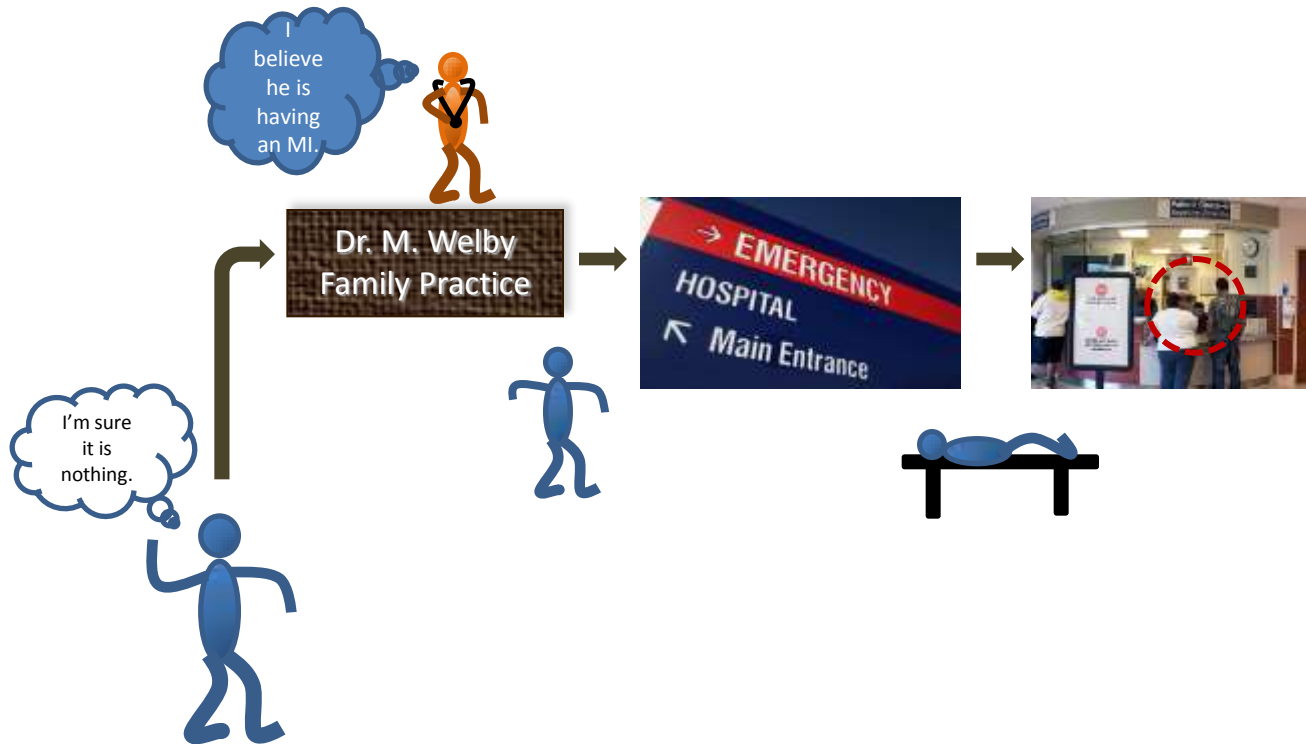


Process:

- Interviewed
 - Study subjects
 - Investigators (PIs)
 - Study coordinators (SCs)
 - Referring physicians
 - Nurses



Study Subject Journey



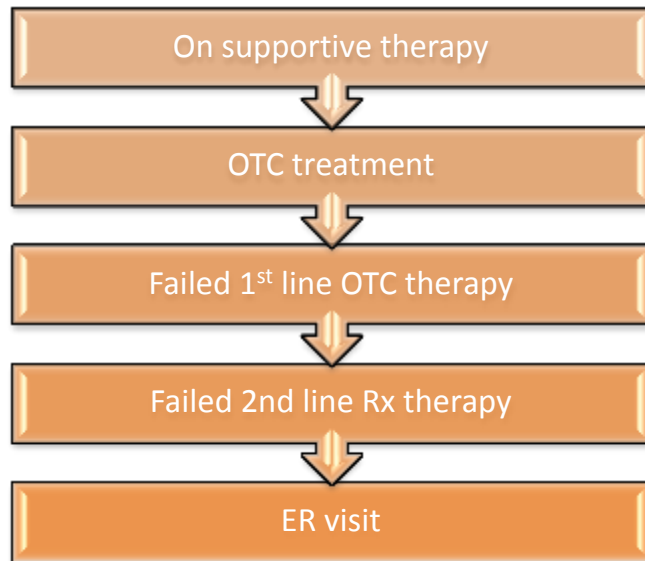
Bottle Necks/Issues



World of Study Coordinators

Study coordinators are responsible for 6 trials simultaneously. They spend about 4 minutes per patient record screening for 6 active studies.

