

CHAMPIONS OF THE NEW AGE

Market Research Transforming Clinical Trials

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Objectives:

• Study subject journey



• Bottle necks/issues



• Solutions



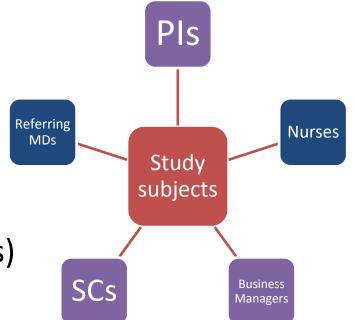


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Process:

- 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.





Examples of bottle necks

Spend about 4 minutes per patient record screening for 6 active studies.

Implications: Screening criteria must be clear and simple.

"Self-reported at screening: < 3 xxx per week and ≥ 1 reported symptom of xxx, xxx in $\geq 25\%$ of cases over past 4 weeks."

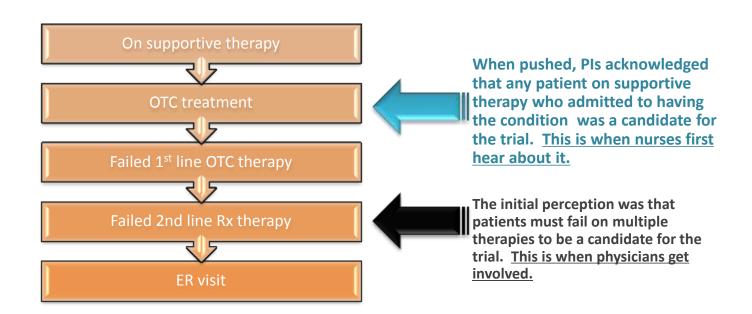
"The CYP3A4 agents listed in Table XXX is not exhaustive. The SPONSOR should be consulted in individual cases where the subject is taking a CYP3A4 not listed."

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Re-defining who are candidates for the clinical trial







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		
Content Activities					
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)					
Targeting Activities					
ID all target medical practices within 15 miles of research site					
Prepare a schedule for distributing emails to mid-level practitioners					
Execution Activities					
 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"



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"Clinical Marketing^{Not A Registered Trademark}"



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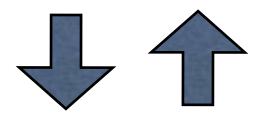
Clinical Marketing

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





Marketing



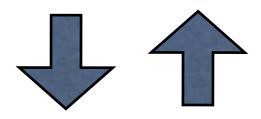
Clinical



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Clinical



Marketing



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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!!!



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RWE



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Real World

_____xperience



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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!!!