Re-defining who are candidates for the clinical trial



When pushed, PIs acknowledged that any patient on supportive therapy who admitted to having the condition was a candidate for the trial. This is when nurses first hear about it.

The initial perception was that patients must fail on multiple therapies to be a candidate for the trial. This is when physicians get involved.

Central promotion

- Promotional materials were created to inform patients about the clinical study.
- Key messages were not tested.
 - The messages includes words not commonly understood.
 - Minor benefits were highlighted while key benefits were not.

Clarifying WIIFMs for patients and nurses

- How would participating in the study help patients?
 - Legacy – *“Helping the next generation.”*
 - Responsibility – *“It is your turn.”*
 - Increased medical attention – *“Nurses watching over you.”*

30-day action plan

Activity	Research Site	Client	CRO
<u>Content Activities</u>			
• Create one-page summaries for the mid-level practitioners			
• Draft a series of emails to distribute to mid-level practitioners			
• Practice the interactions with simplified language (incl. familiarity with study criteria, WIIFMs for each audience)			
<u>Targeting Activities</u>			
• ID all target medical practices within 15 miles of research site			
• Prepare a schedule for distributing emails to mid-level practitioners			
<u>Execution Activities</u>			
• Schedule lunch ‘n learns at X# local target medical practices within one month – prepare handouts			
• Assist medical office with posters & pamphlets			
• Schedule to confirm each practice has a supply of pamphlets & posters and where they are being put up			
• Schedule contacts to answer questions			

“Clinical Marketing”

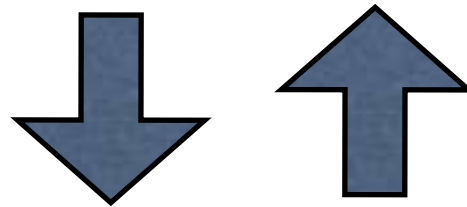
“Clinical Marketing Not A Registered Trademark”



Clinical Marketing

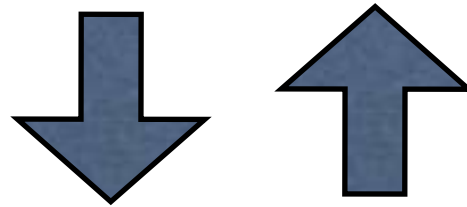
The Linking of the Clinical and Marketing Functions Within a Pharmaceutical Company

Marketing



Clinical

Clinical



Marketing

Marketing Drives Clinical By Optimizing Trial Design

- The “Right” Clinical Situation.
- The “Right” Comparison Therapies.
- The “Right” Outcome Parameters.

And By . . .

- Understanding the drivers of your company's (and your CRO's!) Clinical Trial Reputation.
- Recognizing your company's clinical trial reputation compared to those of other pharmaceutical companies/CRO's.
- Designing programs to optimize your company's clinical trial reputation.

Also By

- Choosing the right clinical investigators.
- “Selling” potential investigators on participation.
- “Selling” patient enrollment.

Clinical Trials Are NOT Just About
Getting FDA Approval Anymore!!!



RWE



R **W**
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E
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Clinical Drives Marketing By:

- Providing evidence to support “access.”
- Demonstrating therapeutic cost-effectiveness.
- Highlighting patient satisfaction.



Treatment Protocols Are Replacing Prescribing Decisions. . .

- In accountable care organizations.
- In retail clinics.
- With NP' s and PA' s.
- With Hospitalists.
- Etc.



“Product Positioning” is No Longer
About Clever Advertising Copy and
Memorable Graphics. . .

Product Positioning's New Meaning. . .

“Placing Your Product in the Optimal Position on Important Formularies and Treatment Protocols!”

And as Pharmaceutical Marketing
Researchers, We Care About Clinical
Marketing Because. . .

- We need to assist our clinical colleagues in the marketing of their clinical trials.
- We need to monitor and enhance our company's clinical trials reputation.
- We need to assist our marketing colleagues in utilizing clinical information.
- We need to embrace the new sources of data now available to us.

In Conclusion. . .
To Embrace Clinical Marketing is to
Embrace a Key Element of the
Future of Pharmaceutical
Marketing Research!!!